

Starcom Plugs into Optimize Now for Samsung Galaxy S8 Facebook Campaign

Success Story

Samsung teamed up with Brand Networks and Starcom to run a Facebook campaign promoting the launch of the Galaxy S8. To drive its target audience to Samsung.com, Starcom's Precision Media team crafted a comprehensive Facebook strategy revolving around Facebook Video and Iris by Brand Networks.



 **23%**
Lower **CPC**



 **42%**
Greater **CTR**

Meet Starcom

Starcom Worldwide, the Human Experience Company, believes the alchemy of people and technology creates experiences people love, and actions brands need. Headquartered in Chicago, Illinois, Starcom is part of Publicis Media, one of the four solution hubs within the Publicis Groupe.

With over 5,000 employees worldwide serving over 100 global markets, including Sydney, Australia, Starcom prides itself on partnering with the world's leading marketers and new establishment brands to create unforgettable advertising experiences.

“ The impressive power of Brand Networks' technology combined with a truly strategic collaboration between Samsung and Starcom made this campaign a success. This is what happens when you bring the right team together with the right tools.

Angelique Schierz-Crusius
Social Media Manager, Corporate Marketing Division
Samsung Electronics

The Goal

Promote the launch of the Samsung Galaxy S8 smartphone by driving Facebook users to its website.

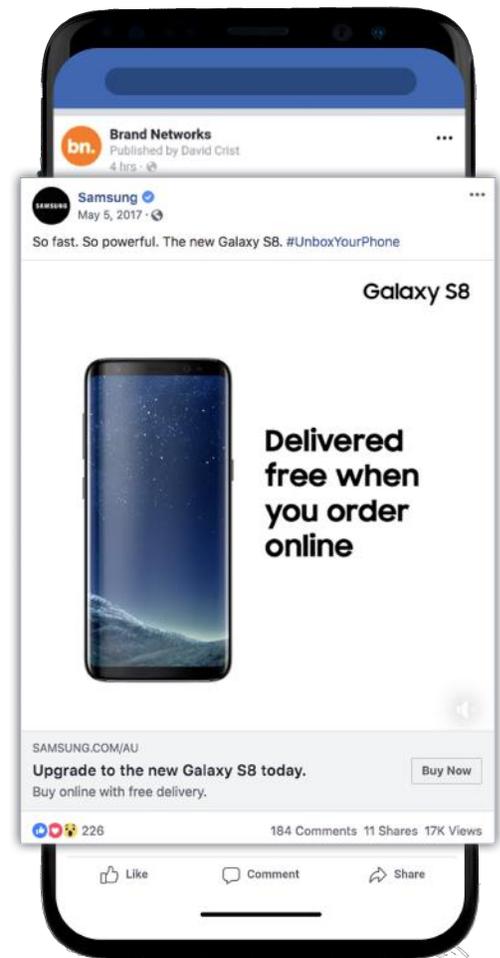
The Strategy

Historically, Samsung leveraged an array of Facebook ad types when unveiling a new flagship smartphone. This time around, **Ronnie Chiu and Claire Richards of Starcom's Precision Media team, and Angelique Schierz-Crusius, Trent Rosser, and Matt Brown of Samsung's Social team** deployed a Facebook strategy using Facebook video ads. Using action-oriented creative assets, the video ads engaged Samsung's target audience by touting key features and offers, including the Galaxy S8's water resistance, its revolutionary camera, and free shipping.

The buying strategy was developed in conjunction with Samsung's Social Media team. The teams created a hyper-targeted audience strategy that honed in on high-intent customers on their path to purchase. With over 600 variations of creative and targeting segmentation comes a great number of Ad Sets that require frequent optimisation to achieve optimal performance. Therefore, Starcom's team put Brand Networks' Optimize Now technology to work—a feature of *Iris by Brand Networks*. Throughout the campaign, Optimize Now's proprietary technology rapidly reallocated the campaign's budget based on the performance of each Ad Set, and automatically retired poor-performing ads, which ensured an emphasis on the creative-targeting combinations driving the greatest efficiencies. This saved Starcom's Precision Media team time, which it invested in higher-return activities like campaign strategy.

The Results

Optimize Now helped Starcom's Precision Media team promote the Galaxy S8, exceeding the benchmarks set by the previous launch of the Galaxy S7. Optimize Now's ability to pair the right creative with the right audience helped the campaign create new cost efficiencies and drive more ad engagement. Compared to the previous campaign, the **CPC and CTR decreased by 23% and increased by 45%**, respectively, which led to **2,000 additional visits to the Galaxy S8's product launch page**.



“ This success of this campaign was driven by three things: Strong partnership, great planning and powerful technology. By working closely with the Samsung Social team, we've developed a dynamic plan with great creative, combined with an excellent new product from Samsung. This was made possible by Iris by Brand Networks and its underlying Optimize Now technology, allowing us to continually optimize our performance.

Ronnie Chiu
Precision Account Director
Starcom