

Helping game publishers convert & drive results

Leveling up game players with cross-platform insights and attribution.

Client objective

A top video game publisher asked Samsung Ads to drive awareness, new purchases, and increase reach with audiences unexposed to their linear TV advertising.

Challenge

Linear ads reached only 27% of Samsung Smart TV households; 73% did not see the brand's ads. Of those exposed to linear ads, only 38% were gamers, resulting in a majority of reach (62%) wasted on those without a gaming console.

Solution

Samsung Ads was able to precisely target the qualified Samsung gamer audience by using a powerful combination of ACR and TV device data — the largest single TV dataset available, including extensive proprietary game play segments. With insights into user behavior across platform, the brand achieved efficient incremental reach against the linear buy, optimized exposure and frequency, and closed the loop on attribution for significant lift in game play rate.

Campaign details

Target audience

Competitive titles, Core Gamers, and Franchise Fans who have not played the advertised game, identified by Samsung Ads industry-leading TV dataset of ACR, TV devices, and game play

Media

Samsung smart TV Native 1st Screen
Connected TV (CTV) Video
Mobile & desktop video
Mobile & desktop display



320K

were exposed to Samsung Ads and played the game

+59%

incremental reach

+225%

lift in game play rate

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