

Driving Incremental CTV reach for Matterkind

Advertiser's challenge

Matterkind was looking to utilize Samsung DSP's unique, deterministic data to create custom segments on behalf of an advertiser to drive incremental reach with tech savvy streamers across linear and streaming environments.

Samsung DSP solution

Through Samsung DSP's Audience Builder tool, Matterkind tapped into Samsung's proprietary ACR data, subject to Samsung's privacy policy and consumer choices, to create custom segments, reaching unique audiences across CTV and Samsung TV Plus:

- Audiences exposed to competitors' ad creative
- Audiences unexposed or underexposed to the ecommerce advertiser's ad creative via linear buys
- Audiences who are heavy users of the advertiser's OTT streaming app



#1

ACR data provider

110

Samsung Smart TV index
against influential tech
enthusiasts

2016

Marks the year Samsung
began driving success
without cookies

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matterkind

Delivered outcome

With the power of Samsung Ads' data at their fingertips, Matterkind leveraged the platform and robust, proprietary data to drive an incremental reach of 124% against the brand's linear TV spot. They also successfully drove an extended reach of +25%, meaning they reached new audiences who had not yet been exposed to a linear ad.



+25%

Extended reach



+124%

Lift in incremental reach

Source: Samsung Consumer Electronics Proprietary Business Intelligence, May 2022