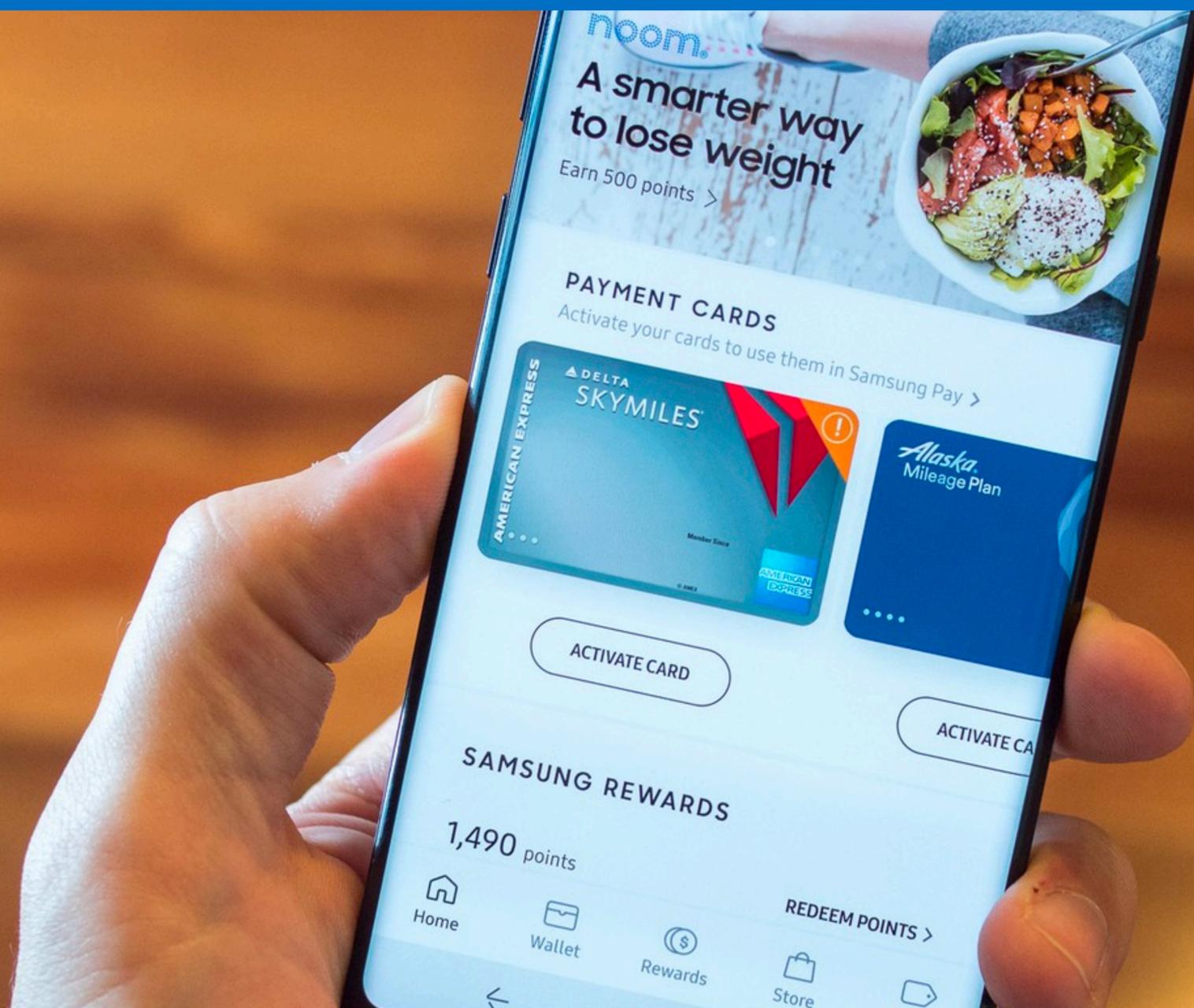


How Samsung Pay Used Marketing Campaigns to Optimize Mobile Performance

Promotional campaigns are critical in any marketing strategy as they prove to be valuable for not only bringing in new users, but also keeping them engaged for the months to come. Samsung Pay launched a marketing initiative that gave a dramatic boost to its platform, ultimately increasing mobile performance and revenue.



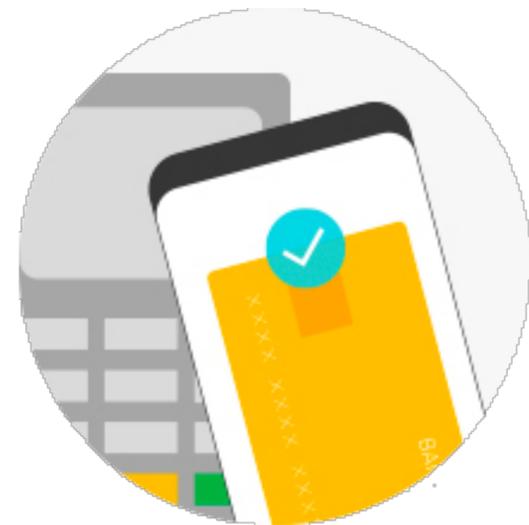
Samsung Pay, a mobile wallet, piggy bank, and a marketplace, has been a favorite of Samsung users since its debut in late 2015. As the highest rated wallet in the Play Store, Samsung Pay knows that the little things matter to consumers and actively seeks feedback from its multi-million user base. The feedback is used to optimize the product for their convenience, security, and ease of use.

