

# Using artificial intelligence to boost sales by +44%

 **INCREASINGLY** **SAMSUNG**

Samsung is a multinational consumer electronics retailer. As one of the world's largest players in the sector, the brand sought to partner with a technology solution capable of integrating with its vastly complex and data-heavy website to make it easier for Canadian customers to find personalized product combinations based on individual needs and the retailer's goals.

Increasingly is an AI-powered platform whose on-site technology assists brands to cross sell to customers in an automated fashion to bundle the correct products together. Inspired by other Awin advertisers seeing positive ROI from Increasingly's AI Bundling tool, Samsung felt confident Increasingly was the right technology partner.

## The Approach:

Following the strategic partnership between Samsung and Increasingly, Increasingly immediately launched its AI bundling technology across Samsung's site in Canada via Awin's innovative, proprietary MasterTag solution. Increasingly's low-tech, simple integration allowed Canadian customers to instantly add hyper-relevant products to their shopping cart in seconds driving incremental revenue for the brand within days of the technology being available on site.

Increasingly's technology used a mixture of AI-driven bundles along with manual bundles based on the goals set by the Samsung Canada marketing teams. This flexible approach allowed the brand to retain control over which bundles were served to customers in real-time.

## The Results:

By leveraging Increasingly's AI technology and tracking the results through the Awin affiliate program, Samsung has been able to provide customers with a better online experience while also driving incremental store revenue.

**"The team has been amazing to work with, they have been extremely proactive and the results have been fantastic. We have achieved +20% in basket revenue and items per basket have increased by 28%!"**

**Rishita Ghosh, Samsung  
Performance Marketing Manager**

Incremental shopping cart revenue: **+20%**

Number of items per order: **+28%**

Accessory sales: **+44%**

