



# **Digital Marketing Analysis: Samsung vs. Apple**

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## **Abstract**

Digitalization today has given new dimensions to many aspects, especially in businesses. Companies are making an effort to boost sales and profits by competing against one another with digital technologies. The use of strategies such as social media, marketing analytics, digital marketing, and behavioral science are nowadays becoming tools for facilitating companies' marketing activities. The purpose of this assignment is to explain and apply the theoretical and conceptual elements of the aforementioned strategies and technologies used by Samsung Company as well as the economic benefits derived from social media driven data. Furthermore, a comparison on the performance of Samsung's website with its main competitor, Apple, is conducted using the SimilarWeb platform and relevant recommendations are provided based on the data analytics, which could help Samsung to retain its market leader position in the consumer electronic business.

*Keywords: Samsung, Samsung Galaxy Phones, Marketing Analytics, Digital Marketing, SimilarWeb, Marketing Funnel, Customer behavior, AIDAR, Social Media Marketing, Apple*

## Introduction



*Figure 1: Samsung's Brand Logo (Source: Samsung)*

Samsung Group is one of the international firms which have been successful in identifying change and offering appropriate solutions to its customers in today's rapidly expanding world. The company was founded by Lee Byung-Chul in 1938. It offers a wide range of electronic devices and is the world's most profitable tech company. Having over 230,000 employees worldwide, it has flourished in terms of creativity and innovations. It is a conglomerate company in South Korea, operating multiple businesses (Samsung, 2022). It commenced operations as a commercial company in 1938 and continued to expand into different sectors such as retails, insurance, and securities over the next three decades. Samsung entered the electronics industry in the late 1960s. The company experienced rapid growth during the early 1980s, which resulted in the establishment of separate branches for the company's various electronics divisions. The company also invested in its research and development centers, enabling it to become a market leader in technology industry (Samsung, 2022).

In 2000, Samsung introduced the first mobile phone with a camera that had the ability to take 20 photos at once. With the introduction of the Galaxy S smartphone series in late 2000, the company became a global success story by combining its OLED screen technology and hummingbird processing unit. With its Samsung Galaxy Note series and Android-powered Galaxy Tab-series, the company is considered a pioneer of the phablet category, in addition to smartphones. Nowadays, Samsung is one of the major global manufacturers of electronic components. In 2016, Samsung reported a significant increase in their market share and earnings of 200M from their electronic division, which accounts for about 70% of the company's annual revenue (Samsung, 2022).

Samsung was once a low-tier manufacturer. Due to a strong marketing strategy, Samsung has become the number one smartphone manufacturer in the world (Putri & Eriyanto, 2020). In combination with innovative digital marketing, Samsung has established itself as a high-quality and unique brand that customers love (Febrianti et al., 2022). This report discuss

how Samsung effectively managed to use digital marketing strategies and technologies including behavior of their customer to bring more profits into their business and fostered customer loyalty.

# 1. Digital Marketing Strategy

## 1.1 Online presence of Website and Mobile platform

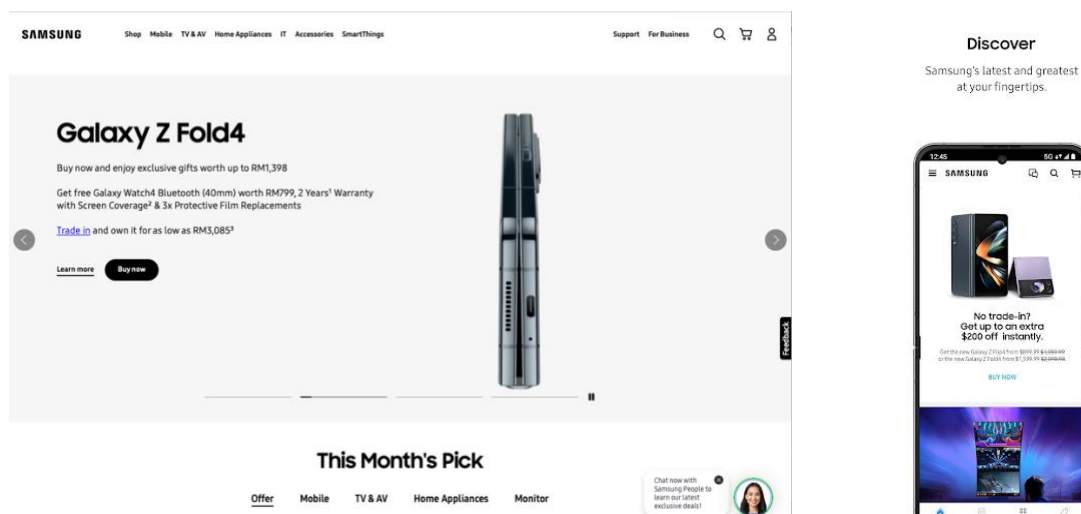


Figure 2: Samsung Official website and Shop Samsung mobile App (Source: Samsung)

In addition to providing shopping experiences in real retail outlets across the world, Samsung offers online shopping to its customers (Putri & Eriyanto, 2020). Customers can find the company's products and services primarily on the company's official Samsung website. They also have a presence on Amazon, eBay, Shopee, and Lazada, among other major e-commerce platforms. Furthermore, the company has a significant presence on all major social networks such as Twitter, Instagram, Facebook, YouTube, Reddit, and TikTok (Rompas & Tumewu, 2014). Regarding mobile platforms, they developed a "Shop Samsung" mobile application, which allows mobile users to access their official store via a user-friendly interface (Simonin, 2014).

## 1.2 The purpose of presence

**Information :** The official website has extensive information about their products with photos and specifications, product comparison, tutorials, warranty, service updates, newsletters, technical support, and the details of the company information (Samsung, 2022).

**Customer relationship:** In response to the feedback and experience of its customers, various customer service programs have been developed by Samsung. The Samsung Careline, mySamsung applications, Live Chat and Smart Care Packages provide 24/7 assistance tailored to the needs of different types of customers (Samsung Newsroom, 2019).

**E-commerce:** The company official websites and mobile app are incorporated with e-commerce features with excellent user experiences. It has straightforward high-quality homepage that clearly showing categories, sub-pages, navigation bars, a search bar for customer's convenience. It also allows multiple payment options and a series of product recommendation pages before reaching to the check-out sections. Besides, they offers personalized deals, discounts, loyalty pricing, wish list and account history of the customers (Samsung, 2022).

**Collaboration:** The official website provide collaborative features such as user's recommendations, feedback, customer's reviews in terms of product's design, performance, values, ratings to allow user for buying decision. It also offers customers to customized products and limited editions through Galaxy Collaborations such as BTS editions, Maison Kitsune editions (Samsung, 2022).

## 2. Digital Customer Behavior

This section discuss how Samsung company collects their customer's data and used them for marketing activities. Various methods are used by the company and below are the primary sources.

### 2.1 E-commerce platform:

The moment the customers signed into the company's e-commerce platform using Samsung account, the username and e-mail of the customer is captured. It also collect the purchase details such as customer name, address, shipping information, and payment method used in the order processing. Moreover, they also accumulate the product information that the customer purchased such as IMEI number, model, and serial number. At the same time, customer's device IP address, beacons, cookies along with other information regarding how the



customer interact with the contents on the website enable to explore the customer behavior. Samsung uses these collected data to understand its customer base, buying decision and provide personalized contents and services based upon the historical purchase data of the individual customers (Samsung, 2020).

