
VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

VIPA International

Digital Communications & Public Affairs WG

Conference call

10 December 2019, 14h30-16h CET



1. Welcome

1.1 Governance rules

VIPA International antitrust compliance statement (distributed with meeting docs)

Procedure

- At all times refrain from discussing any company' sensitive information – see VIPA International antitrust compliance statement

You must:

- Judge in the first place
- Behave accordingly
- Avoid discussion of topics, such as those identified in the guidelines, which could create even an appearance of wrongdoing

In case still some issue are raised:

- Secretariat intervene if any questions or doubts
- If necessary, legal counsel can be asked to provide advice

1.2 Approval of the agenda

1. Welcome

1.1 Governance rules

1.2 Approval of the agenda

1.3 Approval minutes previous conference call 23 January 2019

2. Communication strategy 2019

2.1 Update on work done

2.2 Google Ad campaign

2.3 LinkedIn Ad

3. Communication strategy 2020

3.1 Targeted events for outreach

3.2 Materials to develop

3.3 Media to target for advertising

4. AoB

5. Closure

2. Communication strategy 2019

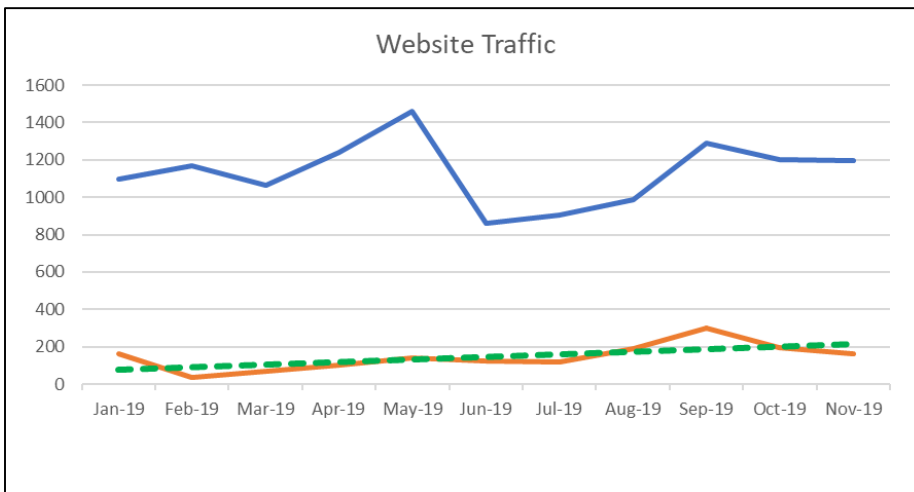
2.1. Update on work done

SEO

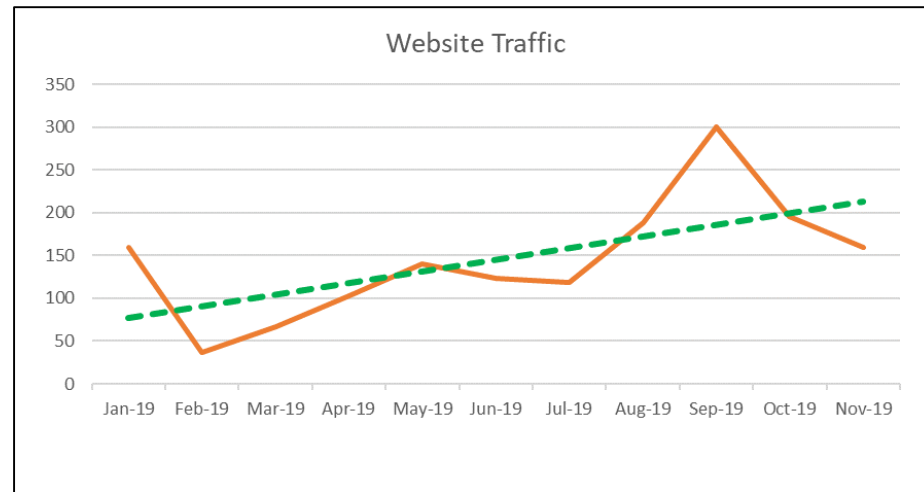
- SEO Report by Alias – agency

2.1 Update on work done

Website Analytics



Blue: all sessions
Orange: sessions duration > 1sec



- Overall Positive Evolution
- Traffic is driven by activity (Jan., May, Aug., Sept., Oct)

