



Leica Geosystems
3D Mobile Mapping Campaign
By The Think Tank

Brand or client:

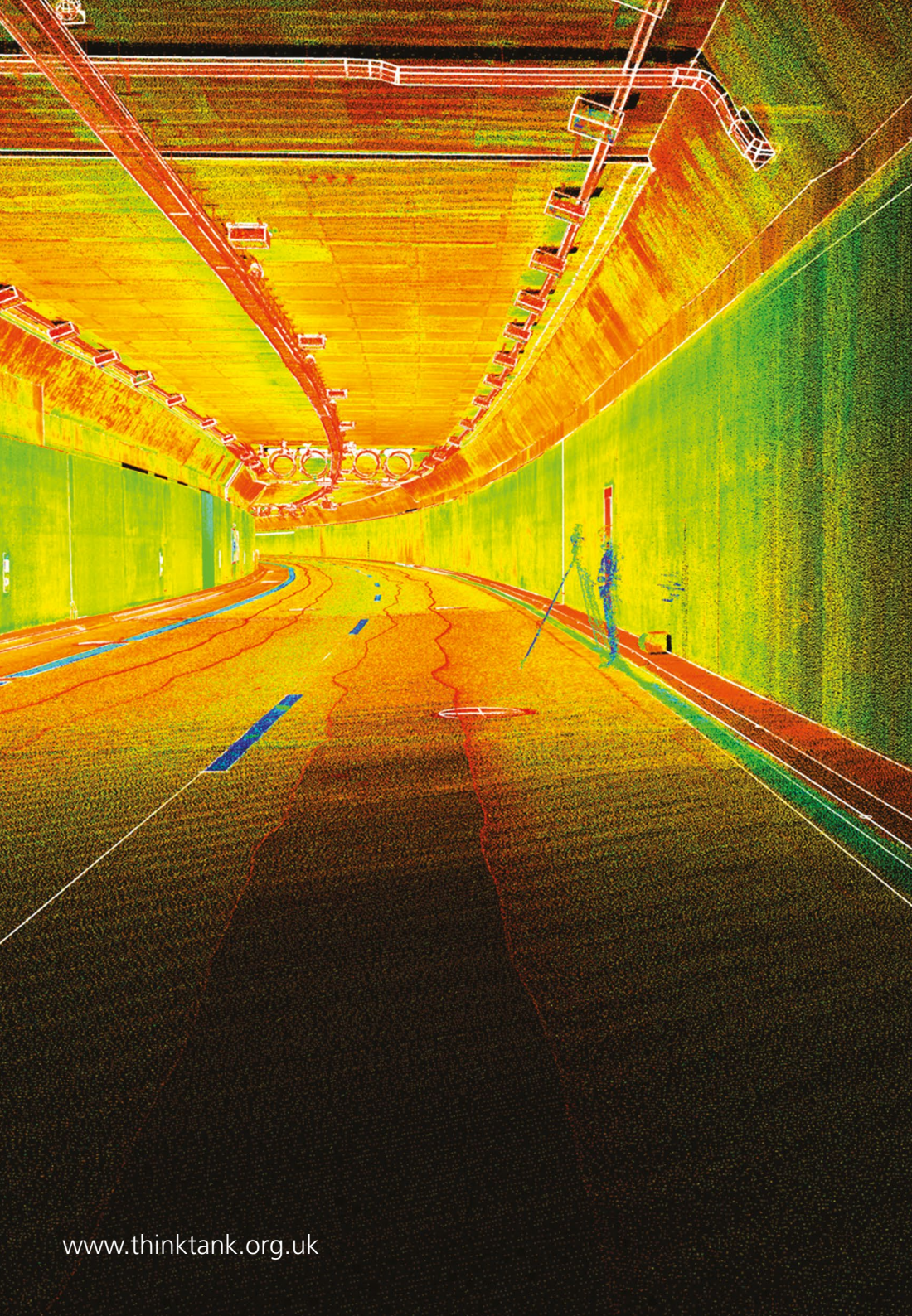
Leica Geosystems

URL or microsite:

<https://leica-geosystems.com/products/mobile-sensor-platforms/stories-insights>

Contents

| | |
|--|---|
| Summary | 1 |
| Leica Geosystems Strategy | 2 |
| Objectives of the Campaign | 3 |
| Example Campaign Content Pieces | 4 |
| The Target Audience Campaign Visuals | 5 |
| Media, Channels and Techniques Used | 6 |
| Case Study Banner Advertising Product Remarketing Banner Advertising | 7 |
| Stories Web Pages | 8 |
| Results Client Testimonial | 9 |



