

**SAMSUNG**



**«8 for 9 »**

**S9 promo in Smart Ad**

**Samsung S9, data-led & laser-precision successful campaign**

# Basis: a promotion @ Telenet...

June 2018



€849  
**€699**  
Vanaf King

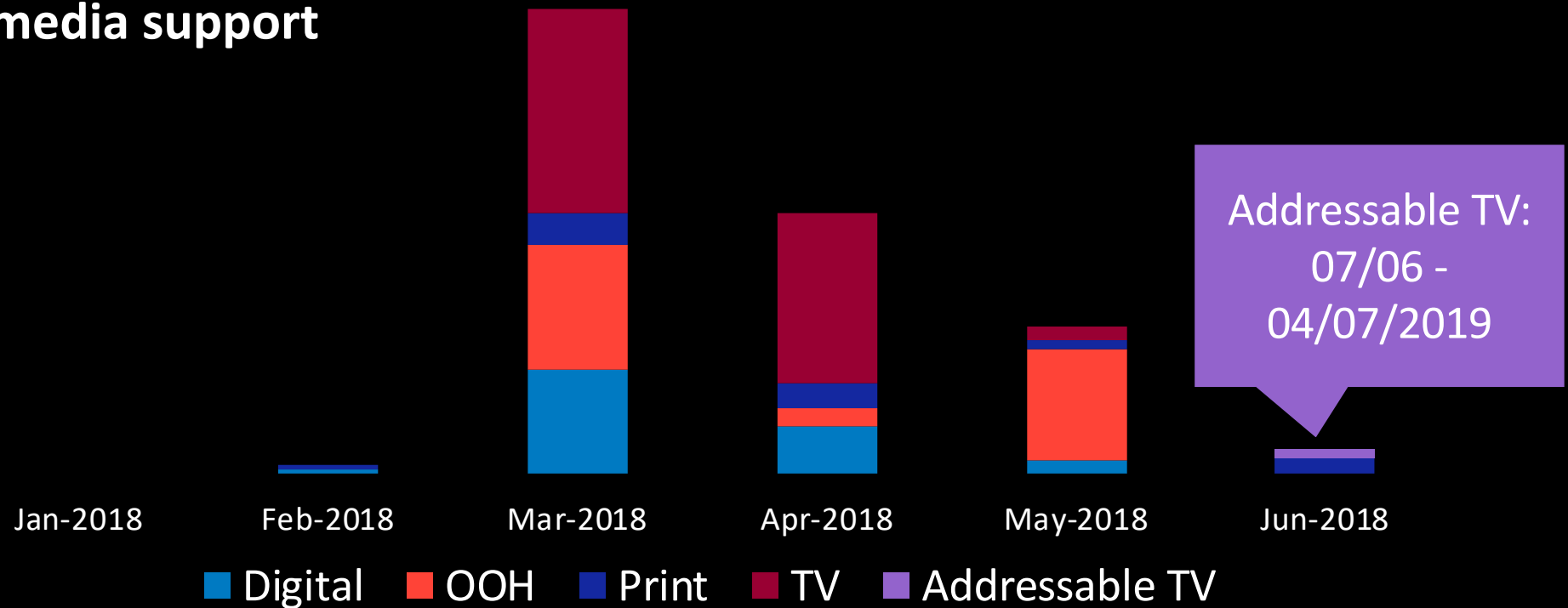
**KRIJG €150  
KORTING**

Samsung Galaxy S9