Samsung Pay needed a way to create a holistic end-to-end mobile shopping experience with the world's leading brands to meet the demand and growth of mobile.

“As we all know, mobile is not only a challenging form factor (small screen), but also an extremely important place to engage consumers. The highest growth area of mobile commerce is also where the greatest pain points are in terms of cart abandonment and conversion. Samsung wants to play a critical role in innovating on the mobile shopping experience.”

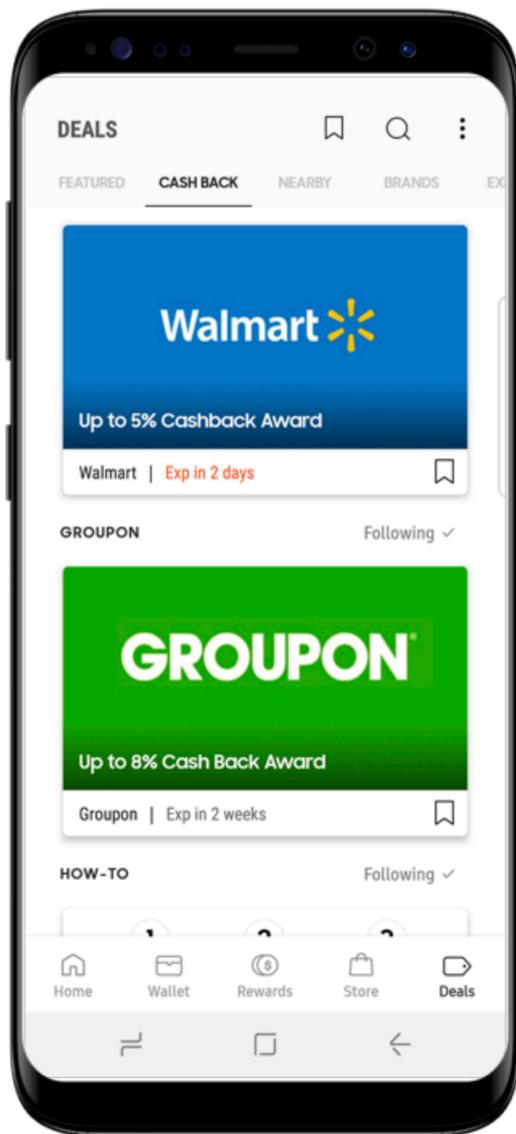
— Sang Ahn, VP & Head of Strategic Partnerships, Samsung Content & Services

To fulfill its mission of being more than a wallet, Samsung Pay wanted users to explore and discover shopping opportunities within the app and get exclusive access to deals. Samsung Pay expanded its Value Added Services by providing cash back deals, discounts on gift cards, and loyalty programs to bring more value to its users. Samsung built capabilities such as panel placements, in-app messaging and push notifications to promote these exclusive offers and extended the deals module for easy discovery.

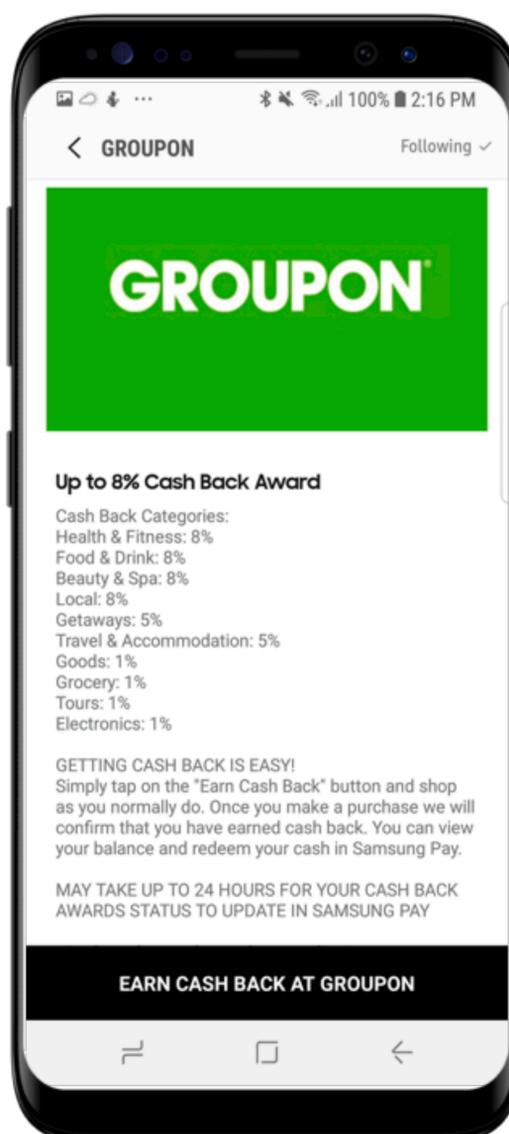


Now, with help from technology powered by Button, users can browse and discover offers in Samsung Pay from over 85 leading brands and experience a seamless path to purchase in as few as five taps.

