



Samsung grows TV sales with a cross-device strategy

ACHIEVE INCREMENTAL SALES BY GOING CROSS-DEVICE – A TEST-AND-LEARN APPROACH

Samsung is a technology innovator and one of the world's leading electronics manufacturers, producing mobile phones, TVs, household appliances, and laptops. Because of their wide-ranging catalogue, Samsung felt there was an opportunity to help households adopt more of their products for a seamless digital experience. To execute on this, they incentivised customers to purchase a new TV by offering a free mobile phone device or cash back as part of their promotional campaign.

Publicis worked together with us to drive maximum impact for this campaign and deliver on the vision that The Trade Desk shares with Samsung – to create superior digital experiences that help shape the future of technology. The Trade Desk implemented a test-and-learn framework that used an A/B approach – allowing Samsung to laterally compare and identify the benefits of cross-device targeting. As a result, Samsung was able to optimise not just for scale, but also for attributable conversion based on device type.

GENERATE MORE CONVERSIONS AND DECREASE THE COST OF ACQUISITION: MAKING THE MOST OF FIRST-PARTY DATA

Samsung made the most of their first-party data segments, allowing them to generate more conversions, decrease the cost of acquisition, and most importantly, provide a relevant experience across all devices for their audiences.

EXTEND REACH BY DELIVERING ADS TO THE RIGHT AUDIENCES ON THE RIGHT DEVICES

By connecting first-party customer data to device IDs, Samsung was able to scale their in-app reach. How did they do it? To begin, they onboarded their customer relationship management (CRM) data into The Trade Desk's platform. The Trade Desk's technology then automatically matched this data to exact data sets found across the open internet, grouping them together with a unique digital identity. Once matched, The Trade Desk's platform was able to analyse these data sets to determine which were most effective at reaching Samsung's campaign goals.

A RELEVANT AND PERSONALISED BRAND EXPERIENCE ACROSS THE ENTIRE CUSTOMER JOURNEY DELIVERS INCREMENTAL SALES

Samsung scaled their first-party data outside of their known environments to premium websites as well as in-app interactions, which led to incremental sales over time. They were able to rely on advanced Koa algorithms to identify which other user devices contributed to a purchase of a new Samsung TV and make decisions based on this data in real time.

Activating cross-device for this test-and-learn campaign allowed Samsung to develop their future strategy – an approach that leans on their own data and enables them to shift between other channels to make their single-display investment part of an omnichannel marketing strategy.

CASE STUDY

Client

Samsung, Publicis

Method

Display, cross-device targeting and attribution

THE RESULTS

113%

more conversions after activating cross-device targeting

53%

decrease in cost per acquisition

470%

increase in first-party data

11%

increase in incremental conversions, thanks to cross-device attribution