

Samsung Consumer Electronics GmbH

Inspires healthier living through contextual CTV storytelling



Mach dich bereit
für mehr Morgenmenschen
Galaxy Watch8 Classic

The results

€0.02

Average CPV

+3.5 million

Impressions

+459,000

Retargeted views

Strategies for success

Leverage Premium Streaming to amplify your story in brand-safe, high-quality spaces.

Reach the right viewers in the right context: Combine audience targeting and genre targeting to match your creative with people's interests and viewing moods.

Keep storytelling authentic: Show everyday moments and values your audience connects with, highlighting how your brand fits naturally into their lives.

Partner for impact: Collaborate closely with Microsoft Advertising and your agency to build campaigns that adapt quickly and perform across every screen.

"This campaign proved that Premium Streaming can deliver both reach and engagement at scale. With Microsoft Advertising, we were able to expand beyond traditional video channels and reach audiences through meaningful, health-focused storytelling, achieving a 100% completion rate across all creatives."

Mario Winter

VP Marketing

Samsung Consumer Electronics GmbH