## **2.2 Apps and Services:**

Samsung has developed apps and services that rival established industry standards. Some Samsung apps are only available to those with Galaxy devices. The popular Samsung apps are Internet, Smart Switch, Samsung Health. The company use these apps and to gather the data such as the user's activities, connected devices, log information, location information, voice information, user typed keywords in the apps, and the usage information. Using the above information, the company is able to identify customers' needs, perform customer segments and suggest customized products or services, and finally to evaluate the use of the services and assist in administering and diagnosing technical problems (Samsung, 2020).

## **2.3 Third party services and analytics**

Samsung outsources third parties for providing some of the additional services, such as online payments, credit services, and advertising. These third parties use technologies like beacons, cookies, and other tools to store the customers' information. In addition to identifying when the customer viewed a particular content or email, beacons can also reveal the time and date the customer viewed the message and their IP address (Samsung, 2020). Beacons can be used to analyze the use of services and provide content and ads to customers that are more relevant to their interests. Samsung utilizes cookies to determine which parts of the services are the most popular, interested, and the length of time they spend on them. This information enables the company to improve its services and carry out interactive marketing activities. In addition, deploying third party analytics service such as Google Analytics help the company to understand their online customer behaviors better, and allow the company to determine the cost of marketing efforts using cost per thousand (CPM) (Samsung, 2020).

### 3. Digital Marketing Funnel

Samsung conveys its brand and products through all possible channels. This section discusses how the company effectively use the digital marketing funnel, AIDAR (Attention, Interest, Desire, Action, Retention) model; from top of the funnel to the bottom to boost its business (Ullal & Hawaldar, 2018). A digital launch campaign of Galaxy Note 9 conducted in 2018 on Twitter is used to exemplified to demonstrate the AIDAR model.

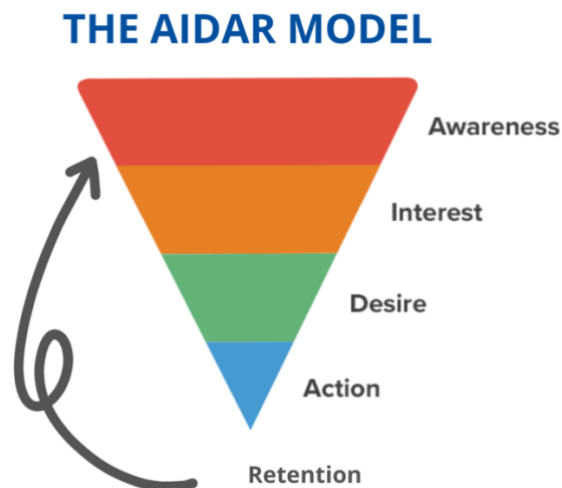


Figure 3: AIDAR Model (Source: Shareity)

#### 3.1 Attention

Samsung uses multiple strategies to entice a large number of customers to its website. It primarily relies on the power of SEO (Search Engine Optimization) in both organic and paid search to ensure that their products appear at the top of search engine results, allowing them to reach a larger audience (SimilarWeb, 2022). In addition, it employs referral marketing, influencer marketing, social media marketing, and sponsored promotions including displayed ads. The Samsung also ran lunch campaigns whenever they introduce a new product to attract the attention and curiosity of potential customers (Ullal & Hawaldar, 2018). For instance, prior to the release of the Galaxy Note 9 smartphone, the marketing team created the "Unpacked" hashtag as a promoted trend on Twitter to draw attention to the upcoming event. Many people became aware of it although they did not know what will come next. As a result, the campaigns drove an increase of up to 8% brand awareness. (Hexagon, 2019).

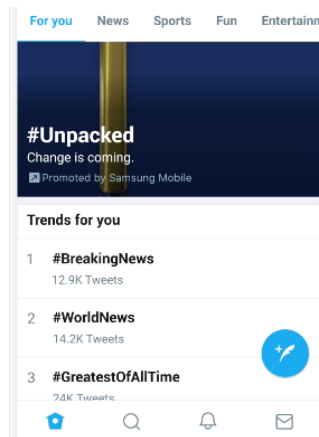


Figure 4: Promoted trend on Twitter (Source: Twitter)

### 3.2 Interest

Samsung implements many approaches to draw interest of its potential customer. It provides a creative visual presentation of their products to make them memorable (Asdi & Putra, 2020). It publishes beautifully crafted contents throughout its platforms, including Facebook, Instagram, Twitter, and YouTube, to give the information about their products especially the innovative features, price and how the products would benefit the users in comparison to purchasing a similar product from other competitors such as Apple iPhone (Almeida et al., 2021). It also offers a newsroom and how-to videos on its website to keep clients updated and pique their interest. It also conducts email marketing and webinars to increase interest in its products (Ullal & Hawaldar, 2018). In the instance of the Galaxy Note 9, the company live-streamed a demo of the smartphone to stimulate audience discussion. The event was a tremendous success, attracted 53% more views on Twitter than Samsung's previous model launch a year earlier (Hexagon, 2019).

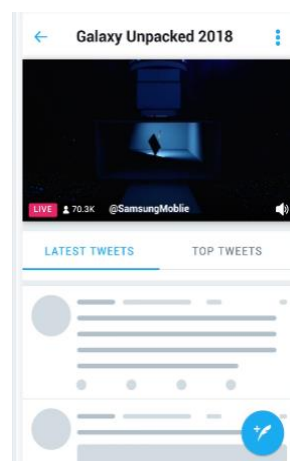


Figure 5: Galaxy Note 9 Live-Streamed launch event on Twitter (Source: Twitter)

### 3.3 Desire

In order to stimulate the desire of customers, Samsung delivers the products demo videos with an emotional storyline of their products. The company also keep posting catchy contents along with impressive images, stunning demonstration videos on how the product will solve the customer's pain on its all-social media profiles and conduct reminder campaigns to boost the customer' desire (Almeida et al., 2021). Additionally, they incorporates the testimonials of the product using influencer marketing such as appointing brand ambassadors and organizing contest and free grits to intensify the desire of its customers (Brindha, 2014). In the case of Galaxy Note 9, to sustain the audience attention and increase desire for the product, "Brand Reminder" campaign was created using Twitter's promoted tweet. Upon liking the first Tweet, Samsung sent out a personalized notification with additional details of offers, how-to videos about the phone, and the reminder of the release date. This allowed Samsung to excite interested customer and able to target the potential buyers for the product (Hexagon, 2019).

