



# Driving Renovators to Stores

Building store visits by nailing the audience linear TV missed.

A well-known home improvement store wanted to reach consumers ready to tackle summer home renovations, and drive store visits. The store was spending big on linear television, and had a winning video creative that relied heavily on audio, but it wasn't reaching consumers efficiently.

## Why Samsung Ads

Identified the right audience through proprietary ACR-data targeting and delivered through Connected TV (CTV) Video inventory.

- **Targeting:** Home & Garden Audience | Audience unexposed to own ads on linear | Audience exposed to Competitors' ads
- **Ad Format:** Connected TV (CTV) Video

Audiences exposed to Samsung Ads were over 50% more likely to visit home renovation stores.

# 11K

Drove 11,000 incremental visitors,  
at a 24% visit rate

# 54%

54% lift vs. unexposed, with 3.3x ROAS  
(return on ad spend)

## About Samsung Ads

Samsung Ads is Advanced TV advertising built on the world's smartest connected audience platform. We leverage a proprietary data set no one else has, to deliver insights to marketers no one else can offer.