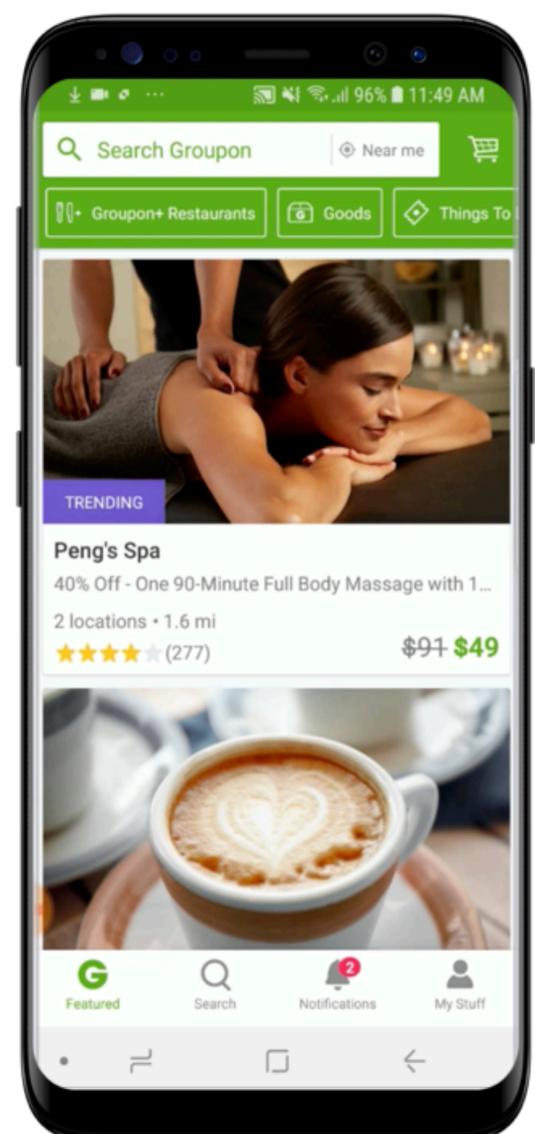
Users can be taken directly to specific products or categories of products within brand applications from Samsung Pay by deep linking. Samsung Pay can publish dynamic offers for participating brands that want to provide personalized offers to Samsung Pay users.



User views offers



User selects offer



User shops at brand, is rewarded upon purchase

Marketing Campaigns for Post-Launch Optimization

Samsung Pay users were engaging and shopping at high rates, and Samsung Pay was eager to continue optimizing the experience and maximize the holiday shopping period.

In late November, just before Cyber Week, Samsung Pay offered users an increased cash back award for placing a mobile order with three leading retailers. The offer was significant, ranging from 3% to 30% cashback, varying by retailer. The deals were offered and promoted to users via push notification, featured placements in the Samsung Pay app, and on third parties where users look to discover deals including Reddit and Slickdeals.

Beyond Acquisition: Engaging the Mobile Consumer

Samsung Pay and Button's marketing initiative gave a dramatic boost to its platform, keeping users highly engaged going into the year-end shopping season. Nine out of ten of shoppers during a two-day promotional period were new to Samsung Pay's cash back program and 76% of users were transacting in-app, with a 61% average install rate. All in all, brands participating in the promotion enjoyed a 10x surge in orders during the promotional period.

76%

of orders made through this promotion were made on app

61%

of buyers in the promotion were new buyers

92%

average install rate during the promotional period

10x

increase in orders for all brands during the promotional period

"By running mobile marketing campaigns the Monday and Tuesday before Black Friday, we were able to activate users before other competition entered the game. The mobile consumer's intent is at an all-time-high during the holiday season and they're willing to discover new brands and buying experiences, so it was critical to engage with potential buyers whenever they were ready to begin their mobile shopping journey."

— Rob White, Senior Director of Product Management, Samsung Pay



These promotional campaigns proved to be valuable not only to bring in new users, but also to keep them engaged. Nearly one out of five shoppers went on to make another purchase in the rest of November and December, and repeat purchases actually resulted in more sales than the original promotion.

17%

of users that purchased during the promotion purchased again in the next 45 days

80%

of these repeat users were new users from this campaign

Marketing for 2019 & Beyond

Samsung Pay is always looking for ways to empower brands to acquire and engage valuable users on mobile. Marketing campaigns have consistently proven to be an effective way to drive mobile commerce purchases from users with the highest lifetime values. Combining a timely holiday campaign with key messaging through channels like push notifications, featured placements in publisher apps, and in-app messaging are just a few of the pieces that we've seen work when optimizing mobile app marketing strategies. While the peak holiday season has concluded, there are many upcoming opportunities to take advantage of the mobile consumer's purchase intent.



Partner With Us

Interested in launching a marketing campaign with Samsung Pay? [Let us know!](#)