



**ENABLING CLIENT DATA TO
IMPROVE LOW WASTE MEDIA
PLANNING**

A top-down view of a meeting around a conference table. The table is light-colored wood and has several papers and folders on it. The ENGIE logo is prominently displayed in the center of the table. To the right of the ENGIE logo is the space logo, which consists of a blue globe icon and the word "space" in a lowercase, sans-serif font. The background shows the legs and hands of several people sitting around the table, engaged in a discussion. The overall atmosphere is professional and collaborative.

ENGIE

space

Les emmerdes, ça vole toujours en escadrille.

Jacques Chirac

- Huge energy crisis
- Gas perception decline due to renewables and heat pump advocacy.
- Negative gas image complicates integration into zero carbon strategies like ENGIE's.

Les emmerdes, ça vole toujours en escadrille.

Jacques Chirac

- Huge energy crisis
- Gas perception decline due to renewables and heat pump advocacy.
- Negative gas image complicates integration into zero carbon strategies.
- Unknown and diverse customer base with difficult-to-identify purchase signals.
- Pure conversion and broad awareness campaigns not for the long term.
- Traditional digital targeting hindered by lack of clear customer lifecycle signals.
- Renovation and construction market dominated by contractors and builders, less profitable for ENGIE.
- Local players dominate market in many regions.
- Regional variation in customer behavior and energy transition mindset.

... And we need to sell heating boilers

Strategic approach

Being **top of mind** for the **most valuable client**, with the **highest potential** chance of **converting to a lead** for the right product

1. The High Life
2. The industrial Life
3. The Metropolitans

Mosaic Belgium (Insights)

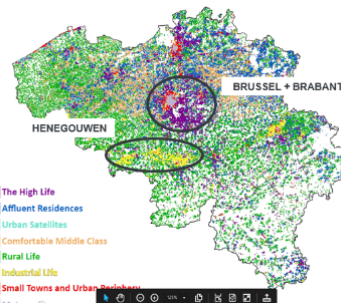
Dividuals (Insights)

Cross matching with regional data

Cross referenced with hist. leads & conv. data
→ Ident. of highest potential ROI

ENGIE Data

Mosaic	Description	%of Mosaic	%in Public	Delta	
D	Comfortable Middle Class	12,5%	16,39%	-3,86%	Under represented
G	Small town & urban periph.	14,7%	15,74%	-1,08%	
E	Rural Life	8,0%	13,73%	-5,69%	Under represented
H	Metropolitans	16,8%	12,80%	4,05%	Over represented
F	Industrial Life	16,8%	12,62%	4,23%	Over represented
B	Affluent Residences	11,1%	12,02%	-0,97%	
C	Urban Satellites	8,5%	9,17%	-0,64%	
A	The High Life	11,5%	7,54%	3,95%	Over represented



	Lead	>Conv	Qualified	>Conv	Sale	Lead>Sale conv
Vlaams-Brabant	2.817	51,5%	1.451	24,8%	360	12,8%
Henegouwen	3.944	50,3%	1.983	22,8%	453	11,5%
Brussel	3.252	50,2%	1.633	26,7%	436	13,4%
Waals-Brabant	1.285	47,0%	604	23,8%	144	11,2%
Limburg	757	45,4%	344	18,6%	64	8,5%
Antwerpen	3.425	44,9%	1.538	21,3%	327	9,5%
West-Vlaanderen	2.275	41,6%	946	29,4%	278	12,2%
Oost-Vlaanderen	2.904	39,6%	1.149	23,9%	275	9,5%
Namen	875	39,2%	343	21,6%	74	8,5%
Luxemburg	281	38,4%	108	10,2%	11	3,9%
Luk (!)	1450	33,4%	485	5,8%	28	1,9%

Brussel	3252	50,2%	1633	26,7%	436	13,4%
Vlaanderen	12178	44,6%	5428	24,0%	1304	10,7%
Wallonie	7835	45,0%	3523	20,2%	710	9,1%

Strategic approach

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Space & ENGIE Data

Channel mix analysis on leads & sales.
 → highest quality lead inflow :
 combination of owned channels and
 increasing the search volume

