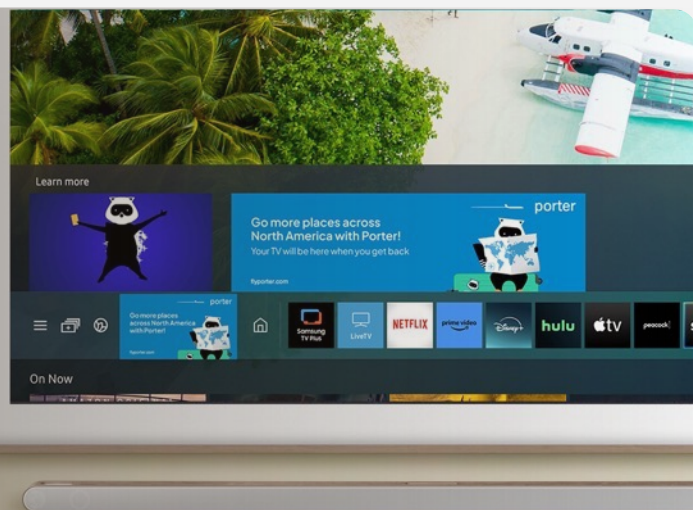


Samsung Ads Canada partners with Porter Airlines on milestone CTV campaign reaching new audiences



Leveraging CTV Video and native first screen offerings, Porter Airlines yielded a **550% lift in website visits** and **109% incremental reach from native first screen inventory**, with video completion rates outperforming Samsung Ads Benchmarks.



Our campaign with Porter Airlines clearly illustrates the power of combining our high-impact CTV video and native offerings.

We're pleased to have driven exceptional outcomes from Porter's first screen placements, which delivered considerable incremental reach, particularly within SVOD households not reachable within ad-supported video environments.

Dave Pauk,
Country Manager,
Canada at Samsung Ads



porter

"Video has played an integral role in our expansion, and extending to CTV was always a priority," **added Porter Airlines' Digital Performance Lead.** "With so many players in this space, we needed a partner that separates itself from the rest. Samsung offered that solution."

*Subject to applicable privacy policies and consumer choices.