

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

## GROUPE RENAULT

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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.

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### 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.).

## 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.

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*“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

+9 %

leads with no increase in media budgets

9 %

of the digital advertising budget reallocated

-30 %

of CPL on activated Salesforce audiences