

Resources

Get inspired with our curated collection of resources tailored to help you plan smarter and optimize your advertising strategy.

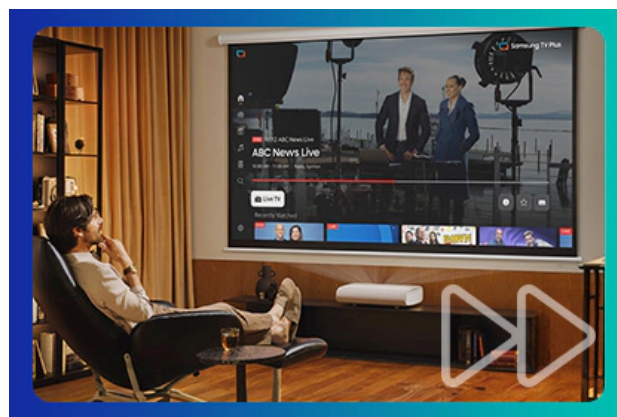


SUCCESS STORY

Playtika unlocks scalable performance growth on CTV with Samsung Ads

Beyond search and social, how CTV became a powerful lower-funnel growth engine for mobile gaming.

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WHITE PAPER

FAST Forward: The Now and Next of Streaming TV

Explore the trends, audience insights, and advertising opportunities making free ad-supported streaming TV a major force in the future of ad streaming.

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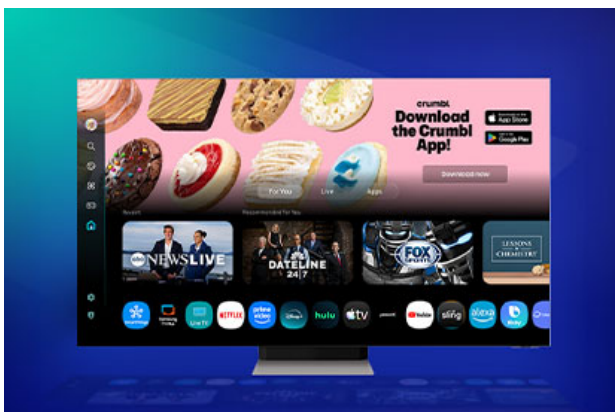


WHITE PAPER

Make the home screen your home turf: A full-funnel sports advertising playbook

Dominate sports CTV: Engage fans, optimize budgets, target with precision, drive ROI and win year-round with actionable strategies.

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SUCCESS STORY

How Crumbl cookies turned CTV into a customer machine



SUCCESS STORY

Driving awareness for the Paramount+ app rebrand

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SUCCESS STORY

Driving success for Mercedes' new EV launch

Generating awareness, reaching unique audiences and measuring web attribution for the launch of a new electric vehicle.

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Samsung Ads helps Cancer Treatment Centers of America (CTCA) successfully pivot to Connected TV during COVID.

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SUCCESS STORY

Increasing foot traffic for Jersey Mike's

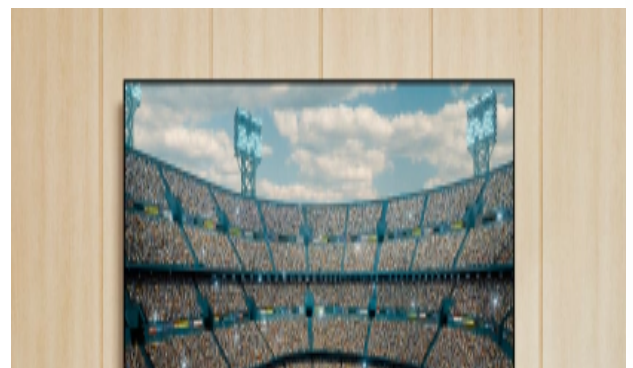
Boosting foot traffic for a leading QSR brand.

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Learn more about our enhanced ad experiences designed to drive even more consumer discovery and engagement for your brand.

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SAMSUNG Ads

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A popular CPG brand turned to Samsung to solve for incrementality to linear against their target in-market customer of diaper purchasers.

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A leading app partner leveraged Samsung proprietary ACR data to target key audience segments, leading to a higher share of voice and increased lift rate for app opens.

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SUCCESS STORY

Raising brand awareness for Marriott Bonvoy

Increasing brand awareness and driving video views for Marriott's "Travel by Design" branded content series.

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 Playing is Believing: Celebrating One Year of Gaming Hub



Spotlight on churn

In this insights report, we share actionable insights for streaming apps to proactively mitigate churn and engage their key audience.

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 Gamers in the Age of Streaming

WHITE PAPER

Gamers in the age of streaming

This insightful white paper examines the opportunities surrounding gamers' rapid shift to streaming.

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ARTICLE & NEWS

Playing is believing: Celebrating one year of Gaming Hub

One year after its launch, Samsung Gaming Hub continues to wow gamers and expand access worldwide.

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