



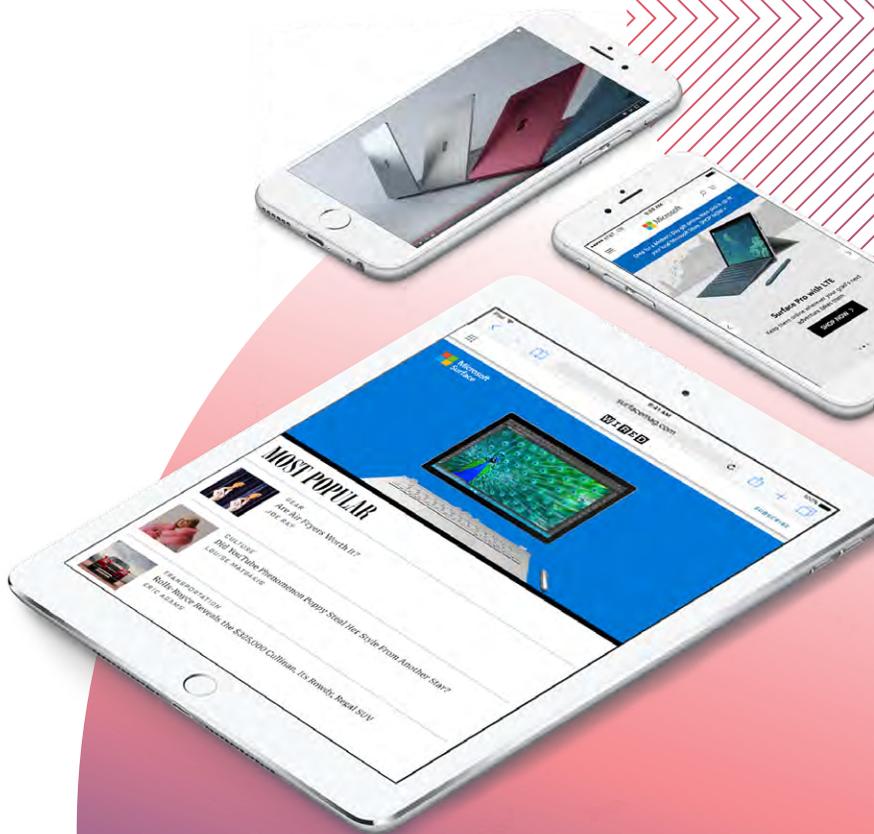
Microsoft Surface increases ad recall

Microsoft wanted to leverage TV viewing preferences to stay top of mind among target audience and increase ad recall amongst audiences not exposed to the TV commercial.

Samba gave us the platform to reach our target audience and stay top of mind. The Surface campaign helped increase ad recall amongst audiences who were not exposed to our TV commercials and increase frequency among exposed viewers. Finding such innovative ways to reach our key audience is what helped us spread the word about Microsoft Surface in a compelling way.

Aina Bolstad

Senior Marketing Communications Manager,
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Solution

Samba leveraged TV viewing data to reach relevant audience segments and target them digitally to align with the client's campaign objective.

Content alignment: Samba targeted TV viewers interested in content aligned with Surface such as technology, arts, culture, design & entertainment.

Reach extension: To find new users, Samba targeted linear TV viewers who were un-exposed to Microsoft's TV commercials and viewers of ad-free SVOD content.

Frequency extension: To stay top of mind, Samba targeted TV viewers who were exposed to Microsoft's TV ads and increased the frequency through digital exposure.

Results

The digital campaign delivered 68% video completion rate, 0.49% click-through rate and 68% viewability.

To quantify the results of the campaign, Microsoft leveraged On Device Research to measure ad recall among the exposed audience, which showed a

↑ 233% increase in ad recall

proving that Samba's targeting was able to help Microsoft stay on top of mind among exposed viewers.

Samba TV is a data and analytics company providing essential television insights by leveraging the world's most comprehensive source of real-time viewership data across broadcast, cable TV, OTT and digital media. Through software embedded in smart TVs, amplified by set-top boxes and mapped to connected devices, Samba makes TV audiences more addressable and measurable to help marketers activate cross-screen campaigns and analyze the impact of their media investment. Samba TV is headquartered in San Francisco with offices across the United States and Europe. For more information, please visit platform.samba.tv or follow @samba_tv on Twitter.