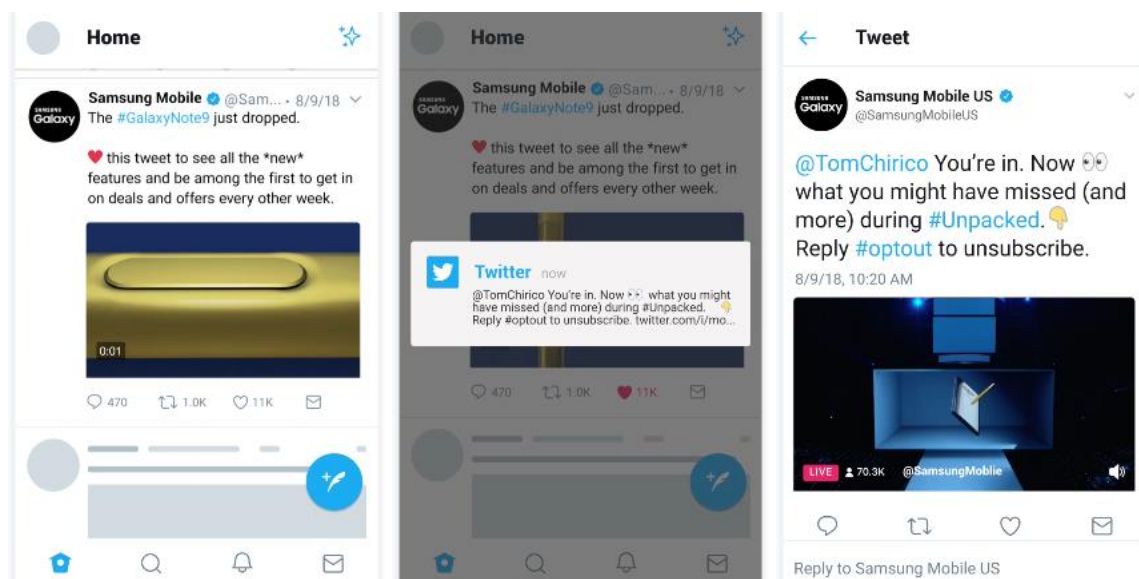


Figure 6: Brand Reminder campaign using Twitter's promoted tweet (Source: Twitter)

### 3.4 Action

After motivated enough desire for the customers, Samsung creates calls to action that are low-friction and high-incentive to compel them to respond. The company executes the strategies such as pre-order discounts, personalized offers with a bonus or special gift by emphasizing urgency to reward those who act within a specific time frame (Lucius & Hanson, 2016). They provides clear and straightforward steps towards completing a purchase by indicating a phone number to call, a website to visit, or a button to click for prospective buyers

(Jamali & Khan, 2018). In the context of Galaxy Note 9, pre-order notifications were sent to subscribed customers via Twitter with special offers encouraging them to order the product. In addition, after the phone was launched at stores, the company sent its followers a tweet announcing the product is available and a link which leads to order on their website. The launch increased conversation by 15% and positive sentiment by 7% compared to the previous launch (Hexagon, 2019).

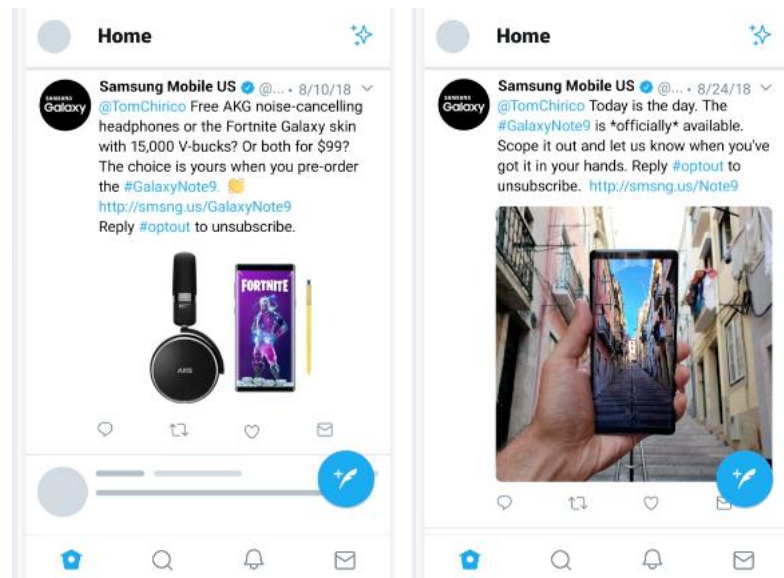


Figure 7: Pre-order offer and a link to the website (Source: Twitter)

### 3.5 Retention

Samsung retains its customer in a number of ways and the followings are the main strategies used by the company to foster customer loyalty.

**Innovative products :** In order to meet the needs of the customers, Samsung offers innovative products and a wide range of smartphone options with amazing designs, and features. With Samsung's hardware and software, it aims to increase loyalty and build the Samsung brand (Simonin, 2014).

**Loyalty program:** Samsung created "Samsung Rewards" loyalty program in 2016. The program involves the use of Samsung Pay and Samsung Health Apps. Samsung Pay customers earn ten points for each purchase they make with Samsung Pay and these points can be redeemed for Samsung products and gift cards, and many more. The loyalty program

encourage customers to return to the brand and increase brand awareness (Tamalero & Tumiwa, 2016).

**Improved customer experience:** Samsung places the highest priority on customer service, providing high-quality product support and assistance to Samsung customers via a variety of channels and proactive quality initiatives, such as claims management, qualification support and quality improvement (Almeida et al., 2021).

#### **4. Social Media Appearance and Social Media marketing strategy**

Samsung uses social media as a tool to bring in more awareness, acquire customer, drive traffic and boost conversion for its business. Samsung maintains a strong social media presence on popular social media sites including YouTube, Facebook, Reddit, Twitter, and Instagram (Brindha, 2014). According to the SimilarWeb, most of the traffic to their website comes from YouTube. Through the creation of high-quality localized content, the company aims to increase audience reach and engagement. The company's strategy, however, puts an emphasis on becoming an active and helpful member of the community where its products and services can be advocated and truly celebrated (Febrianti et al., 2022). Samsung uses a number of different channels and has a variety of strategies and goals.

##### **YouTube**

Samsung joined the YouTube in 2006 and has more than 6.3M subscribers, 6.4B views. Samsung features original video content that is designed to entertain its customers encourage sharing, while also promoting Samsung's brand to a wide audience. It also presents the brand' latest stories, innovative technologies, B2B solutions, developer community, and events. As an alternative to the direct web sales strategy, Samsung decided to take their videos on YouTube and go viral (Rachmania et al., 2020).

##### **Facebook**

Samsung has 161M likes on Facebook and joined in 2012. They are very active on this platform and post visually and emotionally appealing images and videos regularly, and normally receive a large number of engagements. Through integrated social media campaigns and contests, Samsung often promotes its brand and encourages users to participate, share, like, and

contribute, creating excitement about the product. It offers product catalogs with details information and the links are connected to their official website (Putri & Eriyanto, 2020).

### **Twitter**

The official page of Samsung mobile on Twitter has 12.5 followers and joined in 2011. Several dedicated Twitter accounts are maintained by Samsung for a variety of purposes in terms of regions, product support, and customer service (Nahili & Rezeg, 2018). For instance, a subdivision Twitter channel @Samsungsupport to provide immediate support and to the direct resolution of consumer complaints. They regularly post short advertisement videos with catchy words. They usually take advantage of Twitter promoted trends to conduct launch campaigns of their products (Febrianti et al., 2022).

### **Instagram**

Samsung Galaxy on Instagram has 1.2M followers and joined in 2012. In order to engage Instagram users, Samsung combines visual content storytelling with promotional hashtags so that other content from Samsung's social media platforms can be integrated into the Instagram feed. Besides, the company utilizes an augmented reality filter to create an interactive experience for people on Instagram through a series of eye-catching video ads, attracting millions of people to its Instagram account (Instagram, 2022).

### **Reddit**

Samsung make available its presence on Reddit in recent years due to the strong community based of Samsung smart phone users on the platform. It has 87K Karma scores and provides technical support by participating the users' questions and educational guides. There are many fan-based Samsung communities on Reddit such as Galaxy S21, Galaxy Fold where the users help each other to share tips and tricks on using their products (Putri & Eriyanto, 2020). Based on Similar Web analytics, Reddit is one of the prominent social media sites which drove traffic to its official website.

