

SAMSUNG

Samsung Increases Brand Awareness with Outbrain's Native Awareness+

Vertical
Tech

Objective
Brand Awareness

Product
Native Social
Smartad

Overview

Samsung is a global leader in information technology, with a vision to inspire the world and create the future. The company, in collaboration with media agency Starcom, leveraged Outbrain's new Native Awareness+ solution for building premium brand awareness across the open web, reaching a more qualified and interested audience for its AirDresser™ – Samsung's intelligent cabinet steamer.

Solutions

To achieve its goal, Samsung was among the first brands in Italy to test Native Social, a new ad experience within Outbrain's Native Awareness+ suite. Native Awareness+ allows brands like Samsung to reach their audiences with in-article, brand exclusive placements and rich native creatives.

Native Social addressed two main challenges for Samsung: driving awareness with a non-disruptive format, and amplifying Samsung campaigns outside walled gardens. Samsung was able to extend its social campaigns from Facebook to highly viewable, brand-safe placements across Outbrain's premium publisher network. In addition, enhanced elements such as company logo, call-to-action button, and description enabled the brand to boost its impact.

"Outbrain's new Native Social format has allowed us to improve the impact of our social campaigns and reach a truly relevant consumer base for Samsung, in an absolutely premium and brand safe environment. It's an easy format to set up, a great plug and play solution, which is why we decided to test it soon for a new Tiktok activation."

– Eleonora Galdieri, Digital Media & Programmatic, Samsung



Results

The results achieved have exceeded Samsung's expectations compared to other standard native formats:

+75%
viewability in media

0.34%
average CTR

+240%
CTR vs. standard native placements

Beta product available in select markets