

Remote to controller: gamers path to purchase with Samsung DSP

The challenge

A major video game agency approached Samsung Ads with the need to drive gameplay conversions of the latest release in a long-standing game franchise series over a short 2-week flight period.

The methodology



Custom audiences: use Samsung's Audience Builder tool within Samsung DSP to create custom behavior-based segments that utilize deterministic and proprietary gameplay data to ensure reach and exposure amongst the target audiences



Cross-device exposure: using Samsung Ads' proprietary ACR data to identify households unexposed or lightly exposed to linear TV ads, we boosted incremental reach by adding Connected TV (CTV) Video and Online Video.



Attribution: leverage the industry's largest source of first-party, proprietary ACR gaming data to confirm consumer path to purchase when we see this specific title was played on an exposed device.

Source: Proprietary Samsung DSP Data from 5/7/21 - 5/18/21.

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The result

172%

Gameplay lift
(exposed vs. unexposed)

\$1M

Incremental revenue driven

\$2.5M

Unique target households

24.5K

Exposed conversions (individual
exposed to ad purchased game)



The impact

Effective targeting with limited duplication:

With Samsung DSP's inherent visibility into consumer path to purchase and optimization capabilities, we were able to eliminate waste by ensuring that once a gamer converts, they are no longer targeted, leading to not only driving efficiency for the advertiser, but creating a more respectful ad experience for those who have already converted.



The full power of Samsung Ads with Samsung DSP

With Samsung DSP, you can actively manage reach and frequency across all screens, enhance your first-party audience strategies, measure your campaign reach holistically and access unique CTV inventory across the ecosystem, as well as premium video inventory on Samsung TV Plus and Samsung Content Network.