

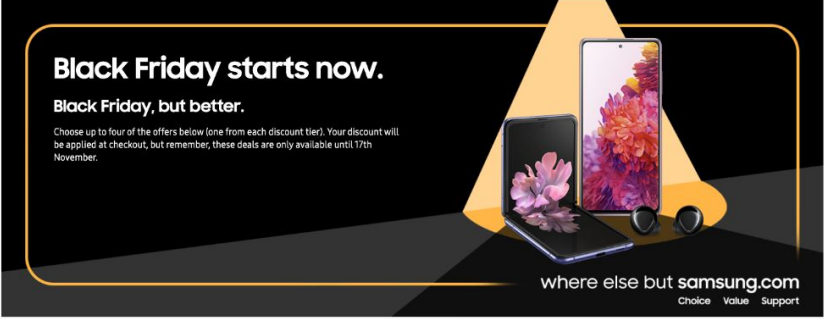
# Acquisition & Conversion

**SAMSUNG**

## Black Friday starts now.

**Black Friday, but better.**

Choose up to four of the offers below (one from each discount tier). Your discount will be applied at checkout, but remember, these deals are only available until 17th November.



where else but **samsung.com**  
Choice Value Support

You can get your Black Friday started right now by choosing up to four of the offers below (one from each discount tier).

TIER 1 - 10% DISCOUNT OPTIONS		Selected Offers
	Galaxy Z Flip (256GB, Mirror Black) £1,170.00 <del>£1,300.00</del> SM-F700FZK0BTU	<input type="radio"/>
	Galaxy Z Flip (256GB, Mirror Purple) £1,170.00 <del>£1,300.00</del> SM-F700FZP0BTU	<input type="radio"/>
	Galaxy S20+ 5G £899.10 <del>£999.00</del> SM-G986BZ0EUA	<input checked="" type="radio"/> <a href="#">Remove</a>
	Galaxy S20+ 5G (128GB, Cloud White) £899.10 <del>£999.00</del> SM-G986BZW0EUA	<input type="radio"/>
	Galaxy S20 Ultra 5G (128GB, Cloud White) £1,079.10 <del>£1,199.00</del> SM-G988BZW0EUA	<input type="radio"/>
<b>TIER 2 - 15% DISCOUNT OPTIONS</b>		<input type="radio"/>
	Galaxy Buds (Black) £101.15 <del>£119.00</del> SM-R170NZK0BTU	<input type="radio"/>
	Galaxy Buds (White) £101.15 <del>£119.00</del> SM-R170NZW0BTU	<input type="radio"/>
	Galaxy Buds+ BTS Edition £160.65 <del>£189.00</del> SM-R175NZP0EUA	<input type="radio"/>
	Galaxy Buds+ (Red) £135.15 <del>£159.00</del> SM-R175NZRAEUA	<input type="radio"/>
<b>TIER 3 - 20% DISCOUNT OPTIONS</b>		<input type="radio"/>
	Galaxy Note10+ (Black) £799.20 <del>£999.00</del> SM-N975FZK0BTU	<input type="radio"/>
	Galaxy Note10+ 5G (Black) £879.20 <del>£1,099.00</del> SM-N976BZK0BTU	<input type="radio"/>
	Galaxy Note20 Ultra 5G (512GB, White) £1,023.20 <del>£1,279.00</del> SM-N986BZW0EUA	<input type="radio"/>

**GO TO BASKET**

How Samsung used Uniqodo and Black Friday to drive lead generation AND move aged and overstocked products

## OBJECTIVES

How can Samsung.com use Black Friday to drive **lead generation** alongside a commercial objective to move **aged and overstocked products**?

- To **capitalise on early demand and search traffic** in the run up to Black Friday/Cyber Monday (BFCM)
- Allowing only an intended **segment of customers (new leads)** and handraisers from our engaged CRM base as a loyalty thank you, access to the early bird offers page
- Creating **exclusive access** to deals for wait-list customers
- Presenting offers in an engaging way – and then retargeting customers - to **encourage increased baskets/AOV** to help sell aged and overstocked SKUs
- Ensuring unique codes can only be redeemed a **maximum of 5 times per customer**

## APPROACH

Samsung’s Early Bird teaser was seeded across CRM, PPC, YouTube, Spotify and Paid Social from 2nd - 17th November; focused on driving lead generation and registrations for Samsung.com. The Early Bird campaign, powered by Uniqodo, ran 9th - 17th November.

Uniqodo built a custom landing page to curate eligible products into 4 different tiers of incentive; 10%, 15%, 20% and 25% off. Early access subscribers were sent a unique code via email once the page went live on 9th November. Only customers with an early bird unique code were given access, keeping the campaign controlled to handraisers and those registered at Samsung.com.