# Good to know: virtually no other S9 campaign @ the same time

## S9 media support

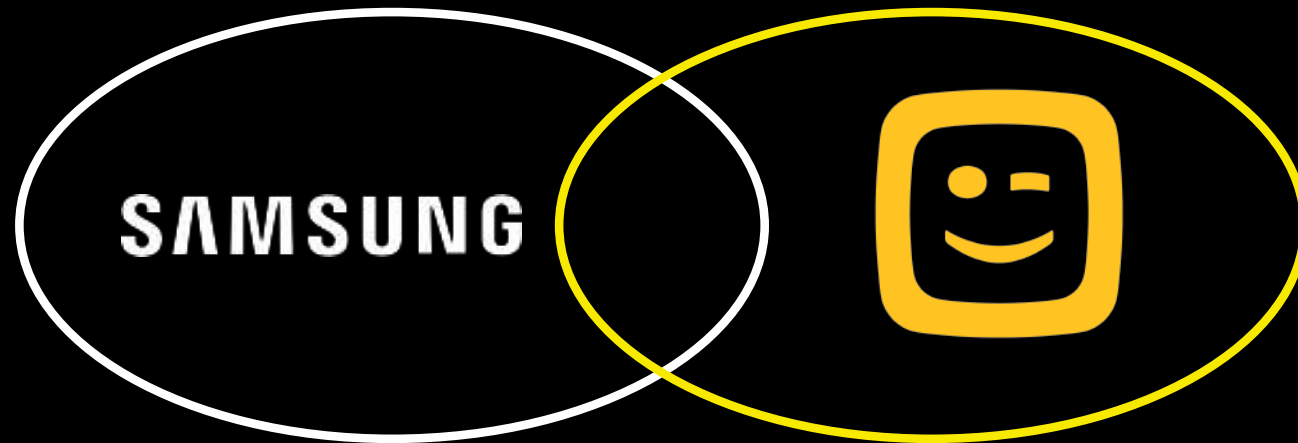


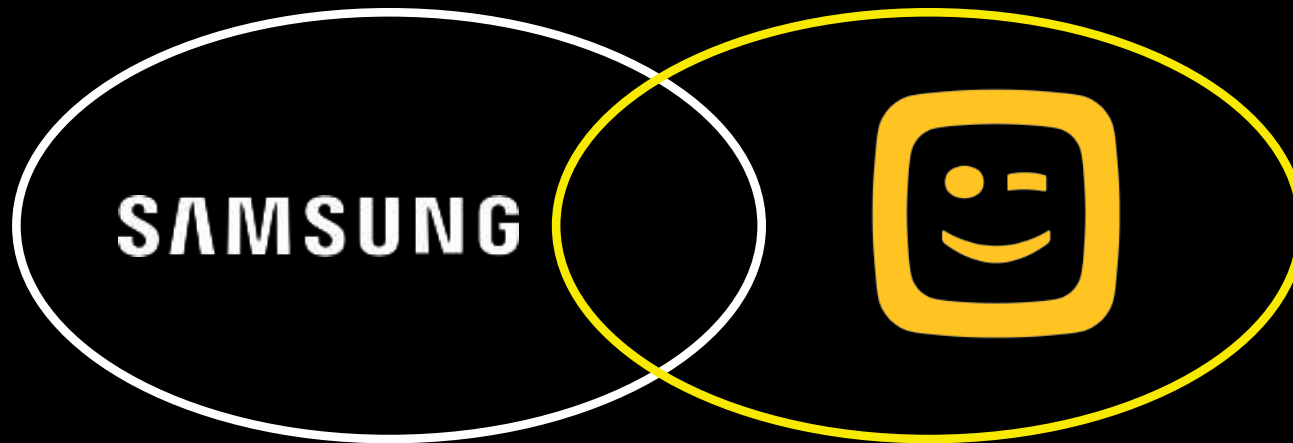
... and a unusual use of SmartAd



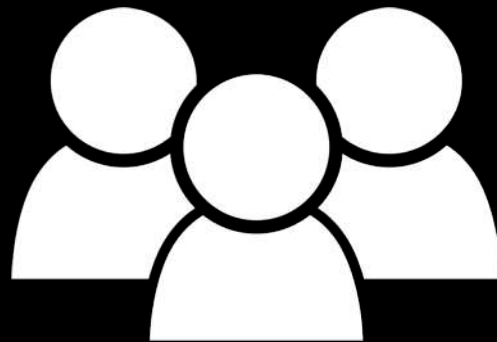
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# Targeting made by crossing CRM data

