

# SAMSUNG Ads

## Reaching Gamers to drive conversions

Maximizing awareness and driving gameplay among gamers in the Samsung universe

### Objective

A major game publisher partnered with Samsung Ads to drive awareness and purchase consideration for the release of their new immersive game.

### Strategy

Samsung Ads applied its proprietary, first-party data to unlock the target audience of RPG/action gamers who are also Fantasy Movie fans. The advertiser leveraged Samsung's impactful ad solutions to engage this high-value audience as they navigated between content and gaming.

- Samsung's high-impact, **Native 1st Screen** ad placement captured viewers' attention as they looked to discover content
- Samsung's Game Console Launcher ad reached highly engaged PlayStation owners just before they started up their consoles

### Key results

- **0.24% eCTR** led by the Game Console Launcher
- **41K converted** gamers
- **+131% lift** in gameplay compared to unexposed
- **86%** incremental reach to Linear
- Linear conversion rate increased **40 basis points** when combined with exposure to Samsung Ads

Powerful data + seamless ad experience



Samsung Ads' deterministic 1P console/gameplay data combined with Native and Connected TV ad experiences allowed this game publisher to reach gamers at all touchpoints of their gaming and streaming experience.



The Game Console Launcher led performance with a CTR as high as 0.35% and a massive 14.1% conversion rate.

# 5.4%

Conversion rate among the exposed audience

# +131%

Lift in gameplay over the audience unexposed to Samsung Ads

# \$1.22

Cost per gamer influenced

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