

Unlocking Opportunities in CTV with Identity Resolution

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Agenda

Samba TV Overview

Opportunities with CTV

Role of Identity Resolution for CTV



We are the Heartbeat of Television

Our Data Powers TV Advertising

SONY

Panasonic

Google

Disney
Ad Sales

amazon

hulu

Snap Inc.

theTradeDesk

P&G

UNDER ARMOUR

KFC

AMERICAN
EXPRESS

Microsoft

We have proprietary TV Data
We analyze viewership at the **glass**.



46M TVs

GENERATED FROM EXCLUSIVE TV & STB PARTNERSHIPS

24

SMART TV BRAND INTEGRATIONS

SONY	LG	TCL	Panasonic
PHILIPS	TOSHIBA	SHARP	
SANYO	MAGNAVOX	TELEFUNKEN	
VESTEL	Westinghouse	HITACHI	
AOC	beko	element	Graetz
FINLUX	GRUNDIG	SEIKI	

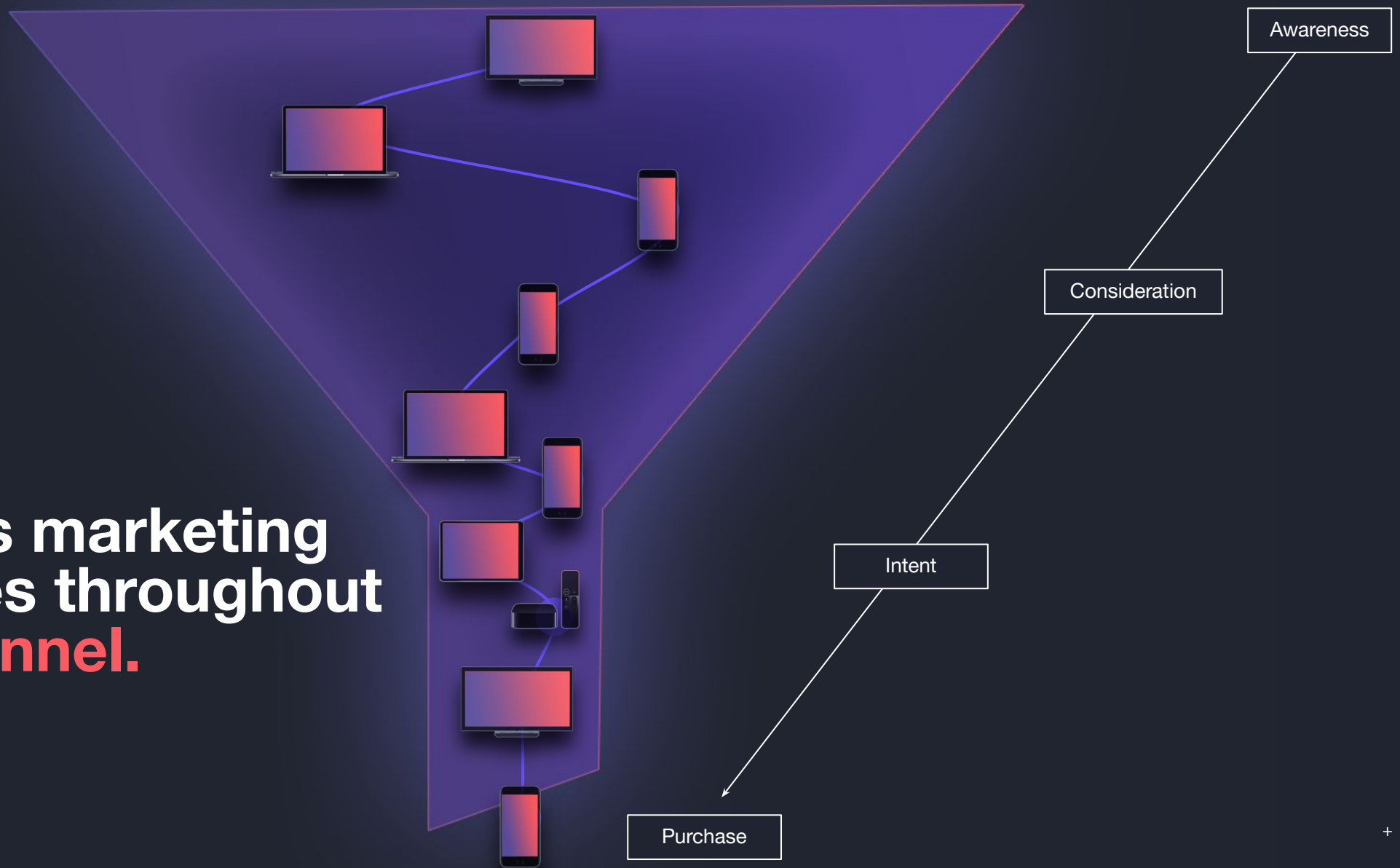
SET-TOP BOX
DATA PARTNERSHIPS

TiVo
6IX
0ERO
5IVE

CTV allows us to **reach audiences programmatically** through new channels.

