

# Schneider Electric Measures ABM Success Across Programmatic and LinkedIn Ads with Madison Logic

## CHALLENGE

Fabio Luz is the LATAM Media Team Leader and NAM Digital Media Strategist at Schneider Electric. In this role, he leads the media strategy team in Latin America and develops the paid media strategy for different Schneider business units and segments in North America.

Schneider Electric operates and targets audiences with marketing activity on a global level. As a result, they need partners that can scale and provide effective solutions for finding and engaging the best accounts, no matter where they are in the world. Schneider could work with multiple vendors to cover their regional needs, but Fabio has run into the challenge of bringing all of that campaign data together in one place.

“Sometimes it’s really hard to find a partner that will support us across different regions, across different campaigns, different audiences,” Luz says. “I can find very good partners to work for specific segments, but it would be a challenge to work with multiple vendors.”

“It’s challenging to understand how accounts are engaging with our content across different channels.”

Beyond global support, Luz needs an ABM solution that provided actionable insights that are easy to share across sales and marketing teams. With multi-channel campaigns across content syndication, display and LinkedIn advertising, it can be incredibly difficult to compare results, to share the data across an organization, and especially to optimize campaigns based on performance.

“We have different publishers and channels that we work with because we want to ensure we’re reaching our audience wherever they are.”

## SOLUTION

Fabio found everything he was looking for in an account-based marketing solution with Madison Logic. Madison Logic’s ML Platform provides a holistic source of knowledge for Fabio’s campaigns across multiple audiences and channels, including content syndication, display advertising and LinkedIn.

“With Madison Logic, I have great support because they support me globally with different campaigns that I am targeting... they make everything much easier for me because it’s a one-stop-shop.”

The in-platform Madison Logic integration for LinkedIn ads has proved to be especially valuable for Luz as Schneider continues to invest in LinkedIn advertising. The integration empowers marketers to optimize campaigns across dominant paid media channels based on engagement across every channel. They can see and understand exactly what types of content their top accounts are engaging with, and optimize based on the types of assets, topics, and the platforms that accounts are engaging with the most.

## ABOUT SCHNEIDER ELECTRIC

We provide energy and automation digital solutions for efficiency and sustainability. We combine world-leading energy technologies, real-time automation, software and services into integrated solutions for homes, buildings, data centers, infrastructure and industries. We make process and energy safe and reliable, efficient and sustainable, open and connected.



### Fabio Luz

LATAM Media Team Leader and  
NAM Digital Media Strategist,  
Schneider Electric

### SOLUTION (CONT.)

“Madison Logic is one of our core partners, but LinkedIn is also an important partner for us. It’s nice on the ML.Platform when we can see how accounts are engaging with us across different channels – display ads, content syndication, whitepapers, videos, emails, etc. and for sure how they are engaging with us on LinkedIn,” Luz continues.

“With the ML.Platform and integration with LinkedIn, we can see everything in one single place... we’re promoting different kinds of content, so it’s really nice to understand the content those accounts are engaging with the most so we can better work with the content team to create content that will be more engaging... This integration is awesome, it’s helping a lot and making our lives a lot easier having everything in one single place.”

By having one source of truth for marketing campaign success metrics, it is far easier for Luz to prove the value of his efforts to the sales team as well. Luz has also been able to identify new trending accounts that weren’t on his radar based on their engagement with Schneider’s content across a variety of channels.

“[Sales] gives us a list of accounts and they think the top 10 will be engaging the most. But - when you start to see the data in the ML.Platform and how those accounts are engaging... it’s nice to see that some accounts are trending that sales was not expecting. Madison Logic helps us identify trending accounts that we maybe didn’t have on our initial list.”

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### THE BOTTOM LINE

Madison Logic provides a lot of benefits for Luz and Schneider Electric, and he’s been a Madison Logic client for over 7 years. “Madison Logic is a great partner for us... they really are part of the team. For every campaign, they try to understand our challenges, goals, KPIs, audience and what would be the best approach for the campaign,” Luz says. “I can really count on the Madison Logic team to help me find success.”

He has some advice for others who are thinking about kicking off an ABM strategy as well.

“You can start small. If you’re not confident and still need to show the value to the sales team, talk to Madison Logic. They’ll provide great support and show the value of campaigns and how ABM is impacting the business... if you want a great platform, great technology and great performance, just talk to Madison Logic.”

If you would like to learn more about how Madison Logic can help you convert your best accounts faster, contact us at [sales@madisonlogic.com](mailto:sales@madisonlogic.com).