

Samsung

How Samsung analyzed marketing performance with a single dashboard?

#Analytics #SocialMediaInsights #MultichannelDashboard

Summary

TO THE NEW helped Samsung improve marketing performance with a multi-channel dashboard to gather insights on marketing activities, social engagement and competitors across nine markets in Asia Pacific region.

The Client

Samsung is a global multinational company headquartered in Seoul, South Korea. It is the largest South Korean business conglomerate and is a global leader in consumer product industry.

The Goal

Samsung wanted to analyze key insights about their digital brand (marketing campaigns, social engagement and website performance) to make faster decisions and improve marketing performance.

Key Features

- We built a single Digital Dashboard across nine markets in APAC, across Social, Paid, Owned, Search and Earned Channels
- Analyzed the competition across the nine markets
- Gathered insights on social, website, performance campaigns across 4 major product lines and created built-in plugins for integrating data sources
- Created separate views for staff and managers based on relevant metrics
- Digital Brand Index was used to analyze data across all digital touchpoints
- Helped Samsung with meaningful recommendations and insights for County Heads

Highlights

- ✓ More than 30% reduction in time spent on collating, analyzing and reporting
- ✓ Almost real-time access to marketing staff on campaign performance
- ✓ Reduction of 50% towards ad-hoc reporting leading to time spent in analyzing and business results mapping
- ✓ Benchmarking of channels helps in identifying and planning which platforms are working for what objectives leading to decisions on marketing spends

Technologies Used



Adobe® Marketing Cloud



Know more about our Analytics offerings



www.tothenew.com



Talk to Our Experts