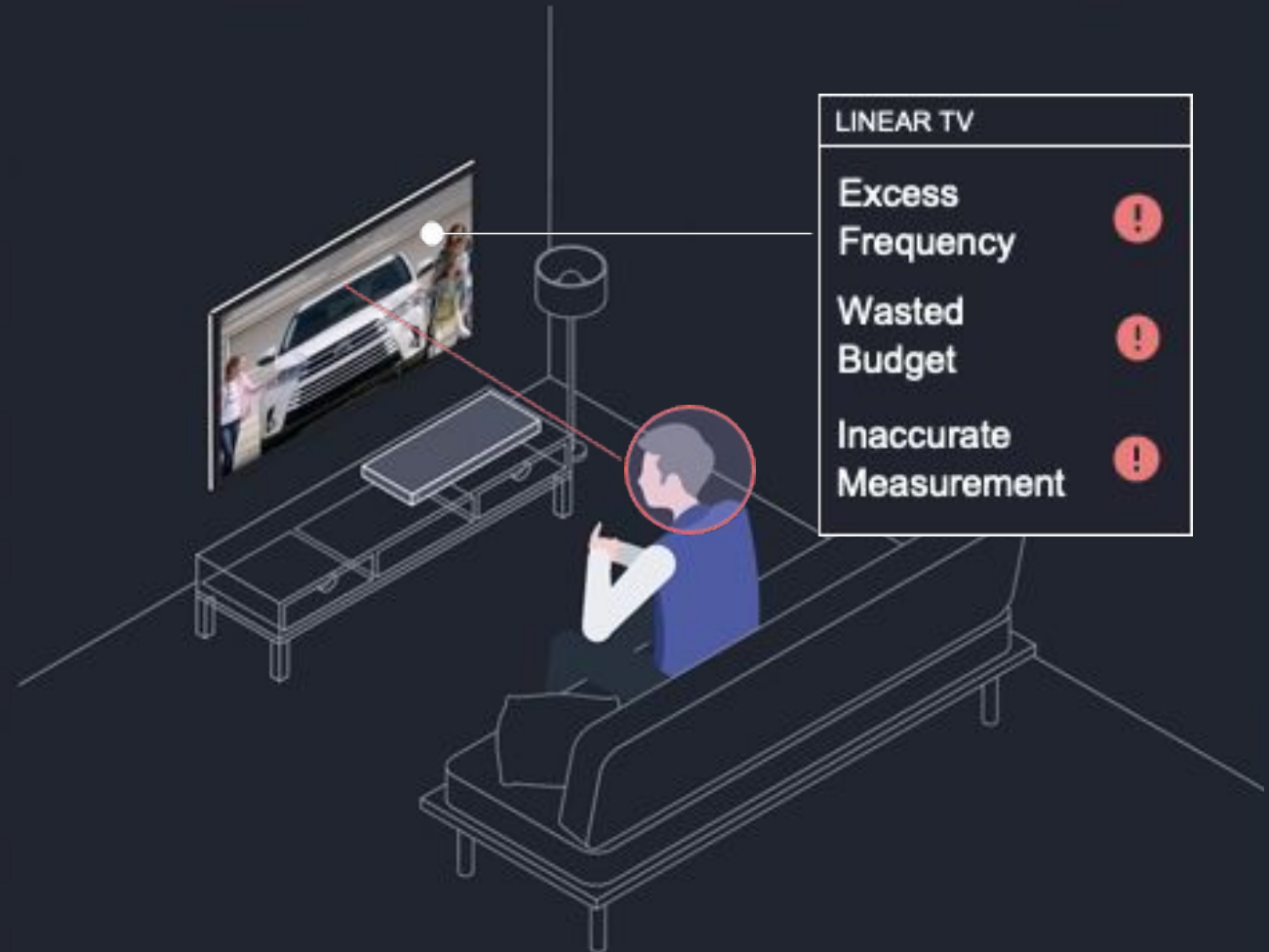


CTV unlocks marketing opportunities throughout the entire funnel.



The frequency problem:

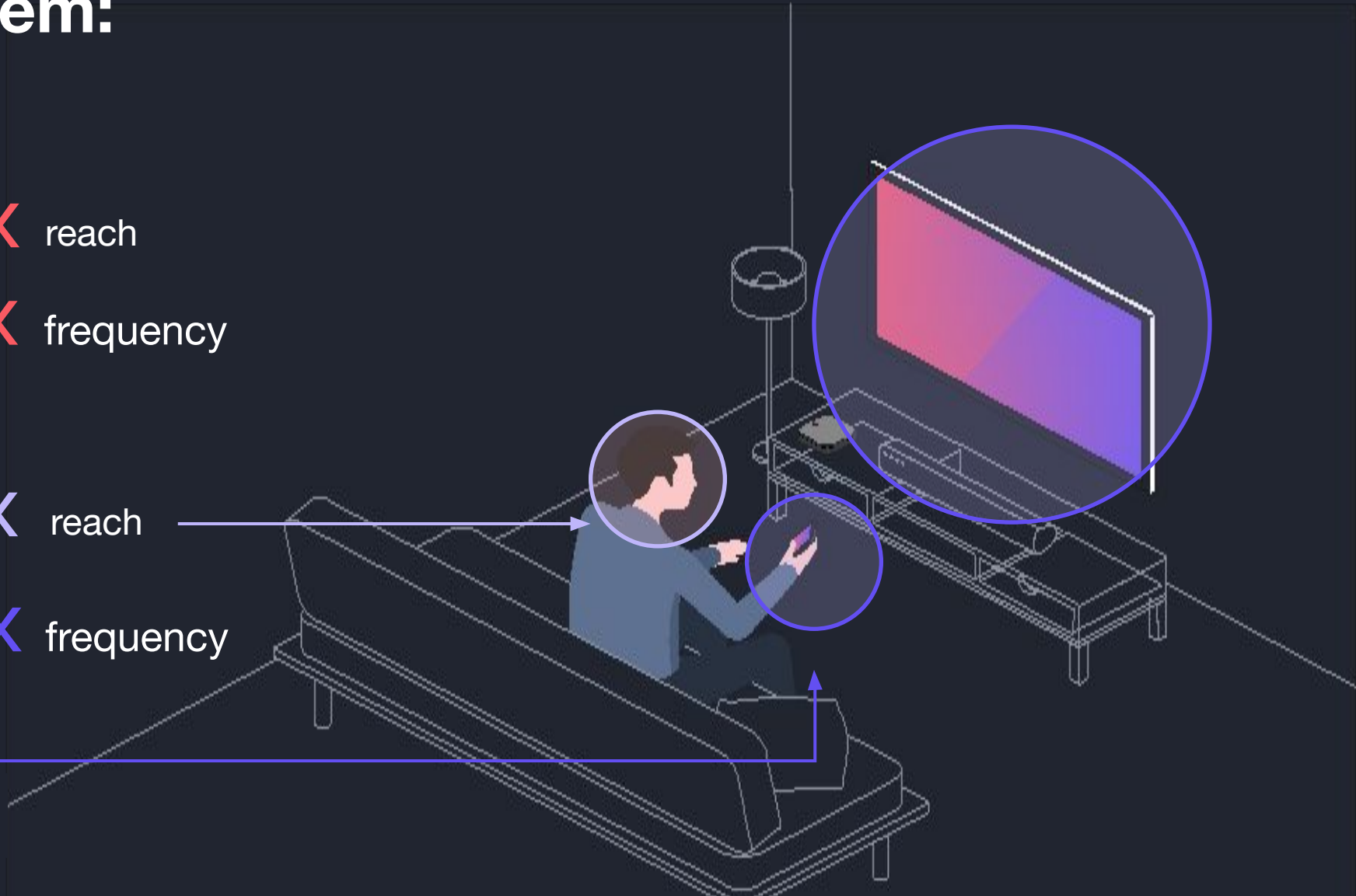
94% of linear television ads in the U.K. & Germany reached the **same 54% of viewers** last quarter



