

Samsung Electronics

Retail

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AI-powered ads and campaign management

Samsung Germany powers up their e-commerce campaigns with AI-driven advertising tools

The goal

Samsung Electronics Germany wanted to kickstart sales through AI-powered campaigns, multichannel expansion, and smarter targeting.

As an industry leader, they recognized that AI could help them be everywhere at once, dynamically creating ads that resonate with audiences and enhance engagement. AI also enables faster, data-driven decisions, reducing time spent on tasks like reporting while still providing essential insights.

Partnering with Microsoft Advertising, Samsung aimed to explore innovative AI solutions, extend their audience reach, and experiment with modern, performance-driven ad experiences.

The solution

Samsung, in collaboration with Starcom (Publicis Media) and Microsoft Advertising, optimized Performance Max (PMax) alongside traditional search campaigns. PMax, an all-in-one AI-powered campaign, combines search, product, native, and display ads, using predictive targeting to reach audiences and deliver resonant assets.

Key benefits include unmatched reach, conversational AI chat ads in Copilot for boosting sales, and seamless integration across consumer surfaces. Since 2022, Samsung has been refining PMax, relaunching it for Black Friday 2024 and beyond with clearer goals, stronger data signals, and optimized creative assets.

"Integrating Copilot in Microsoft Advertising Platform into our workflow has reduced the time spent on weekly campaign analysis and reporting by 30–40%. This enables us to make optimization decisions and roll out iterations much faster."

Marco Berghoff
Managing Partner
Publicis Media

The results

The impact was clear: 2025 began as Samsung's most efficient year with Microsoft Advertising. The new PMax setup significantly boosted revenue during the 2024 Black Friday period, with ROAS more than doubling and strong conversion rates maintained over the past three years. The shorter learning phase allowed Samsung to reach optimal performance faster. Encouraged by these results, Samsung implemented PMax as an always-on strategy on Bing, extending benefits beyond seasonal peaks into ongoing campaigns.

2.8x

Higher click-through rates (CTR)

35%

Saving in time spent reporting



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