FUTURE
NEAR
IN

Consumer funnel

	Lead	Qualified lead	Lead > Qualified	Sale	Qualified > Sale	Lead > Sale	% total leads	% total sales
Direct	982	542	55.2%	120	22.1%	12.2%	5.04%	6.90%
SEA - Bing	257	126	49.0%	30	23.8%	11.7%	1.32%	1.73%
Redirect	26	15	57.7%	3	20.0%	11.5%	0.13%	0.17%
Transactional email	873	411	47.1%	98	23.8%	11.2%	4.48%	5.64%
Newsletter	1877	908	48.4%	210	23.1%	11.2%	9.64%	12.08%
SEO	2418	1178	48.7%	253	21.5%	10.5%	12.42%	14.56%
Campaign Mailing	3488	1816	52.1%	360	19.8%	10.3%	17.91%	20.71%
Native	47	26	55.3%	4	15.4%	8.5%	0.24%	0.23%
Unknown	71	36	50.7%	6	16.7%	8.5%	0.36%	0.25%
Display	270	122	45.2%	20	16.4%	7.4%	1.39%	1.15%
SEA - Google	7718	3393	44.0%	365	16.6%	7.3%	39.63%	32.51%
Referral	315	156	49.5%	19	12.2%	6.0%	1.62%	1.09%
Leadlist	176	78	44.3%	9	11.9%	5.1%	0.90%	0.32%
Social	426	178	41.8%	21	11.8%	4.9%	2.19%	1.21%
Social - Growth	462	186	40.3%	19	10.2%	4.1%	2.37%	1.09%
Kvinko	35	13	37.1%	1	7.7%	2.9%	0.18%	0.06%
Blog	2	1	50.0%	0	0.0%	0.0%	0.01%	0.00%
Usabila	2	1	50.0%	0	0.0%	0.0%	0.01%	0.00%
Qualife	28	11	39.3%	0	0.0%	0.0%	0.14%	0.00%
	10089	5059	47.2%	1094		8.9%		

Base targeting / Region	Audience set up	Product message	Reasoning	Desired Medium
- Home owners Region 1 - 35-70	- Brussel - Henegouwen	Broad and active audience	Replacement of old gas heater by a more efficient one	Overrepresented heating replacement sales in mosaic types that are present in these regions (industrial life + metropolitans) *Local radio *Adresseeable tv *Digital *Lead partners *OLA
Region 2	- Vlaams-Brabant - Antwerpen - Oost-Vlaanderen - West-Vlaanderen	New technologies: Green living (+ garden owner) Renovators: DIY (+ movers) General: TV consumption	Heat pump boiler Advice on the best heating solution for your project Replacement of old gas heater by a more efficient one	High presence of Solar panel owners and high purchase power try to use Batibouw momentum TV audience is the best working audience during pre testing on social media
Region 3	- Waals-Brabant - Namen	New technologies: Green living (+ garden owner) Renovators: DIY (+ movers) General: purchase power + TV consumption	Heat pump boiler Advice on the best heating solution for your project Replacement of old gas heater by a more efficient one	High presence of Solar panel owners and high purchase power Good momentum TV consumption was our best performing audience in social
Luik Limburg Luxemburg	Out of scope		Negative ROI case	*adreesable tv * digital +OLA *Lead partners+ newsletters

Results

Een ketel en warmtepompboiler? De perfecte combo!
Bespaar onmiddellijk op je energieverbruik



Wil je kiezen voor duurzame energie, maar is je woning nog niet klaar voor een warmtepomp? Vervang dan je oude installatie door een energiezuinige gascondensatieketel in combinatie met een warmtepompboiler. Zo kan je tot 30% besparen op je gasverbruik en je sanitair water tot 66% efficiënter verwarmen dan met een klassieke boiler.

Vraag je offerte voor 15/04/2023 en profiteer nu van 400€* korting. Op je warmtepompboiler geniet je bovendien van een aantrekkelijke premie van minstens 500€.

* Btw inbegrepen (6% voor woningen ouder dan 10 jaar en 21% voor jongere woningen). Raadpleeg de voorwaarden van de promotie [hier](#).

