



Samsung Telecommunications America, LLC, a Dallas-based subsidiary of Samsung Electronics Co., Ltd., researches, develops and markets wireless handsets and telecommunications products throughout North America.

[facebook.com/SamsungMobileUSA](https://facebook.com/SamsungMobileUSA)

## Results

# \$129M

in sales attributable to Facebook

# 13X

return on advertising spend

# 10-point

lift in favorability for in-market consumers

By running the largest device launch ever on Facebook, investing more than 30 percent of its total digital spend on the platform, Samsung Mobile USA drove \$129 million in sales attributable to Facebook, resulting in a return on advertising spend of 13X.

## Goals

Samsung Mobile USA made Facebook a key part of the 2012 Samsung Galaxy S III launch campaign to:

- Drive mass awareness of the high-end, Android touch-screen-based smartphone
- Increase brand favorability and purchase consideration for the new device
- Encourage fans to help spread the word about the new phone to their friends

## Strategy

Samsung Mobile USA used Facebook as the digital hub of its integrated campaign, running the largest device launch campaign to date on Facebook, investing more than 30 percent of its total digital spend on the platform. The brand methodically built connections on its Facebook **Page** in anticipation of the launch. During the launch, it leveraged those millions of connections and Facebook's social ads to quickly build broad awareness of the new phone among the more than 588 million friends of Samsung Mobile USA **Page** fans. The second phase focused on using Facebook's mobile consumer audience targeting to drive brand consideration for consumers in the market for a smartphone.

## Pre-Launch

Samsung Mobile USA understood that long before people walk into the store, their decision to buy a smartphone is already influenced by the past experiences and opinions of current owners. A Facebook study has shown that Samsung owners connected to the Samsung Mobile USA **Page** are nearly 20 percent more likely to recommend the brand than non-fans. Although the brand had more than 1 million fans at the beginning of 2012, it focused on growing that base ahead of that launch. The reason? To leverage the favorable opinions of its brand advocates to influence prospective customers at scale. To connect with more fans, Samsung USA:

- Worked with third-party developers using the **Facebook Ads API** to optimize media including **Page like sponsored stories**.
- Focused on engaging fans by posting meaningful brand and product stories on its **Page** and encouraging fans to share their own stories about their devices.

Thanks to the always-on media and optimization strategy that sought to maximize placement in **news feed**, the **Page** in just six months reached nearly 7 million fans. "We believe our current customers are our most important marketing asset, so we constantly invest in ways to connect with them beyond transactions and build meaningful, lasting relationships," said Brian Wallace VP, Strategic Marketing, Samsung Telecommunications America.

## Launch

At the core of Samsung Mobile USA's strategy was using Facebook's mass reach ad products to create broad awareness and leverage its huge fan base to help rapidly spread the word about the new handset. The brand focused on creating high-quality ads that would receive distribution in **news feed**, the most engaging placement on Facebook. One day prior to the launch in the U.S., Samsung Mobile

### Campaign Insight

Running Page like sponsored stories to friends of fans in run-of-site was an efficient way to grow a fan base ahead of launch or other campaign.

USA:

- Generated buzz using Facebook's biggest reach vehicle to reach everyone in the U.S. who logged on that day
- Gave fans a product preview by featuring photos and text in ads hinting at some of the phone's unique features
- Ran an ad on the **logout Page**, which more than 36 million people in the U.S. see every day

"While we do rely on TV for broad awareness, we're finding that Facebook can provide similar reach, but with the added benefit of making it easy for people to continue to engage with our content on an ongoing basis," said Colleen McDuffe, Samsung Telecommunications America's Director of Digital Marketing. "It's that afterburn on Facebook that can really stoke word of mouth and amplify the power of traditional media."

To leverage Facebook's unique targeting abilities, Samsung Mobile USA:

- Used Facebook's customized **targeting groups** (e.g.: iPhone users, users with handsets 3+ years old) to reach its core audience segments.
- Used local targeting of ads to reach people within a 25-mile radius of key cities with custom messages showcasing the handset's unique features.

McDuffe added, "One of the great things about Facebook is the ability to really reach the right people at the right time. With Facebook's mobile clusters, we were able to easily target customers most likely to be interested in the Galaxy S III at this moment in time. That's powerful stuff."

To help drive purchase intent, the brand launched a special "Guide to the Galaxy" **tab** on its **Page** that featured information about its Galaxy line, press reviews, and links to the carrier e-commerce sites where consumers could purchase the phone.

## Post-Launch

After its mass awareness efforts, Samsung Mobile USA designed a strategy to sustain the launch momentum:

- Ran an additional large media campaign designed to reach people 18 and over on Facebook over a three-day period.
- To further leverage the power of sharing, Samsung Mobile USA showcased shorter, edgier videos about the new phone on the video-sharing service Viddy.
  - Samsung featured links to the videos on its **Page** and used **media** targeted to fans of Viddy and Samsung Mobile USA.
  - Because of Viddy's integration with **Open Graph**, the brand was able to sponsor the "video watched" stories created whenever people watched one of these videos.

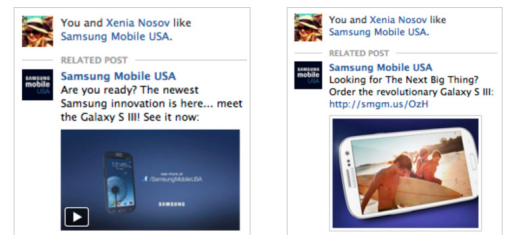
## Results

- **\$129 million** in sales attributable to Facebook (Control versus exposed methodology: Consumers who saw ads on Facebook bought the phone at an 85% higher rate than those who didn't see the ads.) Internal Facebook research.
- **Nearly 13X** return on advertising spend
- **105 million** unique users reached (Nielsen Online Campaign Ratings study)
- **10-point** lift in brand favorability for in-market consumers (buying smartphones) attributable exclusively to Facebook media (Nielsen Brand Effect)
- **1.8X** more chatter on Facebook for the Samsung Galaxy S III launch than any other device launch in 2012.
- **23%** increase in fans to 8.5 million, giving Samsung the ability to reach more than 515 million friends of fans through **Friends of Connections targeting**
- **2.7 billion** impressions

**Campaign Insight**  
Samsung saw an **8X** higher engagement rate from mobile news feed ads than mobile banner ads for other electronic campaigns (compared to a 2011 study from MediaMind)



Logout Page Ad



Sponsored Stories

*"We made Facebook the hub of our digital campaign for the Galaxy S III launch for a reason. We wanted a platform where we could quickly raise mass awareness and purchase consideration in the U.S. for what we believe is the best smartphone ever built. We got there and then some. We reached more than 100 million people on Facebook. We've exceeded early sales targets for the device. I don't think this could have been possible without Facebook. Let's be clear—this isn't a social media success—this is a marketing success!"*

Brian Wallace, VP Strategic Marketing, Samsung Telecommunications America

## Tools Used

- Reach blocks (3 days)
- Logout experience (6 days)
- Page post ads
- Sponsored stories
- Mobile clusters (iPhone users, handsets 3+ years old)
- Target block
- News feed mobile and desktop placements