

INDUSTRY: Energy

GOAL: Build Trust, Increase Brand Awareness, and Drive Site Traffic

# Utility Company

## ESTABLISHES THEIR REPUTATION AS TECH & SAFETY INNOVATORS WHILE DRIVING WEB TRAFFIC WITH STRATEGUS



**98%**  
VCR - CTV



**3,391**  
ZIP CODE DELIVERY  
AREA



**466,667**  
POST-VIEW  
WEBSITE VISITS

### OVERVIEW:

A large regional utility company wanted to build trust and awareness with customers in their service areas while showcasing their latest technology and safety features. On top of that, they aimed to encourage current and new customers to interact with resources on their website.

### THE CHALLENGE:

This campaign was limited to hyper-targeted geographic locations because utility companies operate within specific service areas. Additionally, the client cared about building their customer's trust and establishing themselves as innovators through recent technological advancements.

Finally, this was the client's first foray into OTT/CTV advertising. Many new OTT advertisers only want to commit to a campaign that runs for a couple of months, but additional strategic messaging was needed to reach this campaign's desired brand goals.

STRATEGUS WAS ABLE  
TO SUCCESSFULLY  
SERVE HYPERTARGETED  
GEOGRAPHIC LOCATIONS  
THROUGH STRATEGUS'  
VIDEO OMNICHANNEL  
STRATEGY.

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**THE SOLUTION:**

Despite being a new advertising tactic, the client committed to an extended 7-month OTT/CTV campaign. This campaign ran within the client's tight geographic service areas and targeted Homeowners, Renters, and Viewers of "Home" TV content living within 3,391 specific zip codes across three states.

Strategus was able to keep the campaign in front of the target audience by sequentially messaging them utilizing Encore Video Omnichannel Retargeting. This Cross-Device Retargeting strategy served users CTV ads and then sequentially retargeted the same users on their other devices with Online Video ads to build frequency and drive them to click on the ad or visit the client's website.

**ADDITIONAL ENERGY CAMPAIGNS:**

Here is list of the various campaigns Strategus has managed for clients in the Energy/Utility field:



PUBLIC SAFETY

BILL HELP



CARBON MONOXIDE SAFETY

GAS SAFETY



LOW INCOME ENERGY ASSISTANCE

ENERGY ASSISTANCE



HOME ENERGY ASSESSMENT

ENERGY EFFICIENCY



COMMERCIAL BUSINESS

INDUSTRIAL BUSINESS



HEATING/COOLING – ELECTRIC

HEATING/COOLING – GAS



LIGHTING



RECYCLE



ELECTRIC VEHICLE INFRASTRUCTURE



**THE SUCCESS:**

**Strategus' Encore Video Omnichannel Retargeting strategy delivered the desired frequency and engagement needed to build brand awareness and facilitate brand trust for the client.**

The campaign delivered in full across the client's 3,391 target zip codes to their target audiences and attributed 466,667 post-view website visits, a 98% CTV video completion rate, and an 82% Online Video completion rate. As a result, the client has renewed their business with Strategus for the coming year!

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