JA, IK WIL EEN GRATIS OFFERTE



Ketel en warmtepompboiler? De perfecte combo!

nu met **400€** korting*



Scan voor meer info

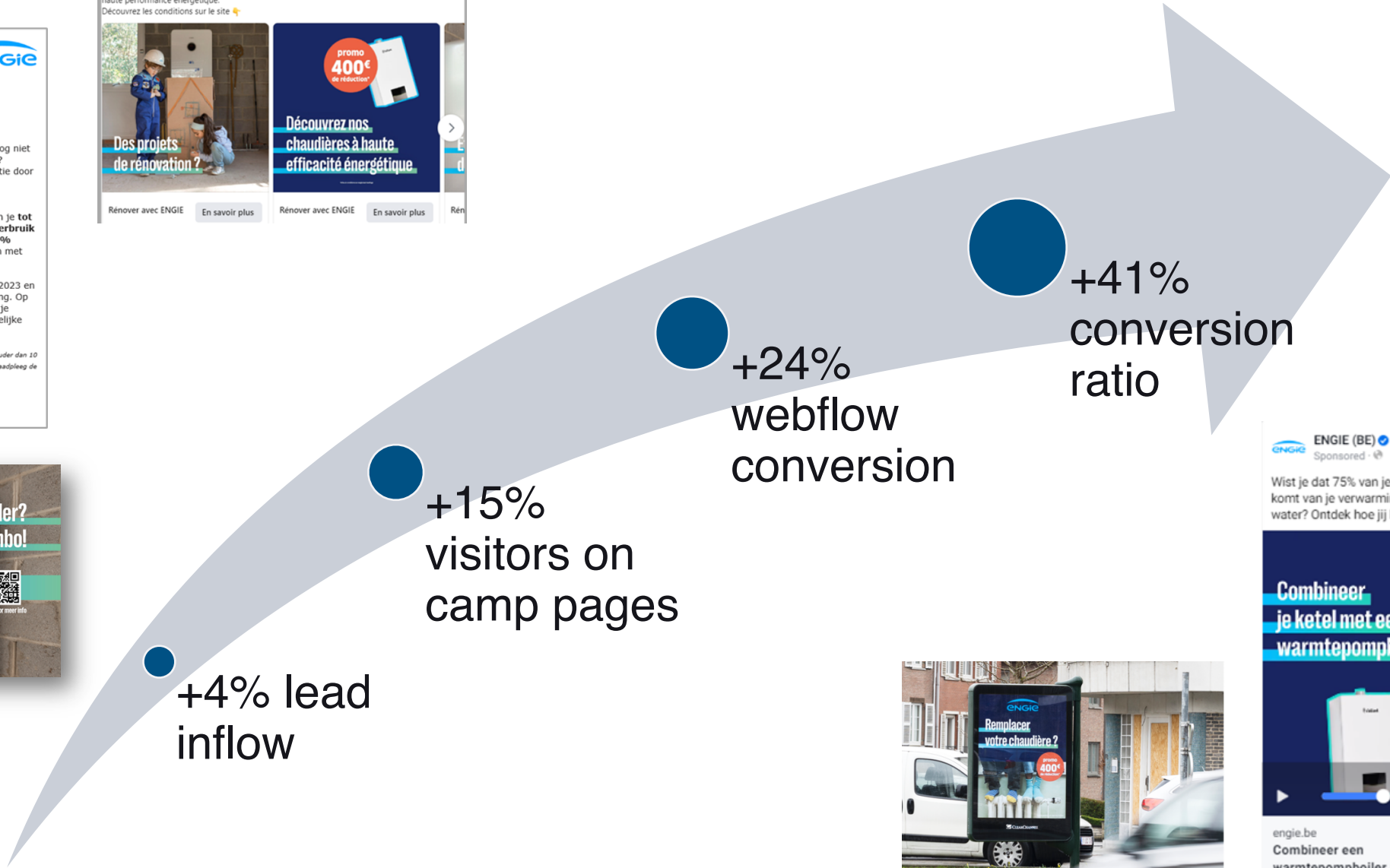


Des projets de rénovation ?
ENGIE se tient à vos côtés ! Profitez d'une remise de 400 euros sur les nouvelles chaudières à haute performance énergétique.
Découvrez les conditions sur le site

promo **400€** de réduction*

Découvrez nos chaudières à haute efficacité énergétique.

Rénover avec ENGIE En savoir plus



ENGIE

Remplacer votre chaudière ?

nu met **400€** de réduction*



ENGIE (BE)

Wist je dat 75% van je totale energieverbruik komt van je verwarming en sanitair warm water? Ontdek hoe jij hierop kan besparen.

Combineer je ketel met een warmtepompboiler



engie.be

Combineer een warmtepompboiler met [Learn more](#)

Like Comment Share

Why should this case win an AMMA ?

Impact: The results clearly demonstrate exceptional performance, as evidenced by all indicators being in the green.

This includes conversion **rates, lead generation, media performance, site traffic volume, and the high completion rate form on the website** vs last period.

THANK YOU

