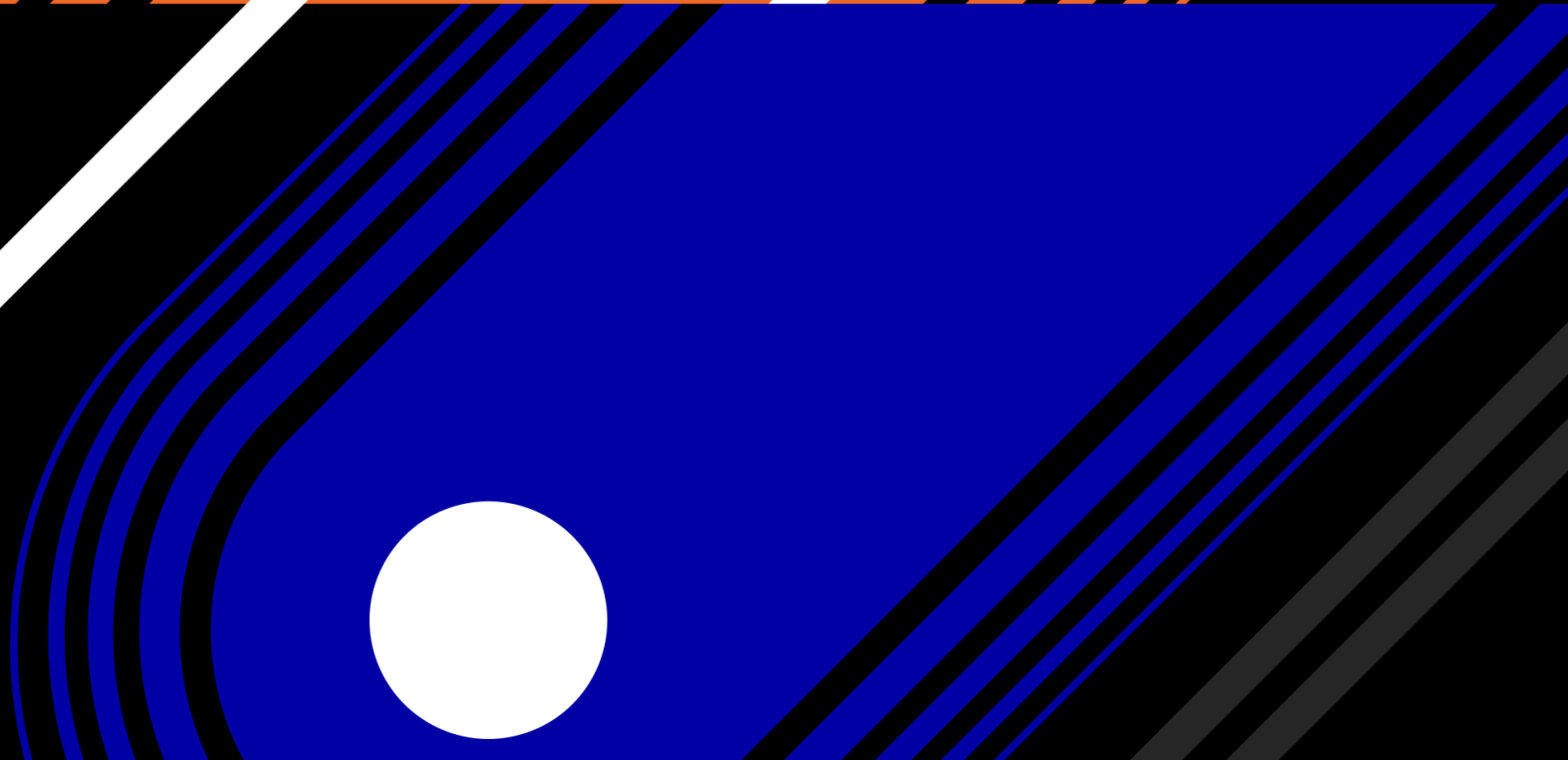
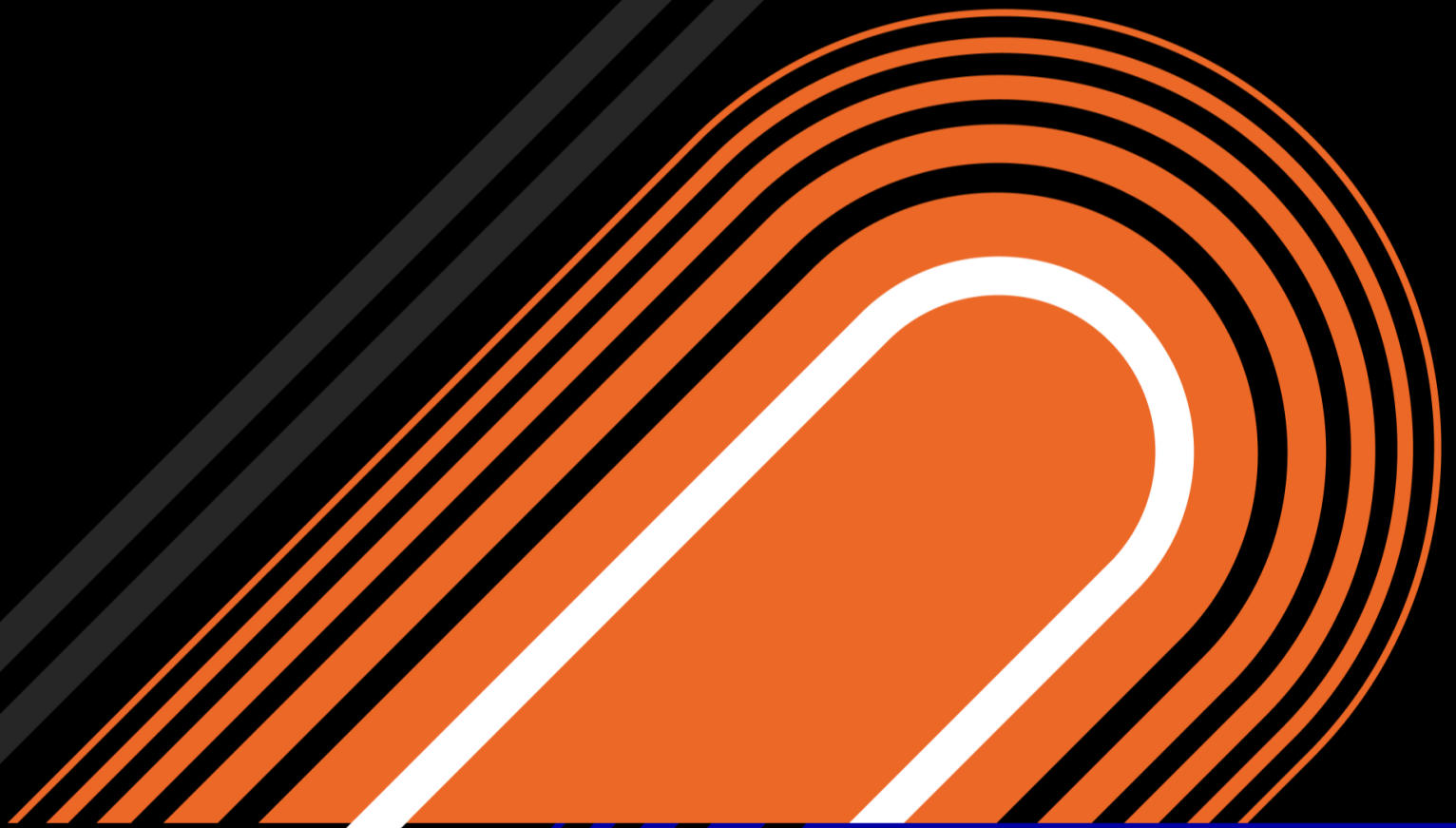


