DATA POWERHOUSE

GROHE, Messe Frankfurt & explido»iProspect set
the pace to create new audience groups

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A strong partnership defines new targeting-mechanisms

Three of the world´s leading companies in their industry have joined forces to create new insights regarding first-party data: GROHE, the world's leading manufacturer of sanitary fittings, together with Messe Frankfurt and explido»iProspect, one of the biggest performance marketing agencies.

This case study provides exclusive insights on targeting mechanisms.

GROHE
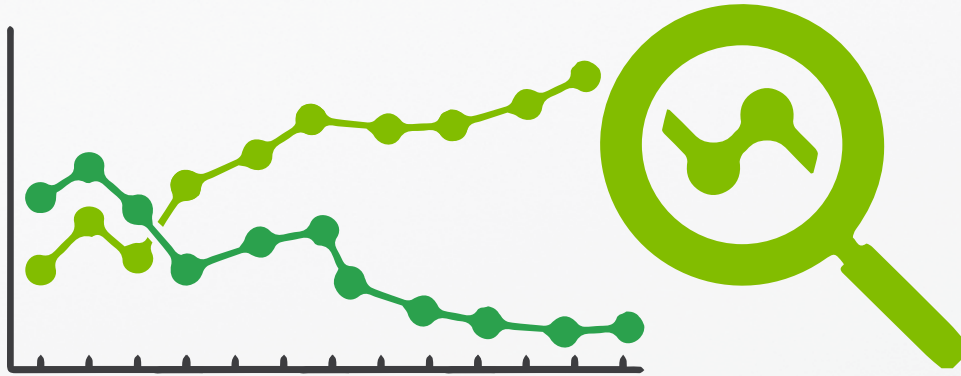
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»*We will include the results of the study into our further strategical considerations in terms of digitalization of marketing services* «

Klaus Reinke
Geschäftsleitung
Messe Frankfurt

explido»iProspect

Aim of the campaign

The goal of the campaign was to use B2B audience data from the particular trade show ISH of Messe Frankfurt and compare its performance in digital media to performance using data from Google as a benchmark. In a workshop, GROHE, Messe Frankfurt and explido»iProspect mapped out how we would achieve synergy between our brands by targeting very specific B2B audiences with programmatic advertising.

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Campaign

Product: GROHE Sense, a smart water sensor that detects water in your home, was launched March 14th at ISH, the world's leading trade fair for businesses in the bath experience, building services, energy, air conditioning technology and renewable energy industries. GROHE Sense monitors areas where water damage could occur, checks temperature and humidity, and alerts you instantly if something goes wrong.

Digital campaign objective: The primary goal of this campaign was to create awareness for GROHE's new product. Our secondary goal was to generate qualified traffic and deliver leads. In order to meet these requirements, we defined our KPI set to cover awareness, engagement as well as performance metrics.

Campaign period: 14.03. – 31.03. 2017

Audience: For the purpose of this campaign, we needed to send product related information directly to the not personalized target group of installers in Germany. While searching for an appropriate data set, explido»iProspect realized that pinpointing this audience group in the German market would be difficult. Instead of installer profiles, only the general craftsmen profiles were offered by third-party data providers like semasio.
Therefore we decided to use the B2B targeting groups of ISH in cooperation with Messe Frankfurt and GROHE.
As Benchmark we used Google targeting because these mechanisms had delivered excellent results in previous campaigns.

Google data targeting options chosen as benchmarks included: Affinity Audiences (users with long-term interests, e.g. technophiles), In-Market Segments (users with current interests, e.g. real estate) and Custom Affinity (users matched by URLs and interests imported to DoubleClick).

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Results

With the corresponding B2B audience group supported by Messe Frankfurt, explido»iProspect managed a programmatic display campaign that produced absolutely compelling results. The ISH audience outperformed the Google benchmarks in all categories.

The first KPI comparison is the Click-Through-Rate. The Messe Frankfurt audience delivered 100 % better results than targeting through Google data. Click-Through-Rates were three times greater than the ad spread through Google Custom Affinities, which was considered as second benchmark.

In terms of engagement metrics, the ISH audience consumed the product content much more intensively compared to the two Google benchmarks. The Bounce Rate of the Messe Frankfurt audience was 45 % lower. Furthermore, these users took more time (on average four times longer) to familiarize themselves with the product information available on the landing page. Besides this, the audience generated nearly 40 % more Page Impressions.

The final funnel step, driving awareness into conversion, showed a clear result as well. The ISH audience converted more than 40 % better than the Google Custom Affinity targeting and nearly 90 % more often than the Google data targeting benchmark.

GROHE

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» This new way of creating audience groups delivered us outstanding campaign results. It showed us how absolutely valuable first-party data can be when it's used in the right programmatic set up. «

Gaël Magda
Global Digital Marketing Director
Grohe AG

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Die Performance: ISH Data vs. Google Benchmark

+100 %
Click-Through Rate

+42,5 %
Pages / Sessions

+130 %
Time on Site

-45 %
Bounce Rate

-80 %
Cost per Action

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Company information:

GROHE is the world's leading provider of sanitary fittings and a global brand, dedicated to provide innovative water products. The success of GROHE has been confirmed by more than 240 design and innovation awards as well as a top three placement among "Germany's most sustainable major companies of 2015". Numerous high-profile projects around the globe are fitted with GROHE products, testifying to architects', designers' and developers' preference for the brand.
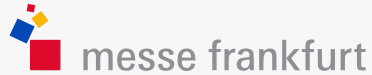
Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events.

iProspect develops innovative marketing solutions for clients with the focus on data-driven strategies and creative digital campaigns. explido»iProspect is part of the Dentsu Aegis Network, one of the leading agency holdings worldwide.

As the digital agency for GROHE and the data consulting agency for Messe Frankfurt, explido»iProspect brought both companies together to create unprecedented synergies – for all parties involved.

Case Study Project Lead

explido»iProspect

GROHE

Gaël Magda
Global Digital Marketing Director

Nina Paar
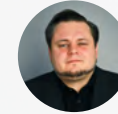*Head of Digital Content*

messe frankfurt

Klaus Reinke
Geschäftsleitung

Martina Bergmann
Bereichsleitung Digital Business

Frank auf der Heide
Group Head Analytics

Simone Kutz
Director International Business

Ulrich Dieminger
Senior Consultant Data Analytics

Verena Lang
Digital Media Consultant

Press contact:
explido GmbH & Co. KG
Vanessa Johnson
Pröllstraße 28
86157 Augsburg

Tel.: +49 (0) 821 217795-0
vanessa.johnson@explido.de

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