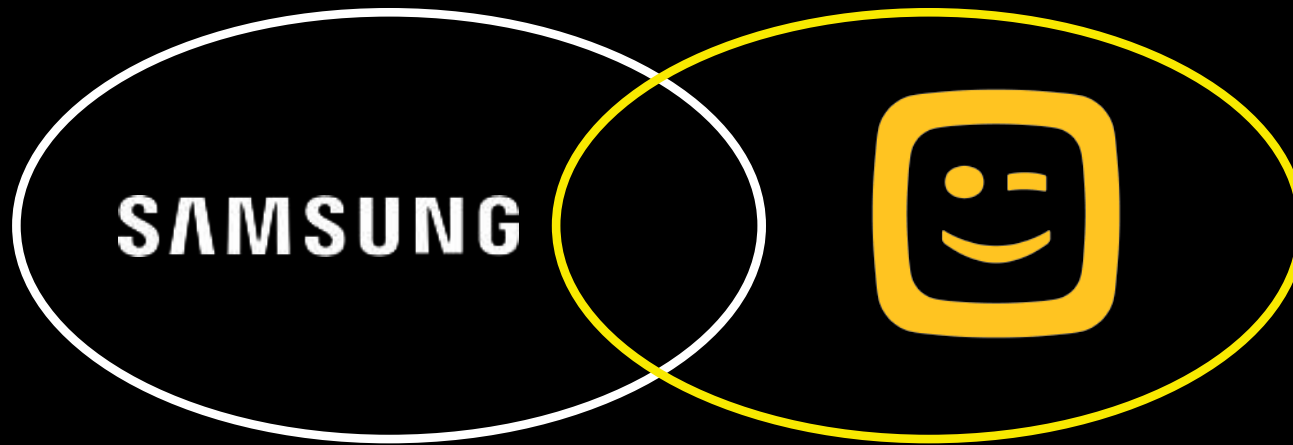




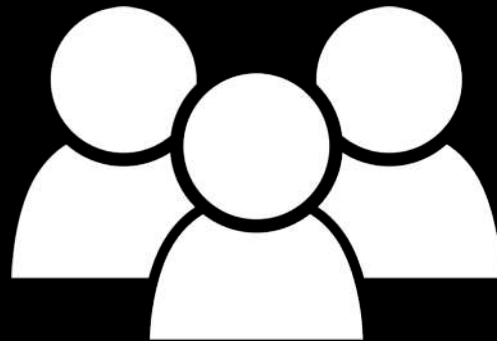
Target audience:



