

Energy

Behavioral Tracking

100

High value target consumers

4

Weeks of tracking

Challenge

A leading energy company wanted to better understand why consumers were looking to switch energy providers. They also wanted to understand what role price comparison websites play when consumers are looking to change providers.

The company planned to implement a marketing strategy that would focus on their target audience. Obtaining relevant data about the consumers researching energy providers was essential to guide their plan.

Solution

Toluna conducted a quant study for initial recruitment and exploration. Opted in behavioral data was then obtained through tracking the online behaviors and customer journey of those who were researching or looking to change providers.

The insights revealed how long people spend on each website, which websites were most common, and what search terms were used. They also showed who *actually* switched energy providers.

An online community was then established in Toluna's platform to dive deeper into those consumers who were looking to switch energy providers.

Impact

The study found that the energy websites were usually the last stop in the user journey. Due to the results, the client focused their ad spend and awareness efforts on price comparison sites, expert advice sites, and cashback sites instead.

The company launched a marketing campaign around this to better focus on the behavior of their target audience.