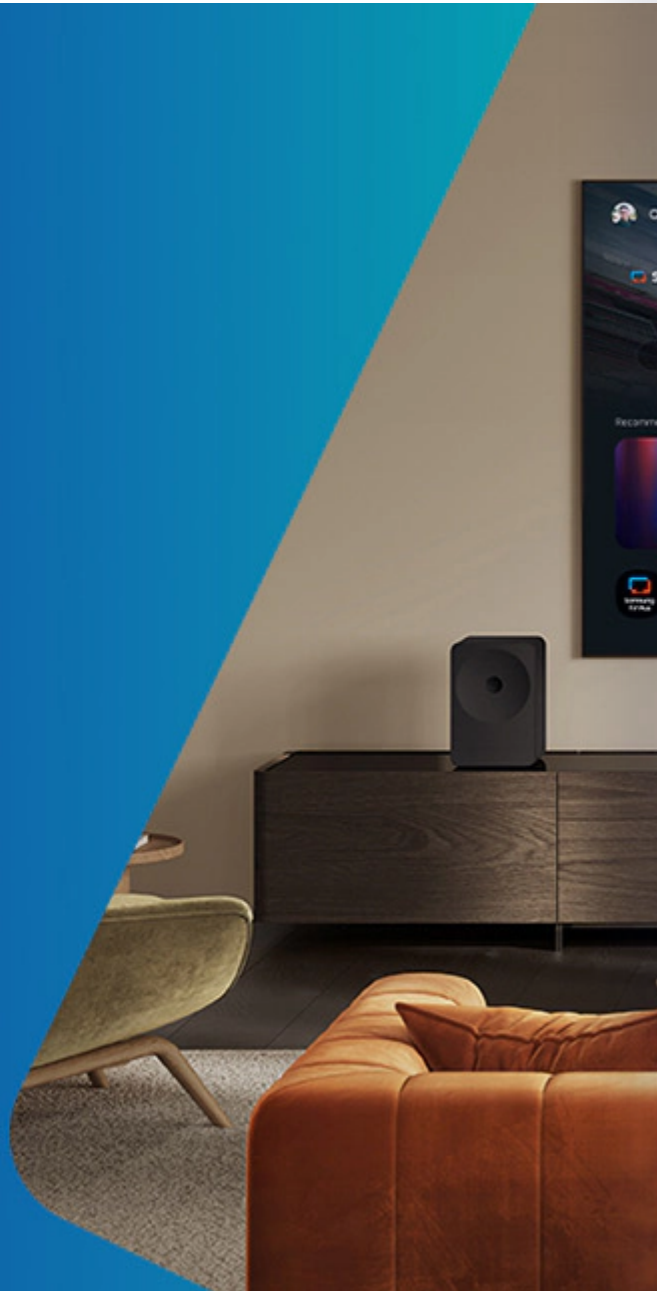




CTV that proves its own ROI

Performance TV connects every impression to a measurable outcome — from the moment someone sees your ad to the moment they act on it.

[LET'S CONNECT](#)

Where proof meets performance

Samsung Ads reaches 3 in 4 U.S. TV households and pairs deterministic data with full-funnel measurement—so you can understand your audience, activate with precision, and prove every impression.

Extend CTV performance
across the full-funnel with
Samsung Home Screen

32%

unique
incremental
reach

2X

higher
conversion rate

+43%

additional
conversions

drive real business outcomes.

Data you can stand behind.

Samsung's first-party data delivers a clear view of reach—enhanced by your data and trusted partners to reduce duplication and support confident decisions.

Performance that holds up.

Tie exposure to outcomes with measurement built for accountability—so teams can validate impact and optimize with confidence.

Our solutions: Built to perform

Our portfolio of advertising solutions converts Samsung consumers into your customers, delivering full-funnel performance with measurable impact. Unlock the full power of Samsung's device ecosystem by combining solutions across creative, context, to drive more consumer action, maximize engagement and deliver performance.

Creative

Engaging ad experiences

Foster a deep connection with your audience to inspire action across the funnel.

Increase impact

Context

Content-based ad solutions

Be seen where it matters most to engage the right audiences on Samsung TV Plus and beyond.

Maximize engagement

Conversion

Performance solutions

[HIT YOUR GOALS](#)

Samsung TV Plus: Where your customers are watching TV

Samsung's free, ad-supported streaming service is consumers' go-to source for premium entertainment, accessible with the touch of a button on Samsung Smart TVs and Galaxy devices.

As the #1 FAST service on Samsung TVs, Samsung TV Plus enables you to engage customers at scale to drive full-funnel performance within high-quality, brand-safe programming. With exclusive content like Conan O'Brien TV and Letterman TV, Samsung TV Plus offers hundreds of premium channels and thousands of movies and shows on-demand.

[FIND YOUR CUSTOMERS](#)



How Crumbl reached a hungry audience at scale

Samsung Ads helped Crumbl connect with high-intent viewers at the moment that mattered most.

READ THE STORY



80 Million

Resources for better reach



Is your CTV media plan actually working?

Use this 10-point audit to find where your current media plan may be leaving reach, efficiency and results on the table.

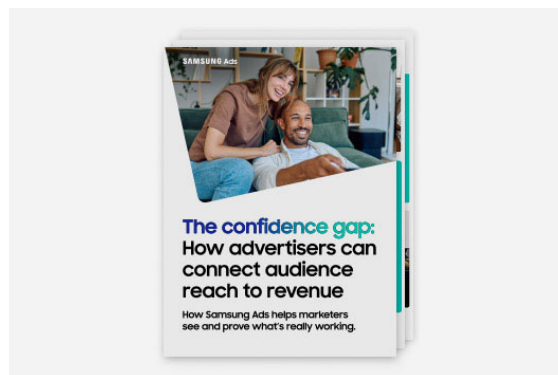
GET THE CHECKLIST



Your biggest performance problem is the audience you're not reaching

See how duplication, dark web traffic and the streaming shift are quietly draining your CTV budget — and what Samsung Ads does about it.

VIEW THE INFOGRAPHIC



Stop letting duplication drain your CTV budget

The audiences your plan is missing aren't gaps — they're untapped revenue. This playbook shows you how to find them and redirect spend

where it actually works.
DOWNLOAD THE PLAYBOOK

streaming-first TV era.

GET INSPIRED



The \$141 billion wake-up call: Why ad duplication isn't inevitable

Duplication quietly burns double-digit percentages of CTV spend for most advertisers. Here's how to find it — and redirect it toward audiences who haven't

seen your message yet.

READ MORE



TV's Future Is Lower Funnel

CTV was built for awareness. Here's why the most sophisticated advertisers are now using it to drive direct outcomes — and what that means for your media

plan.
READ MORE

Let's get started

Help us match you to the right Samsung Ads expert

Company Name *

Job Title *

Business Email *

Country *

What is your expected ad spend with Samsung Ads? *

Provide any additional detail so we can get you to the right person (e.g. campaign objectives, timing, etc)

☐ I'm not a robot


reCAPTCHA

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