

Orange 142 Powers Digital Transformation for a Prominent Energy Company

Tapping into deep expertise, Orange 142 drives a 346% increase in website traffic and doubles conversion rates for growth.

Building on this success, the energy company planned to grow by servicing new markets. They wanted help developing and executing an effective customer acquisition and retention strategy targeting residential, small business, and commercial and industrial sectors.

346%

Overall Growth

716%

Increase in website traffic

1,867%

Targeted market expansion
in Illinois

96%

Off-Peak Sales YoY



About the Client

Founded over 150 years ago and headquartered in Houston, Texas, this prominent energy company serves approximately four million natural gas customers across six states, including Texas, Indiana, and Ohio. It provides electricity to over seven million metered customers in Houston and southwestern Indiana.

The company owns and operates nearly 1,300 megawatts of electric generation capacity in Indiana and is committed to modernizing its infrastructure for safe and reliable energy delivery. The energy company also offers home service solutions, including heating and cooling repair and maintenance and home repair programs in select markets.

To learn more please visit orange142.com

 **Direct Digital**
Holdings

 Huddled Masses[®]  Colossus SSP[®]  Orange 142[®]

The Challenge: Underperforming Marketing & Website Stymies Growth

The company's marketing team had embarked on a multi-channel digital strategy but struggled to achieve the desired results. They faced a steady decline in website traffic year over year and low call volume to their call center, which hindered their ability to reach target customers and negatively impacted their overall customer acquisition efforts. Additionally, they encountered challenges in tracking and nurturing website leads, leading to inefficiencies in managing their digital marketing spend.

Client experiencing challenges:

- » Website traffic was reducing year over year
- » Low call volume to call center
- » Inability to track and nurture website leads leading
- » Inefficiencies in digital marketing spend management

60+ Years of Cumulative Experience in Energy Sector

Orange 142 is led by a team with over 60 years of combined experience within prominent energy companies, successfully managing multi-million dollar sales operations, driving digital transformation, and implementing cutting-edge technologies to boost efficiency and competitiveness.

Having sat in our clients' shoes, we bring this firsthand experience directly to our energy sector clients. Our deep industry knowledge allows us to understand their challenges intimately and deliver effective solutions, providing a level of expertise and resources they may not be able to afford in-house.

We leverage the insights energy companies need to thrive in a rapidly evolving sector, helping them navigate urgent challenges, from digital advancements to the shift toward renewables.

With our strong reputation and Houston-based headquarters, the energy company tapped Orange 142 for the critical help they needed to take their business to the next level.



To learn more please visit orange142.com



Orange 142 Solution: Comprehensive Digital Transformation

Orange 142 conducted a complete audit of our new client's digital marketing initiatives to drive more website traffic to its site.

New Website

Orange 142 also took on the task of redesigning the company's website, focusing on a few key objectives and tasks:

- » **Strategic Goal Setting.** We set a goal of doubling conversion rates through a focused strategy.
- » **Design & Development.** We managed the end-to-end design, development, and launch of the new website.
- » **Website Management.** We oversaw website integrations, regular updates, and ongoing maintenance.
- » **Reporting & Analytics.** Orange 142 provided detailed reporting and analytics to help the client's marketing team track performance.
- » **Continuous Optimization.** We remain focused on refining the online enrollment path and landing pages to enhance user experience and improve overall performance.

Salesforce Marketing Cloud Integration

Orange 142 managed the integration of the Salesforce Marketing Cloud to help the company adopt a new marketing platform and expand its capabilities, ensuring a smoother transition and enhanced marketing performance.

To learn more please visit orange142.com

Results: Smart Investments that Go a Long Way

Our efforts delivered immediate and sustained results.

<p>Overall Growth</p>	<p style="text-align: center;">346%</p> <p>Increased website traffic YOY by 17% We increased website users by 346% compared to 2019 through targeted search, display, social, and SEO programs.</p>
<p>Peak Seasons Success</p>	<p style="text-align: center;">1,140% YoY</p> <p>During the peak season in Q4, we achieved a remarkable 716% growth in website users year over year. In December 2019 alone, website user growth soared by 1,140% year over year.</p>
<p>Targeted Market Expansion</p>	<p style="text-align: center;">5,800%</p> <p>By focusing on specific local markets, we drove substantial user traffic growth:</p> <p style="text-align: center;">Illinois: Up 1,867% YoY Ohio: Up 275% YoY Michigan: Up 288% YoY</p>
<p>Off-Peak Sales</p>	<p style="text-align: center;">96%</p> <p>Sales during the off-peak season (January – July) increased by 96% year-over-year.</p>

“It’s gratifying to see these kinds of results for our clients, which is possible when we work closely with them to understand their needs and act as an extension of their teams.”

Jennifer Thrasher
VP of Client Solutions
Direct Digital Holdings

Orange 142 for Energy Companies

Orange 142 is a digital marketing and advertising company with offices across the US, servicing marketers and agencies. We are part of Direct Digital Holding holding company, which is the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies, executing campaigns on behalf of their clients.

Our team of experts has a deep understanding of the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

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