



CASE STUDY: Schneider Electric

Role-Based Indicators Identify Qualified Leads

Schneider Electric is the global specialist in energy management coordination with revenues over \$25 billion in 2014.

Its 170,000 employees serve customers in over 100 countries, helping them to manage their energy and process in ways that are safe, reliable, sufficient, and sustainable. From the simplest of switches to the complex operational systems, its technology, software and services improve the way its customers manage and automate their operations.

"We collaborated with Oceanos and agreed to take a step back and rethink the audience definition. The game changer was including role-based indicators within the audience definition."

— Evan Kent
Global Vice President of Digital Marketing at Schneider Electric

Challenge

- ➔ Architect a data strategy for the data center segment
- ➔ Job titles containing "data center" only reach a small percentage of the addressable market
- ➔ Generic titles such as director or IT manager are too broad, creating inefficiencies

Solution

- ➔ Apply an expanded audience definition across multiple sources
- ➔ Enrich contacts with role-based indicators/social attributes
- ➔ Apply valuation to score and select the contacts

Results

- ➔ 175,000 contacts who likely influence or make decisions related to their organization's data center

Challenge

Schneider's data center line of business needed to identify the right contacts for demand generation purposes. The obvious contacts had the keyword "data center" in their job title. But not only is this title difficult to find within third-party databases, the universe is narrow, with approximately only 13,500 U.S. contacts having the keyword "data center" in their title. To help build brand awareness for their data center products and reach their influencers, decision-makers and end users, Schneider needed a much larger audience than 13,500. But if they opened up the audience to include general network and IT management titles, it would have ballooned the prospect universe 100 times and created a second challenge as to how to best scale back to a reasonable number.

Solution

Schneider collaborated with Oceanos and began including role-based indicators within the audience definition. A large group of IT-focused contacts was assembled, and by using valuation—the 4th piece of Oceanos' data optimization cycle—a score was applied to each contact based on the presence and frequency of those role-based indicators. Rich intelligence was gleaned from the summary and work experience and provided cues into the person's roles and responsibilities. "Regardless of the person's job title, we could clearly tell who was a prospect for Schneider Electric data center solutions," says Evan Kent, Global Vice President of Digital Marketing at Schneider Electric.

Results

Oceanos assembled over 175,000 prospects that were based on role indicators that appeared to either influence or make decisions related to the organization's data center infrastructure. Most of the contacts were socially enriched to support better segmentations and messaging alignment. By complimenting Schneider's lead scoring and predicative analytics with socially enriched data, their very top of the funnel processes were improved, which then allowed them to better leverage marketing automation solutions downstream to increase their funnel velocity.

Oceanos Created a Highly Qualified List by Expanding & Valuating the Leads