### **TikTok**

Samsung created TikTok account to target a new audience especially Generation Z in 2020. Currently, it has 2M followers. The company prioritizes honesty and authenticity in its approach to winning over Generation Z. A generation-specific music strategy was developed

to create catchy and addictive songs intended for social videos that encourage the target generation to engage, replicate, and share among its circles. Samsung organizes a TikTok challenge featuring K-pop stars like Black Pink girl group to appeal the Generation Z (Samsung, 2022).

#### **4.1 Economic values of social media**

As mentioned previously, Samsung has a substantial number of followers and engagement across all of its social media platforms. Having social media accounts with a large number of followers can bring economic benefits to Samsung. First, social media facilitate brand recognition and exposure. As individuals continue to like, comment, and share posts, it is more possible that the contents will reach thousands or perhaps millions of people if more people share it (Almeida et al., 2021). By engaging customers in conversation, encouraging them to provide reviews and to interact with posts, the company can develop strong relationships with existing and prospective customers. It also helps to generate more qualified leads as followers are more inclined to interact with the posts than non-followers. It enhances their possibility of reading or clicking the post and taking the desired action (Jamali & Khan, 2018).

In addition, it is significantly cost-effective to market via social media. Using social media networks, Samsung could focus adverts for its products exclusively to highly qualified audiences. It eliminates the need for the company to broadcast advertisements to customers who are uninterested (Wambui, 2013). Furthermore, utilizing social media as a PR strategy could be exceptionally advantageous. By responding to all social media publicity, Samsung could demonstrate its commitment to customer service (Ramadani & Rachmawati, 2022). These types of activities encourage the building of a trustworthy, credible brand for a company and foster consumer loyalty, which all leads to generate more sales and profits.



## 5. Competitor Analysis using SimilarWeb

This section analyze the website performance of Samsung using SimilarWeb and compares with its major competitor, which is Apple company. The analytics are based on three-month period from Aug 2022 to October 2022.

### 5.1 Website Analysis of Samsung

#### 5.1.1 Traffic and Engagement

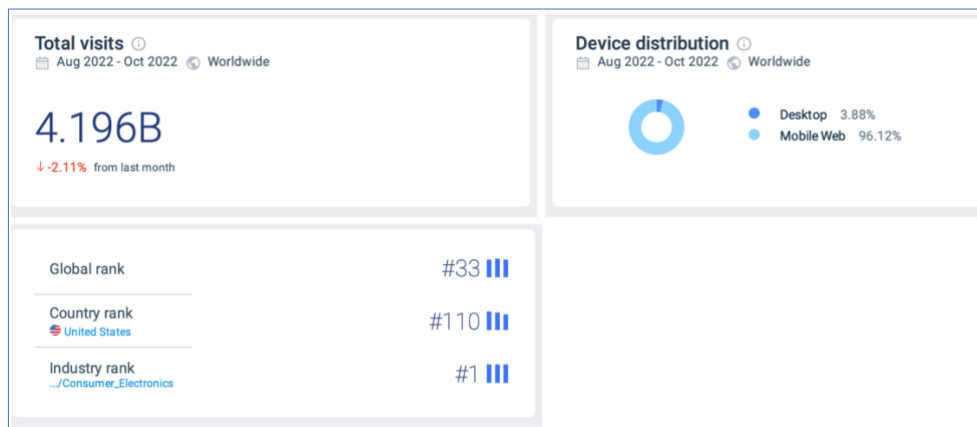


Figure 8: Ranking, Total visits, Device distribution of Samsung (Source: SimilarWeb)



Figure 9: Visit trend of Samsung (Source: SimilarWeb)

Figure (8) illustrates that Samsung is the market leader in consumer electronics and global rank of 33 with total visits of over 4.1B. Majority of the visitors (96.12%) use mobile devices to access the website. Figure (9) shows that the visit trend over these three months is declining.

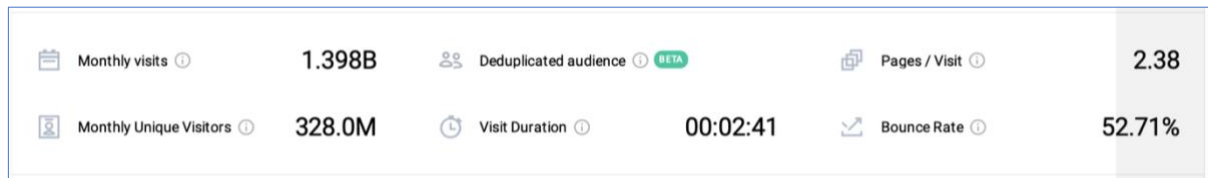


Figure 10: Engagement overview of Samsung (Source: SimilarWeb)

Based on Figure (10), it has 320M monthly unique visitor with 52.71 % bounce rate, which is a bit higher. The visitors spend average 2.38 pages per visit with 2m 41s.

### 5.1.2 Geography and Demographic

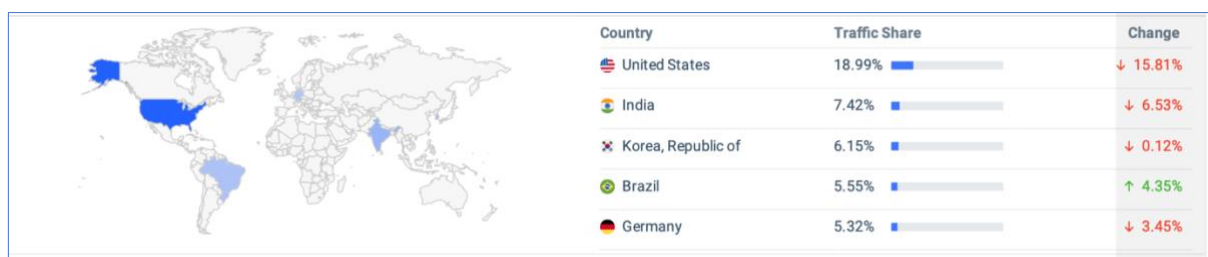


Figure 11: Top countries traffic of Samsung (Source: SimilarWeb)

Figure (11) depicts that the traffic is mostly came from US, followed by India and South Korea.

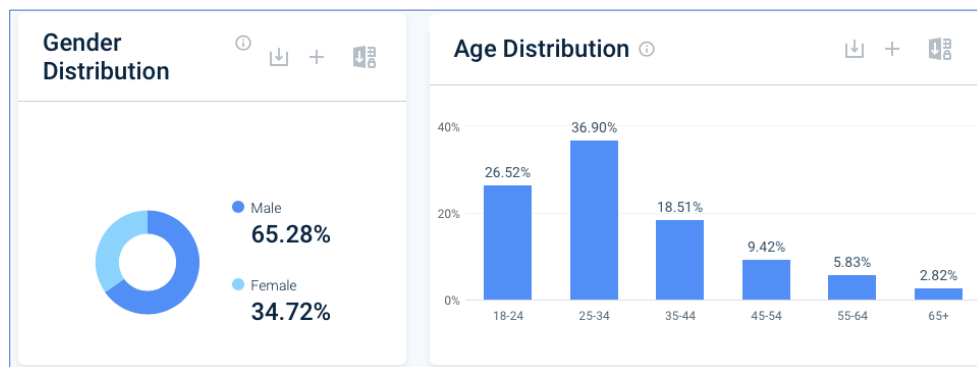


Figure 12: Demographic of Samsung (Source: SimilarWeb)

Many male visitors with 65.28 % and age of between 25-34 years with 36.90% show the highest interest to the Samsung site as in Figure (12).



