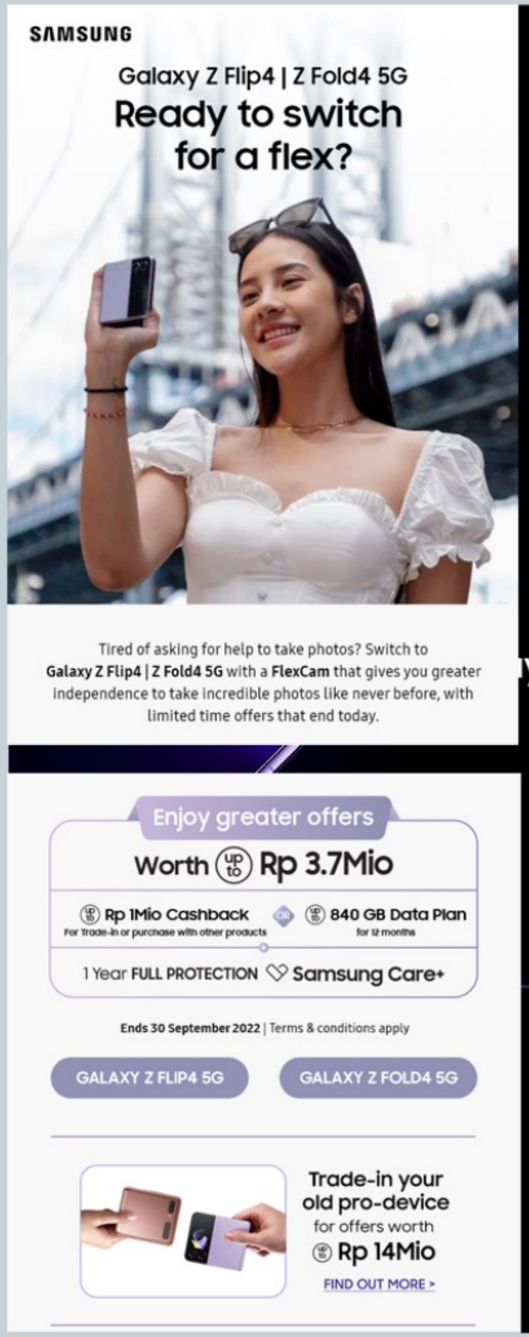


PORTFOLIO

CRM //
Data-Driven Marketing

Client:
Samsung Indonesia

Sr. Account Manager:
Khomeini
Cheil Worldwide

Khomeini – Cheil Worldwide

CDM | Consumer Data-driven Marketing

Understanding

Performance-driven approach requires accurate and precise measurement of success metrics or KPI.
Transparency and visibility of results between the agency and the client will be key to ensure a more optimized workflow.

