

SAMSUNG DISPLAY: 3X ENGAGEMENT WITH HALF THE SPEND

HOW VERYN HELPED DRIVE MORE IMPACT WITH FEWER RESOURCES

Samsung Display, the world's leading provider of digital display products for businesses globally, faced a turning point. Global demand was slipping, email results were dropping, and engagement had taken a hit. At the same time, the team was handed a 50% budget cut.

**Most companies would pull back.
Samsung Display did the opposite.**

They teamed up with Veryn to shake things up and find new ways to connect with buyers. The goal? Do more with less and make every message count.

FAST FACTS

Client: Samsung Display

Industry: Technology / Electronics

Engagement type: CRM program overhaul and email strategy

Challenge: Expand engagement on a smaller budget

Results:

✓ **2.78x**
increase in click rate

✓ **33%**
increase in open rate

✓ **4x more**
emails sent despite budget cuts

Why it worked: Veryn focused on reach, bold strategy, and rapid iteration to transform a shrinking program into a high-performing one.

CHALLENGE: EXPAND ENGAGEMENT ON A SMALLER BUDGET

Samsung Display was under intense pressure to increase email engagement across end-users and channel partners. The team had worked with an agency for years whose strategy was to target emails exclusively to contacts who were already engaged with the brand. While this seemed a strategy that would create the most engagement, open and click rates were dropping. The list was stagnant, email fatigue had set in, and new growth seemed out of reach.

Trading up: Tagging in an agency with a reputation for performance

Samsung Display needed a partner who would look beyond the immediate numbers and reimagine the entire strategy. And when they spoke with a team they'd already trusted for years on martech consulting, Velyn, they found an email partner who would approach their goals with an unprecedented level of precision, research, and effort.

Where others might have trimmed around the edges, Velyn saw a bigger opportunity: **rebuild the entire CRM strategy from the ground up.**



SOLUTION: EXPAND. ACCELERATE. OPTIMIZE.

Because the previous agency had focused solely on already-engaged contacts, there were over a million potential customers in the database who hadn't heard from Samsung Display in a long time. The list was cold, but it contained a wealth of opportunity with the right strategy.

Veryn dug into the data to discover patterns, segments, and interests. They tailored a program to reach the audience with relevant, helpful messages packaged attractively to make their emails valuable to recipients. This approach was critical to rebuild trust and affinity with a long-neglected audience.

The new program focused on four key elements:

① Activating the entire database

By including cold, inactive, and underutilized contacts who had been underserved for years, Veryn exponentially expanded their email program's reach and awareness, all without spending more to acquire new contacts.

② Viewing engagement as a marathon, not a sprint

Many agencies avoid cold outreach to protect short-term metrics. With eyes on the bigger picture, Veryn strategically cultivated interest and engagement over time. By delivering right-time, right-message programs, they built trust and affinity with the Display audience, turning those cold contacts into warm buyers.

“Every single touch was an opportunity for improvement, which is exactly what we did—and it worked.”

Chris Rainbow, Demand Gen Lead, Veryn

③ Strategically multiplying sends without adding cost

Smaller budget? No problem. Veryn amped up send volume by 4x. Rather than blasting the same message to every contact, they optimized customer lifecycle strategies by tailoring content to each recipient's stage in their journey. New leads received educational material to build awareness, engaged contacts saw product-driven offers, and inactive users were re-engaged with lighter, value-first messaging. By ensuring each contact received a message they care about, they made every send count, without burning out the list or overspending.

④ Continuous optimization via test-and-learn feedback loop

Never waste a single send. Veryn's guiding philosophy is that each campaign fuels the next. By analyzing real-time performance data and quickly applying insights to refine creative, timing, and segmentation, they constantly lifted open and click rates, even as volume scaled.

RESULTS: TRIPLE THE ENGAGEMENT AT HALF THE BUDGET

Veryn outperformed expectations. With a smart strategy and tighter targeting, the team achieved more while spending less.

In just one quarter, Veryn delivered major impact:



Click rates surged 2.78x year-over-year



Open rates jumped by 33%



Email volume grew by 4x, with millions more emails sent



Cold segments reactivated without compromising core KPIs

“We’re thrilled with the results for Samsung Display. In just one quarter, we reached millions and engaged hundreds of thousands of additional buyers. And we accomplished this with a smaller budget and a ‘cold’ list.”

Zee Jeremic, CEO, Veryn

Operating with less than half the budget, Veryn transformed Samsung Display’s entire email program into an engagement machine.

IMPACT: HIGH ENGAGEMENT, LOW SPEND, AND LASTING CHANGE

With Veryn moving fast to activate more of their existing database—delivering the right message, at the right time, to the right people—Samsung Display expanded their reach and saw exponential gains, even with fewer resources.

The takeaway? Limiting outreach to only “warm” audiences hinders growth. By making smart, strategic moves rooted in data, Veryn helped Samsung Display scale smarter, turning declining engagement into real momentum.

BOTTOM LINE

Veryn delivers what few agencies can: triple the performance on half the spend.