



Adopt for Social

Back to Marketing

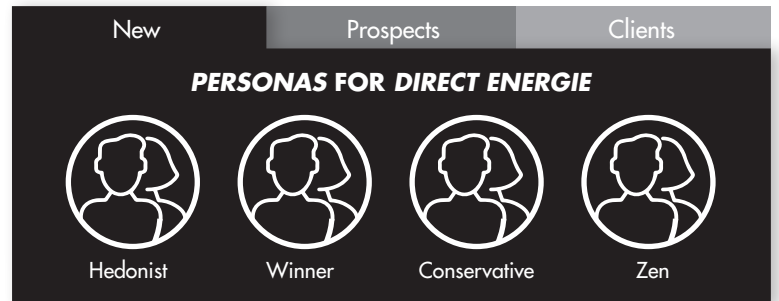
Case Study

DIRECT ENERGIE

CLIENT A major challenger in a nearly monopolized energy industry.
CHALLENGE Convert audiences who know nothing about Direct Energie and its benefits.

Segmentation

To target *New Audiences*, (i.e. users who have never interacted with the brand), Direct Energie has activated 4 *Personas* who share the same values with those of the brand. Each *Persona* corresponds to an *homogeneous* Facebook segment in terms of personality, values & codes of communication.

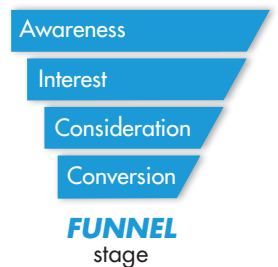


Targeting & messaging

Personas were split between the 4 stages of the conversion funnel, based on their state of engagement with Direct Energie. They were (re)targeted each step of the way down the funnel with Ads adapted to their *Persona* profile & their placement in the funnel.

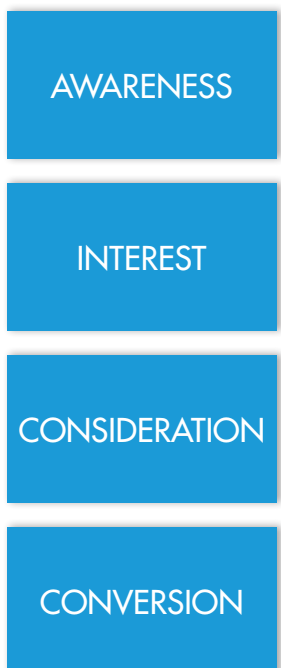
OFFER, AD FORMAT & MESSAGE

adapted to...



THE ZEN

LIFE MOMENT : PARENT-TO-BE



OBJECTIVE	AD FORMAT & MESSAGE
BRAND ENGAGEMENT	CANVAS VALUES & NEEDS OF A ZEN GETTING READY FOR A BABY
TRAFFIC TO WEBSITE	DLPA PRODUCT/SERVICE DESCRIPTION
TRAFFIC TO PRODUCT PAGE	CARROUSEL PRODUCT/SERVICE DESCRIPTION & PRICE BENEFITS
ACT OF PURCHASE	DLPA PRICE BENEFITS & CALL-TO-ACTION

RESULTS
Sept '16 - March '17

REACH
Multiplied by **10**

COST PER ACQUISITION
Reduced by **5**

MEDIA INVESTMENT
Multiplied by **3**