Objective

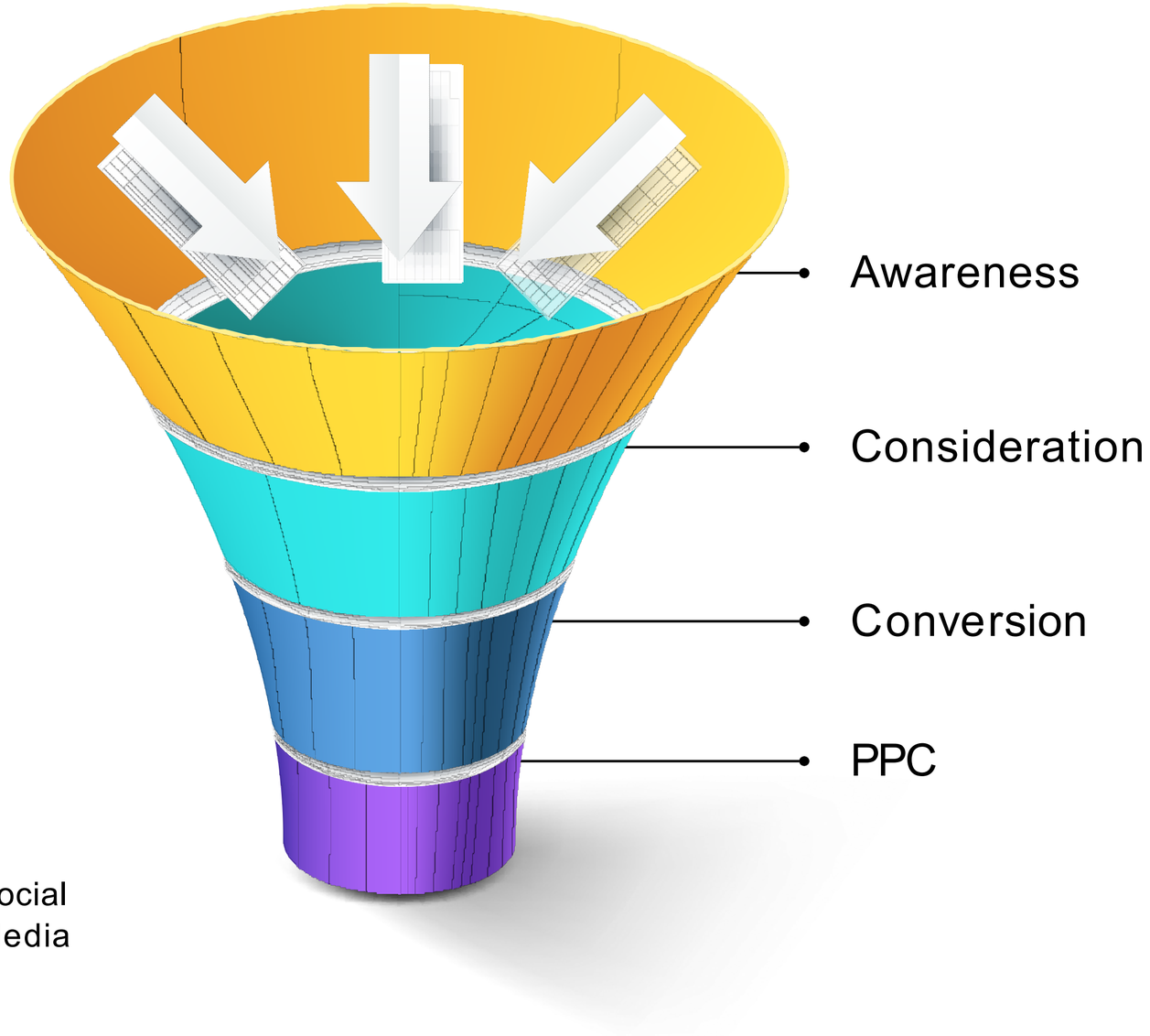
Developing personalized communication strategy from top-to bottom marketing funnel to create awareness, consideration up to conversion and also loyalty.Other than that, it also to drive more traffic to website and generate more sales.

Channel

Email Marketing

App Push Notification

Social Media



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Overall Process

SEGMENTATION STRATEGY

Communication strategy always start with the audience/segmentation. Generally start with Retention and Switcher segment and can be breakdown into personalised audience as needed. Our Approach is crafting personalized messages then strategize it with the campaign type.

COMMUNICATION STRATEGY

Developing personalized communication strategy based on audience segmentation with simplify the ideas based on target interest and persona.

CREATIVE DEVELOPMENT

Creative ideation are developed following the communication strategy and campaign objectives. Ideation are covering copywriting and visual.

CONTENT PUBLISHING

CDM content can also published also integrating with other owned media channel like website, microsite or even on native application.

DATA ANALYTICS

Tracking owned digital marketing campaign performance is part of Cheil's digital DNA to measures all given metrics or KPI needed.

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Segmentation | Communication

SEGMENTATION STRATEGY

Personalized message and approach based on segment definitions and can also based on behaviour, interests and demography

		SEG SIZE	SEG. HYPOTHESIS	MESSAGE DIRECTION
Retentio	•High Propensity • Big Screen Users & Recent Note Users	393,474	**Competition is vs. next Note** Tempted to purchase, but hesitating to make the final decision	**Tangible offers with time limit**
	S Users	65,131	**Competition is vs. next Galaxy** Possibly waiting for next S, large size of Note has been a barrier	**Focus on Note 10** **The most compact Note**
	Old Flagship Users	888,378	**Competition is vs. current phone** My phone is still working well. Why do I need a new phone?	**Position Note 10 as special version**
	Cross-Sell	60,628	**Competition is vs. other ecosystems** What value does having a Note add to my current home?	**The power of a truly connected life begins with a Galaxy.**
Swithcer	LO Users	116,498	**They've used both LO and Galaxy and chose LO over Galaxy**	**Reframe the competition from LO vs. Galaxy⇨Smartphone vs.Note**
	Other Android Users	530,821	**They chose their phone, believing that their phone is the best**	**Hook: Accolades/review** **CTA: Is that the best?**

COMMUNICATION STRATEGY

Personalized approach based on campaign type or even campaign phase.

