

AEP Energy increases monthly enrollments by 75%.

See how AEP Energy utilized paid search and programmatic display to greatly reduce cost per enrollment while increasing overall brand awareness online.

Objective

The marketing team at AEP Energy was tasked with reducing the current direct cost per enrollment and increasing the company's online brand awareness.

Challenges

A major challenge AEP Energy faces is the drastic fluctuation in energy rates that have the propensity to change on a monthly basis. The constant fluctuations in energy rate prices have a large impact on customer enrollments. In order to effectively drive more enrollments, AEP Energy needs to dynamically display current rate savings to entice new potential enrollees to signup.

Digital Strategy

OppGenetix & AEP Energy developed a strategic paid search campaign that leverages monthly price savings by zip code for each utility. In markets where AEP Energy offered a competitive rate savings, the digital investment was appropriated to capture more prospects.

In addition to leveraging the monthly rate savings for each utility, AEP Energy expanded their reach into programmatic display. The display campaigns utilized a variety of audience lists through third-party data providers to create highly targeted audience segments. Various ad creative such as HTML5, video, and static display ads were created by AEP's marketing team, then A/B tested monthly to find the best performing ad type for each campaign.

Results

As a result of partnering with OppGenetix, AEP Energy witnessed an incremental brand lift while generating 75% more monthly enrollments and reducing cost per enrollment by 45%.



Monthly Enrollments



Cost per Enrollment



Conversion Rate Improvement

industry

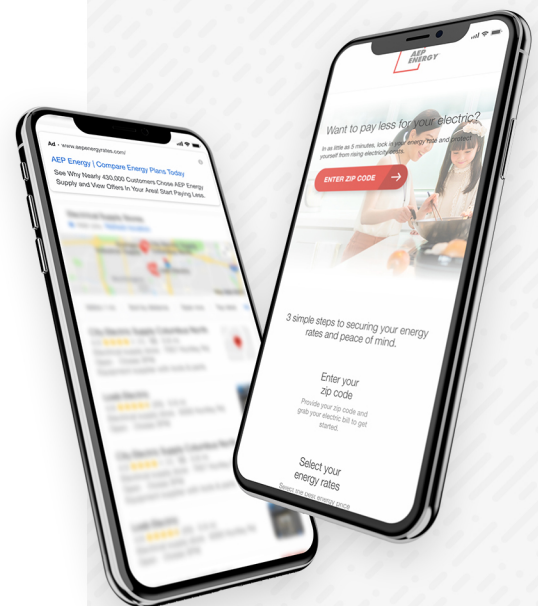
Oil & Energy

solutions

Programmatic Display
Paid Search
Audience Development
CRO

results

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About OppGenetix

The most effective online lead generation program for specialized businesses. We leverage online paid advertising to create high quality, profitable sales opportunities through innovative data tracking and enhanced customer experiences.

Contact

(866) 313-0665
info@oppgenetix.com
oppgenetix.com