Thanks to its advanced segmentation and real-time technology, Fanplayr's strategies for Samsung achieved a 17% CTR and a 3% CR post click. Fanplayr activities have been optimized to reach an outstanding ROAS of 2,500%.
Samsung Italia is the Italian branch of Samsung, a South-Korean multinational company founded in 1938. Samsung operates worldwide as one of the largest companies in the field of electronics, technology, and innovation. Its mission is to innovate and create technologies that help people in their daily activities and improve their lives. Samsung is currently the world’s largest smartphone manufacturer.

**Challenge**

Samsung wanted to increase user engagement and conversion rate, so Fanplayr leveraged their onsite behavioural data to come up with a strategy which personalised the user experience. Users were segmented depending on the behaviour they displayed onsite, and were then shown a tailored promotion, incentivising them to convert.

17% CTR | 3% CR

**Results**

Thanks to its advanced segmentation and real-time technology, Fanplayr’s strategies for Samsung achieved a 17% CTR and a 3% CR post click. Fanplayr activities have been optimized to reach an outstanding ROAS of 2,500%.
Thanks to Fanplayr we figured out how to convey the right message to the right audience and we increased the users engagement and conversion rate with an yearly return on investment of 2.500%. We look forward to keep on leveraging the amazing solutions Fanplayr has to offer.

Alessandro Vriale
DtC E-commerce and Performance Media Manager, Samsung.