PRODUCT LAUNCH

Teaser, Unpacked, Pre-Order, Launch, Sustenance

TACTICAL

Anniversary, Mothers Day, Valentine, Chinese New Year

POST PURCHASE

Welcome, Community, Cross Sell, Tips & Tricks, Newsletter

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Creative Approach

Segment Definition

All Samsung Flagship device owners

Segment Hypothesis

Challenge is vs. current phone

My phone is still working well (and premium too),

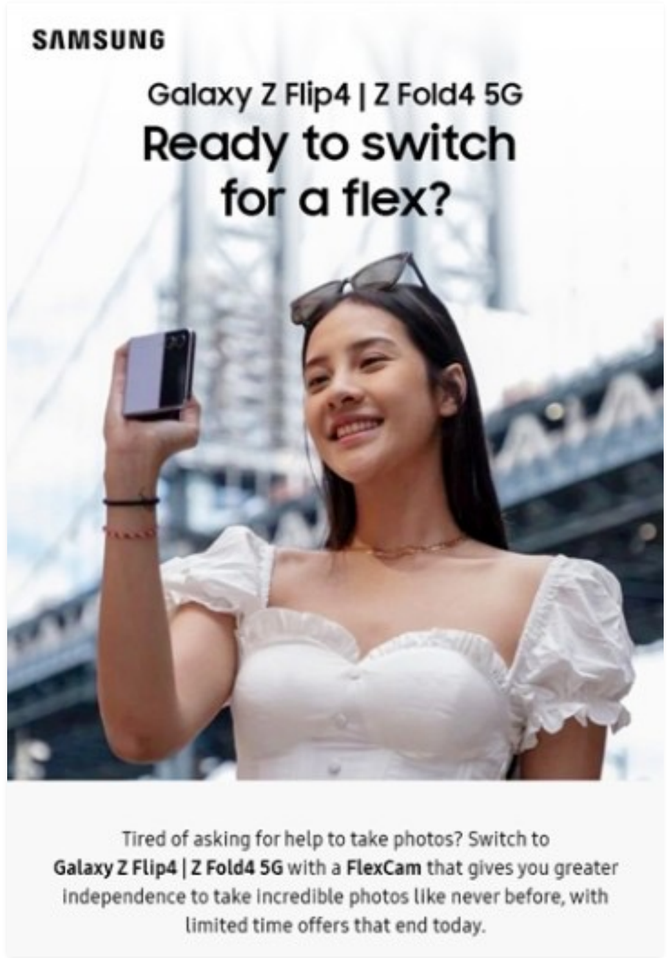
Why do I need a new phone?

Message Direction

Disrupt the innovation and convert to Galaxy Z Fold4 | FLip4 with focusing on **Apple Pain-Points with #JoinTheFlipSide** as key message.

Product Focused

Lifestyle



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Creative Approach

Segment Definition

All Apple product audience that already in the database to be targeted.

Segment Hypothesis

This segment use Apple product and captured that they already visited Samsung website and explore the product.

