

SAMSUNG

Ads

Helping a New QSR Menu Item Succeed

Feeding store visits by finding the audience the QSR was hungry for.

Client Objective

A top QSR brand asked Samsung Ads to help reach audiences unexposed to their linear TV ad, to drive awareness and store visits.

Challenge

Linear ads reached only 31% of the Samsung Smart TV households; 69% did not see the brand's ads.

Solution

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.

What & How

Samsung Ads partnered with Placed, Inc., the leader in location analytics and offline attribution, to measure ad impact and report attribution.

Campaign Details

Target Audience:

- Unexposed to Linear Ad (Ad Reach Extension)
- Samsung Ads Light Linear Viewers

Flights Dates and study period:

- December 2018

Media

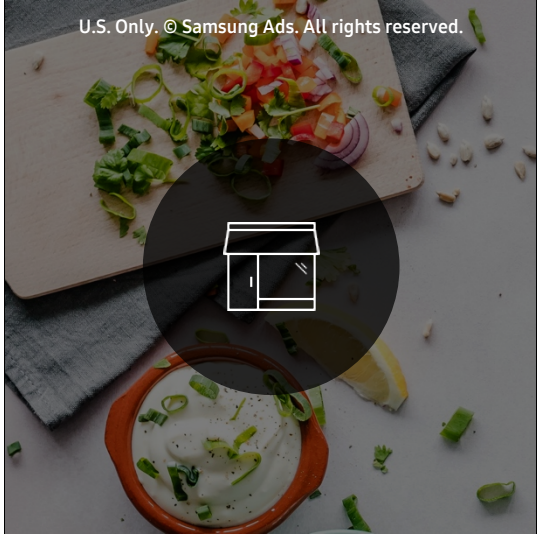
- Connected TV (CTV) Video
- Mobile and Desktop Video

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.

About Placed

Measuring over 300 million devices per month, Placed provides comprehensive understanding of consumers' offline behaviors by utilizing over 2.8 billion directly measured visits.



27%

27% Incremental HH reach, with only 0.8% duplication of linear reach

+8.9%

CTV ads drove +8.9%¹ lift in visits

350K+

Exposure to Samsung Ads led to 350k+ visits to the QSR restaurant

14%

14% of total visits came from new or lapsed customers

Get in touch at adsales@samsung.com

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¹ Based on Behavioral Lift: A more focused measure of incrementality that also accounts for visitation over the 30 days preceding ad exposure. Samsung Ads Proprietary Data, U.S. Only, 2018