MOBILE NATIVE STORYTELLING

WER WIR SIND…

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UPDAY

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Head of Mobile
MEDIA IMPACT

…WAS UPDAY IST…

erster Aufenthalt
in Südkorea

Nov 2014

Marketingkampagne

Apr 2016

upday
Re-Brush

Aug 2016

Launch Family Hub,
sowie die Länder
Spanien/ Italien

Feb 2017

Launch S8/ S8+

Apr 2017

Launch mit der
Galaxy S Serie

Mär 2016

News Stream für die
S Health App

Jul 2016

A-Series und Gear 3
Watch Launch

Sep 2016

Launch

Apr 2017

Launch S9/ S9+

Mär 2018

…WAS UPDAY IST…

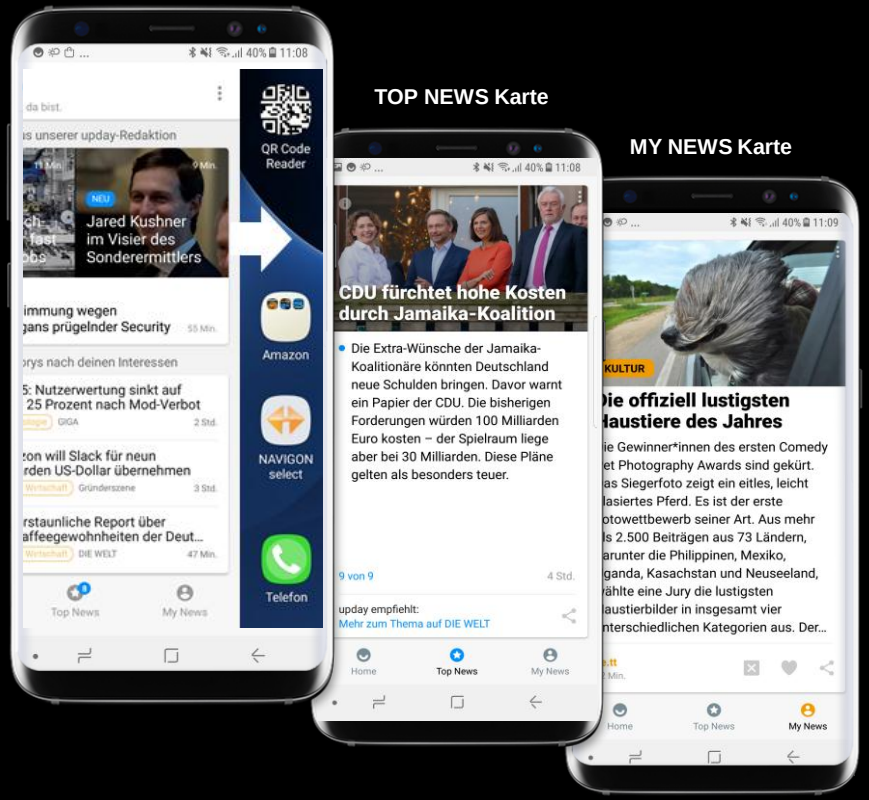
#1 Android News App*

Platz	Angebot	Unique User in Millionen
1	UPDAY	9,24
2	Spiegel Online	2,36
3	N-TV	1,95

HOME

TOP NEWS Karte

MY NEWS Karte



*Quelle: Agof daily digital facts,04-2018

WIE ALLES BEGANN…

SEAT Markenwerte:

jung, modern, dynamisch, designorientiert, connected

upday als idealer Kanal:

mobile, glaubwürdig, relevant, native, Europaweit

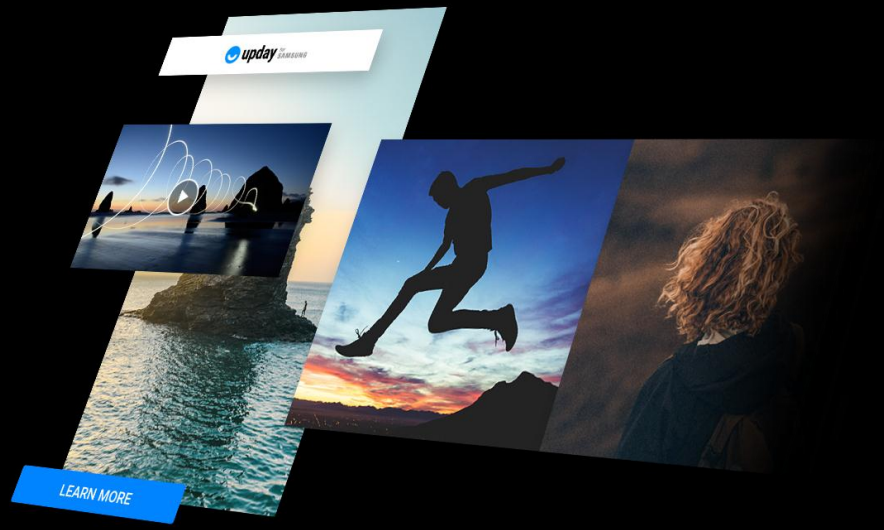
KOOPERATION:

international, nativ, alles aus einer Hand

HIGHLIGHT DER KOOPERATION: BRAND STORY

WAS IST EINE BRAND STORY?