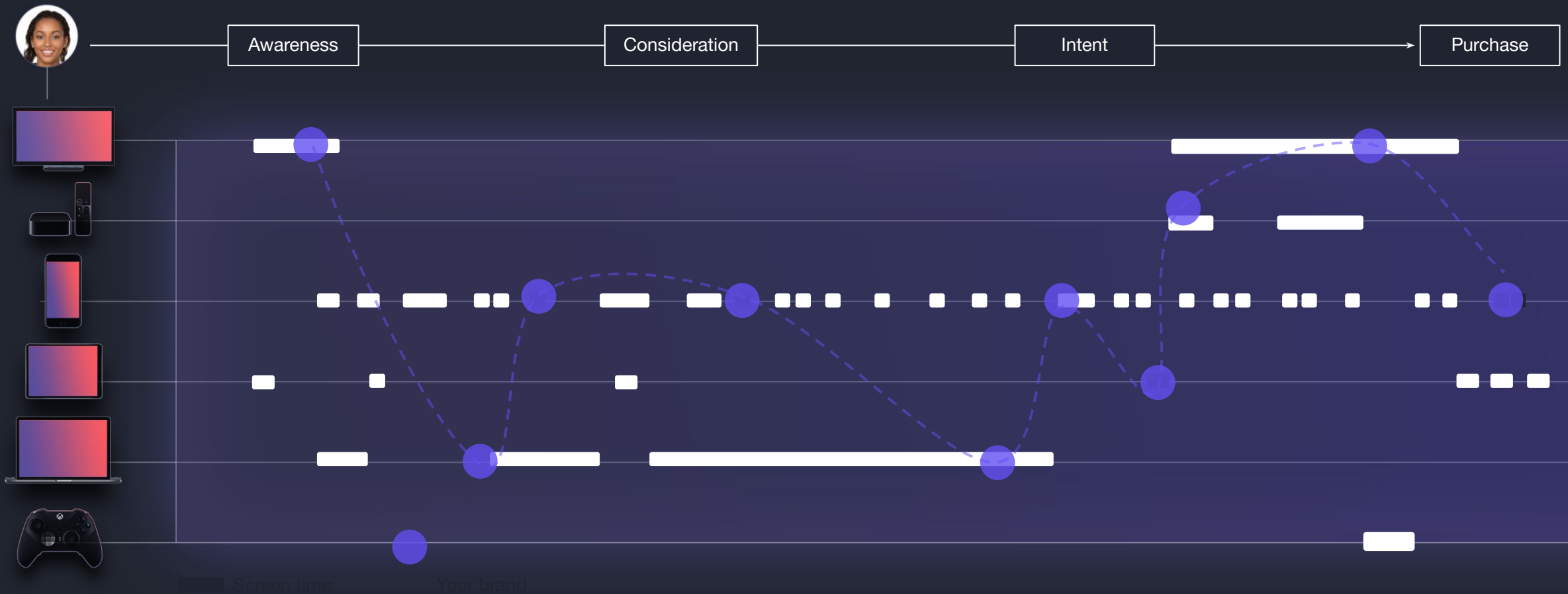
The reach problem:

