

SAMSUNG MOBILE: FLEXIBLE PERSONALIZATION THAT SCALES

HOW MASS ENGINES UTILIZED PAST PURCHASE DATA TO FUEL ADDITIONAL PURCHASES

Samsung Mobile's launch emails reached millions of loyal customers but MASS Engines took personalization to the next level. By leveraging past purchase data they delivered targeted messages that connected with buyers and motivated upgrades from existing devices to the new flagship.

This precise data-driven approach strengthened connections, boosted engagement and accelerated upgrade rates turning every email into a powerful driver of business growth.

CHALLENGE: BIG LAUNCH, TIGHT TIMELINE, AGGRESSIVE GROWTH TARGETS

Samsung Mobile aimed to generate excitement and boost conversions for its latest flagship phones.

They faced three key challenges:

- Launch emails had to be ready in less than two weeks
- Personalization needed to connect deeply with existing customers
- A clear upsell strategy was required to drive more purchases

They needed a strategy that would incentivize more purchases. MASS Engines identified personalization would be essential to motivate upgrades but the timeline and data complexity made it a tough task.

FAST FACTS

Client: Samsung Mobile

Industry: Consumer Electronics

Engagement type: Email personalization, strategy, and execution

Challenge: Revitalize a product launch email program

Results:

- ✓ **3x** higher click-through rate
- ✓ **Faster launch timelines:** campaign built and deployed in under 2 weeks
- ✓ **Established a new personalization model** used for future launches

Why it worked: MASS Engines delivered a rapid-fire, tailored campaign that felt personal without requiring heavy tech lift or long timelines.

SOLUTION: PERSONALIZED SEGMENTATION MEETS FAST, FLEXIBLE EXECUTION

MASS Engines created a launch campaign that paired smart segmentation with meaningful personalization. The goal was to make each message feel tailored, without slowing down the process or adding unnecessary complexity.

The strategy was rooted in two key principles:

① Personalization powered by purchase history

Using purchase history, MASS Engines segmented Samsung Mobile's audience by device family and storage tier. That allowed for laser-focused messaging, including recommending the exact upgrade for someone still holding a Galaxy S10 with 64GB of storage.

Product images, copy, and CTAs were dynamically personalized to match the recipient's past device, creating a seamless "this is for you" experience.

"We weren't just guessing. If someone had a Galaxy S10, we showed them the S24. If they had 128GB last time, we recommended 256. It felt personal because it was."

Chris Rainbow
Demand Gen Lead
MASS Engines

② Flexible design for rapid rollout

To meet the tight timeline, MASS Engines developed a modular email template that balanced flexibility with efficiency. Swappable content blocks, straightforward logic, and product-family messaging made it easy to personalize at scale without overengineering the build. This approach enabled the team to launch quickly and cleanly, minimizing production lift while maximizing impact. The campaign went from kickoff to inbox in under two weeks.

"The creative looked highly personalized, but the execution was clean and repeatable. It was fast, easy to scale, and worked incredibly well."

Chris Rainbow
Demand Gen Lead
MASS Engines

RESULTS: BUILDING DEEPER CONNECTIONS TO DRIVE UPSELLS

In just two weeks, Samsung Mobile delivered hyper-relevant messages that actually got noticed—and clicked. With no extra headcount, no tech overhaul, and minimal lift from the internal team, the campaign delivered oversized impact that exceeded all expectations.

Compared to Samsung's previous results:



Click-through rates surged 3x higher



Emails were deployed in under two weeks



Customers received device recommendations tailored to their actual needs

The campaign outperformed so strongly, Samsung reused the exact framework for future product launches—and saw even more upsells with each iteration.

"This project with Samsung Mobile is the kind that we at MASS Engines live for. With the tight timeline and big expectations, we delivered a personalized launch campaign that both tripled engagement and gave them a scalable template they're still using."

Zee Jeremic, CEO, MASS Engines

IMPACT: A WINNING STRATEGY THAT KEEPS DRIVING RESULTS

Not only was Samsung Mobile's flexible email campaign a success, but it became a repeatable playbook. By combining smart data use, agile creative, and thoughtful testing, MASS Engines helped the team develop a personalization strategy that continues to guide how Samsung Mobile deepens relationships with existing customers.

BOTTOM LINE

MASS Engines delivered a launch strategy that connected deeply with customers and resulted in more upsells.