2.1 Update on work done

Website Analytics

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
Sessions	1096	1169	1066	1241	1459	859	907	985	1288	1201	1196
Sessions excl/Bounces (session >1sec)	160	37	67	103	140	123	119	188	300	196	160
Tx Bounce (session >1 sec)	21,57%	2,63%	14,10%	23,70%	14,63%	20,65%	25,16%	18,97%	14,53%	20,97%	25,23%
Organic search excl/bounce > 1s)	63	17	35	55	64	32	33	48	86	70	82
Direct (excl/bounce >1s)	55	17	23	37	55	58	54	58	75	56	53
Referral (excl/bounce >1s)	8	3	8	4	6	4	6	10	18	10	3
Social (excl/bounce >1s)	0	0	0	0	0	0	0	1	5	3	1
Average Session duration (All)	0,48	0,07	0,23	0,3	0,41	0,49	0,47	2,22	1,23	1,17	0,39
Average Session duration (exl/bounce>1s)	5,26	3,34	5,58	6,04	7,07	5,43	5,59	12,26	5,56	7,47	4,5
Bounce rate	84%	97%	94%	92%	90%	85%	87%	79%	67%	73%	76%

Recommendation:

- Focus on engagement rather than traffic, qualitative approach rather than quantitative
- Improve referral and social media (more LinkedIn posts)
- More regular & engaging content (case studies, fact sheets, infographics)

2.1 Update on work done

Website Analytics

Top 10 pages



Page	Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/	1970	144,58	1602	75,48%	74,77%
/vacuum-insulation-panels	872	218,98	785	58,50%	87,61%
/contact-us	182	135,12	82	73,91%	58,79%
/vips-used-in-buildings	180	163,73	115	86,27%	65,00%
/members	168	228,91	79	80,56%	66,07%
/news	166	62,61	28	69,23%	17,47%
/ivis	108	123,94	68	89,71%	70,37%
/case-studies	96	115,72	27	81,82%	36,46%
/standardization	93	154,27	28	58,33%	27,96%
/vips-used-in-transport	93	100,24	46	95,12%	55,91%
	5079	128,11	3305	71,80%	65,07%

Recommendation:

- 2 Pages have a good bounce rate => include more and more visible CTA's (buttons) on other pages to improve engagement

2.2 Google Ad campaign

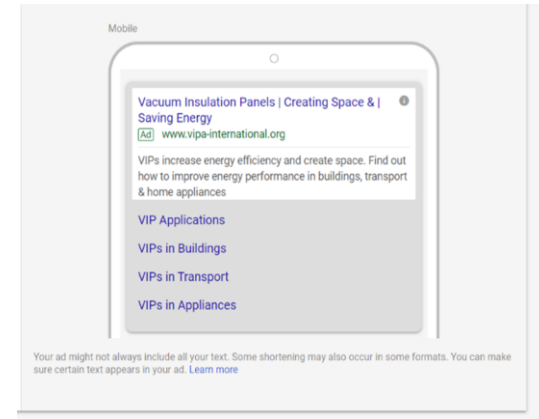
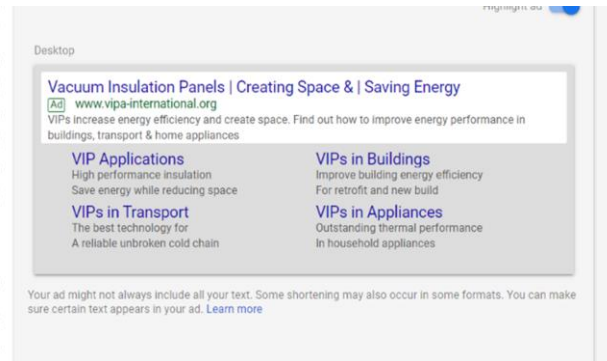
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Started 25/10

150€/month



Search keyword							
25 October 2019 - 30 November 2019							
Search keyword	Search keyword status	Clicks	Impressions	CTR	Avg. CPC	Cost €	Avg. CPM
insulation panels	Eligible	117	54024	0.22%	0.56	65,23	1.21
vacuum insulation panels	Eligible	48	87897	0.05%	0.48	22,99	0.26
panel insulation	Eligible	37	28146	0.13%	0.50	18,62	0.66
vacuum panel	Eligible	37	4823	0.77%	0.52	19,13	3.97
vip insulation	Eligible	30	5695	0.53%	0.54	16,31	2.86
insulating wall panels	Eligible	18	24143	0.07%	0.47	8,52	0.35
insulated wall board	Eligible	10	8702	0.11%	0.45	4,51	0.52
insulated building panels	Eligible	8	4550	0.18%	0.48	3,83	0.84
thermal insulation board	Eligible	7	14255	0.05%	0.47	3,26	0.23
high performing insulation	Removed	0	1	0.00%	0.00	0,00	0.00
vacuum insulation panel	Removed	0	752	0.00%	0.00	0,00	0.00
Total		312	232988			162,40	

2.2 Google Ad campaign

Google Ad

Targeted location report				
October 25, 2019 - November 30, 2019				
Location	Clicks	Impr.	CTR	Avg. CPC
France	46	2.105	2,19%	0,43
Belgium	19	704	2,70%	0,46
United Kingdom	139	204.040	0,07%	0,53
Germany	38	1.727	2,20%	0,42
United States	105	26.941	0,39%	0,50

Low CTR: few people interested

Low CPC: not spending too much money while we have many views
(increasing awareness)

Next steps/decision:

150€/ month: from 25/10 to ?

