

SAMSUNG Ads

Success story

Samsung Ads helps drive results for new auto redesign

Objective

Leading auto manufacturer needed to generate brand awareness and drive overall consideration for a newly redesigned vehicle

Challenge

- Reach a precise target audience of multicultural auto-intenders
- Drive consideration by utilizing Advanced TV tactics without any linear support
- Measure resulting consideration intent and website visitation lift

Solution

Harnessing the power and efficiency of Samsung Ads' innovative proprietary ACR data set, and subject to our privacy policy and consumer choices, we were able to identify households at scale that viewed multicultural programming. Combined with third party data, Samsung Ads helped drive intent directly with auto intenders across Connected TV, OLV and Samsung 1st Screen.

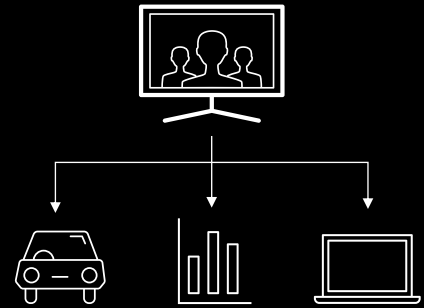
Value and impact

Consideration

The Samsung Ads campaign delivered big results for the auto brand, increasing consideration for the redesigned vehicle by +19% with those in-market for a new vehicle in the next 7-12 months.

Website visits

The campaign was highly effective in increasing visits to the redesigned vehicle website. Nearly half (41%) of all visits to the website were exposed to the Samsung Ads campaign.

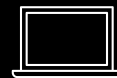


Precise audience targeting



+19%

Increase in consideration
(in-market for a new vehicle
in 7-12 months)



41%

Of all website visits driven
by campaign