

MAILER:

Samsung

OBJECTIVE:

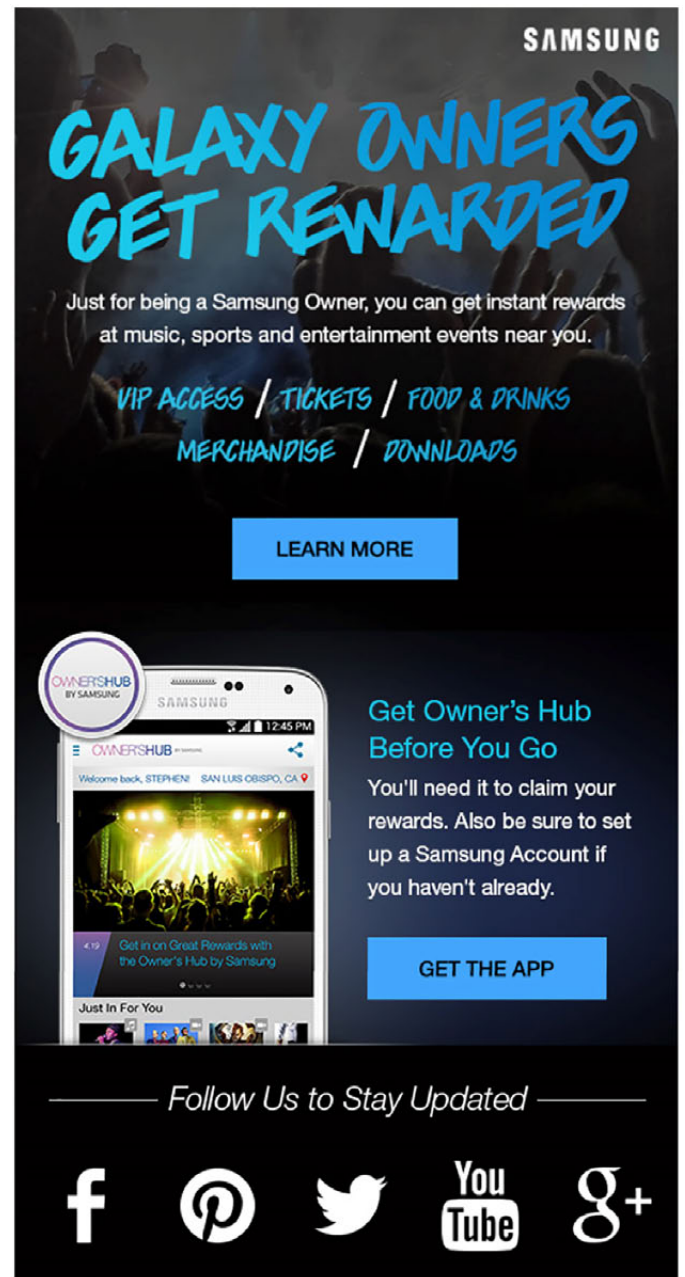
Samsung faced the challenge of increasing downloads of the Owner's Hub app among Samsung Galaxy Owners.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of Galaxy owners with a focus on avid music listeners with a household income of \$50K+ and an interest in Alternative Rock, Rap, Rock, Reggae and Jazz. eTargetMedia strategically selected the Music Appreciation list from which to target music fans most apt to take advantage of the invitation to download the app and in turn allow Galaxy owners to take advantage of rewards at various entertainment venues.

OUTCOME:

Due to the strength of the eTargetMedia Music Appreciation list as well as the high precision targeting, the offer resulted in tremendous brand awareness, expanded knowledge of the benefits of the target app promoted, and most importantly an extremely strong number of app downloads that exceeded projected campaign goals.



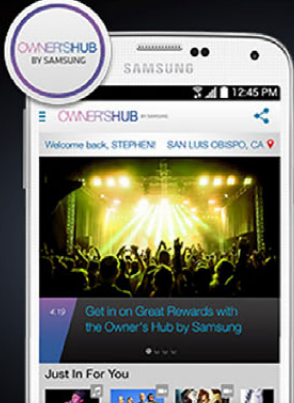
SAMSUNG

GALAXY OWNERS GET REWARDED

Just for being a Samsung Owner, you can get instant rewards at music, sports and entertainment events near you.

VIP ACCESS / TICKETS / FOOD & DRINKS
MERCHANDISE / DOWNLOADS

[LEARN MORE](#)








Get Owner's Hub Before You Go

You'll need it to claim your rewards. Also be sure to set up a Samsung Account if you haven't already.

[GET THE APP](#)

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