

## CASE STUDY PROGRAMMATIC REMARKETING

Samsung was the first brand to engage in real-time programmatic remarketing ads on outdoor digital displays in Turkey.

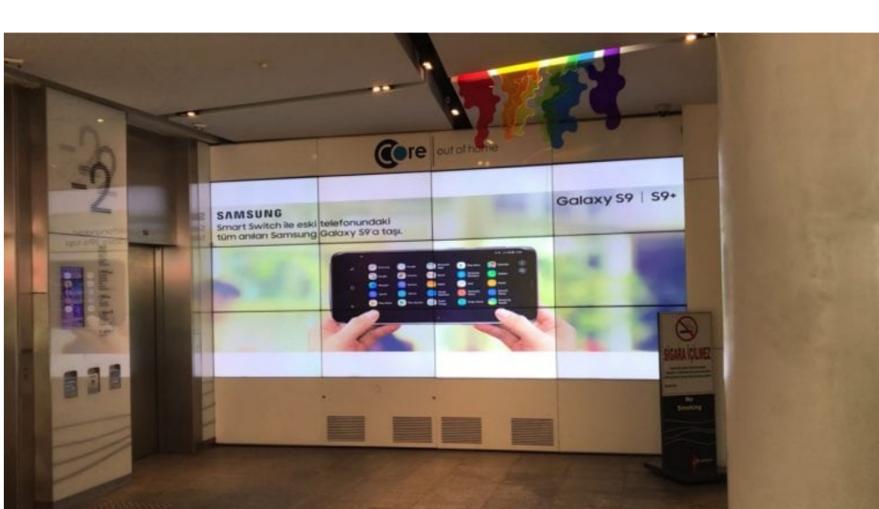
“ Samsung real-time programmatic remarketing ads on outdoor displays achieved **60% increase in efficiency** with Mall IQ Location Intelligence solutions. ”

### THE CHALLENGE

During the pre-launch phase of Galaxy S9 smartphone, Samsung Turkey and its media partner Publicis One started seeking for an innovative alternative for the already available programmatic outdoor ads.

The aim was:

- 1) To utilize a smart and innovative technology so that relevant targeted people would see outdoor digital ads
- 2) Customize messages according to the targeted segments
- 3) Increase outdoor display efficiency



### MALL IQ SOLUTION

Mall IQ proposed that according to the real time location of the visitors present at a venue, it is possible to deliver custom messages with a simple Mall IQ integration with outdoor media providers.

When the density of the people falling into the predefined target segments would reach a certain threshold, custom messages on the outdoor ads were displayed.



### THE RESULTS

The campaigns are delivered successfully on the outdoor displays of Akmerkez, Zorlu, Kanyon, and Mall of Istanbul shopping centers.

When the segment of customers who previously entered a Samsung store were passing by the displays, they encountered a customized message from Samsung. As a result, 60% increase in efficiency was achieved compared to standard non-targeted communication. For some customer segments the efficiency was as high as 138%.

Through the service provided by Mall IQ; Samsung, who wants to reach potential customers outdoors as an alternative to push notifications on smartphones, has reached the potential customers more efficiently, effectively and measurably.



Samsung increased outdoor display efficiency by

**60%**

via leveraging Mall IQ Location Intelligence solutions for real-time programmatic remarketing ads.

Mall IQ, Inc. is a San Francisco based location intelligence company focused on the development of scalable indoor and outdoor location based analytics and engagement platforms.

Mall IQ empowers payment & banking, retail, loyalty and e-commerce apps to understand their customers' behavior in shopping malls and high-streets and engage them with relevant messages at the right time and location to monetize offline purchase intent.

Founded in 2015 in Silicon Valley, CA, Mall IQ, Inc. develops cutting edge, scalable, location-based engagement, analytics & AI platforms.

Mall IQ has customers in 6 countries including USA, Turkey, Middle East and Asia.

