

A B2B NEWSLETTER MAKEOVER THAT SURGED ENGAGEMENT 6X

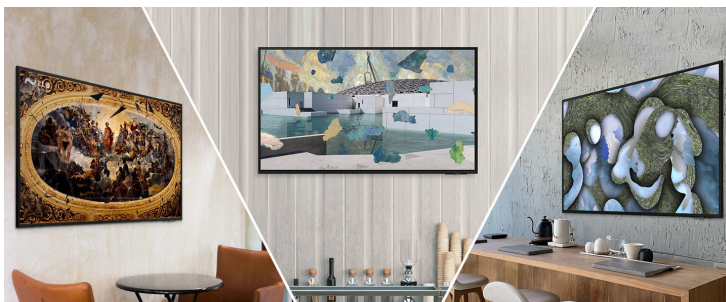
HOW MASS ENGINES REBUILT SAMSUNG
DISPLAY'S B2B NEWSLETTER TO CONNECT
WITH MODERN AUDIENCES

As a global leader in digital display technology, Samsung Display's B2B newsletter wasn't earning the attention a brand of that caliber should command.

CHALLENGE: A NEWSLETTER STUCK IN NEUTRAL

Samsung Display newsletter's engagement was surprisingly low—open rates lagged, and clicks were nearly nonexistent. Visually, it felt outdated with simple templates and plain design. The tone was overly corporate, and the content was too safe to stand out in a crowded inbox.

As a premier email marketing agency and long-time partner, MASS Engines was entrusted to redesign Samsung Display's newsletter and transform it into a high-performing marketing asset.



FAST FACTS

Client: Samsung Display

Industry: Technology / Electronics

Engagement type: B2B email newsletter reboot

Challenge: Modernize newsletter to drive more engagement

Results:

✓ **6x**
increase in open rate

✓ **7x**
increase in click rate

✓ **50%**
open rate for target segments

Why it worked:

MASS Engines completely revitalized the newsletter with sharp content choices, high-converting CTAs, elevated design, and performance-driven testing.

SOLUTION: STRATEGY OVERHAUL AND BOLD, DYNAMIC DESIGN

MASS Engines knew a few tweaks wouldn't cut it, so they rebuilt the newsletter from the ground up, pairing reader-centric strategy and fresh design with relentless testing to continuously improve engagement.

Here's how MASS Engines did it:

① Put people first

User-generated content and customer testimonials consistently outperformed all other forms of content, so MASS Engines made them the headline act.

② Employed 'Experience for yourself' CTAs

Out went bland phrases like "Learn more." In came action-first prompts like "See it in action," which drove 6X the clicks.

③ Overhauled the layout for engagement

Plain black-and-white templates gave way to colorful, modular designs. Mosaic layouts with impactful visuals made the emails pop and created a more inviting, scannable reading experience.

④ Relentlessly tested and refined for improvement

Every send became an opportunity to test, learn, and raise the bar. MASS Engines continuously refined the format and sharpened the messaging, watching engagement rise with every send.

Through creative reinvention, MASS Engines helped Samsung Display pivot from a basic newsletter to a highly anticipated inbox highlight that earned attention and action.

RESULTS: COMPREHENSIVE REVAMP ACHIEVES 6X THE ENGAGEMENT

The impact was immediate and dramatic. What began as a routine email that garnered little interest evolved into one of Samsung Display's most powerful B2B marketing tools.



Open rates skyrocketed from 6.33% to 36.14%



Click rates soared from 0.93% to 6.99%



High-value, bottom-funnel content (case studies and testimonials) drove up to 80% of total clicks



New CTA language boosted clicks by 60% when compared to standard CTAs



Visual redesign alone accounted for 15% of the click rate boost



Target segments now average open rates above 50%

"The old newsletters played it too safe: black and white, overly corporate. We tested new layouts, new colors, and new calls to action. Just changing 'Learn more' to 'See it in action' increased clicks by 60%."

Chris Rainbow, Demand Gen Lead,
MASS Engines

Instead of relying on guesswork, MASS Engines combined targeted strategy, compelling creative, and constant testing to deliver an outsized impact. The results speak for themselves—higher engagement, deeper customer connection, and stronger brand affinity.

IMPACT: A SMALL TOUCHPOINT BECOMES A BIG BRAND MOMENT

Once underwhelming, the newsletter is now a can't-be-missed experience, driving 6X higher engagement. By aligning content to audience interests and introducing crisp, contemporary visuals, MASS Engines transformed it into a strategic, high-value channel that consistently delivers.

BOTTOM LINE

MASS Engines didn't just improve a newsletter—they gave Samsung Display a catalyst for deepening customer relationships, enhancing brand strength, and achieving measurable business results.