



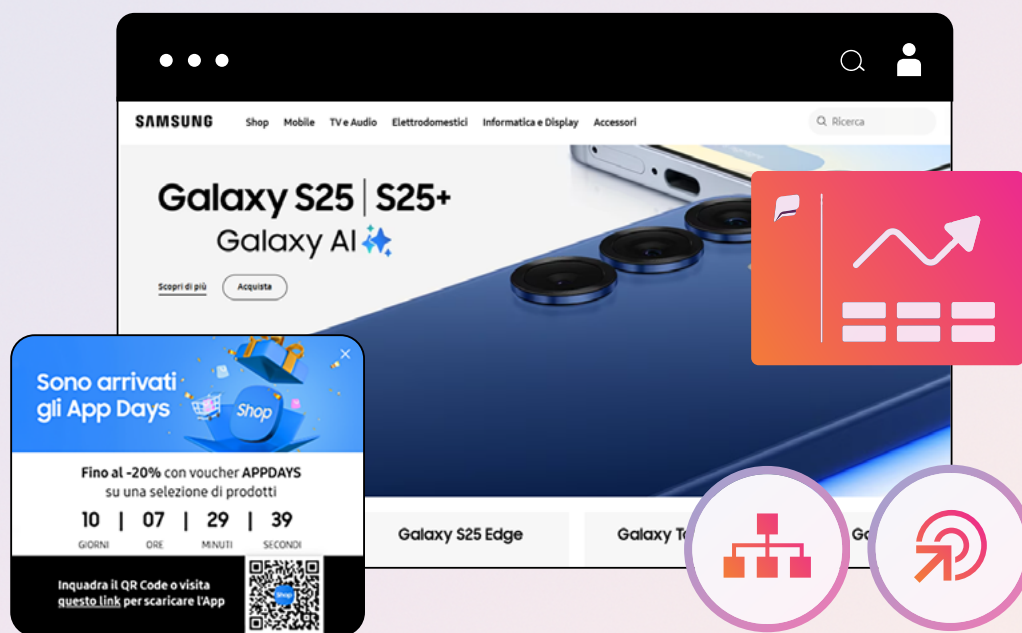
SAMSUNG

Business case

One of Samsung's key strengths is its ability to maintain high levels of user engagement in an increasingly competitive digital landscape. Capturing attention is just the beginning: the true opportunity lies in delivering personalized, timely interactions that resonate with users and enhance their experience.

How to optimize customer experience with Fanplayr

By leveraging on-site behavior insights - such as pages visited, time spent, product views, and cart activity - Fanplayr empowers Samsung to craft dynamic content, tailored offers, and timely messages that align perfectly with each customer's journey. This strategic approach ensures Samsung delivers personalized experiences that resonate and drive meaningful engagement at every touchpoint.



Benefits of on-site personalization

Samsung has made remarkable strides in achieving its key objectives of enhancing user engagement and boosting in-funnel retention. Over the years, a robust and trusted partnership has been cultivated with Fanplayr, driven by three core strengths:

- **Flexibility:** Fanplayr's adaptability to diverse strategic needs allows for the customization of user experiences on the website, offering limitless creative potential to meet evolving demands.
- **Agility:** The swift and proactive support from Fanplayr's Customer Success team ensures seamless activations and real-time optimizations of the user experience, keeping Samsung ahead of the curve.
- **Results:** Users engaging with Fanplayr's personalized solutions consistently demonstrate higher conversion rates compared to others, significantly enhancing e-commerce performance KPIs.

This collaboration has not only strengthened Samsung's digital strategy but also delivered measurable success across its key goals.



Through our partnership with Fanplayr, Samsung has leveraged on-site personalization to deliver tailored, timely interactions that resonate with users, driving higher conversion rates and optimizing e-commerce KPIs. This collaboration highlights how flexibility, agility, and innovation can elevate customer experiences and achieve measurable success in a competitive digital landscape.



Davide Romeo

Sr. E-Commerce Performance Marketing Manager
Samsung

Fanplayr uses behavioral data and AI to help businesses boost sales and engagement on e-commerce and web platforms. By analyzing user behavior in real time, Fanplayr enables personalized marketing, improves conversion rates, and retargets visitors effectively to drive revenue growth.

Book your demo at
fanplayr.com