Summary

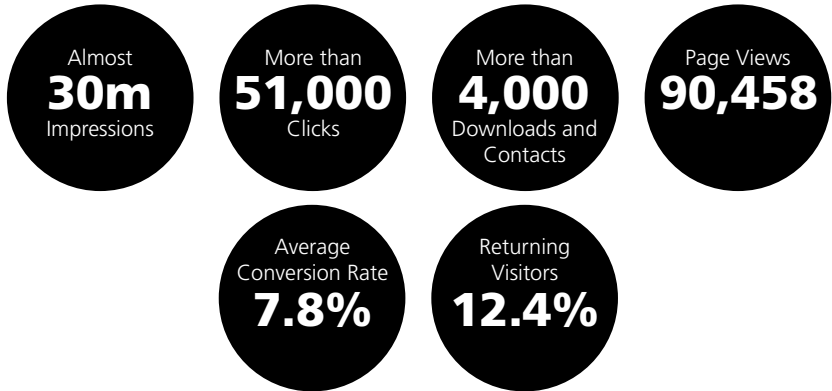
3D Mobile Mapping is a new division of Leica Geosystems, as well as a cutting-edge technology used for surveying and mapping difficult-to-access landscapes. The Think Tank was briefed to deliver awareness of the technology, the brand and products to defined construction, utilities, infrastructure and design audiences across 11 countries. The main goals were to build awareness through interaction and generate sales leads.

A content marketing approach was developed that included knowledge pieces explaining the technology and opportunities, alongside case studies for specific audience sectors.

Several digital channels were used to promote the content including social media (paid and unpaid), programmatic advertising, Google Display advertising and native advertising.

The concept communicated the ways that the technology 'enabled' the user in a variety of ways: to understand more about their project, to be more profitable and to achieve better outcomes.

The campaign resulted in very high levels of engagement and interaction as shown in the stats below:



Leica Geosystems

Revolutionising the world of measurement and survey for nearly 200 years, Leica Geosystems (LGS) is the industry leader in measurement and information technologies. Known for innovative product and solution development, professionals in a diverse range of industries — such as surveying and engineering, building and heavy construction, safety and security, and power and plant — trust LGS for all their geospatial needs.

Strategy

3D Mobile Mapping is a new industry segment driven by technological developments. The opportunities presented by this technology are not widely known by target audiences and LGS is a leader in the development of solutions that deliver efficiencies and higher levels of productivity.

The strategy was to raise awareness of the technology through education of the market, communicating applications, opportunities, implications and benefits. In doing so LGS would be positioned as the go-to expert in the field with quality sales leads being generated from download registrations.





Objectives of the Campaign

The goal of the campaign was to raise awareness of the technology across 11 key territories, communicating the expertise that LGS offers and capturing data for lead generation.

The overarching concept was based upon 'Enabling Understanding'. This communicated the way the technology enabled new understanding of environments through 3D visualisation, as well as enabling improved productivity and better outcomes.

The content-based campaign explained and demonstrated the technology through articles and case studies, engaging audiences and leading to data capture. To reach a wide audience the content was promoted across several digital channels, including programmatic advertising, native advertising, paid and unpaid social and remarketing.

ENABLING UNDERSTANDING

This plan was devised to ensure that the Leica brand was synonymous with 3D Mobile Mapping through the widespread positioning of the brand alongside engaging content across a range of digital channels delivering more than 30 million impressions and 51,000 clicks.

Eye-catching and interesting creative encouraged interaction and once on the LSG website visitors were presented with a range of content on a 'Stories' page. This included articles introducing 3D Mobile Mapping and digitising environments alongside high-profile case studies.

This successful campaign had a wider impact upon LGS with an uplift in contacts and downloads across other products and solutions, with returning visitors increasing 60% year-on-year and an additional 16,000 visits in the six weeks post-campaign.

Example Campaign Content Pieces



Digitising environments: A map of the future

With reports predicting that the world will need to spend US \$3.1 trillion on infrastructure by 2030 to keep up with global GDP growth, the construction industry must prepare for disruption and embrace better digital technology to reap the benefits and safeguard the industry.

Large projects typically finish 20% later and up to 80% more expensive than planned, impacting project budgets and the ability to manage the complex projects and tackle the workforces that build growth and prosperity.

Digitalisation has the potential to enable dynamic change, from improved work coordination and planning, the automation of work to sharing data in real time, making projects more cost effective and business more productive.

us \$57 trillion
on infrastructure by 2030*

Typically large projects finish
20% later and up to
80% more expensive*

60% savings
with digital review process
and integrated system*

us \$110 million
saved on one rail project through
automating workflow*

Up to **us \$1.2 trillion**
annual savings through
digital technologies*

*Based on engineering, construction and services industry 2017. Data: US News & World Report, McKinsey & Company, The Boston Consulting Group

HEXAGON 3D Mobile Mapping Enabling Digital Realities Leica Geosystems

3D Mobile Mapping Enabling Digital Realities

Better understanding of energy infrastructure
Lenses capture data of assets, construction, infrastructure etc. Self-referencing algorithms. On-site verification capabilities. All stages of project monitor, maintain and...

