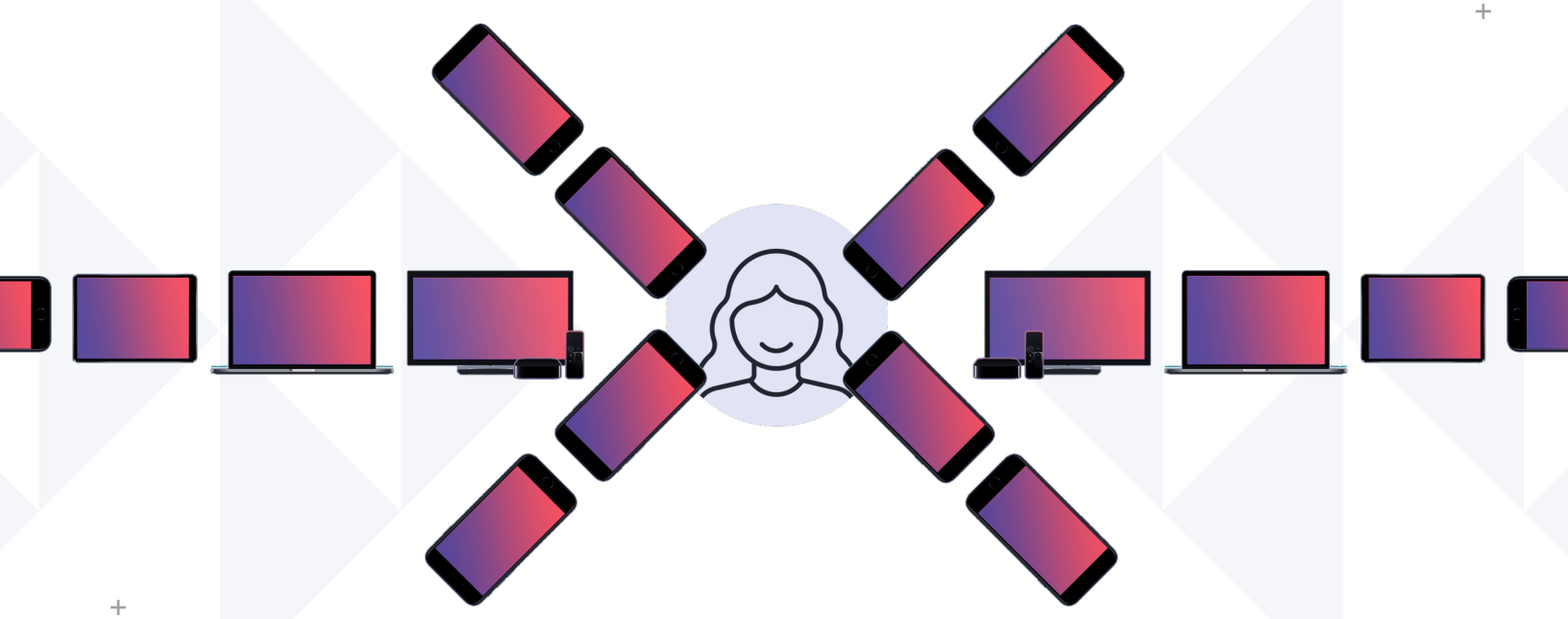
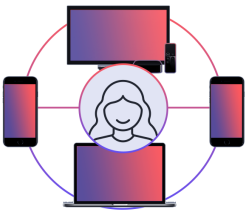


Prepare for the Future of Advertising with Samba TV Identity™

In the wake of IDFA and cookie deprecation, advertisers need effective solutions for targeting and measurement. **Samba TV's Identity Graph** addresses the changing identity landscape as it uses the TV as an anchor to reach over **500M** digital devices.



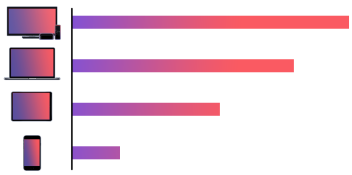
Understand connections between users & devices

Samba TV's proprietary identity graph processes and deduplicates data to identify, with 90%+ accuracy, which digital devices (phones, tablets, PCs, etc) belong to specific households.



Coordinate addressable omniscreen campaigns

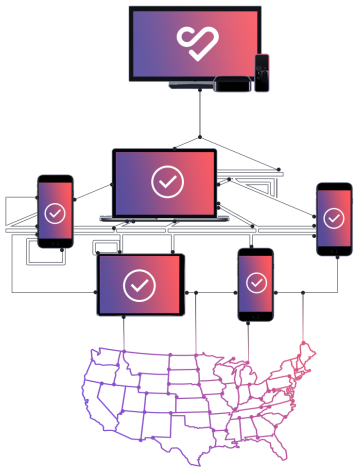
The Samba TV Identity solution aligns TV and digital advertising across devices by delivering synchronized and synonymous messaging for a seamless brand experience.



Measure performance & reduce media waste

With accurate insights and omniscreen identity, Samba TV enables advertisers to optimize campaigns by allocating spend on ads to the best performing channels and placements.

The Samba TV difference:
Our first-party ACR data advantage



1. TVs with Samba's ACR enabled are the anchor for the household, as TVs typically do not change location.

2. With this TV anchor, Samba uses multiple identifiers (eg. timestamp, IP, geo, number of devices) to recognize patterns and interactions, which allows Samba to tie other digital devices (phones, tablets, PCs, etc) to the household.

3. Samba uses this approach to reach most of the US population, creating a scaled and addressable ID graph with over 100M US households.

Samba TV Identity™ powers our products & services:

Sync TV with digital

Deliver timely and relevant digital ads to already exposed (or unexposed) TV audiences across screens

Reach elusive audiences

Deliver digital and OTT ads to hard-to-reach audiences including cord-cutters and other light TV viewers

Conquest across screens

Identify households that are watching competitors' ads, and send ads to their phones, tablets, PCs, and TVs

Achieve incremental reach beyond linear TV

Identify households who missed your ad on TV, and engage them with cross-screen targeted ads

Measure True Reach & Frequency

Accurate identity across devices provides actionable insights into optimizing campaign reach and frequency

Understand conversion attribution

Gain insights on the consumer journey, from the various touch points they see ads, all the way to conversion

Samba TV Identity™ powers the world's leading brands:

Disney Microsoft P&G KFC