

SUCCESS STORY

How Samsung used Insider's end-to-end marketing platform to increase conversions by 275% in 20 days

Personalization

Web Push

Web Suite



275% CVR for Galaxy Note launch campaign

24% higher conversions using Web Push notifications

9% of total Galaxy Notes sales in 20-day period



Insider helped us deliver highly-tailored experiences across our digital channels to achieve significantly higher conversion rates.”

Chief Marketing Officer

SAMSUNG

Executive summary

Even the world's most successful brands need to stay competitive, so it was vital for Samsung to stand out in its crowded market when launching the latest Galaxy Note. The team knew this meant providing a dynamic, personalized omnichannel experience for customers that would drive anticipation and excitement for the product. Samsung worked closely with Insider's local support team to deliver highly responsive, personalized messaging across Mobile and Web, resulting in a huge 275% conversion rate.

About Samsung

Samsung is a global appliance and consumer electronics corporation headquartered in South Korea. Founded in 1969, the company has been the world's largest manufacturer of mobile phones and smartphones since 2011. With around 290,000 employees worldwide, the company now has assembly plants and sales networks in 74 countries.

Trust by 1,200 global brands

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Why Insider?

Samsung wanted a marketing solution to support its reputation as an innovative, cutting-edge brand by providing a consistent yet dynamic customer experience. When considering which vendor to partner with to promote the launch of its latest Galaxy Note model, Samsung was drawn to Insider's ability to launch hyper-personalized customer experiences across multiple channels.

USE CASE #1

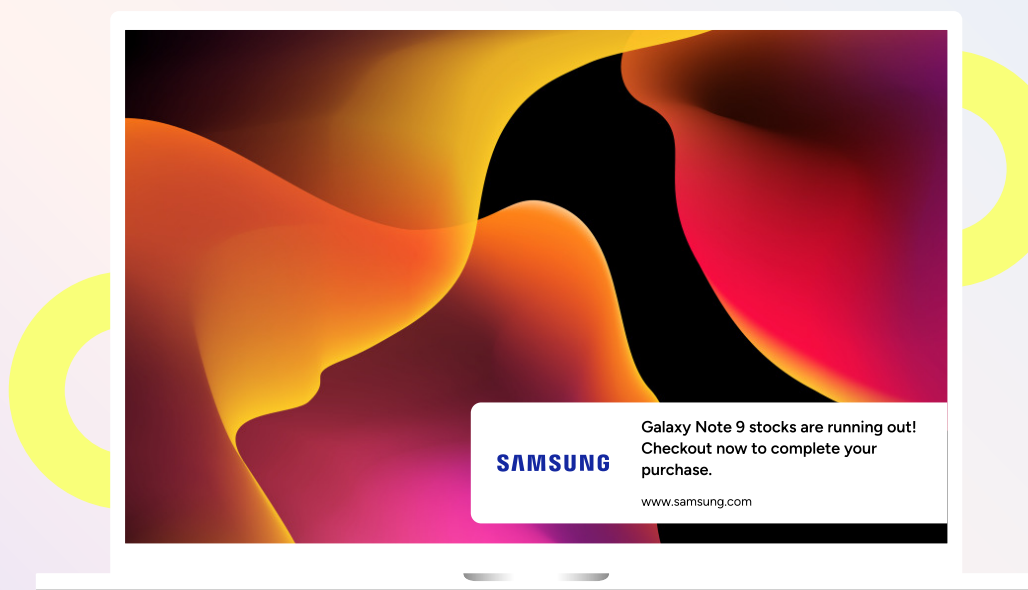
24% increase in CVR with cart recovery Web Push notifications

The challenge

During the launch of its latest Galaxy Note, Samsung wanted to convert buzz into conversions. It was essential for Samsung to make customers aware of the launch, drive them to its website, and then convert that traffic.

The solution

The Insider team recommended using a data-driven omnichannel messaging strategy to target those interested in competitor devices and lead them to a specific Galaxy Note landing page. Samsung leveraged Insider's omnichannel customer journey builder, Architect, to reach customers on every device across 12+ channels. For those who then displayed an interest or added the Galaxy Note to cart, Samsung used timely, relevant Web Push Notifications to encourage customers to return to the site, or retrieve their abandoned cart.



