



Samsung Creates Sparks with
Unique Digital Direct Marketing

Highlights

Challenge:

- To improve email deliverability
- To increase brand awareness and loyalty
- To generate new leads and sales

Solution:

- Help produce eye-catching unique email campaigns including an annual Easter Egg Hunt
- Send out videomail campaigns in conjunction with latest movie releases to specially selected emails from Teradata's address stocks
- Broadcast a regular email newsletter to Samsung subscribers using Digital Messaging Center

Result:

- Easter egg campaign lead to huge jump in traffic to website and close Samsung community
- Over 14million new page impressions
- More targeted campaigns sent to different database segments to ensure best possible results

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- Nick Turner-Samuels,
Online Marketing Manager
Samsung Mobile UK

Teradata's relationship with the electronics giant Samsung, one of the fastest growing global brands began over 4 years ago. Samsung initially chose to work with us due to our strong ISP relationships, having previously experienced deliverability issues. Since then Samsung have continued to work with Teradata on a number of our core product areas including the rental of our permission addresses for on-going promotions and our email broadcast technology. To learn more about Samsung's digital direct marketing successes including a unique Easter campaign, read on...

Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. Since entering the UK market in 1984, it has become a well recognised and respected brand, often working with other well known brands to reach customers and partners. Such relationships include Chelsea Football Club, 20th Century Fox, X-Box, Hilton Hotels and Audi. These alliances are key to Samsung and as such it is imperative that they are maximized through effective promotional activity wherever possible.

Integrating email into Samsung's marketing mix

Email plays a small but important part in Samsung's marketing strategy. It is used to maintain relationships with Samsung customers, increase brand awareness and loyalty, and of course to generate new leads. "Our email marketing strategy has yielded good results for us in the last five years, enabling us to build a significant range of touch points with our membership. We use it to creatively and efficiently communicate new announcements such as the latest handsets and partnership initiatives that will be of interest to our customers," comments Nick Turner-Samuels, Samsung Mobile's Online Marketing Manager.

The Easter Egg Hunt – a campaign with a difference

Samsung recently ran its second annual Easter campaign. Themed around a traditional Easter Egg Hunt, it aimed to target as many new people as possible to take part in the challenge. Running over a 30-day period, the core objective of the campaign was to drive more traffic to the new Samsung website, the premise of the competition being to find the location or answer to a new clue every day, leading to the discovery of the Easter eggs. For 30 consecutive days, participants had the opportunity to win a new mobile phone handset. As well as generating many brand new leads for Samsung, an online chat forum allowed users to interact with each other, creating a special community focused on sharing ideas on the answers to the clues.

This increased Samsung's brand awareness and loyalty and added to the performance of the campaign by increasing the total number of opening and click through rates. This unique competition was a huge success, leading to a huge jump in traffic for the month and over 14million page impressions.

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The Easter Egg Hunt

Digital direct marketing – the complete picture

The successes of the two Easter Egg Hunt campaigns has led to an even closer partnership between Teradata and Samsung. We have recently embarked on several email and videomail campaigns, including a trailer for 2006 film Eragon, which was distributed to specially selected recipients from Teradata's address stocks across Europe. Samsung were offered several campaign options (banner advertising, traditional offline methods or email marketing) and chose email marketing as this proved to be better value for money. Samsung are now using Teradata's email broadcasting platform Digital Messaging Center for the send out of its new monthly newsletter, which Teradata also helped to redesign. Using our technology, campaigns are now more targeted, with different designs and creatives being sent out to different segments of the database to ensure the best deliverability and ultimately the best possible results.



A deeper partnership

We continue to work with Samsung on a daily basis and are working together on some exciting new initiatives which will be launched over the next few months. “We’ve been using Teradata for the past four years and have been consistently happy with them. They provide a very sophisticated email system which allows us to customise our emails to provide a much higher degree of targeting than previously possible. We’ve already seen tangible improvements in response rates and profile updates to this functionality, which is great” says Turner-Samuels.

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Samsung Newsletter



Eragon Campaign

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