Customers could add 1 product from each tier to their basket, and shop the sale up to 5 times. Uniqodo’s multi-tiered algorithm applied the right discount to each product. Bespoke messaging overlays for early bird customers, powered by Uniqodo on Samsung.com, helped customers navigate back to continue shopping the Early Bird sale from the basket. Uniqodo built the promotion experience to auto-populate the unique code from the customer’s email at the checkout for ease of use and to drive conversion.

## Objectives & Approach

**INDUSTRY:** Consumer Electronics

**SEASON:** Black Friday / Cyber Monday

**FOCUS:** Acquisition, Conversion

**OBJECTIVES:** Lead generation, selling distressed stock

# Results

# 200k

new customers

**300,000** customers engaged as part of the Early Bird campaign.

**56%** email open rate (surpassed benchmark by 46%)

**40%** unique click to open rate (surpassed benchmark by 77.5%)

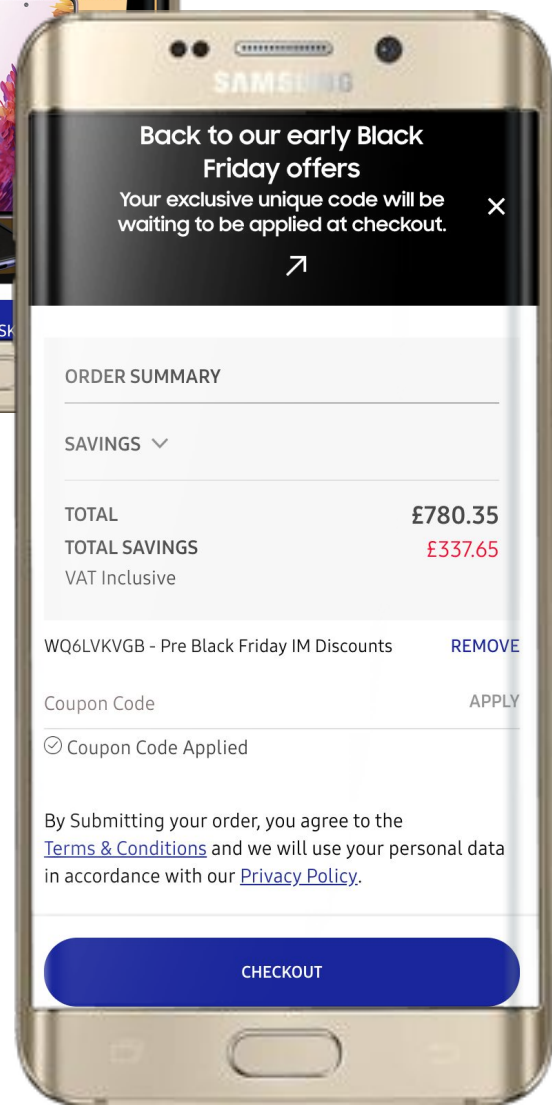
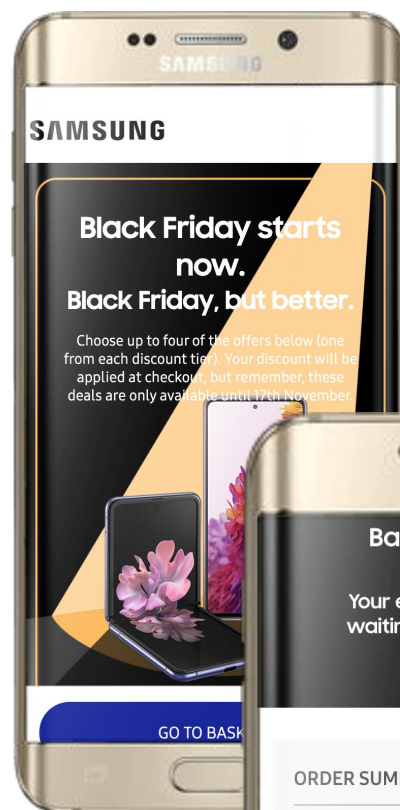
**4.49%** engagement rate (code issued to code validated)

**4.8%** conversion rate (code validated to code redeemed)

**£804k** revenue (£539k of overstocked SKUs sold and £265k of other product sales thanks to halo effect)

**26%** average discount

**5025%** return on Uniqodo investment





Working collaboratively with Uniqodo enabled us to deliver a campaign that was engaging and unique over a highly competitive period. We are always looking for new ways to improve our digital customer experience and the work carried out with multiple marketing teams at Samsung allowed us to create a bespoke journey, not only driving an increase in sales but ensuring that new customers experienced us at our very best, which is a sure-fire way to keep them coming back for more.



**Nick White - Online Director, Samsung Electronics UK**