

Samsung Galaxy A campaign drives stellar click-through and conversions with Sizmek Dynamic Creative

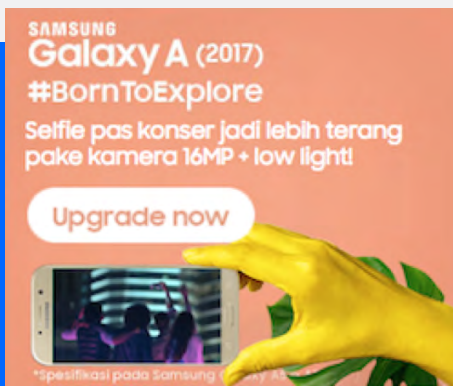
GOAL

Generate awareness and demand for the new Samsung Galaxy A phone

In the competitive electronics industry, launching new products is an important part of a brand's yearly marketing plan. For the debut of the new Galaxy A phone, the marketing team at Samsung Indonesia knew it needed a fresh way to grab audience attention and interest.

Consumers have diverse priorities when it comes to selecting a new mobile phone, so it was vital to serve creative messages that were relevant to each user. For example, convincing the user of a competitor's mobile phone to switch to a Galaxy A requires different messaging than convincing a loyal Samsung customer to upgrade.

Samsung, their media agency Starcom MediaVest, and digital agency RedComm worked closely with the Sizmek team to develop a dynamic creative (DCO) campaign that would speak directly to the specific needs and interests of Samsung's target audiences.



The personalized media strategy developed by Sizmek and Starcom MediaVest focused on four audience targeting methods to drive traffic to the Galaxy A product page and generate “buy now” conversions. Sizmek DCO enabled fast, streamlined mass personalization using:

1. Affinity targeting by interests, such as movies, tech, or travel
2. Contextual targeting
3. Run of network
4. Audience targeting to consumers using competitor handsets, Samsung upgraders, and switchers

SOLUTION

Use Sizmek DCO to personalize messages to each audience group

The Samsung DCO campaign saw superb results over its 40-day life cycle, including:

- Click-through rates (CTR) of 0.17%–42% ahead of the agency's target 0.12%.
- The user-relevant ads' "buy now" button drove a .20% conversion rate on the Galaxy A home page.
- Contextual targeting produced .22% CTR and .26% conversion rate, showing the importance of context in engaging consumers.
- Targeting using the DMP resulted in .16% CTR and a stunning .56% conversion rate.
- Affinity targeting reached .15% CTR and a .17% conversion rate, underscoring the value of aligning ads with consumer interests. The best-performing ad format was 300x250, contributing more than 50% of conversions.

One of the biggest benefits of DCO was the ability to optimize on the fly and quickly see what creatives and messages worked best for the target audiences. The Samsung team could take action based on these results and also apply the learnings to future campaigns.

RESULTS

CTR exceeds goal by 42%, home page conversions surge

"This was our first DCO campaign for the electronics category in Indonesia. We loved that we could finally personalize messages and serve ads that were actually relevant to consumers. At the end of the day, these results help the business to grow. Having all the data combined into one Sizmek dashboard has also helped drive efficiency and accuracy in reporting and analysis."

CITRA SULAKSANA,
ASSOCIATE DIRECTOR
STARCOM MEDIAVEST

About Sizmek

Sizmek is the largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to building meaningful, long-lasting relationships with your customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Our AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. We bring all the elements of our clients' media plans together in one place to gain better understanding for more meaningful relationships, make every moment of interaction matter, and drive more value across the entire plan. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

Find out how Sizmek can help you achieve outstanding results by contacting your sales representative or visiting go.sizmek.com/contact.