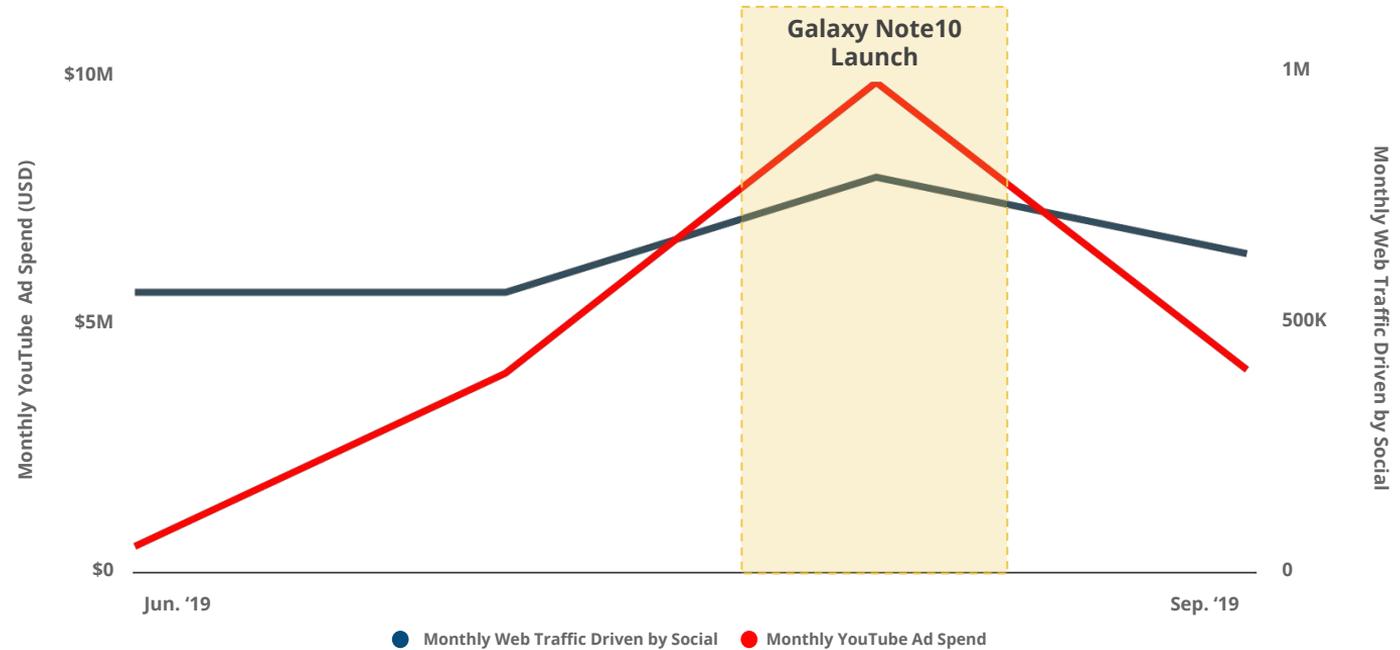


The Samsung logo, consisting of the word "SAMSUNG" in a bold, blue, sans-serif font, is centered within a white, horizontally-oriented oval. This oval is set against a solid blue background that has rounded corners.

