Beyond leads, ENGIE is now piloting their digital marketing towards end-contract subscriptions

ENGIE

Energy Provider
Paris, France • particuliers.engie.fr

The challenge

Within the Energy industry, subscription to a new provider can be done offline (by call) and online.

In order to better evaluate the performance of their digital marketing campaigns, ENGIE, together with Converteo technological expertise, embraced the challenge to bridge the gap between online (digital marketing campaign, website visit, lead generation) and offline (call-back, commercial proposal and contract signature).

The approach

ENGIE chose Google Marketing Platform (GMP) and Google Cloud Platform (GCP) in order to connect both digital and and offline worlds.

A key success factor has been both ENGIE & Converteo ability to determine and leverage a unique matching key (lead ID) present both in Analytics 360 (online) as well as in ENGIE offline back end to reconcile efficiently data within GCP. To that aim measurement protocol was deployed, daily sending offline conversion data associated to each lead ID back to Analytics 360 for matching, hence enabling online & offline linking.

Partnering with Converteo

Converteo is an experienced Google Sales Partner, overseeing technologically advanced projects using Google Marketing Platform (GMP) as well as Google Cloud Platform (GCP).

With ENGIE, their core understanding of AdTech infrastructure, data management and integration capabilities enabled them to accurately scope the project and deliver it according to high standards.

The results

› Search A/B test campaigns led to improved results when optimized towards generating real end-subscription (contract-sale online AND offline) vs. online leads alone

› Affiliate marketing improved ROI by reducing low-quality leads and optimizing towards real end-subscription as well

"Our goal is to offer our customers the best experience to easily subscribe to all of our offers. Online and offline reconciliation helps us to optimize all sales kpis and improve the quality of our targeting and the signals we send to our bidding algorithms."

—*Benjamin Audoin, Head of Digital Acquisition & Digital Sales*

+5%
Uplift in contract value from Search

+33%
Uplift in leads to sales conversion rate (& low fraud)

80%
Affiliates now incentivised on sales (vs. leads.

Google Marketing Platform

Converteo
ADLPerformance
DATA FOR BUSINESS ACCELERATION