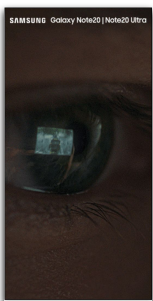




Samsung increases ROAS by 173% with Data Driven Creatives for the Galaxy Note 20 Launch in Spain

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The challenge

Samsung wanted to expand their Display activity for the launch of Galaxy Note 20 across Spain and needed a quick way to produce ad creative with different messages at scale for their different product offers and audiences. The goal was to increase sales whilst decreasing the cost per acquisition.

The approach

Samsung launched a new display campaign in Spain targeting both prospecting and retargeting audiences. By partnering with Ad-Lib, Starcom & Cheil, Samsung was able to scale production and generate over 400 variations in under 5 days. They focused on product offers and tailored their creatives to show different messaging across multiple audience segments.

Creative testing was put in place to measure which of the message variations drove the highest engagements and conversions amongst users. This gave Samsung creative insights for optimizing future campaigns.

The results

By partnering with Ad-Lib to produce and personalize the creative variations, not only did the campaign launch time decrease from an average of 6 months to just 5 days, but also creatives were also highly relevant. This had a positive impact on results. ROAS increased by 173% in comparison with their existing display creatives.

“ We achieved our best ROAS within the fastest turnaround time”

– Guillermo Barbera, Head of Media, Data & Loyalty Marketing - Samsung Spain

2.73

Highest ROAS

5days

Campaign brief to go live

400

Different versions for banners