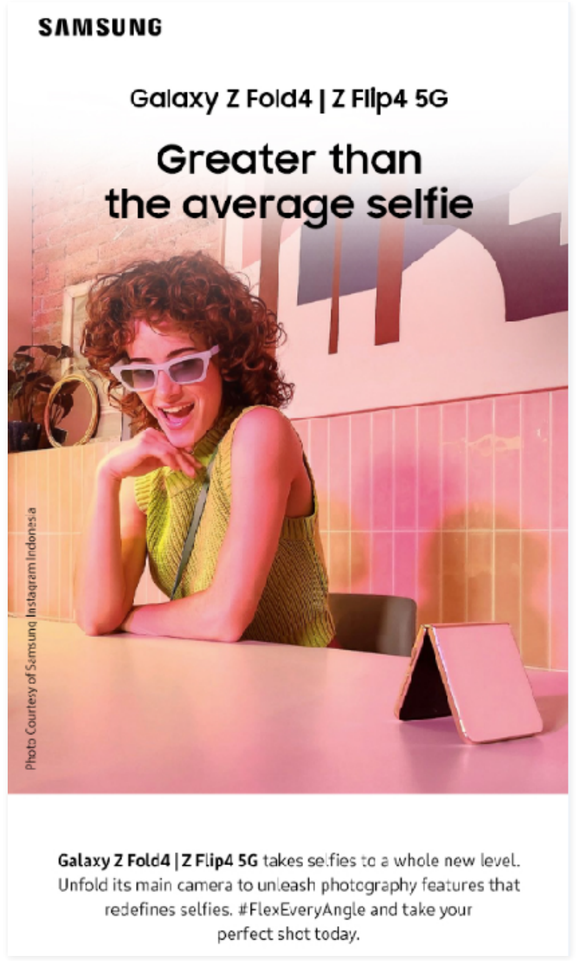
Message Direction

Position that this Foldable phone is the new standard of a smartphone not just the design but also the technology.

Strengthen the message with **#FlexEveryAngle** approach.

Product Focused

Lifestyle



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Alternative Approach

1. Unique Content Direction

Unique design for each segment.

2. Subject Line & Personalisation

Creative image or Hero can be using Product or Lifestyle centric.

64% of emails are opened solely on the **subject line**

- Optimized Length (<40 char.)
- Brand/Product Mention
- Monetary Value Mention
- Personal
- Pain Point Focus

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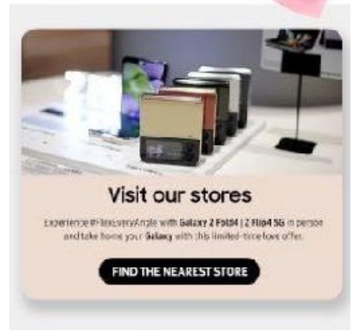
Alternative Approach

3.
Product Features

Created in modules for easy plug & play to give reason to buy based onstrategy.

- KEY VISUAL
- HEADLINE
- MESSAGING
- PRODUCT FEATURES
- FOOTER



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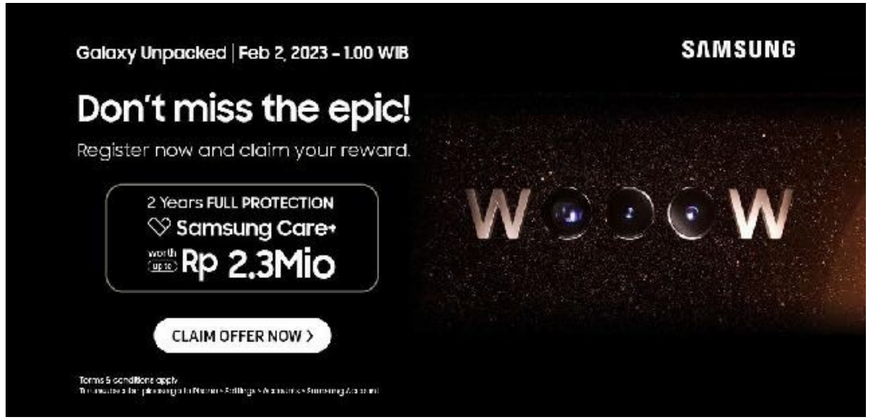
Pre-purchase Campaign:

CRM Owned x Paid Media

Best practice since 2019, Samsung Indonesia CRM channel are the best media to gather customer data better than other channel.

