Publicis and SNCF take collaboration to the next level.

with Actionable Performance Monitoring from Paragone

Background

One of the main challenges faced by an agency and their client in managing social ads is the difficulty of **collaboration**. Whether dealing with budgets or permissions, the process is not always straightforward and often requires a **significant amount of time and resources** from both sides to deal with administrative and logistics issues.

Challenge

PUBLICIS GROUPE

SNCF

Publicis Group, one of the largest marketing and communications companies in the world, manages several social ad accounts for **SNCF**, France's national railway company that operates over 15,000 trains per day. Publicis manages several social ad accounts for SNCF, including managing permissions for boosted posts and reporting on performance. The process was taking a tremendous amount of time and resources for both Publicis and SNCF.

Approach

Publicis turned to Paragone's Actionable Performance Monitoring (APM) tool to manage SNCF's social ads and improve the overall agency/client social ads management process.

APM gives agencies the power to dedicate budgets to their clients' community managers to boost organic posts on Facebook, Snapchat, and Twitter.
APM is used by 20 users across 15 SNCF accounts, ranging from specific train lines to SNCF HR. In 2020, APM was used to boost over 2,000 SNCF posts and create more than 600 campaigns.

Results

With APM, the employees at SNCF who were overseeing the posts and campaigns gained increased autonomy.
They were able to manage their own publicity on their accounts, while continuing to benefit from daily support from Publicis.

On the agency side, Publicis was able to free up time to better serve their client.
Through APM, they had more time to work on strategies around audiences, dashboards, and benchmarks, instead of focusing on permissions, data collection, reports, and other administrative tasks.

Benefits

APM helps streamline the processes between agency and client.
Through this tool, an agency's clients have access to complete Paragone reporting solutions to monitor performance and implement advanced automation to control campaigns, budgets, bids, etc. Agency clients can also do everything through the Paragone platform, eliminating the need to have access to ad accounts on the native tools.

Agencies, in turn, are able to define rights and permissions, pre-build audiences to share with clients, effectively monitor campaigns, and more. Overall, the tool lets agencies benefit from complete control over their clients' activities and actions.

SNCF

"For a company like SNCF, made up of multiple entities, Paragone is THE solution for flexibility, fluidity and immediacy for social advertising!"

SNCF