VELUX® + kurls™

by gShift®

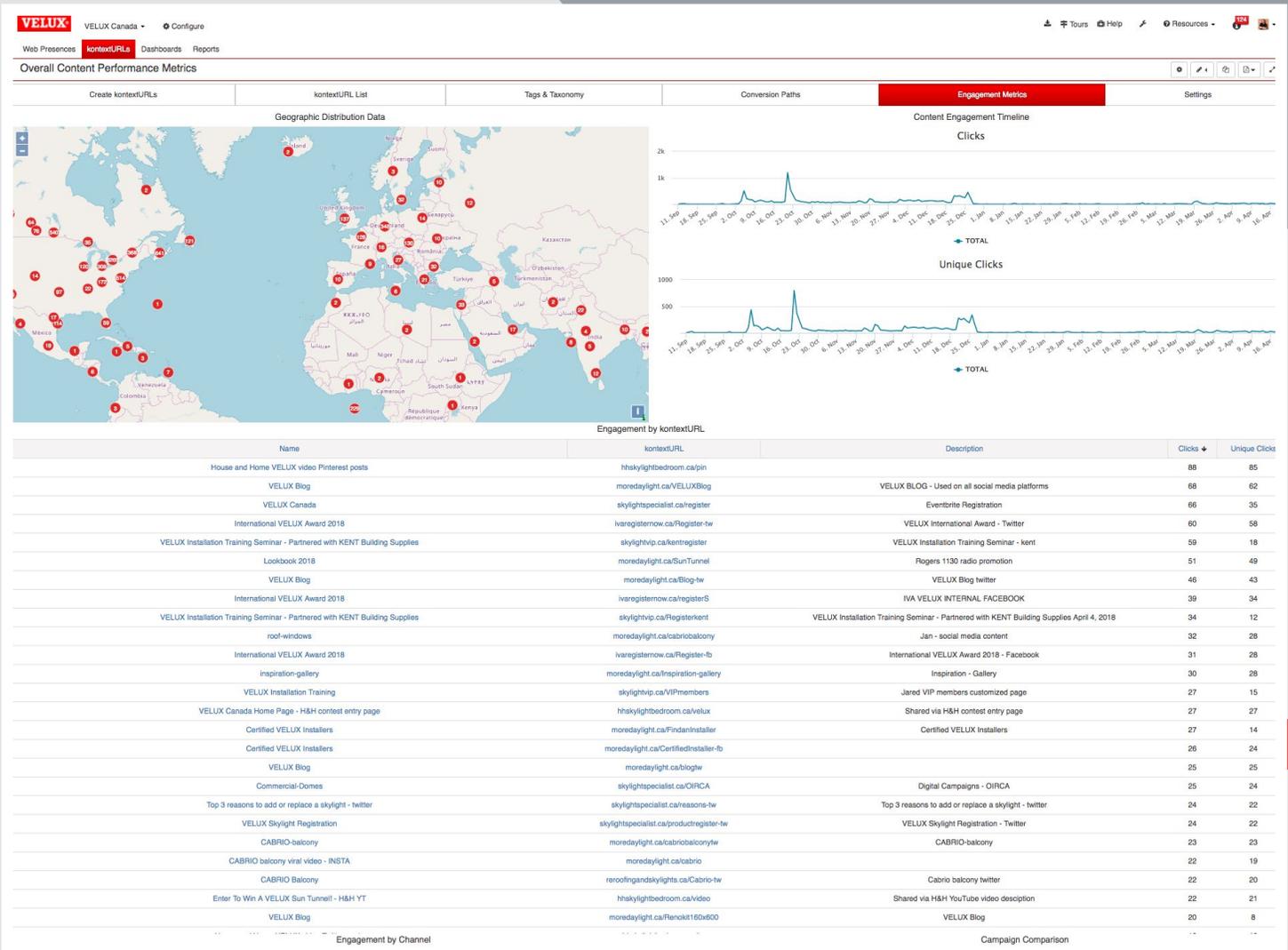# VELUX Canada Case Study: Multi-Channel Campaign Monitoring with kurls

VELUX is the world's leader in skylights, Sun Tunnels and roof windows and is one of the strongest global brands in the building materials sector. Their product program includes The No Leak Skylight, Sun Tunnels and roof windows; complemented by a complete range of blinds, installation solutions and intelligent home controls. Recommended and preferred by builders, architects, merchants and consumers, VELUX continues to lead the way for quality and innovation. VELUX Canada's primary marketing goal is to maximize brand awareness and measure engagement with its products and distributors across online and offline channels including email, social media, website retargeting, online trade magazines, print campaigns, exhibits and its corporate websites. Furthermore, the marketing team at VELUX wanted to measure beyond impressions and was having difficulty measuring the overall effectiveness and of each of its channels / vendors, particularly in relation to one another. gShift was tasked with helping solve this problem using kurls to measure engagement across all channels.