### 5.1.5 Organic and Paid Search

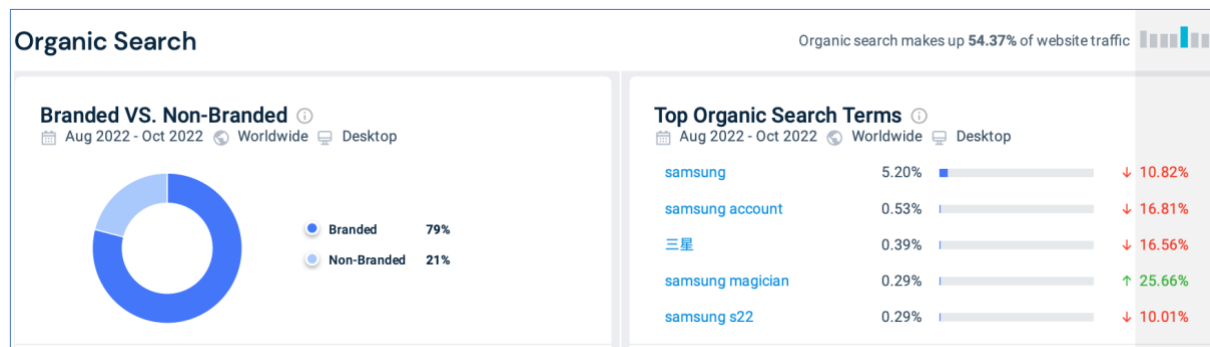


Figure 15: Organic keywords search of Samsung (Source: SimilarWeb)

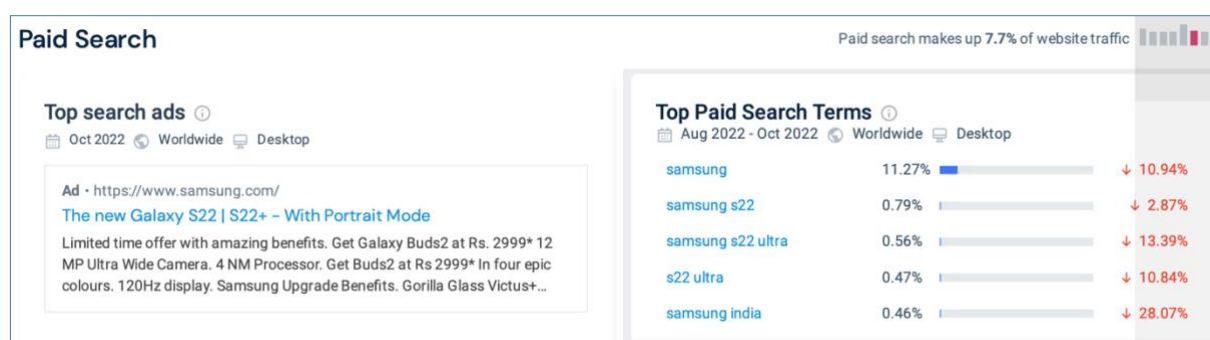


Figure 16: Paid keywords search of Samsung (Source: SimilarWeb)

According to Figure (15) and (16), both top organic and paid search term is the brand name itself. It means the people who knew the brands are searching with "samsung" several times.

### 5.1.6 Referrals



Figure 17: Top Referrals and Referring Industries (Source: SimilarWeb)

Figure (17) shows that consumer electronics industry brought the highest traffic and top referrals are from narrativ.com and naver.com.

### 5.1.7 Social Media Traffic

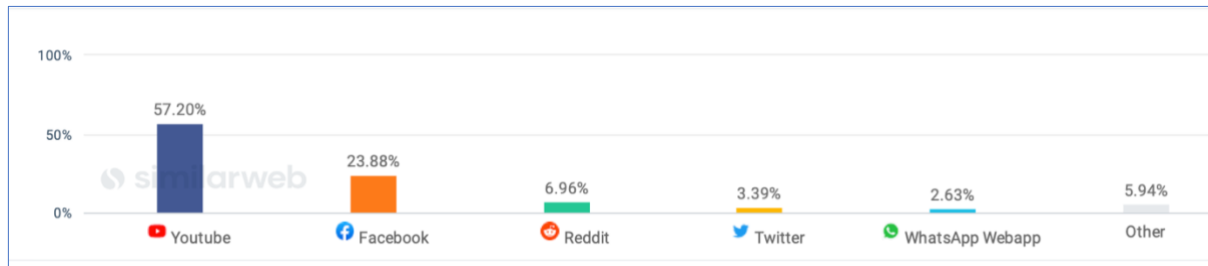


Figure 18: Social media traffic of Samsung (Source: SimilarWeb)

It is clear from Figure (18) that most of the social media traffic came from YouTube with 57.20% compared to other channel, followed by 23.88% from Facebook and 6.96% from Reddit. Not much traffic came from Twitter although Samsung appear actively on it.

### 5.1.8 Display Ads

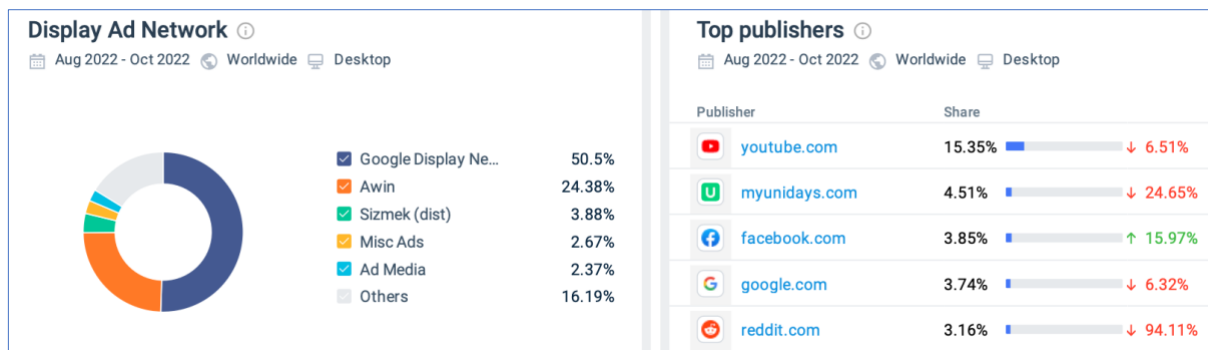


Figure 19: Display Ad Network of Samsung (Source: SimilarWeb)

As seen in Figure (19), Google Ads displayed the highest Samsung ads, which accounts for over 50% among other Ad networks and Samsung gained a lot of traffic from YouTube Ads.

### 5.1.9 PPC Spending and Engagement



Figure 20: PPC Spending and Engagement of Samsung (Source: SimilarWeb)

Figure (20) reveals that Samsung invested 8.6M for PPC spending for the period, which drove 12.5M traffic. The users' pages per visit was 5.19 with 4m 52s while the bounce rate was just 37.6%, which seems favorable.