Misconception: **2x** reach
1x frequency

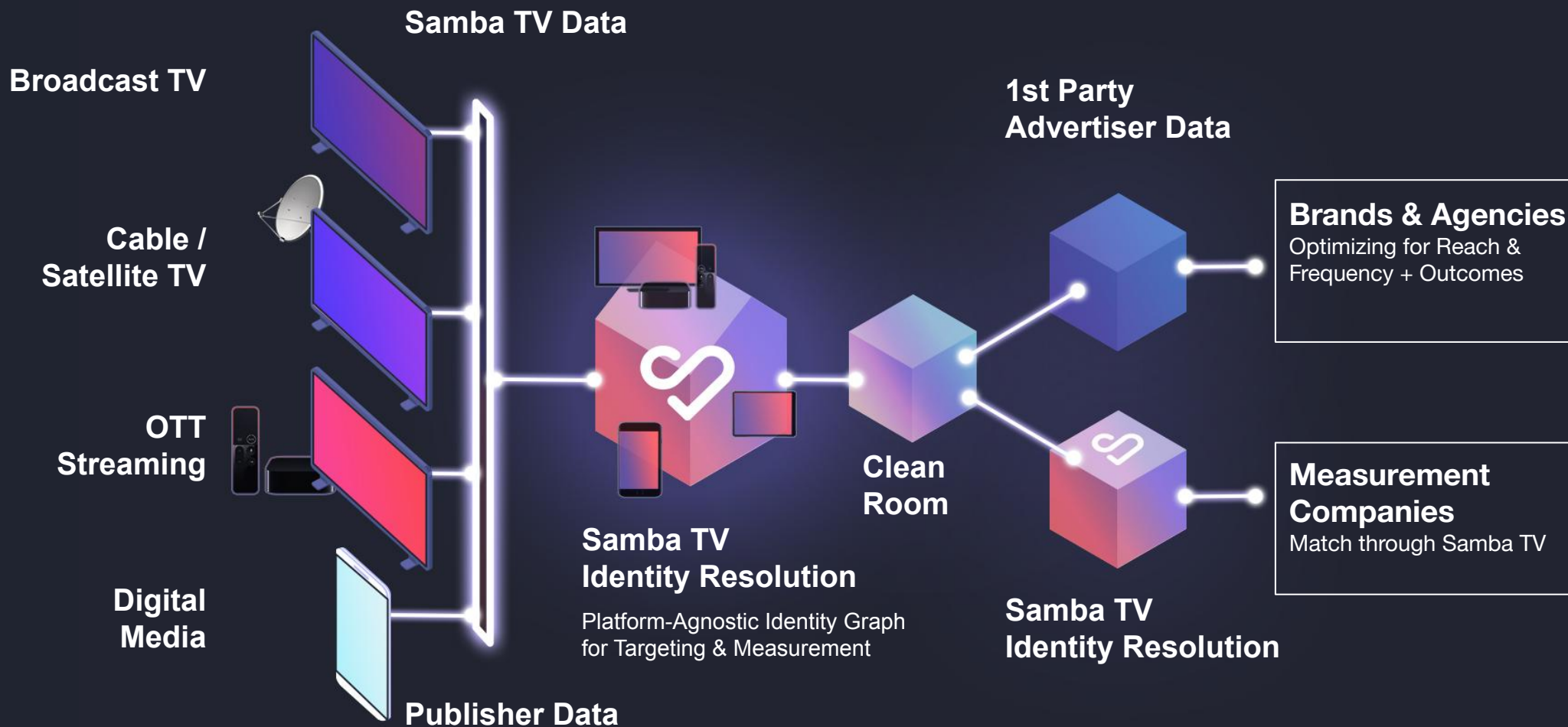
Reality: **1x** reach
2x frequency



Connecting the full customer journey requires **Identity Resolution**.



Identity Resolution



Thank You

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