

CASE STUDY

Legrand Surges Past Industry Average Click-Through Rates

The Situation

Legrand is a leading provider of electrical switches, outlets, and more. Generating over \$7 billion in annual revenue, the business was looking for new ways to **expand reach and market presence** even more. After several years of working with ROI Revolution on paid search advertising, Legrand turned to our programmatic experts to drive more of their target shoppers to their site, particularly for their designer switches.

Opportunity Identified

The target audience for designer switches is niche. The business was looking for ways to target these shoppers with the right segmenting, engage the audience effectively, and avoid losing new users to competitors in the market. There was an opportunity to:

- Increase awareness of Legrand among ideal customers
- Drive website traffic and engagement
- Shift the audience mindset to consider Legrand's products as essential



Channel:

Programmatic Advertising



Industry:

IT Equipment (B2B)



Goal:

Increase Awareness Among New Shoppers



“By aligning our targeting to data-driven audiences, and optimizing our content strategy over time, we were able to serve compelling and relevant ads that achieved remarkable results.”

Melissa Ott

Legrand, Residential Marketing Director

Results Achieved

1.7M

Completed Video Views

3-4x

Higher than Industry Average CTRs

42M

Impressions

ROI in Action

The programmatic team at ROI Revolution worked to:

- Research audience segments that would meet Legrand's personas
- Build custom interactive creative units specific to the brand
- Utilize multiple programmatic channels (including display, native, and pre-roll ads) to find new users

Potential customers were guided down the marketing funnel with display, pre-roll, native, and retargeting ads.

Legrand's audience segments, sizes, performance, and relevancy were evaluated throughout the campaign to ensure ad dollars were only spent to attract the right users.