

Connect With Samsung's Network of Omnichannel Shoppers

A Proven Audience of Spenders During the Biggest Shopping Season of the Year



What is the Samsung Shopper 360 Solution?

The Holidays are an exciting time filled with family gatherings, celebrations with friends, festive food, and sentimental gift-giving. The Holiday season is also synonymous with shopping — shopping for favorite Holiday food and drinks, seasonal décor, and of course, gifts for family and friends. And with so much messaging aimed at consumers during this key time, capturing their attention can be challenging.

With the launch of our new partnership with **Commerce Signals** coupled with Samsung Ad's new campaign planning tool, Audience Advisor, we'll now be able to effectively connect your brand message to a proven audience of omnichannel spenders during the biggest shopping season of the year — **the Holidays**.

6.5M+

Samsung HH
Income 100K+

11.5M+

Holiday Shoppers at
retail locations

11M+

Holiday Grocery
Shoppers

11M+

Shoppers of Pet Food /
Merchandise

10.5M+

Spenders at Fast
Food Restaurants

9.5M+

Spenders in the
Beauty Category

10M+

Big Box Holiday
Shoppers

10.5M+

Department Store
Holiday Shoppers

*Samsung Smart TV owners who participated in entertaining in last 12 months. Source: GfK MRI, National Doublebase 2020 (edited).

**Source: Kantar Travel Study; Among Samsung Viewers, 5/14-21-6/10-21.

***Source: Source: GfK MRI, National Doublebase 2020.

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