## 5.2 Website Analysis of Apple (Competitor report)

### 5.2.1 Traffic and Engagement

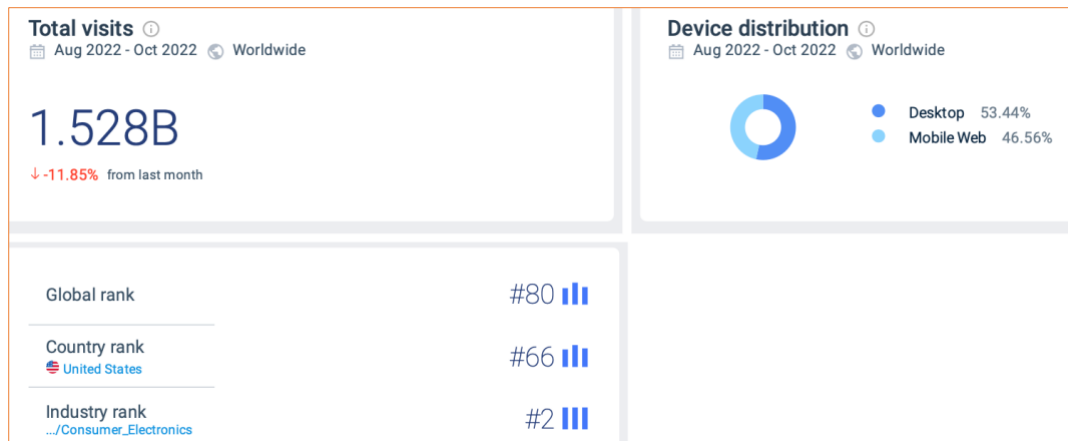


Figure 21: Ranking, Total visits, Device distribution of Apple (Source: SimilarWeb)

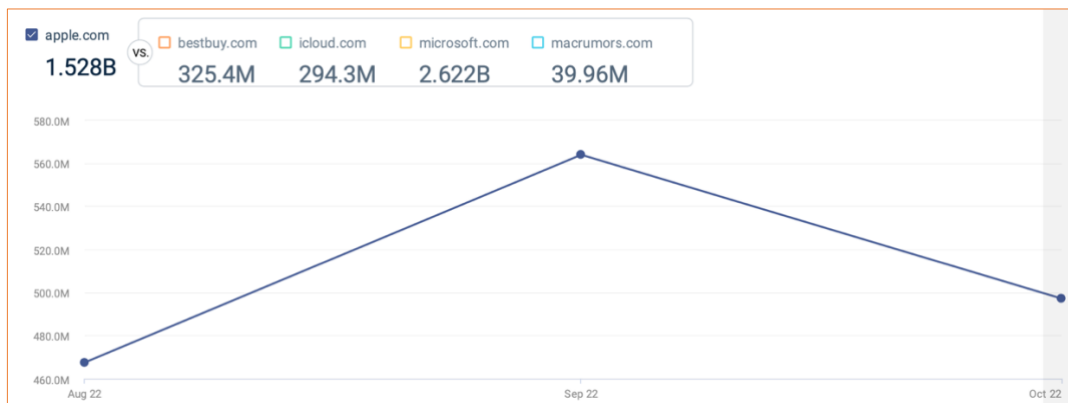


Figure 22: Visit trend of Apple (Source: SimilarWeb)

Figure (21) exhibits that Apple is the second market leader in consumer electronics and global rank of 80 with total visits of over 1.5B . Just over 6% of the people access from their desktop compared to mobile devices. Figure (22) displays that the visitor trend in the period is increased.

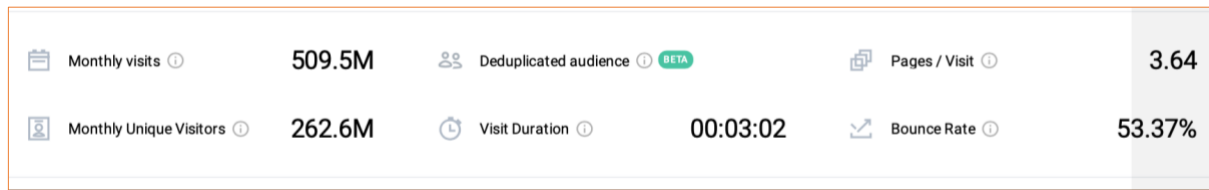


Figure 23: Engagement overview of Apple (Source: SimilarWeb)

According to Figure (23), it has 262.2M monthly unique visitor with 53.37 % bounce rate, which could say a bit higher. The visitors spend average 3.64 pages per visit with 3m 02s.

### 5.2.2 Geography and Demographic



Figure 24: Top countries traffic of Samsung (Source: SimilarWeb)

Figure (24) uncovers that the traffic is mostly came from US, followed by Japan and China.

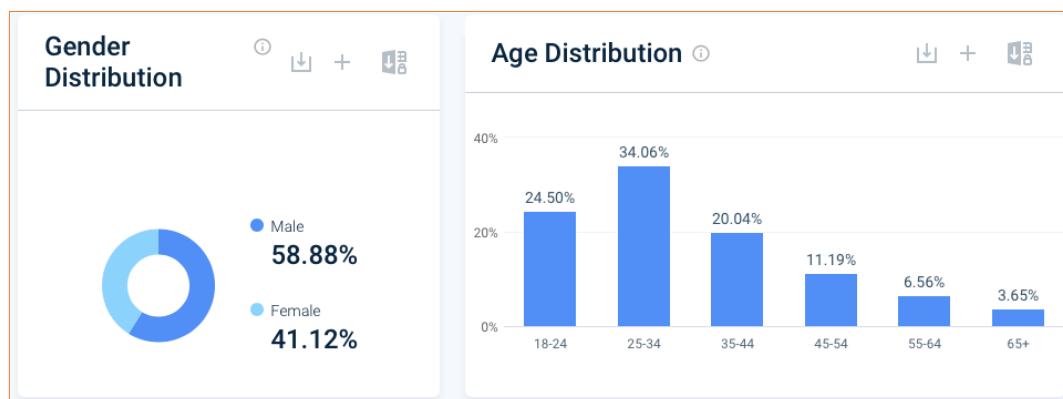


Figure 25: Demographic of Apple (Source: SimilarWeb)

Many male visitors with 58.88 % and age of between 25-34 years with 34.06% show the highest interest to the Apple website as in Figure (25).

### 5.2.3 Audience Interests



Figure 26: Audience Interest of Apple (Source: SimilarWeb)

The audiences of Apple are also interested in identified categories such as Computers Electronic and Technology with 16.25% combined, followed by Adult and Games as in Figure (26).

### 5.2.4 Marketing Channels

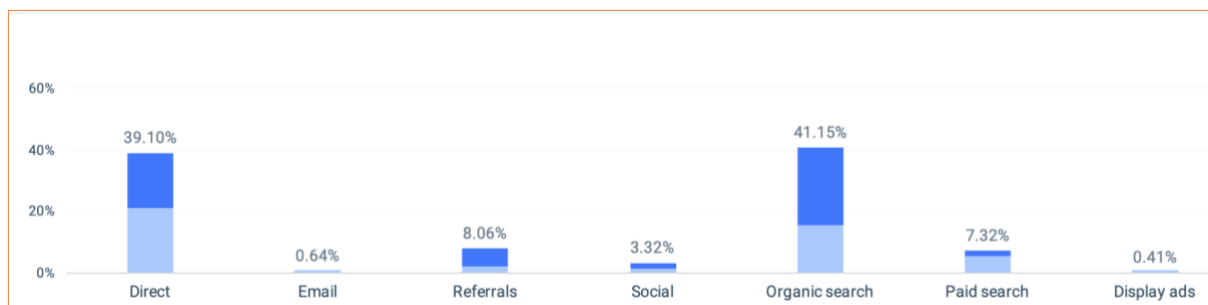


Figure 27: Marketing channels of Apple (Source: SimilarWeb)

Figure (27) reveals that Apple has slighter lesser direct traffic with 39.10% compared to organic search of 41.5%. It means that most of the traffic came from search engine and well optimized for SEO. Only fewer percentage of traffic came from e-mail and display ads channels.

