

NATHANAËL COMPÈRE

Samsung SEA Unpacked :

How we increased performance of mobile category
leveraging traditional marketing concepts



space
CONNECTIONS AGENCY

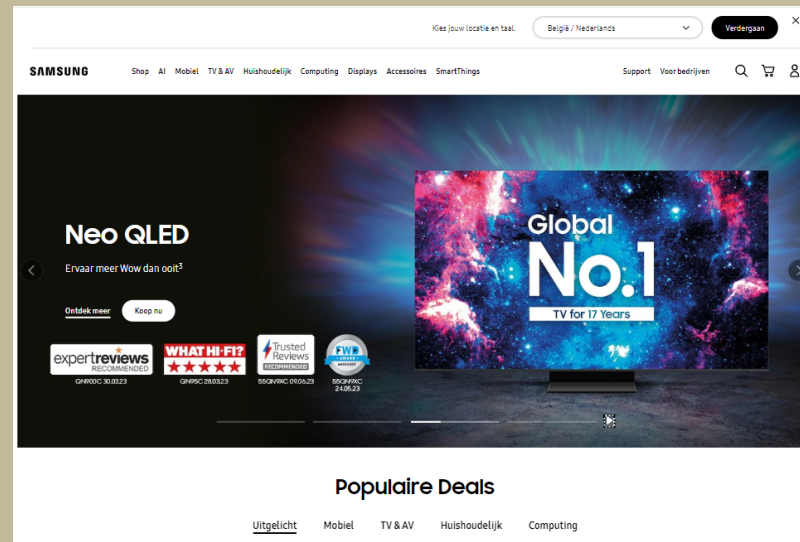
SAMSUNG

E-store launch in Belgium & The Netherlands

Galaxy S8 Series - 2016



Samsung Galaxy
Original
2009



Galaxy S24 Series
Galaxy AI is here
2024



The Context

- Active in SEA since E-store launch
- Passive feeling in terms of performance managing flagship launches within the whole portfolio
- Previous SEA approach :
 - Maximising visibility in initial weeks of flagship launch
 - Achieve a target ROAS by year-end on portfolio
- Consistently meeting or falling short of targets without surpassing them
- Analysis conducted with Space spanning the previous 4 years for the S23 Series launch



