

Outbrain Outperforms Social and Display in Driving Engaged Visitors for Samsung

Vertical:

Tech

Objectives:

Traffic, Engagement

Products:

Standard Smartad

Overview

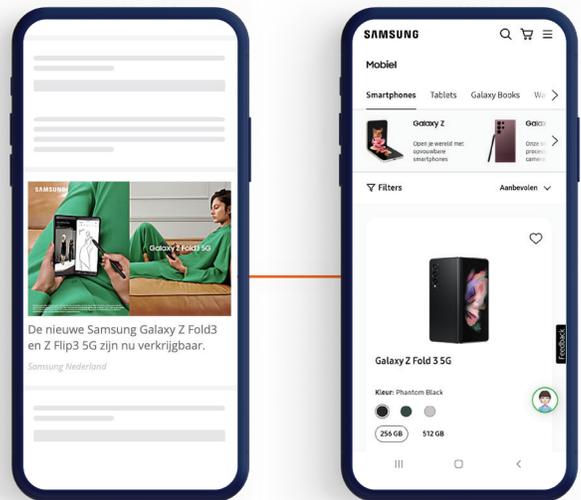
Samsung is a global leader in developing next-generation tech products, with the vision to shape the future through innovation and intelligence. The brand recently launched the Galaxy Flip 3 and Galaxy Fold 3 as new additions to its foldable product line of 5G smartphones.

After historically relying on traditional media platforms to promote its high-tech smartphones, Samsung sought to diversify its traffic sources and test native ads — identifying Outbrain as its open web partner to reach new audiences and resonate with as many “early-adopters” as possible.

Solution

Samsung used Outbrain’s Standard Smartad to showcase its message across premium media publishers and drive quality traffic towards smartphone product pages. In order to ensure strong audience engagement and campaign efficiency, Samsung ads leveraged Outbrain’s deep and unique understanding of customers’ true interests on the open web by targeting specific interest segments, such as electronics, home and lifestyle, and health, to reach users who were most likely to be interested.

The combination of Samsung’s stand-out creatives and high-tech products, and Outbrain’s recommendation technology and premium publisher network, helped achieve exceptional campaign performance. As a result, Samsung decided to expand its native budget to additional products.



Results

Outbrain outperformed both social and display in terms of engaged visits to Samsung’s pages, while also exceeding the campaign’s cost per click objective:

2x

Engaged visits vs. social

3x

Engaged visits vs. display

-170%

CPC vs objective



I’m very impressed with Outbrain’s ability to deliver strong campaign performance, reaching double the engagement versus social platforms and triple the engagement versus display. It’s one thing to generate website traffic, but it’s another when users are highly engaged with our content. We’ve now launched new Outbrain campaigns for other Samsung products and are also considering Outbrain to help us achieve our lower-funnel KPIs.”

- Robbin Van Der Wal, Marketing & Campaign Specialist at Samsung