

## Upgrade Perfected

How Samsung and Invibes Leveraged First-Party Data to Inspire S24 FE Adoption



# Invibes × Samsung

## OBJECTIVE

Samsung aimed to inspire users in Spain, aged 18-54, to upgrade from their older Android devices to the new **Galaxy S24 FE**. The campaign focused on showcasing the phone's advanced features and innovation to a tech-savvy audience ready for a bold leap in performance.



prometedor para Google, y que está basado en un componente muy especial llamado Starnix.



Una nueva forma de dar soporte a aplicaciones Android (y Linux)

## SOLUTION

Invibes provided a tailored solution by leveraging its **Smart Targeting segment "People with Old Devices"** to identify users with Android devices over three years old. Using the immersive **Invibes Play** format, the campaign delivered seamless, in-feed video ads that showcased the Galaxy S24 FE's innovative features.

This precise targeting and engaging execution ensured Samsung connected with upgrade-ready users, reinforcing its leadership in cutting-edge technology.