Actively advertising around 250-300 mobile products



S23 Series

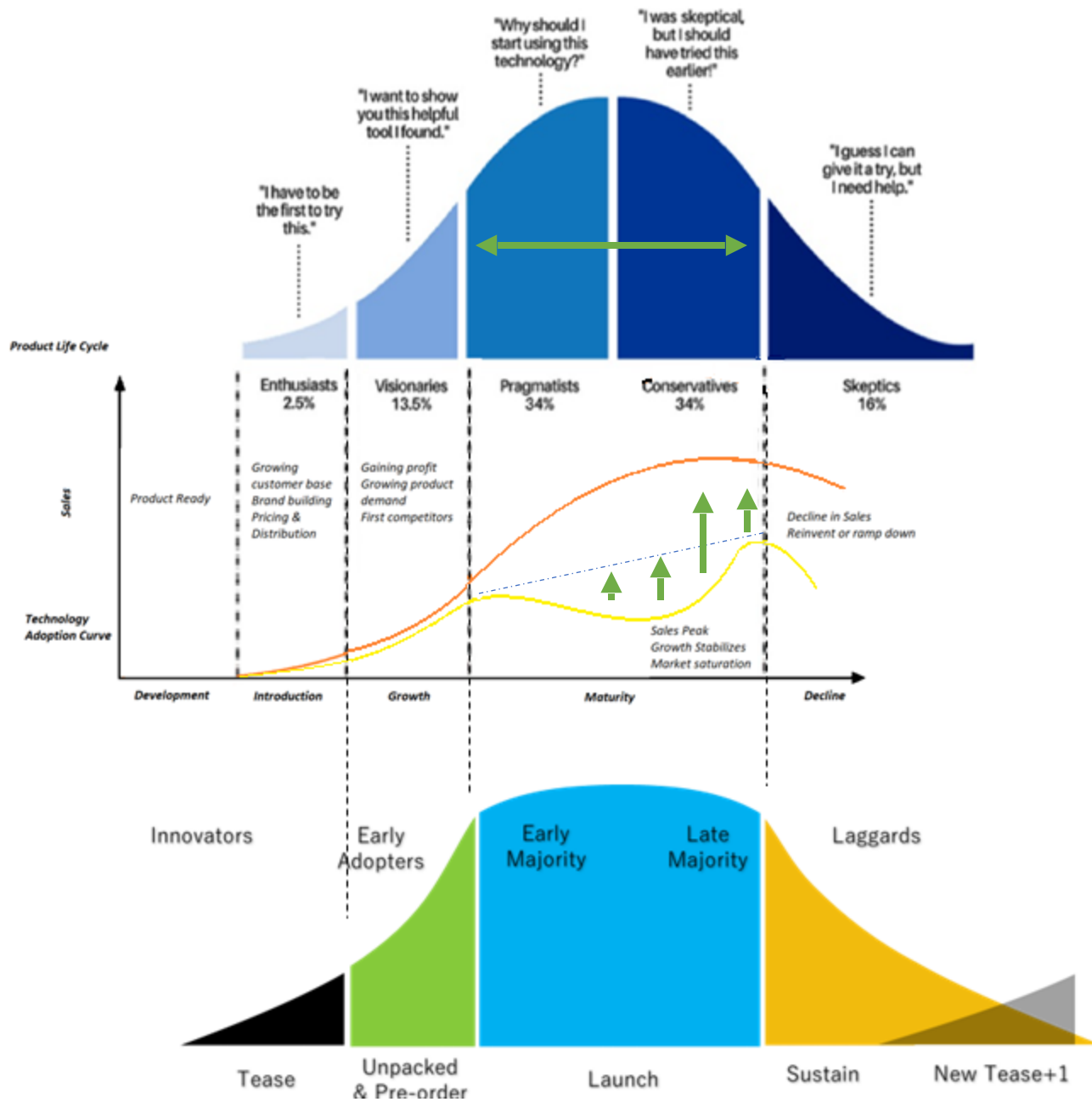
The Challenge

- 01** Flagship products showed higher ROAS, but with limited sales compared to rest of portfolio
- 02** Interdependence between flagship and rest of mobile products caused ROAS and revenue fluctuations
- 03** A consistent pattern was discerned resembling the Product Life Cycle and the Adoption Curve, but not entirely aligning



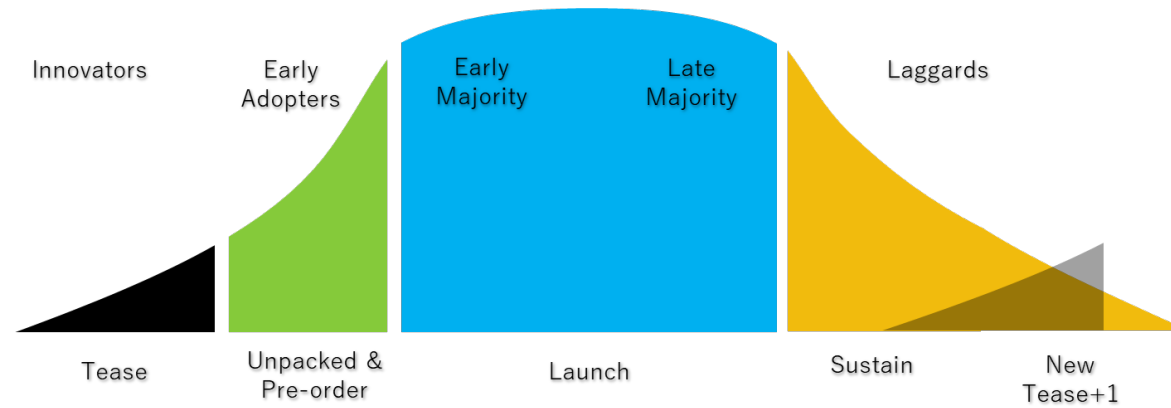
The Approach





- Comparing with the actual flagship sales evolution of past years we couldn't see the exact same trend
- “Can we stretch out our Launch phase to get more revenue?”
- “Can we increase sales during Launch and focus even more on profit during Sustain?”
- “Would this be benefic to our always-on campaigns and overall performance?”

Flagship Launch Cycle framework



	TEASE	PRE-ORDER	LAUNCH	SUSTAIN
Strategy	❖ Reach innovators and recruit handraisers to grow customer base	❖ Stand out when competition kicks in & meet growing demand	❖ Reach the bulk of our audience with less limits	❖ Maximise profit from campaigns
Objective	❖ Maximise leads at lowest cost	❖ Maximise visibility during & after Unpacked ❖ Activate handraisers audiences with pre-order promotion	❖ Maximise revenue with decreased Target roas	❖ Increase Target roas
Structure	❖ Discovery campaigns with lead forms	❖ Separate campaigns with Manual CPC	❖ Separate campaign with automatic inventory template ads	❖ Regroup products within always-on inventory campaigns
Message/ Ads	❖ Focus launch date, tease design & innovation	❖ Focus “be the 1st”, pre-order promotion & features	❖ AB testing at scale on Pragmatists & optimize on Conservatives	❖ Keeping only best performing assets and audiences from launch phase
KPI	❖ CPL	❖ Impression share primary ❖ Amount Pre-orders secondary	❖ Sales & revenue	❖ ROAS

The

+30%
revenue

On mobile product portfolio

+17% ROAS

On always-on campaigns with
stable Sales & higher conversion
rate (+26%)

+87% CVR

On S23 Series campaigns
with increased sales & ROAS
vs S22

+240%
CVR

on following flagship

Why this case deserves an Award

#1

We developed our Flagship Launch Cycle framework aligning our SEA strategy with our interpretation from traditional marketing concepts, proving **they're applicable in digital performance journeys**

#2

The purest form of performance, sales. Aligned results with Samsung internal sales data, real outcomes.

#3

Algorithms know about results, but don't know about market or sales strategy, emphasizing the evolution of the role of media expert in an era of AI

#4

We believe this approach can be implemented across various industries such as Gaming or Automotive

Thank you!

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