The results

14%
increase
in CTR

24%
increase
in CVR

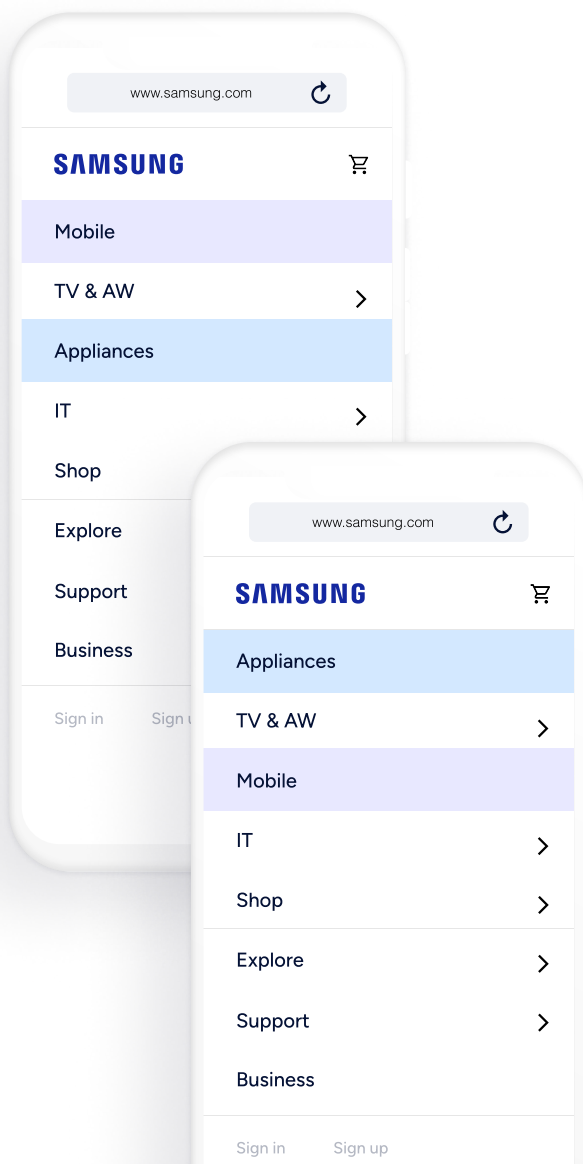
275%
Contributed to 275%
overall CVR

USE CASE #2

Increasing mobile conversions by 10% with personalized search experiences

The challenge

During the launch of its Galaxy Note device, Samsung noticed a sharp drop-off in conversions on their product and category pages. With so many products available, the team needed to help users find what they're looking for in the shortest time possible to decrease bounce rates and increase conversions



The solution

Insider suggested two solutions powered by Insider's Customer Data Platform that would enable Samsung to personalize the onsite experience based on each visitor's previous onsite behavior: Web Overlays and Category Optimizer.

Category Optimizer helps encourage product discovery and reduce clicks to purchase. The feature uses Insider's CDP to automatically optimize the mobile navigation layout for each visitor, based on the category they clicked on most recently. Each visitor received a customized view of the products and categories tailored to their preferences. With more relevant experiences, Samsung increased conversions by **10%** across its mobile website.

Insider's Customer Data Platform unifies data into one place, so the company could use customer behaviors and needs to inform campaigns. Insider suggested a Web Overlay to target all visitors who had previously visited the Galaxy Note product page or microsite, or who had clicked on links from the Galaxy Note email campaigns. These visitors were shown a relevant Web Overlay promotion depending on their previous interests, for free or bundled items when purchasing a Galaxy Note through the overlay.

The results

10%

increase in CVR for Galaxy Note
via Category Optimizer

9%

of sales generated
via Web Overlays

275%

Contributed to 275%
overall CVR



Summary

"The Insider team worked closely with us to develop an omnichannel marketing strategy for the launch of our Galaxy Note device. With all strategies combined, we were able to increase conversions by 275% in just 20 days."

Chief Marketing Officer

SAMSUNG

Looking ahead

Samsung is now looking to expand its personalization features to incorporate Insider's site search tool, Eureka. Eureka uses customer data to proactively recommend products based on customers' browsing history, preferences, or market trends. The global brand wants to use Eureka to reduce the customers' path to purchase and increase discovery across its vast range of products



Favorite feature Web Overlays

Samsung's favorite feature is Web Overlays, as the trigger contributed to 9% of Galaxy Note sales. By personalizing the experience to those who had shown an active interest in the product, the retailer not only increased its sales but also boosted customer loyalty with value-driven ads that reflected the wants and needs of each visitor.

About Insider

Insider—a single platform for building individualized, cross-channel experiences—enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with an AI intent engine, and individualize customer experiences. Marketers use Insider's platform to deliver consistent and engaging experiences across channels like Web, App, Web Push, Email, SMS, and Messaging Apps (WhatsApp, RCS).

Insider recently unlocked unicorn status and was congratulated by NASDAQ for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named a Leader in the Gartner Magic Quadrant for Personalization Engines 2022, The Forrester Wave for Cross-Channel Campaign Management 2021, and IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Office Users 2021-22 Vendor Assessment.

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