**PIWIK** **PRO**

# **Wien Energie**

**Wien Energie enhances its  
customer engagement and  
loyalty with Piwik PRO Customer  
Data Platform**



[Wien Energie](#) is Austria's largest regional energy provider, responsible for ensuring reliable supplies of electricity, natural gas, heating, electromobility, and telecommunications to around two million people. The company has more than 2,300 employees who contribute to making it one of Austria's top 30 companies in terms of revenue. Its other focus is waste recycling, providing energy-related advice and services, and facility management, which ensures Wien Energie's position as a leader in innovation within the energy sector.

## Switching to an advanced and privacy-compliant analytics platform that could effectively engage with customers

Following an extensive evaluation of analytics platforms, the company selected Piwik PRO Analytics Suite in 2022. The decision was driven by the need for a privacy-compliant solution that would enable better customer engagement.

**With the introduction of Piwik PRO, we have improved our ability to communicate with our customers in a privacy-compliant and targeted manner. The platform has enabled us to optimize processes, better understand customer needs, and personalize interactions. These developments significantly improve our service offerings and increase customer satisfaction.**



**Susanne Dreier-Phan Quoc**,  
Digital Customer Insights Manager at Wien Energie



**Industry:** Energy provider

**Locations:** Austria

**Highlights:**

- Increased conversions and reduced abandonment rates, along with higher newsletter subscriptions
- Enhanced customer loyalty through a rewards system and personalized reengaging emails
- Smooth integration with Piwik PRO Analytics, Tag Manager, Consent Manager, and Customer Data Platform
- Detailed user profiles and audiences thanks to advanced behavioral segmentation

The company's goals for the new platform were:

- Enhancing customer engagement for more personalized interactions.
- Increasing conversion rates through targeted messaging.
- Improving data-driven decision-making across departments.
- Streamlining marketing automation based on user behavior.
- Enabling onsite personalization for various audiences.
- Integrating consent management to respect user privacy.

## **Boosting engagement and conversions through data-driven personalization**

The company initially implemented Piwik PRO's Tag Manager, Analytics, and Consent Manager, later integrating the Consent Manager with support from Piwik PRO Solution Architects. This adoption began a steep learning curve in analytics data utilization.

Wien Energie was an early adopter of the Customer Data Platform (CDP) in 2023. The company conducted extensive training sessions and data audits to define a comprehensive integration strategy. This approach allowed seamless integration between Piwik PRO and existing tools, enhancing reporting, marketing automation, and on-site personalization. By mapping user data, the organization developed a holistic view of customer interactions.

For example, Wien Energie introduced personalized info bars in their campaigns to alert users about limited-time offers. This approach proved effective, reducing customer hesitance and significantly improving funnel completion rates. The company also reached out to inactive customers with personalized invitations to re-engage them with the loyalty program, successfully increasing overall participation among this target group.

# Looking ahead: advanced personalization strategies

Looking ahead, Wien Energie plans to further enhance its personalization strategies by focusing on three key areas:

- Customizing website content based on user behavior
- Automating email communication throughout the customer lifecycle
- Continuously improving marketing and customer engagement strategies

By leveraging Piwik PRO, the company has successfully implemented advanced marketing automation and web personalization strategies, driving increased engagement and higher conversions across digital platforms. Its commitment to data-driven decision-making continues to set new standards in customer interaction and satisfaction.