Efficient and productive
Self-referencing data, on-site capture, mobile construction site capture. Non-expensive, no need for expensive infrastructure. Data capture for public safety, asset management, infrastructure maintenance, etc.

Enabling information sharing for better public safety
Self-referencing data, on-site capture, mobile construction site capture. Non-expensive, no need for expensive infrastructure. Data capture for public safety, asset management, infrastructure maintenance, etc.

Enabling understanding
Self-referencing data, on-site capture, mobile construction site capture. Non-expensive, no need for expensive infrastructure. Data capture for public safety, asset management, infrastructure maintenance, etc.

HEXAGON Leica Geosystems AG www.leica-geosystems.com

3D Mobile Mapping Enabling Digital Realities

Enabling improved safety through enhanced 3D visibility

145,000 vehicles a day

28 m below the Elbe River

Overnight access only

600 m of tunnel mapped in 40 minutes

3 times faster

HEXAGON 3D Mobile Mapping Enabling Digital Realities Leica Geosystems

The Target Audience

The target audience was broad, including several industry sectors. Relevant case studies were developed to target these key verticals, demonstrating application and opportunities.

Sectors: Construction, Utilities, Infrastructure, Design, Civil Engineering, City Planning and Government.

Campaign Visuals



Media, Channels and Techniques Used

A content hub on the LGS website formed the central point for the campaign and interaction from various digital channels. The challenge was to reach a diverse audience across a total of 11 countries.

The activity was phased to prospect, encourage secondary interaction and also retarget individuals, building awareness and engagement. Channels included:

Programmatic Advertising: a series of three campaigns, focussing upon individual case studies, over three months. Animated and static banner advertising positioned using contextual targeting and third-party data to reach audiences across digital media. Optimised by click-through rates, media choice, bounce rates and conversions. Supported by remarketing with product banner advertising.

Native Advertising: case study and educational content promoted across digital media in the format of an article. Optimised for actions, bounce rate, media and content type. A series of 30 ads were shown and optimised across each country. Supported by remarketing activity using product-based content.

Google Remarketing: Google Display Network used to retarget those that had previously engaged online displaying advertising that featured products used in case studies.

LinkedIn Sponsored Updates: highly targeted promotion of content through sponsored updates, driving traffic back to case studies.

LinkedIn InMail: following on from and supporting sponsored updates, personalised InMail was sent to target audiences, expanding upon the case study communication and encouraging secondary engagement.

Social Media Channels: content was promoted across LGS social media channels including LinkedIn, Facebook, Instagram and Twitter, ensuring wider interaction with content and reaching out to LGS converts.

Case Study Banner Advertising

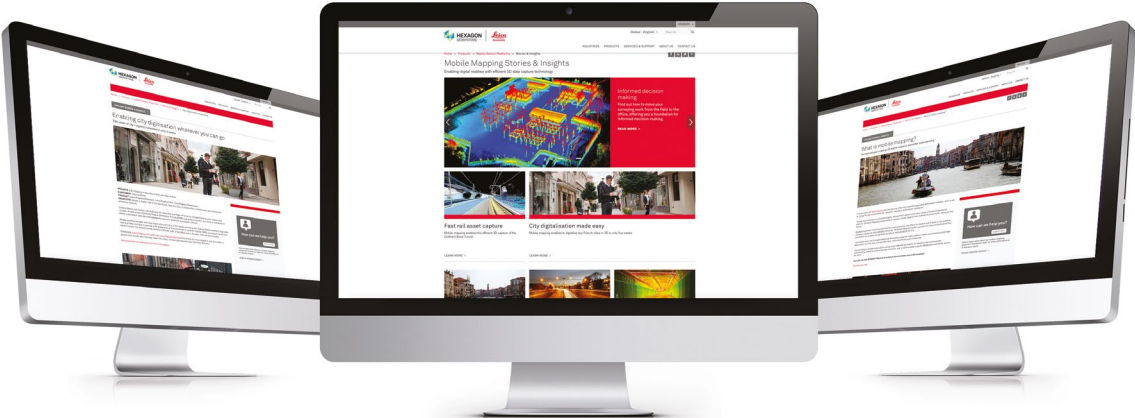


Product Remarketing Banner Advertising



Stories Web Pages

<https://leica-geosystems.com/products/mobile-sensor-platforms/stories-insights>



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INDUSTRIES PRODUCTS SERVICES & SUPPORT ABOUT US CONTACT US

Home > Products > Mobile Sensor Platforms > Stories & Insights > City digitalisation made easy

EXPLORE STORIES & INSIGHTS

Enabling city digitisation wherever you can go

Two years of city mapping completed in only 5 weeks

PROJECT: City mapping in the cities of Aix and Gap, France
CUSTOMER: Calsonic France
PRODUCT: Leica Pegasus3D, Leica Pegasus3D, Leica Pegasus3D High Accuracy
OBJECTIVE: Create a digital map of the two towns, Aix and Gap, to analyse their infrastructure and improve the electricity network.