Name	kontextURL	Description	Clicks ↓	Unique Clicks
House and Home VELUX video Pinterest posts	hhskylightbedroom.ca/pin		88	85
VELUX Blog	moredaylight.ca/VELUXBlog	VELUX BLOG - Used on all social media platforms	68	62
VELUX Canada	skylightspecialist.ca/register	Eventbrite Registration	66	35
International VELUX Award 2018	ivaregisternow.ca/Register-tw	VELUX International Award - Twitter	60	58
VELUX Installation Training Seminar - Partnered with KENT Building Supplies	skylightvip.ca/kentregister	VELUX Installation Training Seminar - kent	59	18
Lookbook 2018	moredaylight.ca/SunTunnel	Rogers 1130 radio promotion	51	49
VELUX Blog	moredaylight.ca/Blog-tw	VELUX Blog twitter	46	43
International VELUX Award 2018	ivaregisternow.ca/registerS	IVA VELUX INTERNAL FACEBOOK	39	34
VELUX Installation Training Seminar - Partnered with KENT Building Supplies	skylightvip.ca/Registerkent	VELUX Installation Training Seminar - Partnered with KENT Building Supplies April 4, 2018	34	12
roof-windows	moredaylight.ca/cabriobalcony	Jan - social media content	32	28
International VELUX Award 2018	ivaregisternow.ca/Register-fb	International VELUX Award 2018 - Facebook	31	28
inspiration-gallery	moredaylight.ca/Inspiration-gallery	Inspiration - Gallery	30	28
VELUX Installation Training	skylightvip.ca/VIPmembers	Jared VIP members customized page	27	15
VELUX Canada Home Page - H&H contest entry page	hhskylightbedroom.ca/velux	Shared via H&H contest entry page	27	27
Certified VELUX Installers	moredaylight.ca/FindanInstaller	Certified VELUX Installers	27	14
Certified VELUX Installers	moredaylight.ca/CertifiedInstaller-fb		26	24
VELUX Blog	moredaylight.ca/blogfw		25	25
Commercial-Domes	skylightspecialist.ca/OIRCA	Digital Campaigns - OIRCA	25	24
Top 3 reasons to add or replace a skylight - twitter	skylightspecialist.ca/reasons-tw	Top 3 reasons to add or replace a skylight - twitter	24	22
VELUX Skylight Registration	skylightspecialist.ca/productregister-tw	VELUX Skylight Registration - Twitter	24	22
CABRIO-balcony	moredaylight.ca/cabriobalconytw	CABRIO-balcony	23	23
CABRIO balcony viral video - INSTA	moredaylight.ca/cabrio		22	19
CABRIO Balcony	reroofingandskylights.ca/Cabrio-tw	Cabrio balcony twitter	22	20
Enter To Win A VELUX Sun Tunnel! - H&H YT	hhskylightbedroom.ca/video	Shared via H&H YouTube video desction	22	21
VELUX Blog	moredaylight.ca/Renokit160x600	VELUX Blog	20	8

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How We Did It

The first step of the process was to understand the scope of VELUX's marketing campaigns (i.e. campaigns, channels, vendors, audience (B2B vs. B2C) and content types) in order to create a content tag structure which would enable them to effectively filter the engagement data they would be collecting. VELUX also obtained unique, branded domains for each of their campaigns to build awareness and consistency. Then unique, branded kurls were created for each campaign, channel, content type and/or vendor combination and distributed accordingly. An overall content performance dashboard was created along with individually focused campaign dashboards detailing engagement by campaign, individual piece of content, vendor, content type, channel, geography, audience and device type. These dashboards enable the VELUX team to monitor campaign performance, in real-time, and adjust tactics to maximize engagement accordingly.

Results

kurls have provided VELUX with insights in three key areas:

1. Better able to evaluate offsite activity beyond just awareness and impressions.

2. Better sense of how campaigns are performing and ability to monitor/measure agency and partner effectiveness.

3. Better able to evaluate social channels i.e. which messaging is working in which channels.

> "kurls content engagement tracking helped us to evaluate our marketing campaigns, influencers, channels and *EVEN* our agency to make *BETTER* business decisions. We've been able to spend our budget in the right channels with the right messaging working with the right people."
>
> —*Arethea Harris,* **National Marketing & Communications Manager**