

# Driving Results in Energy

## High-Impact Digital Campaigns Connect Consumers with Natural Gas Plans

### OVERVIEW

An energy provider partnered with Postmedia to increase brand awareness, website engagement, and conversions for its natural gas plans. The campaign's goal was to attract new customers through high-impact digital advertising that captured attention and drove measurable actions. By combining precision targeting with innovative ad formats, Postmedia delivered a campaign that maximized visibility while generating meaningful engagement and conversions.

### APPROACH

Postmedia implemented a dual-campaign strategy. High-impact interscroller ads were designed to capture audience attention and drive clicks, achieving a CTR of 0.68%, well above the industry benchmark of 0.3%–0.6%\*. Complementing this, programmatic campaigns targeted both site visitors and look-alike audiences to increase page views and encourage conversions.

The campaign delivered over 15M digital impressions and 7.7K clicks, with strong performance across both engagement and conversion metrics. Over 97K conversions were recorded, with more than 11% classified as "hard" conversions, exceeding the benchmark of 5%–10%\*. Among these were 438 purchase conversions achieved at an average CPA of \$88.91, performing efficiently within the benchmark range of \$50–\$100\*.

### CONCLUSION

By combining high-visibility ad formats with precision targeting, Postmedia successfully drove awareness, engagement, and conversions for the energy provider. The campaign not only delivered impressive reach but also converted interest into measurable results, positioning the brand as a responsive, customer-focused energy provider.

# 15M+

DIGITAL IMPRESSIONS

# 97K+

CONVERSIONS  
Benchmark: 5-10%\*

# \$88.91

AVG CPA  
Benchmark: \$50-100\*

\*Benchmarks are industry averages.