### 5.2.5 Organic and Paid Search

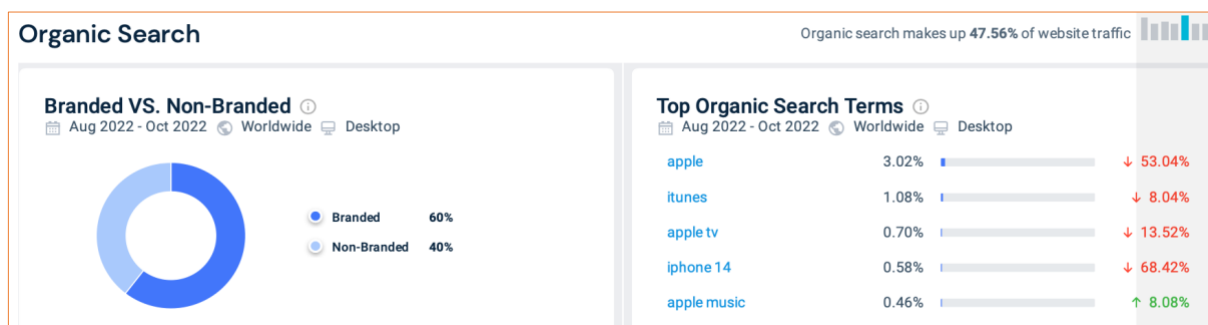




Figure 28: Organic keywords search of Apple (Source: SimilarWeb)

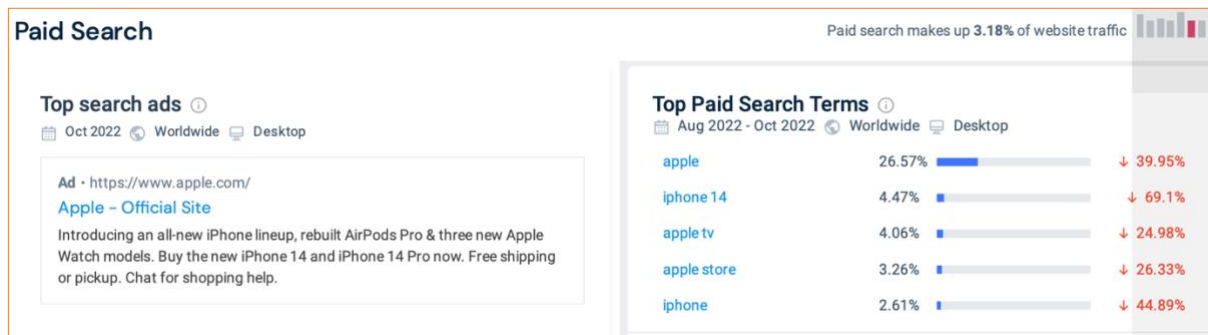


Figure 29: Paid keywords search of Apple (Source: SimilarWeb)

According to Figure (28) and (29), both top organic and paid search term is the brand name, "Apple". However, most of the traffic came from paid search term, meaning Apple spends and relies on paid advertisements, rather than organic to attract more awareness.

### 5.2.6 Referrals

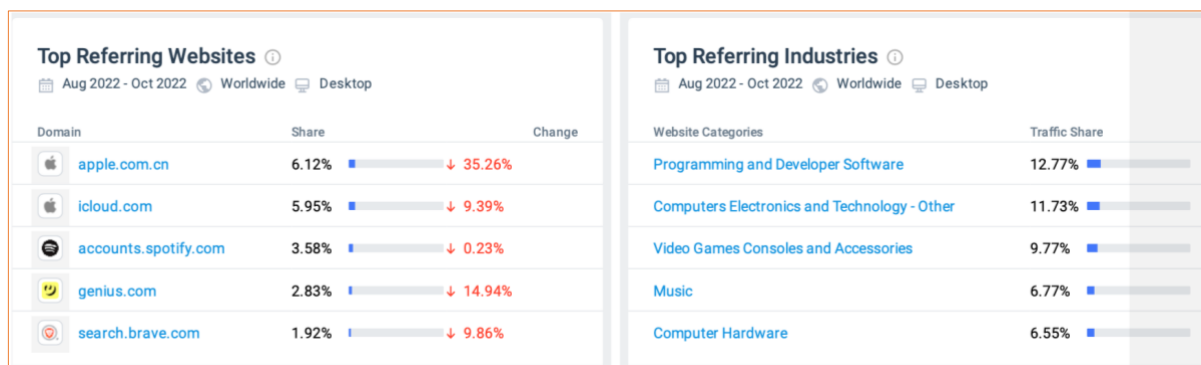


Figure 30: Top Referrals and Referring Industries of Apple (Source: SimilarWeb)

Figure (30) shows that Programming and Developer Software industry brought the highest traffic and top referrals are from sportify and genius.

### 5.2.7 Social Media Traffic

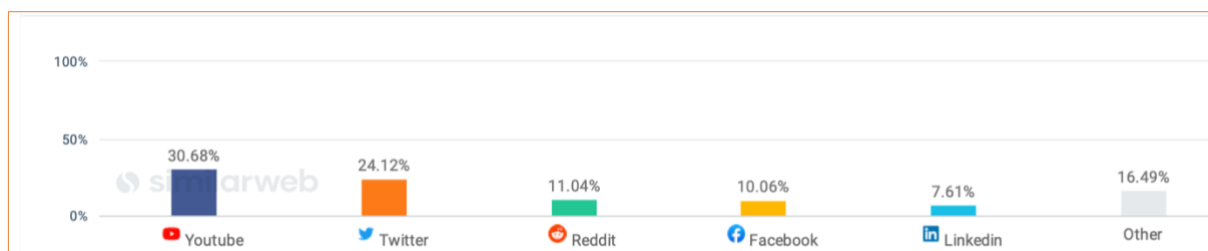


Figure 31: Social media traffic of Apple (Source: SimilarWeb)

As seen in Figure (31), most of the social media traffic came from YouTube with 30.68% compared to other channel, followed by 24.12% from Twitter, 11.04% from Reddit. Facebook drove slightly lesser traffic to Apple with 10.06%. The rest are from LinkedIn and others.

