

# OPPGEN REDUCES AEP ENERGY'S CUSTOMER ACQUISITION COST BY 47% YEAR OVER YEAR WHILE SCALING ENROLLMENTS



## CLIENT CONTEXT & CHALLENGE

As a retail supplier of electricity & natural gas, AEP Energy buys bulk energy from the source and sells it directly to consumers at a competitive rate. AEP Energy serves homeowners, small businesses, and commercial & industrial customers.

The OppGen team was challenged with reducing the cost per acquisition while scaling enrollment volume. With fluctuating energy rates in the market, a dynamic advertising plan was created to capitalize on areas with favorable rates or offers.



## OPPGEN'S APPROACH

### PAID SEARCH

OppGen and 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 rate savings, the digital investment was appropriated to maximize performance.

### PAID SOCIAL

AEP Energy expanded their reach into creating sign ups through paid social. Targeted customer segments were developed that aligned with high energy users.

### CONVERSION RATE OPTIMIZATION

The enrollment process was streamlined by consolidating the user journey and pulling out actionable content at the forefront of our experience. This increased users starting the enrollment process giving AEP Energy more opportunities to generate customers.



## IMPACT

Year over Year Comparisons



+400%

Increase In Enrollment Volume



-47%

Decrease In Cost Per Enrollment



+160%

Increase In Click Volume



The service level OppGen’s team provides is top notch – proactive recommendations, candid conversation, and timely responses are so highly valued and appreciated.



–AEP Energy