



GAINING GREATER INSIGHTS

AEP Span partners with **Concora** for improved visibility

OVERVIEW:

With over 50 years of experience in the industry, AEP Span is a well-established manufacturer of metal siding and roofing products operating throughout the Western United States. They provide a comprehensive range of performance-rated structural metal roof and siding options for both new construction and remodeling projects. With commitment to delivering the highest quality products and exceptional customer service, AEP Span offers innovative solutions that not only protect buildings but also build reputations.

CHALLENGES

AEP Span encountered several challenges that presented opportunities for them to be forward-thinking and innovative in their approach.

Bring more value to the architectural community.

After conducting research, the team realized that architects required access to BIM, important technical documents, and a streamlined submittal process. The team found that these tools were not readily available on their website, which presented an opportunity for AEP Span to enhance their offerings. As a result, AEP Span embarked on a mission to source new technologies and strategies that would enable them to provide architects with the support they required.

Lack of visibility into who was visiting their site.

AEP Span encountered a major challenge in that they had limited insight into the journey of visitors on their website. As a result, they were unable to customize their offerings to meet the specific needs of their target audience. Overcoming this obstacle would enable AEP Span to gain a deeper understanding of their site visitors' research habits, and create a more personalized user experience.

OBJECTIVES

STREAMLINED ACCESS TO DETAILED PRODUCT INFORMATION

AEP Span recognized the importance of providing architects with easy access to detailed product information to enhance the product selection experience. The solution needed to enable architects to quickly find technical content management and rely on AEP Span's quality metal roofing and siding.

BIM CONTENT CREATION

In response to the growing demand for streamlined design processes in the architectural and design community, AEP Span identified the need for BIM content creation. To better serve their clients, AEP Span became dedicated to incorporating BIM content into their website, providing architects and designers with the necessary tools to improve their workflow and design efficiency.

IN-DEPTH ANALYTICS

AEP Span wanted to gain a better understanding of their website visitors' behavior to make informed decisions based on user activity. They required a solution that could track website activity, identify popular products, and provide them with insights into user behavior such as visitor identification, page views, downloads, geolocation, and areas of interest.

"The key for us is having the ability to give architects access to REVIT models and detailed product information in a way we haven't been able to serve it to them before. On the flip side, a big benefit was the platform analytics. Having real-time access to see which products and content were being viewed and downloaded because traditional website analytics can only give us so much."

Shaun Page - Communications Specialist, AEP Span

SOLUTIONS

CONCORA SPEC

Concora's premiere platform that streamlines the product selection process for architects and provides AEP Span with valuable insights into product interest. The platform offers AEP Span real-time analytics, including prospect identification, product engagement metrics such as downloads, saves, and page views, as well as general project location data. This allows AEP Span to understand how their products are being engaged and tailor their offerings to better meet the needs of their customers.

SUBMITTALS EXTENSION

With Concora Spec, architects can easily generate submittals with just a few clicks. The platform allows architects to select the products they need and quickly generate submittals that include all the necessary documentation. This feature simplifies the submittal process, saves architects time, and ensures that AEP Span's products meet the necessary specifications

REVIT CREATION

The Concora services team worked closely with AEP Span to create REVIT models for their extensive product offerings. Through Concora Spec, architects can easily access AEP Span's product information and generate accurate REVIT models directly from the platform.

BUSINESS IMPACT

Since deployment, AEP Span has undergone a significant transformation in both their business operations and customer engagement. The simplified access to detailed product information has led to an improved product selection experience for architects, resulting in increased web traffic and higher customer satisfaction.

Spec's in-depth analytics have provided valuable insights into visitor behavior on the website, enabling AEP Span to make data-driven decisions and tailor their offerings to better meet their customers' needs. Additionally, the streamlined submittal process has saved architects time and ensured AEP Span's products meet necessary specifications.

The platform's user data capture feature has also enabled AEP Span to track down job sites where their products are being used in active construction, taking high-quality photos of them throughout the process to showcase product sustainability and create valuable marketing content.

Overall, the adoption of Concora Spec has enabled AEP Span to refine their marketing efforts, improve customer engagement, and solidify their position as a trusted leader in the metal roofing and siding industry.