



# Samsung - Case study

## Introduction

Samsung is the world's largest consumer electronics company. Millions of its customers, potential customers, competitors and influencers are engaging on social media.

Samsung Europe appointed Gorkana as its main social media listening and analysis provider so it could connect more efficiently with its multiple online communities.

The decision was based on Gorkana's expertise in aggregating and segmenting large amounts of data effortlessly and in real time.

## AMEC Awards 2015

-  Innovation Award for Best Methodologies
-  Most Innovative Use of Measurement in a Digital Campaign
-  Best Use of Social Media Measurement



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# Social Media

## Objectives:

- Establish which primary influencers Samsung should collaborate with and what key messages should be communicated for maximum impact.
- Gauge consumer, stakeholder and public response to a product launch, documenting the campaign's successes and failures.
- Determine whether Samsung's PR and marketing efforts are effectively communicating the benefits of products.

## Results:

Using Social Media Pro, Gorkana and key members of the Samsung Digital Insights team created a data structure that applied relevant tags and categories. This created greater scope and enabled more targeted segmentation and analysis of social media data.

The new system enabled Samsung to identify where a conversation originated, who was commenting, buying signals and segment conversations around campaigns and product specifics.

Over 70 competitors were tracked in 16 languages in 20 markets, with search queries localised in every language. This meant over 500 individual search queries were operating at any given time.

Social Media Pro is now providing more than 200 Samsung employees with access to personalised and integrated dashboards.

"Having the ability to provide insight into the business at multiple levels from a consistent data source is unusual and incredibly empowering. The platform is so flexible we feel it will evolve with our appetite and ambition."

Lee Jalowiec, Samsung



GORKANA-WINNER of 13 AWARDS

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**Gorkana Group**