

# SAMSUNG Ads

## Success story

# Extending reach and unlocking new audiences for a leading QSR brand

### Client objective

A top QSR brand in Canada partnered with Samsung Ads to solve for incrementality to linear efforts and reach key, hard-to-find audiences without duplication.

### Challenge

Macro shifts in linear viewing behavior make it increasingly difficult for brands to deliver their messaging to intended viewers, particularly those that spend time in environments that are not ad-supported. This advertiser's linear efforts alone reached just 23% of Samsung households within their target demos, meaning this brand's ads were missed by 77% of their desired audience.

### Solution

Samsung leveraged its proprietary ACR data to identify the client's target audience, particularly households that are exclusive subscription video on demand (SVOD) users that could not be found in ad-supported environments. The brand was then able to deterministically target and drive engagement among this segment with Samsung's high impact, 1<sup>st</sup> Screen Native Ad.

### Value and impact

#### Extending reach

By partnering with Samsung Ads, the advertiser was able to extend its brand messaging to nearly 660K additional households, resulting in an incremental reach of over 57%

#### Optimization

Samsung Ads' proprietary data identified viewing habits and behavior for the brand's key audiences, generating learnings that will drive optimization for future campaigns

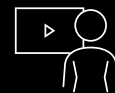
## Results



# 57%

**Incremental Reach**

85% of the households reached by Samsung Ads were classified as non-linear or light-linear



**Samsung Ads reached**

# 40%

of the exclusive SVOD segment during their limited time offer campaign

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