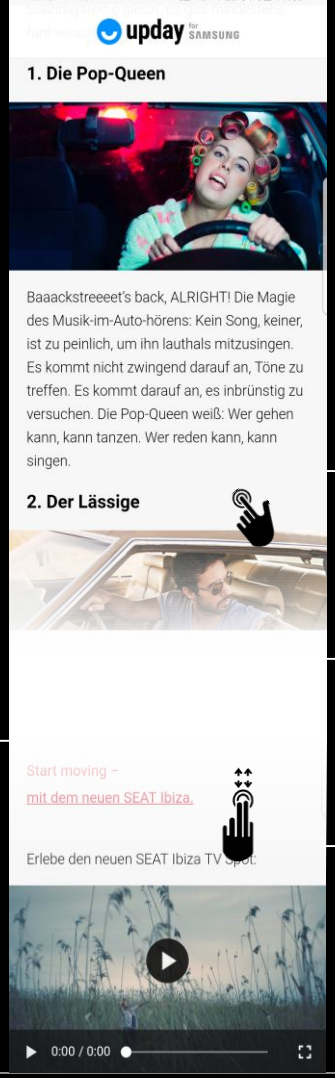
- Mobile Storytelling
- Emotionalisierung
- Interaktiv, unterhaltend, erklärend



SEAT BRAND STORY 2017

Werbeerinnerung*
52%

Ø CTR*
1,25%



Seitenaufrufe**
15.370

Ø Sitzungsdauer**
0:52 Minuten

Aktive Nutzer (min. 75% gescrollt)**
69,81%

*eigene Erhebung, **Google Analytics

LEARNINGS

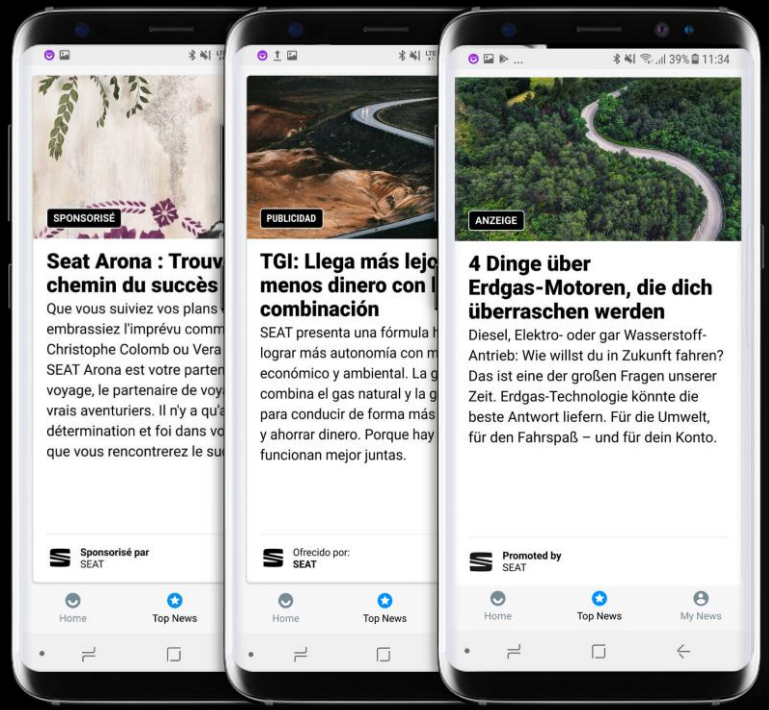
Listicals nutzen!

