

**SAMSUNG Ads**



from  
**£19.50** pm\*



# Vodafone reaches gamers and heavy streamers on Samsung TV Plus

Samsung Ads CTV ad solution **powers linear reach extension** for Vodafone.



## Overview

Vodafone, a British multinational telecommunications company, and one of the largest mobile and broadband service providers in the UK, partnered with Samsung Ads to extend the reach of their linear TV campaign. Their linear campaign, aimed at encouraging consumers to switch from their current Broadband supplier to Vodafone, had achieved high exposure (92%) amongst heavy linear viewers on Samsung TVs, but less so amongst light linear viewers, often referred to as hard-to-reach streaming audiences. Nearly 45% of Samsung TV audiences are light linear viewers, consuming three or less hours of Linear content per month\*.

By partnering with Samsung Ads, Vodafone was able to efficiently reach in-target big bandwidth streamers and gamers that had not been exposed to their linear TV campaigns with CTV advertising on Samsung TVs.

## Solution

**Samsung Ads linear reach extension** enables advertisers to extend the reach of their linear campaigns across CTV by leveraging Samsung Ads ACR\*\*, a proprietary technology that powers the forecasting and deterministic targeting of households not reached with linear ads. Samsung Ads detected TVs exposed to Vodafone's Broadband creative on linear within the Samsung TV universe, created a dynamic targeting pool of exposed TVs, and excluded the exposed audiences from the Samsung Ads CTV campaign.

In addition, Samsung Ads layered contextual ACR data, targeting Streamers and Online Gamers to identify in-market broadband viewers who wanted to increase their internet speed.



**Samsung TV Plus**, Samsung's Ad Supported streaming service exclusive to Samsung TVs, offers free, premium and curated content. Ads within Samsung TV Plus are 100% viewable, non-skippable, premium HD video ads that appear between content, just like ad breaks on linear, allowing users to watch the ad in full screen.

\*Samsung TVS - TVC 3 seconds minimum. 01 /10 /2021 - 01/11/2021

\*\* Automatic Content Recognition



"Connected TV is becoming a much higher priority for advertisers given its rapid growth in the industry, therefore Vodafone felt it was time to make use of Samsung's premium place in the market and dominance in the CTV Universe. It was really important for us to incrementally target as much of this hard-to-reach audience as possible with the Switch and Save promotion and add value to our linear TV buy, and we feel the strong results of this campaign shows this has been achieved!"

— **Sally West**  
Programatic Executive, Vodafone



## Result

**93%**  
VCR

**1.6M**  
Impressions

**12%**  
Incremental Reach

With Samsung Ads, Vodafone reached hard-to-reach heavy bandwidth streamers and gamers who are spending less time on linear. The Samsung TV Plus campaign delivered **12% incremental reach across Samsung CTV**, equating to an additional **320k households**. Furthermore, the campaign achieved a **very high 93% video completion rate**, which is **3% above Samsung Ads CTV benchmarks**.