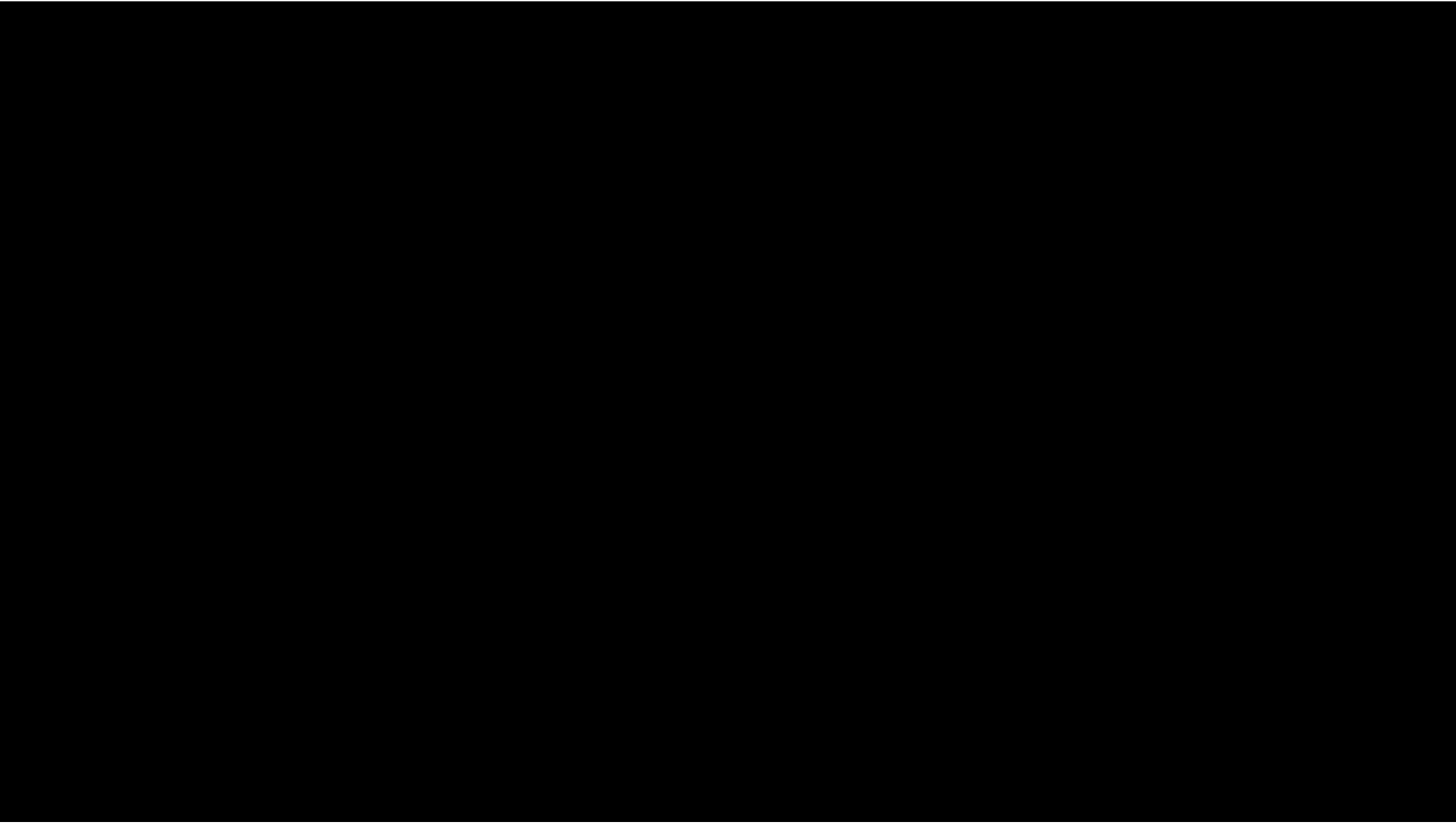
Households  
with **owners of older  
versions (S6/S7)**  
& **compatible  
settopboxes**



