Groupe Renault refines its media strategy with online-offline attribution, leveraging the Google Marketing Platform and Salesforce integration.

**GROUPE RENAULT**

A leading car manufacturer since 1898, Groupe Renault operates in 134 countries, with a network of more than 12,000 points of sale, relying on 5 different brands.

fifty-five has been working hand in hand with the group since 2001 to develop data-driven marketing strategies, from web analytics to digital activation, including personalization and data mart projects.

**CHALLENGE**
Reaching a holistic view of the customer journey and of digital performance

In the context of a B2B2C intermediate market with offline conversions happening in dealerships, Groupe Renault needed to reconcile the existing data silos. Scattered and unreconciled data resulted from the lack of integration between web analytics, media, lead management and CRM tools.

As a consequence, the group—despite being a leading European advertiser—lacked visibility over the performance of its digital marketing assets, and thus its optimization levers.

**APPROACH**
Reconciliation of user data, from media to dealerships, with integrated tools and the Google-Salesforce connector

Renault and fifty-five innovate with a unique online-offline attribution model, initially implemented in Brazil.

Attribution on end-to-end customer journeys makes marketing performance fully readable, enabling advertisers to measure the effectiveness of each digital lever, and allowing for more efficient activation... but is often impossible to implement because of data fragmentation.

To take up this challenge, fifty-five supported its client in the definition and set-up of a unified measurement protocol, based on an integrated media and analytics stack (Google Marketing Platform) and the native connector with Salesforce’s Sales Cloud (CRM).
Together, this unified view of performance and the integration of tools make it possible to optimize spending trade-offs between channels and campaigns, to implement look-alike activation strategies, and to orchestrate personalization scenarios.

Change management has also been an essential challenge for the success of the project: beyond the technological aspects, group’s processes and methods have had to be redesigned, both internally and with partners (agencies, dealerships, etc.).

"As a car manufacturer investing heavily in marketing, we have decidedly turned to a data-driven strategy with fifty-five. Our main challenge today is to reconcile media, online and offline data. Our objective: to measure end-to-end performance and strengthen the effectiveness of our marketing strategy.”

Laurent Laporte
Director of Digital Campaign Performance Tools
Groupe Renault

RESULTS
Increase in qualified leads generation thanks to media budget reallocation

Groupe Renault’s collaboration with fifty-five has been a real success in Brazil, the pilot country. Six months after the beginning of the project, significant results were already being achieved. The car manufacturer’s teams now benefits from objective data and automated analyzes to better inform their marketing investments.

The project is currently being deployed internationally within the group in many countries such as Morocco and Romania.

+9 %
leads with no increase in media budgets

9 %
of the digital advertising budget reallocated

-30 %
of CPL on activated Salesforce audiences