2.3 LinkedIn Ad

LinkedIn Ad

- LinkedIn video view campaign (video VIPS in appliances)
 - 1 week (starting 5 Sept.): 80€
 - Target audience: LinkedIn member groups: Appliance manufacturers, Insulation experts, Global Insulation, Insulation Network
 - Belgium, Germany, France, UK

Objective: video views (inside LinkedIn only) + click through to website page on appliances

2.3 LinkedIn Ad

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LinkedIn Campaign

VIPA International - Vacuum Insulation Panel Association
62 followers
Promoted

Find out how Vacuum Insulation Panels in household appliances create space and save energy.

VIPs

0:09/1:57

Vacuum Insulation Panels in household appliances [Learn more](#)

Like Comment Share

4

Name	Impressions
BSH Home Appliances Group	65 (1.99%)
Knauf Insulation	33 (1.01%)
Recticel	30 (0.92%)
Encon Insulation & Nevill Long	12 (0.37%)
Knauf	12 (0.37%)
Siniat	9 (0.28%)
Stork, a Fluor company	9 (0.28%)
European Commission	9 (0.28%)
Total	9 (0.28%)
Electrolux	8 (0.24%)
BASF	8 (0.24%)
Etex	8 (0.24%)
Hertel	7 (0.21%)
ALTRAD	7 (0.21%)
Bosch	7 (0.21%)
Eureka Network	7 (0.21%)
Cape plc	7 (0.21%)
Altrad Balliau Multiservices NV	7 (0.21%)
KAEFER	7 (0.21%)
Billfinger Salamis UK	7 (0.21%)
ENGIE Fabricom Belgium	6 (0.18%)
Insaver	6 (0.18%)
Courtney Smith Group	6 (0.18%)
Magimix	6 (0.18%)
Huntsman Corporation	6 (0.18%)

Results: 3266 Impressions - 1172 Views - 22 clicks - 10 new connections

Qualitative results for home appliance manufacturers

3. Communication strategy 2020

3.1 Targeted events for outreach

Speaking opportunities and/or partnerships

Date	Location	Name of the event	Possibility of speaking slot	Possibility/Cost of sponsoring/partnership	Attendance
24-26 April 2020	Porto, Portugal	American Institute of Architects Continental Europe Spring Conference	Corporate partnership 5000€ includes presentation at conference	Corporate partnership; 2500€ to 10,000€	TBC
25-27 Sept 2020	Cork, Ireland	American Institute of Architects UK + Cont. Europe Joint Fall Conference	Corporate partnership 5000€ includes presentation at conference	Corporate partnership; 2500€ to 10,000€	TBC
6-8 Oct 2020	Birmingham, UK	UK Construction Week	Speaking opportunity will be included in the sponsorship package in the Regeneration Hub aimed at Architects	Many possibilities, ranging from 1,000-35,000€	34,000 visitors (2,724 architects)
11-16 Jan 2021	Munich, Germany	BAU	Probably not possible - TBC on 17 Dec.	Information will only be available on 17 Dec.	250,000 visitors
15-19 Nov. 2021	Paris, France	BATIMAT	1.VIPs as the theme for a conference cycle: 1 x presentation, 1 x roundtables, 1 x architects/engineers speaking about VIPs (organised in collaboration) + include VIPA Intl in media package making publicity 2. "VIPs" village with the different members who want to participate	1. Package: 20,000€ 2. VIPs Village: around 10,000€/brand, depending on number of participating brands	290,000 visitors - (+/- 20,000 architects) - 66% French, 33% International

3.2 Materials to develop

- Short videos including real projects (mix of footage and animated)
- Infographics showing benefits in different applications in real life projects/situations
- Fact sheets showing benefits with specific examples of use
- Case studies: clear & concise: produce new or rephrase existing
- Presentation at selected events targeted to architects

3.3 Media to target for advertising

- Focus on media in country where we participate in event?

Germany (input received from Gregor):

- www.detail.de
- www.dabonline.de
- www.deutsches-ingenieurblatt.de
- Bauphysik www.ernst-und-sohn.de/bauphysik
- www.architektur-international.com

France:

UK:

Other?

4. AoB

5. Closure & date of next meeting/conference call

VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

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