On average, CRM channel **generate leads**

above
60% Compared to paid channel



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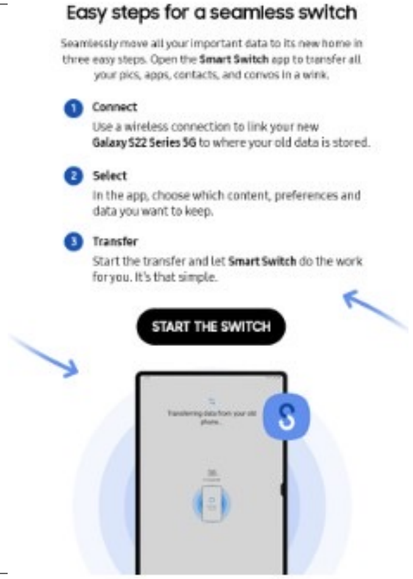
Post-purchase Campaign

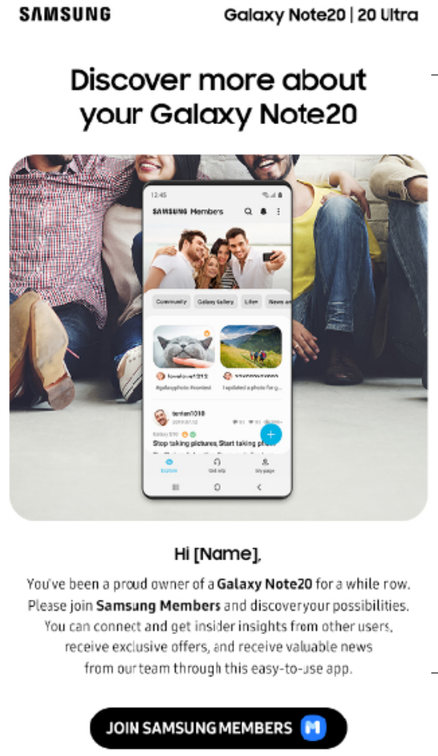
Contact Plan & Content Module

Contact plan can be set with automatic trigger like 1 Day after purchase or 7 Days and even 1 Month after purchase with different message approach based on post purchase strategy.

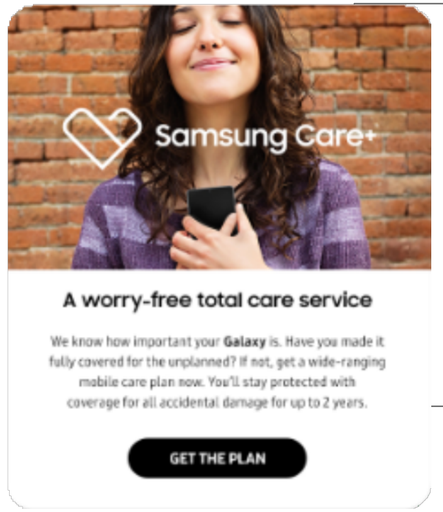
Welcome message and thank you for purchasing

Communicate how to switch all your data easily





Introduction to Samsung Members and all the benefits they'll enjoy as a member.



Upselling the Samsung Care+ to give them the choice of extra care and value added services.

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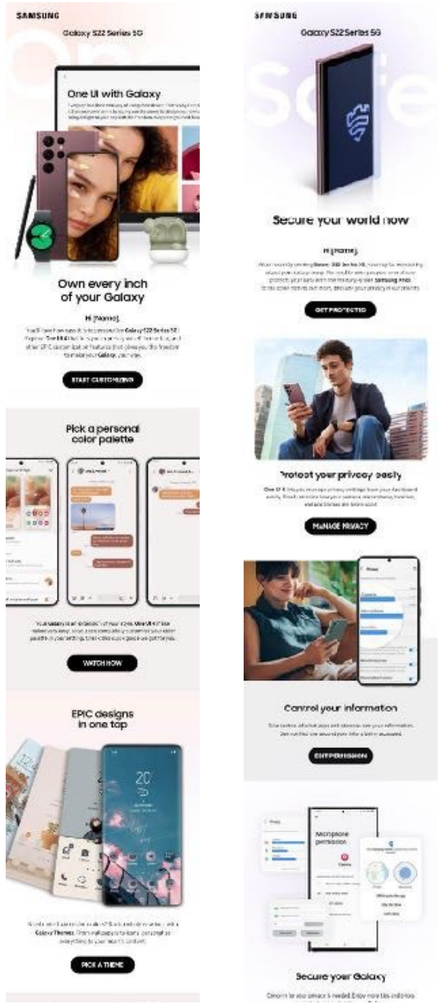
Why Post-purchase?



feedback

is a good way to keep consumers feel connected

47%

of buyers comes back and visit website after purchase

Samsung - ‘Website visitor data’

revenue

increase from repeat order for the next product launch and also generated ecosystem products.

