

## A strategic, data-driven approach

Drives outcomes for the Mercedes EQS launch

### Objective

Drive incremental reach, measure web attribution and raise awareness with an upscale target audience surrounding the launch of the 2021 Mercedes EQS electric vehicle

### Solution

Samsung Ads utilized the full breadth of our advertising experiences, deterministic audience data and measurement tools to effectively drive results for Mercedes.

Tactics included:

- A high-impact campaign combined CTV inventory with sponsorship of two of our most unique, high-SOV ad experiences, Native 1<sup>st</sup> Screen and App Store Masthead
- Targeted upscale (\$250K+) audiences in market or currently owners of a luxury EV
- Measured web attribution and provided frequency insights across linear and OTT

# +25%

Incremental reach among exposed audience

# 4x

Conversion rate of Samsung-only media compared to linear-only

### Results

- **Higher conversion:** By leveraging Samsung's invaluable frequency data, the conversion rate of Samsung only media was 4x higher than Mercedes' linear-only media
- **Incremental reach:** Samsung Ads delivered +25% incremental reach among exposed audience
- **Increased website visits:** People who were exposed to Samsung Ads' campaign showed more interest in visiting the website & were more likely to return multiple times

