

# SAMSUNG

An exit personalization increased the revenue by 26% in a two week period

## BACKGROUND

Founded in 1938 as a trading company, over the next three decades, Samsung diversified into areas including food processing, textiles, insurance, securities and retailing. They entered the electronics industry in the late 1960s and followed with construction and shipbuilding industries in the mid-1970s.

Since 1990, Samsung has increasingly globalized its activities and development of electronics. In particular, mobile phones and semiconductors have become some of their most recognized line of products. They generate more than \$300 billion USD annually from product sales and services and are one of the world leaders of the smartphone sector.

With over 400 million global visitors to their website and a phone market share of 20% and growing, Samsung is increasingly popular with today's tech savvy market and smartphone aficionados.

## CHALLENGE

Samsung was introducing to the smartphone market a brand new model, the Samsung Galaxy S6.

A goal was set to convince as many visitors as possible into buying the new Samsung Galaxy S6 within a two week pre-launch time frame. With the consumer electronics market growing rapidly, Samsung were keen to increase the number of orders for the S6 model in advance.

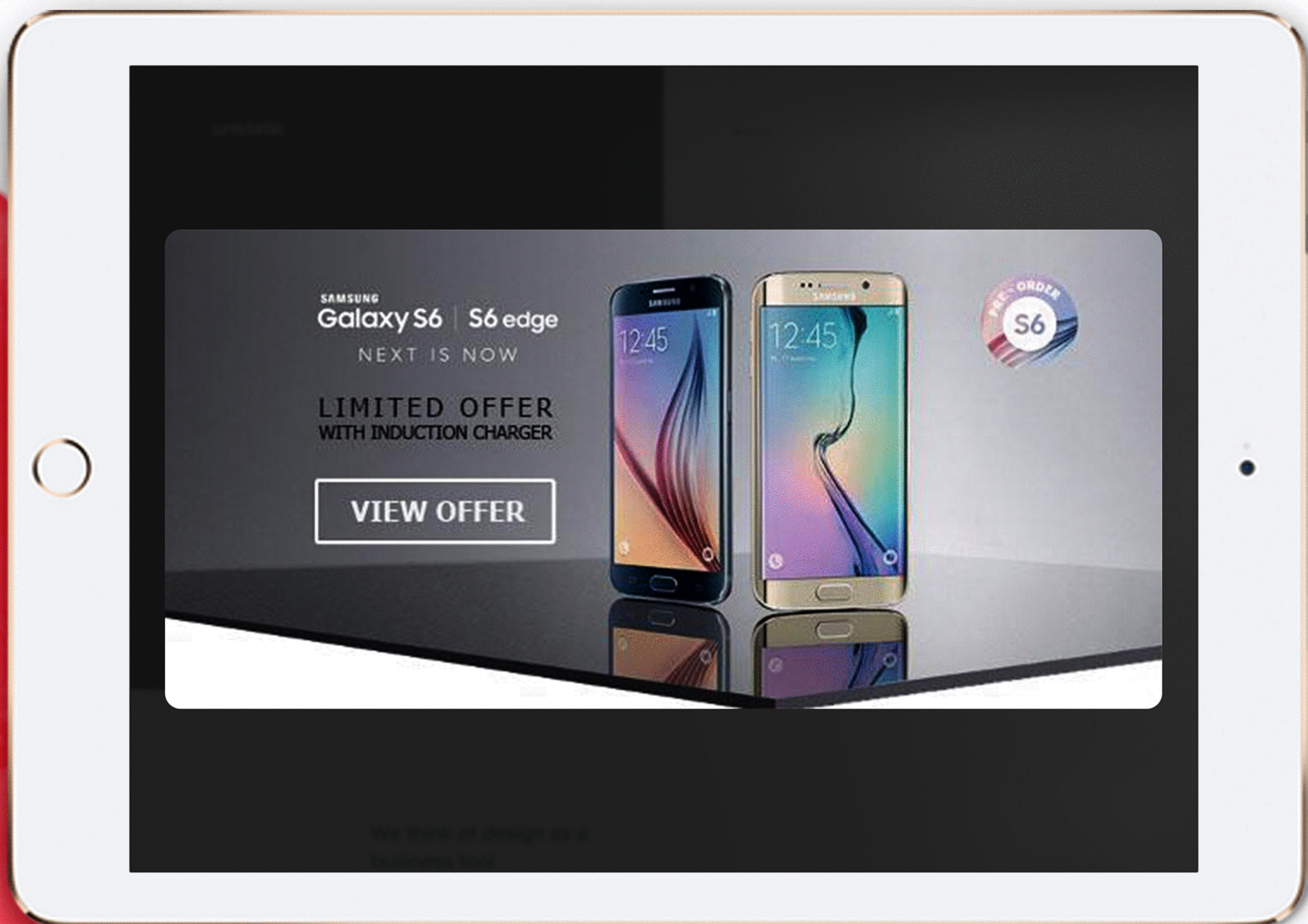


## SOLUTION

For a limited time, the Galaxy S6 was available online for pre-order with all partners and distributors. To stimulate people in pre-ordering online, Samsung included a free charger as an additional incentive.

The Omniconvert treatment created a campaign focused only on a specific target. Customers that were specifically interested in smartphones. When an exit behaviour was noticed, a web personalization was triggered and lead them to an appropriate landing page.

Several variations and their creative were tested along with the message in copy. The most successful one was the following design;





The personalization experiment is displayed when the visitor shows an exit behaviour. This behaviour is commonly either moving the mouse towards the URL address bar, or, to the tab/ browser close button. In real-time, visitors who wanted to leave the page without reading about the current offer for the Galaxy S6, were the targeted audience.

In addition, visitors who presented an interest in the smartphone category and haven't seen the current offer on the website, were also included. This was achieved through the advanced segmentation engine and by adding URL exclusions.

## RESULTS

This campaign reached a small percentage of shop visitors.

**The precisely matched customer segmentation, found the following results:**

*An additional 26% increase of revenue*

*2% of those that saw the creative made a purchase within 2 weeks*

*The creative had a 7.6% click through rate (CTR)*

*60% of visitors further stayed on the website instead of leaving*

The time used to test was over a two week period and traffic was split with 0% on control and 50% on variation#1 (an additional variation, also set at 50% was not covered in this study)

Commonly, with exit based personalizations, the control is set to 0% as the person is considered 100% lost. The exit personalizations increase the chance of the visitor being brought back into the sales funnel or, at the very least, bring them back for further engagement.

The ultimate purpose of web personalization and real time marketing strategy, is to transform a website into an interactive medium that facilitates the communication between customers and companies.



Differentiating your online business and providing relevant, persuasive content, has the potential to turn visitors into customers. Web personalization and detailed segmentation will allow you to engage with your audience at a whole new and much higher level.

If you want to test how a web personalization can positively affect your conversion rate, try the award winning Omniconvert CRO platform. You can also test with additional tools such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.

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