

Orange 142: Powering Digital Transformation for the Energy Sector

60+ Years Driving Client Success

Orange 142 is led by a team with over 60 years of cumulative experience working for prominent companies in the energy industry. We have successfully managed multi-million dollar sales, driven digital transformation, and implemented advanced technologies.

We bring firsthand experience directly to Orange 142's energy sector clients, offering deep industry knowledge and effective solutions that may be beyond in-house capabilities. Our insights help companies thrive amidst digital advancements and the shift toward renewables.



In-House Energy Experts

Orange 142 seamlessly integrates with your team, bringing decades of proven experience in:

- » **Texas & Northeast Energy.** We have been your shoes managing P&Ls, digital channels, operations, strategy.
- » **Green Energy.** Driving customer acquisition through digital marketing, new markets, and products such as carbon calculators.
- » **Customer Lifecycle.** Driving significant growth through strategic acquisition, retention, renewal, upsell programs.
- » **Value-Added Products.** Helping clients to offer solar, smart home solutions, and other value-added products.

To learn more please visit orange142.com



Highlights

Case Study 1: Driving Growth for a Prominent Energy Company

Challenge	Solution	Results
The client faced declining website traffic, low call volume, and inefficiencies in digital marketing spend. They needed a comprehensive strategy to enhance customer acquisition and retention across residential, small business, and commercial sectors.	Our team executed a full digital transformation, including a complete website redesign, strategic Salesforce Marketing Cloud integration, and ongoing digital marketing initiatives.	<ul style="list-style-type: none"> » Increased website conversion rates by 200% » Increased revenue 95% year over year » Increased website users 346% in one year

Case Study 2: Enhancing Efficiency for a Leading Retail Green Energy Provider

Challenge	Results	Results
The client struggled with partner integration, an outdated carbon offset calculator, and a loss of SEO rankings, all critical to maintaining their competitive edge.	Our team executed tailored solutions, including partner integration strategies, a redesigned carbon offset calculator, and comprehensive SEO enhancements.	<ul style="list-style-type: none"> » 81% increase in organic traffic » 122% increase in unique visits » 120% increase in sessions » 124% increase in pageviews

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the U.S. As part of Direct Digital Holdings, the ninth Black-owned company to go public, we empower marketers of all sizes with data-driven strategies that enhance reach and revenue.

Our agency's deep expertise in both energy and digital strategy provides clients with unparalleled insights and solutions that drive success in a rapidly evolving industry.

Get in Touch

We're ready to help you grow your energy business.

Contact Orange 142 if you want to leverage our decades of energy sector expertise and digital marketing solutions.



To learn more please visit orange142.com



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