

AT A GLANCE

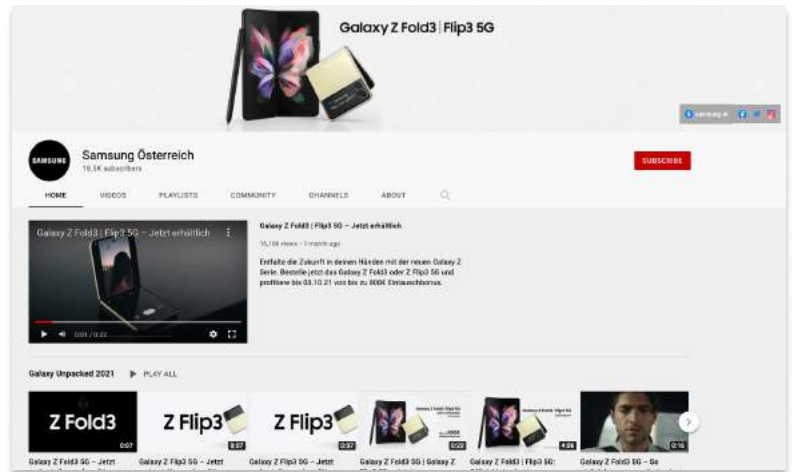
Organisation: Samsung Electronics

Industry: Electronics

Location: Austria

Use of YouTube:

- Content Marketing
- Video Hosting
- Paid Advertising
- Customer Support



CUSTOMER PROFILE

Samsung inspires the world and shapes the future with **transformative ideas** and **technologies**.

The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions.

OBJECTIVE

Samsung aimed to get more views on their videos by optimizing them for search without the use of any paid media.

The goal was to **organically reach target audiences** through both YouTube and Google and to rank better with their videos.

STRATEGY

Samsung analyzed their YouTube channel with the help of the tubics software and identified **20 videos with high potential** for initial optimization.

Within the first three months of the project, video metadata of the respective content was successfully optimized with tubics.

The development and growth were measured, tracked, and analyzed in the tubics dashboard weekly.

KEY RESULTS

+700%

Organic views via Google search

15+

Samsung keywords rank #1 on YouTube

+2000%

Organic watch time via Google

Ready to grow your brand on YouTube?

Contact us and get a free consulting session to discover your potential on YouTube.