50%

of consumers feel abandoned aftera purchase

Shopify - ‘Buyer’s Remorse: How It Impacts eCommerce Customers’

2x

engagement or Open Rate increase compared to regular campaign

Samsung - ‘GCDM data’

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Creative Approach

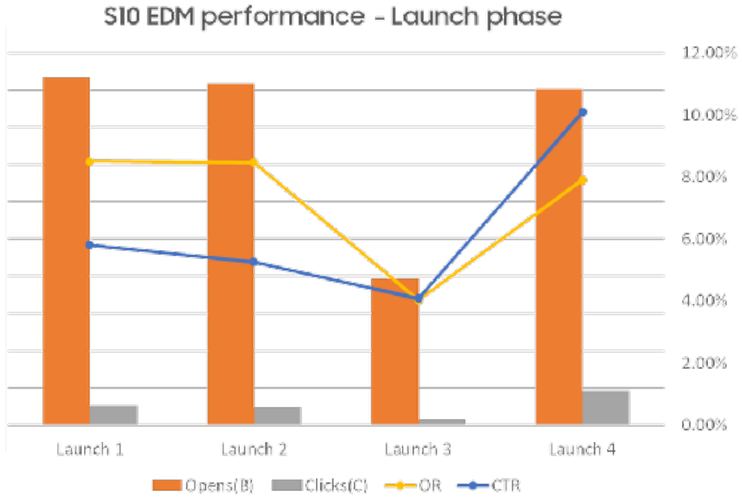
All CDM Campaign metrics can be measure to make sure meet the KPI.

Insights and Learning can be measured separately between Campaign, Phase, Touch Point and also generic metrics like engagement, traffic and conversion

96%

more engaged compared non-personalised content

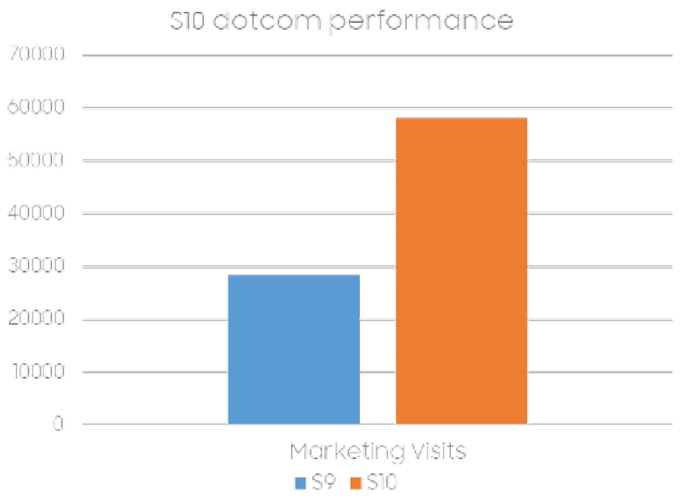
Engagement peaks when content is personalized and well-targeted



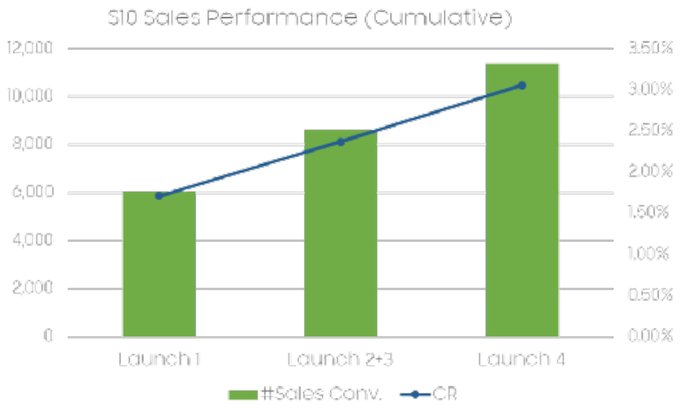
2x

increment on product page visit on website during launch

Compared to previous product launch in the same phase



21%

more on sales conversion comes from CDM communication

Sales are compared by the total click and web visit