

## Mall IQ & Samsung Case Study Programmatic Remarketing

**Samsung has been the first brand to perform programmatic remarketing ads on outdoor digital displays in Turkey**

### The Challenge

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

The aim was:

- To utilize a smart and innovative technology so that relevant people would see relevant ads (i.e. a non-Samsung user would not see a message calling for an upgrade)
- Customize messages according to the targeted segments
- 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, showing custom messages on the outdoor displays is planned.

## The Results

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

When those 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.

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, who actually can show interest on Samsung products, more efficiently, effectively, and measurably.

By using Mall IQ services,  
Samsung used real time programmatic remarketing  
ads on outdoor displays and achieved

**138% uplift**

for specific customer segments.

**Mall IQ, Inc.** is a San Francisco based technology company providing indoor and outdoor location based mobile engagement & analytics platform.

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