Calsonic France was tasked with digitising the cities of Aix and Gap in France to compare the two cities' historic and modern infrastructure. Hexagon Geosystems Distribution France (HGF) was going to use the two towns as a test case to better understand, operate and manage the country's electricity distribution network.

Thanks to mobile mapping and real-time data, a lot of the assets surrounding the Calsonic France needed to map in the cities of Aix and Gap to produce a 3D digital map of the environment in real-time. HGF combined the 3D ground and firm known for world-leading working methods, both in the office and in the field, with new technologies.

Combining data from the use of the Leica Pegasus3D mobile mapping system in the city, the mapping project would have normally taken two years, increasing productivity by more than 25 times.

[Download the full case study for more information](#)

How can we help you?
 We've been there about our mobile mapping solutions. Contact our team for more information or to request a demo.
 MOBILE SENSOR CONTACT >

[Download Case Study](#)

Want to learn more about the city mapping project in Aix and Gap in France? Download the full case study.

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Home > Products > Mobile Sensor Platforms > Stories & Insights

Mobile Mapping Stories & Insights

Enabling digital realities with efficient 3D data capture technology

Informed decision making
 Find out how to move your surveying work from the field to the office, offering you a foundation for informed decision making.
[READ MORE >](#)

Fast rail asset capture
 Mobile mapping enabled the efficient 3D capture of the contrast base tunnel.

City digitalisation made easy
 Mobile mapping enabled to digitise two French cities in 3D in only five weeks.

LEARN MORE >

What is mobile mapping?
 The technologies enabling 3D mobile mapping and better understanding

Surveying without traffic disruption
 The technologies enabling 3D mobile mapping and better understanding

Kinematic tunnel scanning
 Kinematic high-resolution scanning enables 3D mapping of 1:5

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Home > Products > Mobile Sensor Platforms > Stories & Insights > What is mobile mapping?

EXPLORE STORIES & INSIGHTS

What is mobile mapping?

The technologies enabling 3D mobile mapping and better understanding

In recent years 3D Mobile Mapping has become one of the most important geospatial technologies available, and it is set to change the way environments are measured, visualised, analysed and catalogued.

Through the combination of advanced imagery, measurement capture tools and a variety of mobile transportation platforms, 3D Mobile Mapping enables users to visualize, record, measure and understand environments, wherever they may be.

Detailed classification of environments that have previously been very difficult to measure and analyse is now possible, including underground and underwater structures. 3D Mobile Mapping is quick, accurate and more comprehensive than ever before, and is delivering significant benefits to users and asset owners.

Indispensable assets can be mapped effectively and quickly using the mobile platform. Where environments would have taken weeks to survey, they now only take days, improving efficiency and productivity.

The technology is already being used to survey major road and rail projects, for mapping urban environments, understanding underground and underwater structures, and to improve safety in power infrastructure and plants around the world.

How will you use 3D Mobile Mapping to enhance your business and understanding?
[Download the PDF](#)

How can we help you?
 Want to learn more about our mobile mapping solutions? Contact our team for more information or to request a demo.
 MOBILE SENSOR CONTACT >

[Download PDF](#)

Want to learn more on what mobile mapping is?

Results

As this was a digital campaign, results were obtained from individual platforms and cross-referenced using Google Analytics. All actions were logged by tracking pixels and unique campaign URLs, with Eloqua used for data capture. Leads were then qualified by sales teams.

Impressions: 30m

Clicks: 51,000

Downloads and contact forms completed: >4,000

Page views: 90,458

Average conversion rate: 7.8%

Returning visitors: 12.4%

Increase in returning visitors year-on-year post campaign: 60%

Client Testimonial

“The Think Tank was tasked with creating a campaign that raised the profile of mobile 3D mapping solutions globally, educating audiences on the benefits, applications and implications of this new technology, as well as promoting the Leica Geosystems solutions.

The strategy developed met our objectives, with a strong communication of ‘Enabling Understanding’, and was based upon content delivery and prospect engagement, whilst also encouraging secondary interaction and lead generation through remarketing.

The campaign provided Leica Geosystems with wide exposure for our solutions, educating audiences on their benefits. It reached a global audience efficiently and delivered a significant level of internet traffic, interaction with content

and subsequent lead generation, not only for mobile mapping but also across a wide range of other Leica Geosystems products.

The campaign is worthy of winning an award as from concept to execution it was innovative, successful and truly engaging, delivering interaction beyond expectations and providing us with additional customer insights through detailed analytics reporting.”

Viviana Fuso

**Industry Marketing Programs Manager
Central Marketing Communication**