

How Cross Channel Marketing Helped a Major Player in the Electrical Equipment Industry To Leverage Their Energy Solutions Awareness Program

About The Company

Leaders in the energy and automation of digital solutions for efficiency and sustainability. They combine world leading technologies, real-time automation, software and services into integrated solutions for homes, buildings, data centers, infrastructures and industries.

The Challenge

Grow brand awareness and increase traffic in European website for their core solution offerings.

The client's competitors were gaining an upper hand in the markets and their generic campaigns were losing steam. The management decided to rethink of new marketing strategies to win-back the momentum in brand awareness.

Paid media campaigns strategies were failing due to marketing agencies not being able to keep up. There was a need to re-work on target audience and get personas corrected with some the attractive landing pages.



The Solutions

Awareness campaigns- to scale the companies business for their solutions related to energy. The focus was on European countries with data energy segmentations of industries and businesses with large scale consumption of power. Also, Personalized campaigns were needed on different channels that can be reached.

Brand localization- adapting local language and creating marketing materials with regional customs and values in mind. Localized content and campaigns to ensure increase in foot fall; also to drive brand recognition. Create landing pages to capture viewer insights.

Email Marketing- Email continues to be one the best ways to reach out to their customers and potential leads alike from European and APAC countries.



Multi-channel Marketing Strategy:

- 121,800 Net new data for multichannel campaigns
- Video Ad marketing program on YouTube, Vimeo etc.
- Google Ads, YouTube video Ads and retargeting
- A targeted sales pitch for each solutions needed to be promoted with advanced landing pages
- Adopt geography-based digital marketing strategy



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Results

- **8 successive email campaigns** were run to maximize their awareness campaigns, informing the recipients with relevant insights, training and special expertise in paperback guides, national and regional magazine features, and online directories.
- **Region based Geo-targeted segmentation** for APAC and European countries
- **Specialized Google and Weibo, WeChat & YouTube Ad Campaigns** promoting features and specifications
- **YouTube Ads** promoting their Client testimonials and solutions of global standards
- **Creation of tailored Landing Pages** for a targeted audience to capture qualified leads
- **Increased search Ads** to increase conversion rate and minimize bounce rate

| May 2019 - Nov 2020 | | | | | |
|-----------------------------|-------------------|------------------|------------------|--------------|--------------|
| Campaign | Impressions | Interactions | Interaction Rate | Leads | Lead Conv. % |
| Display ads (Set – 1) | 26,965,025 | 358,229 | 1.33% | 513 | 0.14% |
| Display ads (Set – 2) | 19,343,179 | 335,296 | 1.73% | 847 | 0.25% |
| Re Marketing Ads (Type – 1) | 9,993,639 | 172,585 | 1.73% | 283 | 0.16% |
| Re Marketing Ads (Type – 2) | 7,718,995 | 143,698 | 1.86% | 126 | 0.09% |
| Text Ad (Set – 1) | 299,020 | 11,399 | 3.81% | 431 | 3.78% |
| Text Ads (Set – 2) | 145,447 | 8,087 | 5.56% | 313 | 3.87% |
| Total - all experiments | 1,376,402 | 22,644 | 1.65% | 76 | 0.34% |
| Total | 65,841,707 | 1,051,938 | 1.60% | 2,589 | 0.25% |

Avg. performance of 8 campaigns

- Sent list – 121,800
- Opens – 26%
- CTR – 17%
- Conversions – 9%
- Leads – 322

YouTube Campaign Highlights-

Campaign settings

| | |
|------------------------|---|
| Campaign name | Wilmar Sugar Customer Story - Schneider Electric |
| Campaign status | Enabled |
| Start date: 21/10/2019 | End date: 20/11/2019 |
| Networks | YouTube search results, YouTube videos, Video partners on the Display Network |
| Languages | English |
| Locations | Australia (country) |

Video Played Info

| Campaign | Video played to: | | | |
|---|------------------|--------|--------|--------|
| | 25% | 50% | 75% | 100% |
|  Queensland Rail Customer Story - Schneider Electric | 65.47% | 39.21% | 29.68% | 21.64% |
|  Iseek Customer Story - Schneider Electric | 72.79% | 61.99% | 56.93% | 50.58% |
|  Wilmar Sugar Customer Story - Schneider Electric | 65.56% | 46.18% | 39.20% | 34.36% |
|  EastLink Customer Story - Schneider Electric | 63.85% | 43.29% | 37.21% | 33.08% |
| Total: Video campaigns  | 66.08% | 45.93% | 38.92% | 33.29% |

Campaign Interest & Industry Targeting

| Topic | Campaign | Ad group |
|--|--|--------------|
| Auto & Vehicles - Vehicle Parts & Services - Vehicle Repair & Maintenance | EastLink Customer Story - Schneider Electric | EastLink |
| Business & Industrial - Construction & Maintenance | EastLink Customer Story - Schneider Electric | EastLink |
| Auto & Vehicles - Vehicle Parts & Services - Vehicle Parts & A - Engine & Transmission | EastLink Customer Story - Schneider Electric | EastLink |
| Home & Garden - Home Improvement - Construction & Power Tools | EastLink Customer Story - Schneider Electric | EastLink |
| Business & Industrial - Agriculture & Forestry | Wilmar Sugar Customer Story - Schneider Electric | Wilmar Sugar |
| Business & Industrial - Manufacturing | Wilmar Sugar Customer Story - Schneider Electric | Wilmar Sugar |
| Science | Wilmar Sugar Customer Story - Schneider Electric | Wilmar Sugar |
| Business & Industrial - Manufacturing - Factory Automation | Wilmar Sugar Customer Story - Schneider Electric | Wilmar Sugar |
| Business & Industrial - Automotive Industry | Wilmar Sugar Customer Story - Schneider Electric | Wilmar Sugar |
| Business & Industrial - Hospitality Industry | Wilmar Sugar Customer Story - Schneider Electric | Wilmar Sugar |

Campaign Results-

| Date Range: May 2019 - Nov 2020 | | | | | |
|---|---------------|------------|---------------|--------------|---------------|
| Campaign | Campaign Type | Clicks | Impressions | Views | View Rate |
| Queensland Rail Customer Story - Schneider Electric | Video | 355 | 49002 | 10,978 | 22.40% |
| Iseek Customer Story - Schneider Electric | Video | 37 | 32113 | 15,984 | 49.77% |
| Wilmar Sugar Customer Story - Schneider Electric | Video | 201 | 54774 | 18872 | 34.47% |
| EastLink Customer Story - Schneider Electric | Video | 194 | 68477 | 22616 | 33.03% |
| TOTAL | | 787 | 204366 | 68450 | 33.50% |