

SAMSUNG Ads

Samsung Ads helps CTCA successfully pivot to Connected TV during COVID

Background

Challenge

The pandemic caused many cancer patients to consider postponing lifesaving treatment to avoid getting sick and preserve medical resources for COVID patients. Cancer Treatment Centers of America (CTCA) was determined to keep caring for patients but needed to figure out how best to communicate to potential patients when their traditional advertising method of radio ads became less utilized and more and more people were streaming at home.

Solution

Utilizing our powerful first-party data, third-party data partnerships and deep audience insights, Samsung Ads helped CTCA pivot their media strategy to Connected TV and provided the ability to target precise, segmented audiences in their key markets. By providing critical reach and frequency insights, Samsung Ads helped CTCA understand who their ads were being served to, when and how often.

Result



More efficiency

Samsung Ads' viewership data allowed CTCA to work more efficiently by understanding their highest and lowest performing markets and reallocating their media spend accordingly



Smarter media strategy

Samsung Ads helped CTCA optimize their media strategy to target precise audiences and test additional audiences. The results were so positive that CTCA is aggressively expanding their media strategy to focus on CTV moving forward.

Source: Cancer Treatment Centers of America®, 2022



"Results with Samsung have been impressive, in some cases we've seen CTV performance on par with paid search, which is typically our most effective form of advertising. And with the added benefits of messaging in the highest quality video environment of full sight, sound and motion!"

— Ivan Stamenov, CTCA

65%

More efficient cost-per-conversion compared to CTCA target

216%

CTCA Budget Increase to expand program across 23 markets