

ENGIE harnesses TagCommander to drive digital performance

When redesigning its consumer Web site, ENGIE opted for a tag management system to reduce tagging costs, ensure data relevance, and boost customer acquisition performance.

Reduced effort

Several days → 1 day

Total of 3 to 5 months work saved over 1 year

20 new e-marketing solutions

managed without outside help

Reduced lead time

3 weeks min.

→ 2 days

Better, more reliable tag coverage:

275 pages,

950 measurable elements

A GLOBAL ENERGY PLAYER

ENGIE is a global energy player active across the entire value chain from production through to retail. The Group employs 152,900 worldwide and generated €74.7 billion in revenue in 2014.

MEET EVOLVING ONLINE DEMAND

With over 1.4 million unique visitors monthly, ENGIE's consumer web site, www.gdfsuez-dolcevita.fr, is a key component of the customer relationship – both for acquisition and for customer care, since 44% of visitors log in to manage their account and view their bills.

In 2014, the company decided to overhaul the web site to bring it in line with evolving digital demand and work on two key dimensions.

- Improve the user experience – streamlining use cases such as managing a house move – a key moment of truth with a high risk of customer defection.
- Facilitate prospects coming to compare gas and electricity tariffs and get a quote.

DRIVING DIGITAL PERFORMANCE

ENGIE wanted to build customer loyalty and that of high value customers in particular.

The company wanted to identify customers at risk of defection and, in turn, improve acquisition methods to capture prospects planning a home move.

ENGIE wanted to explore new avenues for customer acquisition, such as affiliation and retargeting but was unable to reliably measure channel performance and correlate this with customer contract value.

TAG MANAGEMENT AT THE HEART OF A REDESIGNED SITE

The response: A multi-device, user-centered redesign making it easier for users to explore tariffs and get a quote, to sign up, and to manage their account.

In collaboration with an independent web analytics agency and with the help of consultants from TagCommander, ENGIE started out by defining an extremely detailed tagging plan to give it fine-grained measurements of over 950 elements across 275 pages of the site.

“ TagCommander is the pivot point between Digital marketing and our other information systems.

Vincent Cabanis, Project Manager, ENGIE



IMPROVED DATA CONTROL

It was critical to improve data reliability and control; without this, it would not be possible to improve the reports generated and gain insight into customer behavior and the value of each touch point.

“If the data is not scrupulously clean, analysis is difficult,” notes Vincent Cabanis, Project Manager within the consumer marketing department at ENGIE. “We now have clean, fine-grained data.”

Today, the gdfsuez-dolcevita.fr teams are able to deduplicate leads and thus credit the appropriate partner only. Similarly, they are able to apply multi-touch attribution models to better understand customer journeys and the interactions between touch points.

JOINED-UP DIGITAL MARKETING

The site started out from a situation where web analytics was a siloed tool for reporting on website activity but without integration to other e-marketing systems and their data.

TagCommander was selected for its ability to cut across marketing silos and make the full range of e-marketing data actionable.

“Measuring global performance is essential. When we invest six-figure sums, we want to know whether a lead that ‘converted’ at the site level actually signed up; correlate it with CRM data, highlight customer value by segment, lifetime value score, propensity to churn and such. To achieve this we needed to set up data feeds with reliable data,” says Vincent Cabanis. “Today TagCommander is the pivot point between Digital marketing and the rest of our information systems.”

TIME SAVED FOR INNOVATION

Since implementing its tag management system, ENGIE has been able to work with 20 new targeting and affiliation service providers.

“Over a period of one year, we have saved an estimated 3 to 5 months of effort in tagging and analytics thanks to the autonomy that TagCommander has given us,” says Vincent Cabanis. “Not only have we become more agile, that’s to say we can do this more easily without the help of service providers, but it’s freeing up time and resources to experiment with new methods and work with new marketing vendors”.

TAGCOMMANDER SOLUTIONS USED

- ◇ Tag Management
- 🔒 Privacy Management

CHALLENGES

- Work with more partners to improve the top line
- Meet evolving digital customer demand (user-centric, responsive design, enable self-care)

RESULTS

- Tagging costs and lead times drastically reduced
- Ability to manage 20 new targeting and acquisition partners without outside help
- Better, more reliable tag coverage:
- 275 pages, 950 measurable elements



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