



EFFICIENT

Schneider Electric Programmatic Strategy

Presented by: Alexander Pasch



B2B

Schneider Electric leading the digital transformation of energy management and automation

Key figures for 2018

5% of revenues devoted to R&D

€26 billion

2018 revenues

42%

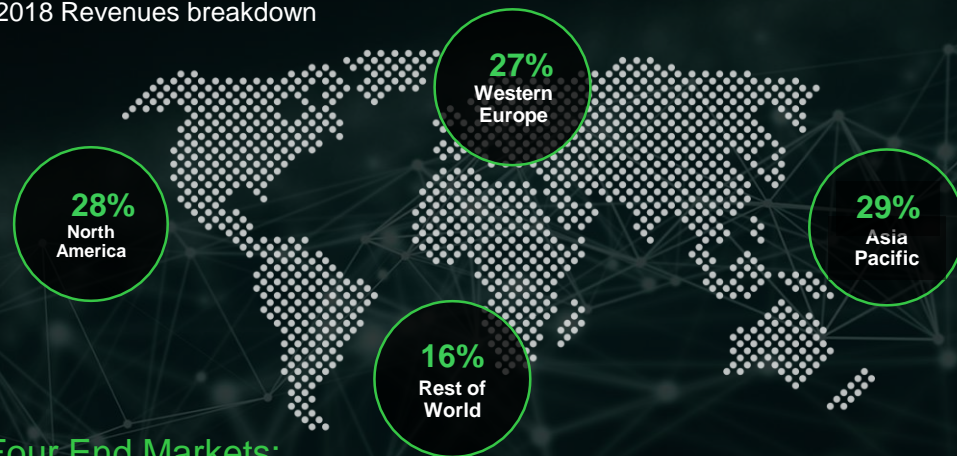
of revenues in new economies

137,000+

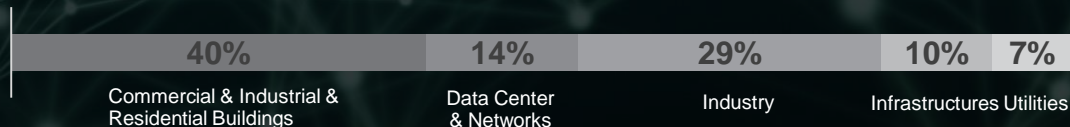
Employees in over 100 countries

A well-balanced global presence

2018 Revenues breakdown



Four End Markets:



Top 15 countries
6 Business Units
30 Buying Personas
19 Segments
128 Sub Segments

Programmatic @ Schneider Electric

Ziel



Kundenfokus durch
programmatische
Vertikalisierung

Umsetzung



**Custom Audiences +
Campaigns** per

- BU
- Segment
- Sub-Segment

Resultat



Maßgeschneiderte,
automatisierte
Kampagnen, **always on**



Level 1:
Food and Bev



Level 2:
Dairy Production

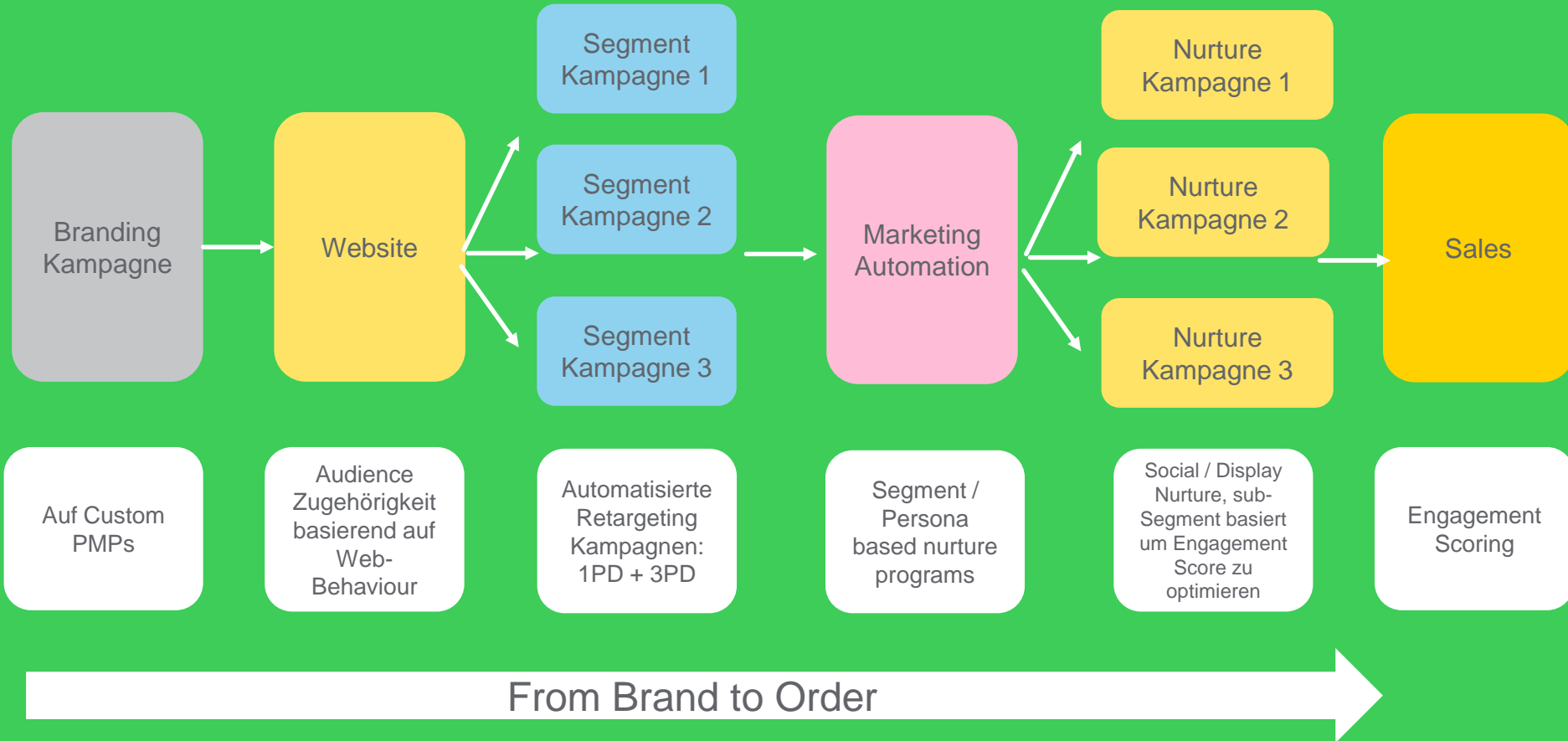


Level 3:
Business Reseller



Level 4:
Supply Chain

Programmatic customer Journeys and activation



Life Is On

Schneider
Electric

Life Is On

Schneider
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