

## CASE STUDY:

# EDF ENR LAUNCHES SMARTFLOWER. HOW TO MAXIMISE CONVERSIONS WITH A CONTENT MARKETING STRATEGY.



### VERTICAL:

Energy

### KEY THEMES:

#### Brand awareness:

Amplified EDF ENR's content across Outbrain's premium publisher network to generate qualified traffic.

#### Conversion:

Leads generated via sign-ups on the website.

#### Optimisation:

Identified and targeted a qualified audience, while managing acquisition costs.

### SOLUTIONS:

- Outbrain Amplify
- KPI Optimisation tool



"Outbrain has been our best performing acquisition channel, outperforming social and display. Thanks to on-going optimisations, we were able to reach high conversion volumes, at a controlled cost over time."

CAMILLE SERVANTON  
Traffic Manager, EDF ENR Solaire

### Objectives:

EDF ENR, a subsidiary of EDF specialising in photovoltaic solar panels, launched a new kind of home generator. EDF's SmartFlower, allows households to produce and consume their own electricity. To support the product launch, EDF ENR developed a content marketing strategy built around driving acquisition. They created a responsive & optimised content driven landing page and used Outbrain to get it discovered by a qualified audience, generate leads and manage acquisition costs.

### Outbrain's solution:

- Premium distribution network:
  - 71,4 % Reach
  - 400+ Premium publishers
- On-going optimisation to guarantee the lowest cost per acquisition:
  - A/B testing of titles & images to identify best performing combinations and reach optimum click through rate.
  - Search for traffic's top sources & geo-targeting optimisation to enhance exposure to the relevant audience.
  - Identification of core audience to maximise the number of sign-ups and thus lead generation.

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Outbrain amplified EDF's content across the top French publisher sites. Outbrain's targeting technology automatically identifies the most relevant audience.

After clicking on the content recommendation the user was redirected to a content page on the EDF ENR's website describing the SmartFlower's story.

The content page was optimised for conversion. The user had the possibility, if interested, to sign-up for more information such as purchasing details.

## RESULTS

# +500 CONVERSIONS PER MONTH

EDF ENR'S BEST PERFORMING CONVERSION DRIVER COMPARED TO SOCIAL AND DISPLAY

# 50,000

MONTHLY CLICKS

# 79,8 %

DECREASE IN CPA BETWEEN JANUARY AND DECEMBER 2015

«The results of this campaign show that editorial content can generate a strong ROI, irrespective of the product or service - even for a product as specific as the Smartflower - and regardless the target KPI's (sign-up for a newsletter, lead generation, online purchases, etc.)»

FABIEN SCHWARTZ  
Senior Account Manager, Outbrain