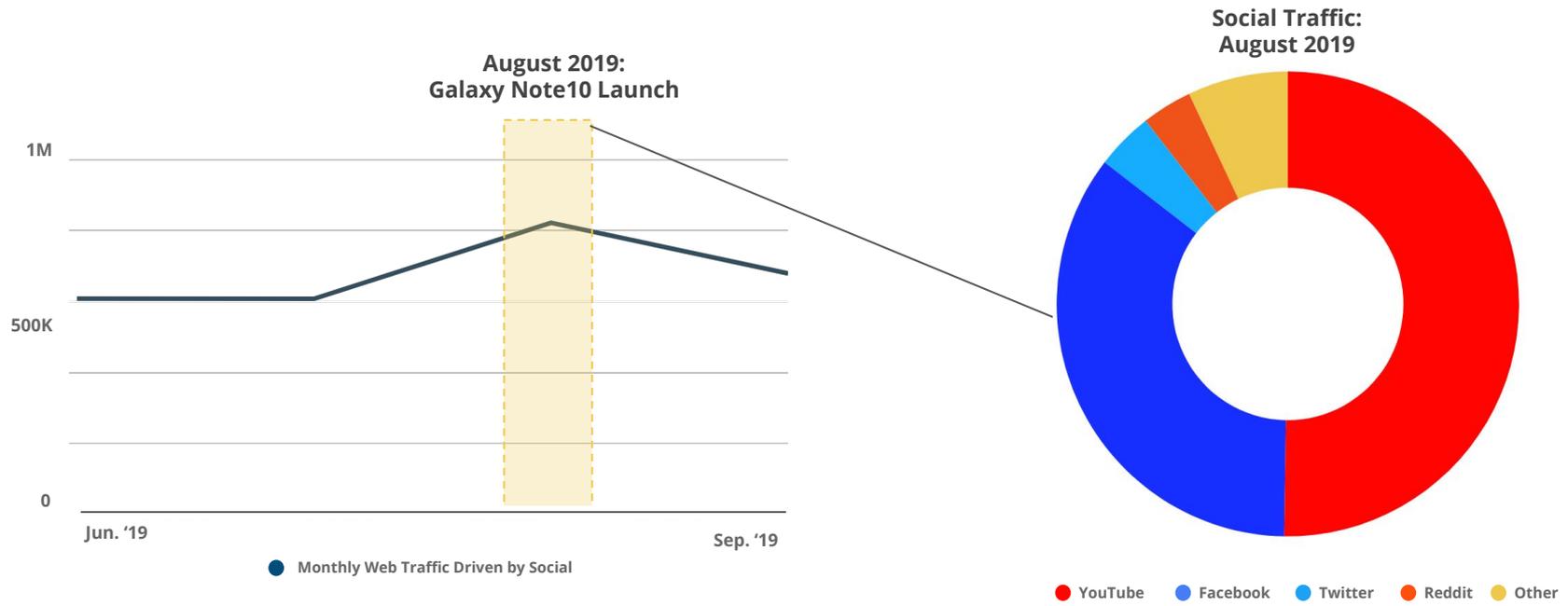
**SAMSUNG**

**Personalizing Video Ad  
Creative to Drive Traffic**  
Consumer Electronics

For the launch of the Galaxy Note10 in August 2019, Samsung saw a **+35%** increase in social traffic, which was driven by a **+118%** increase in **YouTube** ad spend.



# Zooming into social traffic in August 2019, 50% of social traffic was generated from **YouTube**.



For the launch of the Galaxy Note10, Samsung created personalized YouTube ads for different target audiences rather than one generic creative for all.

#### Gaming Audience



[Click to View](#)

Spend: **\$108K** | Impressions: **5.9M** | CPM: **\$18.05**

The video starts off with a title screen "The Ultimate Gameplay Guide" which is similar to the type of videos that the audience is already watching, making the ad directly targeted to a specific audience.

#### Creative Audience



[Click to View](#)

Spend: **\$88K** | Impressions: **4.5M** | CPM: **\$18.06**

The video starts off with a title screen "Amazing Content Ideas" which aligns with the interests of the creative audience who may be looking for inspiration on YouTube.

**Samsung even customized the same generic ad for different platforms. For this Twitch ad, Samsung removed the title thumbnail as that is a feature found on YouTube.**

YouTube Gaming Ad:

[Click to View](#)

YouTube ad contains a title screen that mimics the thumbnail commonly found on YouTube videos

Twitch Gaming Ad:

[Click to View](#)

Twitch ad skips the title screen and goes directly into the ad, as thumbnails are not a feature used on Twitch.

VS



Samsung created 36 unique personalized ads for this campaign, and was declared the [media innovation winner](#) by Google.

Gaming Audience



Creative Audience



Entrepreneur Audience



To make this campaign possible, Samsung used [YouTube Director Mix](#) to create unique personalized ads tailored to specific audiences.

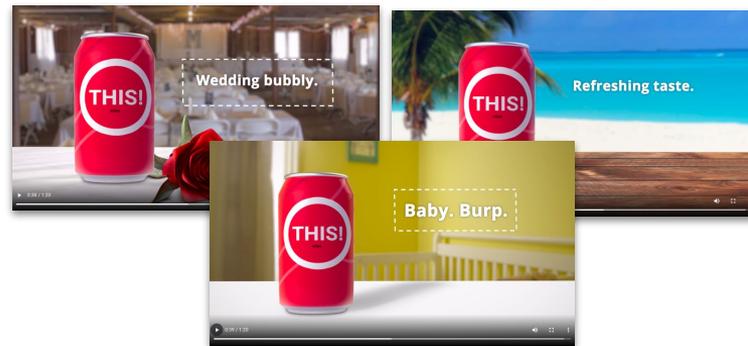
Step 1: Upload generic ad:



Director Mix allows you to upload one generic ad, and customize the text, image, video or sound to reach specific audiences.



Step 2: Customize Text, Images/Videos & Sounds:



In the example above, this generic soda ad is now tailored to newly weds, parents of young children, and people who love to travel.

# Key Takeaways

## From the Samsung YouTube Ads Case Study

**Tactic — Tailor Your Ads to Specific Audiences:** Customize the text, image/video, and sound to create personalized messaging for different target audiences. Personalized ads are likely to have stronger ad recall compared to generic creatives with the same messaging for all consumers.

**Tactic — Streamline Creative Processes by Using Tools like [Director Mix](#) or [Smartly](#):** Consider using ad optimization tools that can generate thousands of ad variations from one generic ad. These tools can also track performance across all the different ad variations allowing you to determine the top performing audiences and creative versions.

**Tactic — Placement Targeting:** Create a custom list of specific YouTube videos or creators (i.e: gameplay videos) that align with the interests of your target audiences (i.e: gaming audience) to run personalized advertising.