

Success story

Addressable Program Guide within Samsung TV Plus successfully drives app usage for leading M&E content partner



Client objective

A popular content partner needed to reach new and lapsed users to convert them back to active app usage.



Challenge

Consumers today have an overwhelming number of decisions to make—from determining what to watch to deciding where to watch it. For app partners, it's becoming increasingly important to cut through the clutter and win the eyeballs of undecided viewers. The client was seeking opportunities to find non-linear, heavy streaming audiences while maximizing in-app viewership.



Solution

The Addressable Program Guide (APG) ad experience provided the client an opportunity to reach viewers who were actively seeking content recommendations from their Samsung Smart TV. Harnessing the power of our first-party data and targeting capabilities, Samsung Ads reached both lapsed and non-users of the client's app via a 7-day takeover and 14-day ROS campaign, driving those exposed to the APG creative directly into the client's app for a seamless viewing experience.



Value and impact

By reaching viewers at the magic moment when they were deciding what to watch next and providing them with an easy path to the client's app, Samsung Ads successfully converted lapsed and non-users of the app into active app users! Further proving the impact of Samsung Ads' APG, the campaign also successfully drove active users to engage with the app.

Source: Samsung Ads ACR data, 2022.



2X

Nearly double the client benchmark (0.25%) for CTR among Lapsed/Non App users

59%

Lift in exposed app usage among ALL app users

32%

Lift in exposed app usage among lapsed/non app users