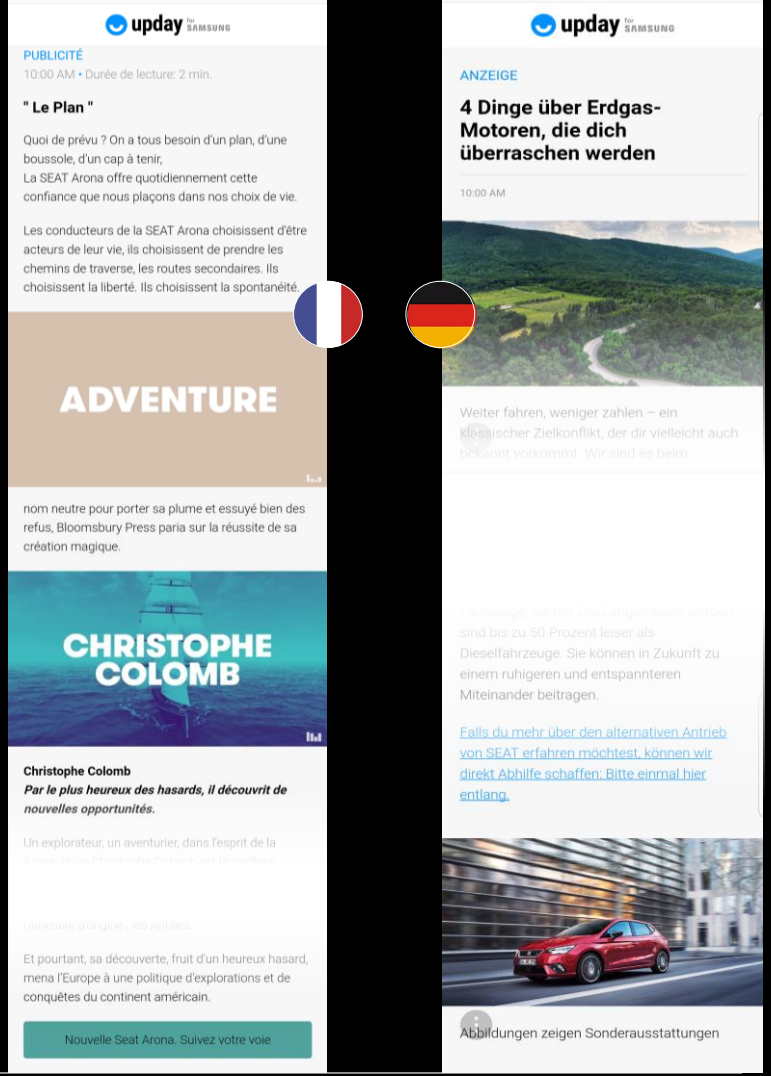
Ladezeiten beachten!

KPIs optimieren!

User Engagement steigern

SEAT BRAND STORY 2018



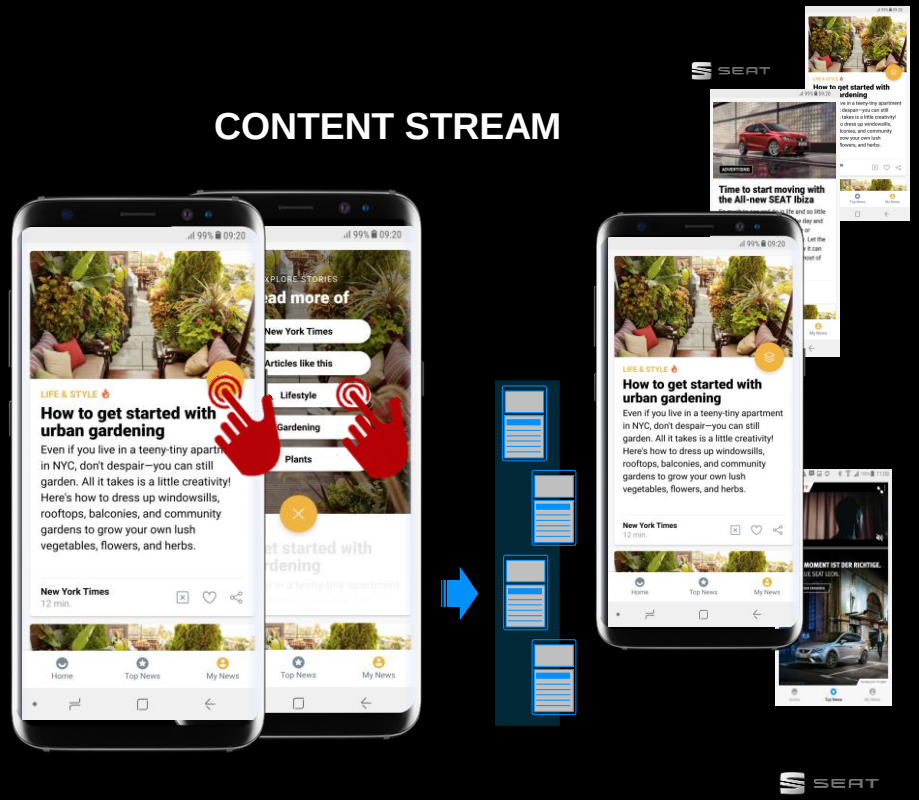


phd upday for SAMSUNG media impact

COMING SOON…

NATIVE HOME TEASER

CONTENT STREAM



phd upday for SAMSUNG media impact