### 5.2.8 Display Ads

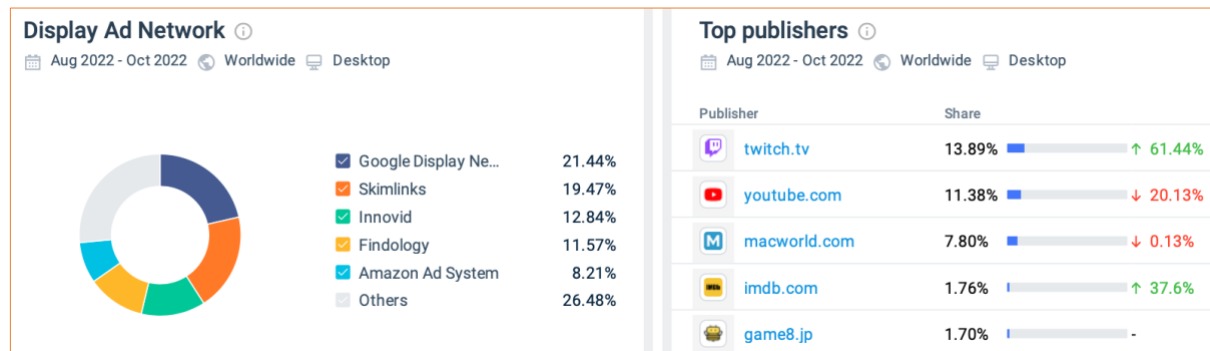


Figure 32: Display Ad Network of Apple (Source: SimilarWeb)

Figure (32) exposes that Google Ads displayed the highest Apple ads, which provides 20% among other Ad networks, followed by Skimlinks and Innovid. Higher traffic came from Twitch TV with 13.89%.

### 5.2.9 PPC Spending and Engagement

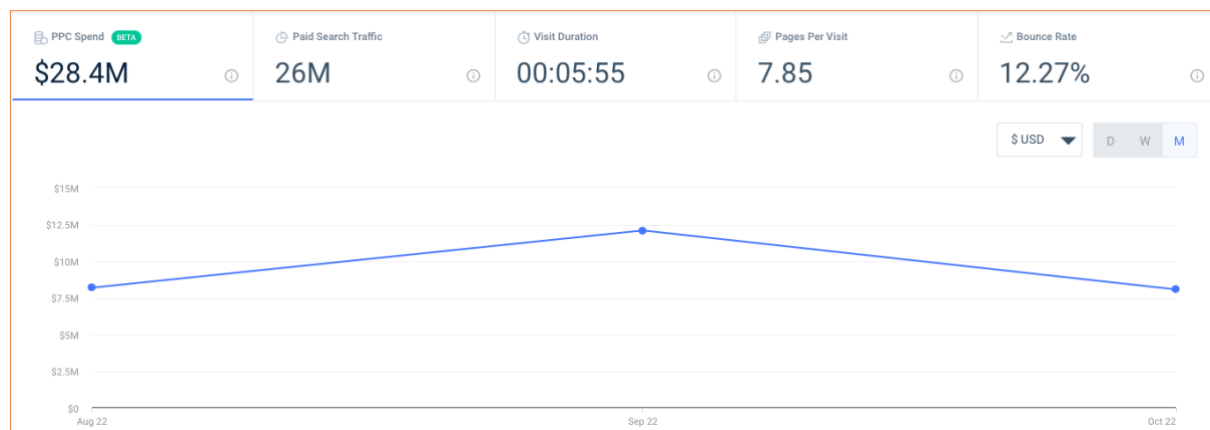


Figure 33: PPC Spending and Engagement of Samsung (Source: SimilarWeb)

Figure (33) shows that Apple allocated 28.4M for PPC spending in just three months, which is much higher than Samsung. It drove 26M traffic to their website. The users' pages per visit was 7.85 with 5m 55s while the bounce rate was just 12.27%, which means that the strategy is very effective.

### 5.3 Summary of Comparison

This section summarizes the findings from comparing Samsung and Apple based on the aforementioned reports. Samsung is the market leader in consumer electronics. It had 4.2B total visitors, which is more than double of Apple. Likewise, the number of unique monthly visitors to Samsung was greater than Apple. Despite the fact that Samsung had more overall visitors than Apple, the number of visits decreased from 1.46B in August to 1.35B in October, whilst Apple's trend of visits increased. Apple's audience was more engaged, as measured by visit time of 3m 02s and pages per visit of 3.64, compared to 2m 41s and 2.38 for Samsung. Both sites have a bounce rate of approximately 53%, which is still an acceptable percentage. The majority of Samsung's visitors accessed the website via a mobile web browser, whereas Apple's visitors used desktop web browsers. The similarity between the two companies is that they share the same demographics. They have a diverse age distribution, but the majority of their customers are between the ages of 25 and 34, and the predominant gender for both companies is male.

Apple earned more direct, email, referral, social, and organic search traffic than Samsung. Apple users are more committed to the brand, and the Apple website is effectively built for search engine optimization. It also indicates that Apple's referral efforts are more effective than Samsung's. Even though both websites received the most traffic from the United States, Apple received twice as much as Samsung. Regarding social media channels, YouTube and Facebook delivered Samsung significantly more traffic. Apple obtained more visitors from Reddit, Twitter, and other social media sites. Regarding display adverts, Samsung heavily relied on the Google Ads network, whilst Apple displayed their Ads in a more dispersed manner. At the same time, YouTube drove more traffic to Samsung than any other publisher, while Twitch Tv and YouTube drove nearly similar amounts of traffic to Apple. Surprisingly, Apple spends more than three times as much on PPC advertising (28.4M) in just three months for paid search traffic than Samsung does (8.6M). Consequently, Apple received paid search traffic and engagement significantly.

## 5.4 Recommendation for Samsung

The followings are recommended for improvement of Samsung to maintain its position as a market leader in consumer electronics.

### Allocate more PPC spending

The data shows that although it had lots of visits than its competitor, the trend of visits has been falling over the period. Therefore, it is necessary to raise advertising costs in order to enhance website awareness and drive more traffic.

### Revise Ads strategy

Samsung presently displays more than 50 percent of its advertisements on the Google Ads network. Instead of investing heavily in a single channel, it should employ a strategy similar to Apple's for acquiring more customers by distributing its spending over multiple channels. Consequently, Samsung could revise its referral marketing strategies by analyzing how its competitors negotiate referral partnerships.

### Develop improved ecosystem

Samsung's customer base had lower level of brand loyalty than that of its competitor since most of its marketing channels, including direct, social, and organic searches, drove less traffic to Samsung. Samsung could establish an improved innovative ecosystem that provides seamless product integration in order to retain and cultivate consumer loyalty.

### Focus more on Twitter and Reddit

The analytics suggest that despite Samsung put its efforts into Twitter, its Twitter traffic is modest and not very successful. Reddit, meanwhile, was the third channel that generated more traffic than Twitter. Therefore, Samsung could review its Twitter and Reddit strategies to maximize traffic from both channels.

## Conclusion

In this report, the Samsung company is chosen to investigate, research, and apply knowledge regarding digital marketing strategy, online customer behavior, marketing funnel, social media marketing strategies, and the use of Similar Web. It is observed that Samsung utilizes its online presence and digital marketing funnel from top to bottom in an efficient manner to increase brand recognition and sales from its current and potential customers. They can also adopt various methods and technology to gain a deeper understanding of their consumers' buying decision and behavior in order to deliver delightful customer experiences and enhance customer loyalty. They utilize social media marketing using various channels with different strategies and goals as a cost-effective means to boost traffic and users' engagement. Apple is the primary competitor on the market, and SimilarWeb is used to evaluate Samsung and Apple's web performance. Finally, the report discusses the findings from analytics and provides proper recommendations for Samsung company to maintain its position as the market leader in the consumer electronics industry.

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