

Schneider Electric:

A Digital Marketing Transformation

Schneider Electric,

a global corporation specialising in energy management and automation, wanted to invest in digital advertising in a more holistic manner, and better utilise data to find and target their niche B2B audiences in the digital world. In close partnership with dataxu, they were able to do all of this and more during their journey towards a fully programmatic, more data driven, global advertising operation.

Greater control over campaign execution

Throughout 2014 Schneider Electric had been running campaigns in the EMEA and APAC regions via an agency partner, who already used dataxu's technology for many B2B clients. After a test period with a few vendors, Schneider Electric chose dataxu as their approved vendor after positive test campaign results in Sweden and Germany. A Master Services Agreement (MSA) for EMEA was signed, allowing Schneider Electric to work directly through the dataxu platform for greater control over campaigns.

Improved efficiencies through customised account set up

As each of Schneider Electric's operations had separate budgets, dataxu created separate accounts with the TouchPoint™ platform for each one, making it easier to map the campaigns to their business and categorise all activity. dataxu then built a Universal Site Tag (UST), making it easier to place pixels across all pages, campaigns and regions and consequently set up campaigns with far greater efficiency.

"The UST allows us to run campaigns easily according to business needs, show up cross-business activities, and now serves as a blueprint for other countries."

- Alexander Pasch,
Programmatic Lead, Schneider Electric

Pan-EMEA campaign launch

Once the customised account set up and UST were implemented, UK campaigns were introduced – this was a company first for running campaigns across all businesses, allowing Schneider Electric to gather

customer data across the breadth of the business. Following this success, the first pan EMEA campaign was launched, and testing soon began for North America.

Using data to inform and optimise campaigns

At the beginning of 2016, Schneider Electric continued to consolidate spend through dataxu, using the earlier campaign data to optimise new campaigns from the start. This was the first time that campaign data was being used to influence the way campaigns were set up.

"Running campaigns that built on the data we generated in previous tests allowed us to be much more specific in our targeting of remarketing audiences; because we now had data to show website traffic and cross-site traffic. We also were able to add web visitors that would typically not fall under a specific business unit scope, but we now had the data to support the decision."

- Alexander Pasch

Expansion into North America – building on experience

Benefiting from the same MSA as the EMEA region, a newly created NAM dataxu account team was created in May 2016. Accumulated data and learnings were used to inform and accelerate the optimisation and cost efficiency of campaigns in one of Schneider Electric's largest markets.

Increased customer-centricity

One of Schneider Electric's goals was to verticalise their business programmatically in order to get closer to their audience for each individual business unit. In Europe, dataxu's OneView™ data management

platform & modelling techniques allowed the building of custom audience segments. Working with Bombora, the largest aggregator of B2B intent data, audiences of users working in specific functions within target accounts were built out.

Seeing benefits from private marketplace (PMP) buys

Both dataxu and Schneider Electric brought in their own negotiated deals to focus more on quality environments and publishers. The relevant content attracted more relevant audiences, improving campaign performance. This also provided cost and management efficiencies by consolidating spend that would go on direct buys into the same platform, allowing dataxu to apply the same level of targeting and reporting to direct deal buys as with standard prospecting or retargeting campaigns.

“It’s a huge benefit for us to now be able to buy from relevant sites and inventory but with our own first-party data as a basis for the decisioning. It also benefits our media team to have only one dashboard with everything in one place, instead of comparing many different dashboards and evaluations.”

- Alexander Pasch

Global expansion

Throughout 2017, Schneider Electric continued to see positive results from their campaigns, and launched into new markets including Spain, France, Switzerland, Brazil, Mexico, creating a truly global approach.

Full-funnel approach

In November 2017, Schneider Electric launched their global EcoStruxure bold ideas campaign, and took the opportunity to build a full-funnel approach in the UK. Using high-quality publishers and engaging formats with creative sequencing to tell the brand story and drive engagement, traffic was driven to a custom landing page. By retargeting the audience who engaged with this landing page across display and syndicating the audience into Facebook campaigns, traffic was then driven to gated content. The campaign led to huge reach (140m impressions), engagement

(157k clicks) and ultimately increased leads (153), as well as positive brand lift measured by a Nielsen study. Industry benchmarks were outperformed.

“For EcoStruxure, dataxu allowed us to run the campaign truly holistically and entirely customer-focused. Every tactic and flight was connected and driven by data, ensuring that we spoke to the right audiences, multi-channel and Omni-device. By running this purely programmatically, we managed to push the brand, as well as creating leads via a sequenced and segmented approach to flighting.”

- Alexander Pasch

Transitioning to self-service for a future-proof programmatic approach

Continuing to stay ahead of the industry curve, Schneider Electric made the decision to build out an in-house programmatic team in May 2018. dataxu put together a custom onboarding and training program to help ramp up the newly built team as quickly as possible, including 24/7 online learning and support via the dataxu Community, face to face training and weekly catch up meetings. Schneider Electric are also utilising the dataxu Partner Acceleration Program, giving them access to specialised business materials to increase productivity.

“Going self-service is the next logical step for us to take, programmatically. Having a partner in dataxu that provides us with extensive training and a hands-on approach to handing over the campaigns, instead of just handing over the keys, is invaluable to the success of this project.”

- Alexander Pasch

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