**Target audience:**



**56.000 households**





# Media performances

**Galaxy S9**  
De camera. Heruitgevonden.

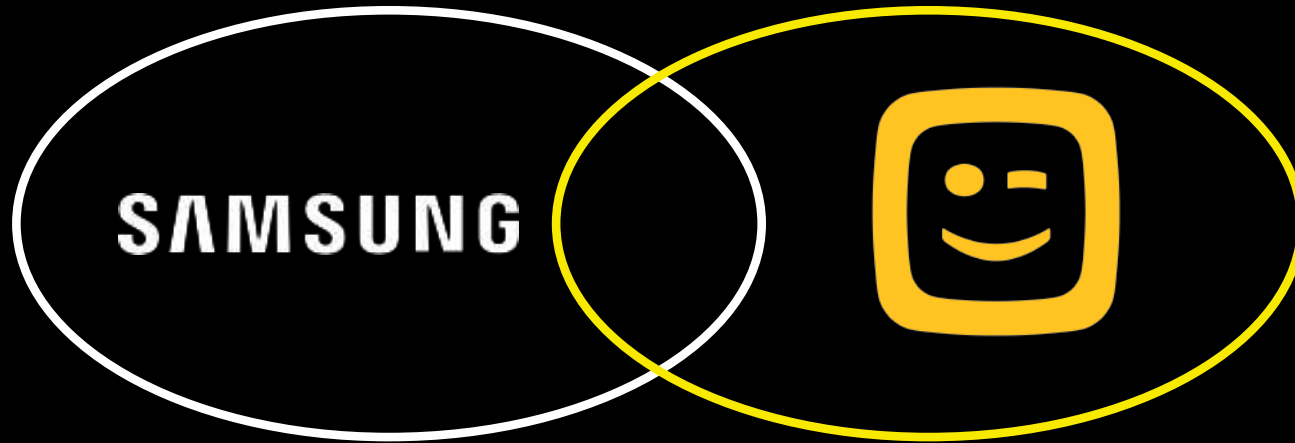


**Reach: 70%**  
of target  
audience



**7,3**  
contacts  
on average

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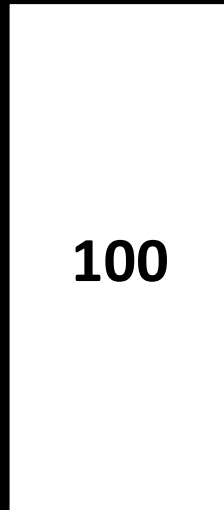


CRM helped close the loop:  Reached by ad

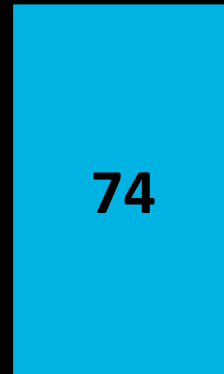
 Converted

# Results ?

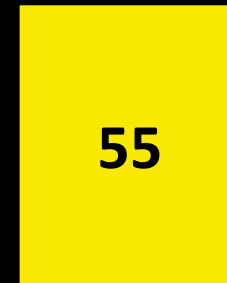
Sales S9



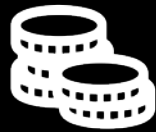
Sales in  
target  
audience



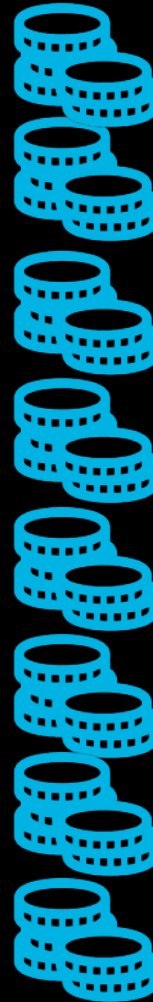
Sales in  
target  
audience  
&  
EXPOSED



**Payback ?**



**Investment**

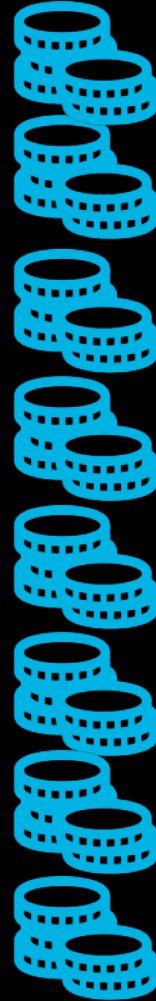
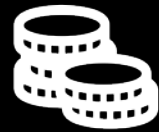


**Resulting  
turnover**

**X 8,4**

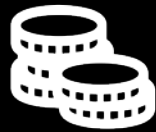
**[households  
within target  
audience]**

Payback ?

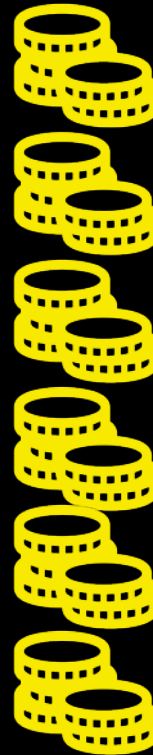


8 for (S) 9

# Payback ?



Investment



Resulting  
turnover  
X 6,2

[households  
within target  
audience &  
exposed]

**On top of that,  
addressable TV performed better than SEA**

**Sales to impression ratio SEA:**

**0,03%**

**Sales to impression ratio Smart Ad:**

**0,17%**

**+451 %**

## IN SHORT:

# SMART DATA

First use of combined CRM data of advertiser and operator to define a TV target audience

# LASER SHARP TARGETING

No demographics but actual product ownership

# PROVED EFFECTIVENESS

Loop is closed: sales can be associated with exposure

Marketing objective clearly defined and therefore easily measured



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