

Case Study: Improving Operations, Conversion, and Search Visibility for a Leading Energy Retailer

Orange 142 helped a major North American energy provider improve partner onboarding, increase conversions, and restore search visibility through a coordinated digital strategy.

+81% More Organic Traffic

+122% Boost in Unique Visitors

+120% Lift in Sessions



About the Client

Our client is a large retail energy provider that serves more than two million residential and commercial customers across the United States and Canada. The company offers a range of electricity and natural gas products, including fixed and variable-rate plans, green energy solutions, and solar incentive programs.

With a long-standing reputation for affordability and environmental leadership, the company operates in a highly competitive market where visibility, trust, and ease of comparison are critical to customer acquisition.

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The Challenge: Fragmented Growth Systems

The company faced multiple challenges that were all affecting growth. Partner onboarding, digital conversion, and search visibility were each under performing, limiting the company's ability to attract, convert, and scale new business.

To address these challenges, the company needed to:

- » Improve how new energy partners were evaluated and onboarded
- » Increase conversions from its carbon offset calculator
- » Recover lost organic search rankings and traffic

Despite previously holding top rankings for key search terms, the company had lost ground to competitors. At the same time, its award-winning carbon offset calculator, while powerful, was difficult to navigate and underperformed as a conversion tool. Internally, a slow and outdated partner onboarding process hobbled the company's ability to bring new offerings to market.

The Solution: Integrated Digital Strategy

The company's challenges required more than a single solution. Improving partner onboarding, redesigning a complex conversion tool, and restoring search visibility each required a different kind of expertise.

Orange 142 brought more than 60 years of combined experience in the energy sector, along with in-house capabilities across operations, user experience, and core media solutions, including paid search, SEO and GEO. This breadth of expertise allowed the team to address each issue directly and coordinate the work into a single, focused strategy.

Partner Integration and Operational Efficiency

Orange 142 improved how the company evaluated and onboarded new partners, helping reduce friction and speed up time to market for new revenue programs.

Orange 142 helped the company evaluate potential partners and integrate them into existing systems, making it easier to launch new programs without disrupting ongoing operations.

Carbon Offset Calculator Redesign

Orange 142 redesigned the carbon offset calculator to make it easier for users to understand and complete their purchase.

- »
- » The new experience simplified a complex process by:
- » Creating a clearer step-by-step flow
- » Presenting product options in a more intuitive way
- » Reducing friction in the purchase path

This allowed more users to move from interest to subscription without abandoning the process.

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SEO Strategy

To restore search visibility, Orange 142 implemented a comprehensive SEO strategy focused on improving site structure, content clarity, and overall technical performance.

The team identified and fixed issues affecting how search engines crawled and indexed the site, including improvements to site architecture, metadata, and internal linking. These changes made it easier for search engines to understand and properly rank key pages.

Orange 142 also analyzed competitor performance to identify gaps in keyword coverage and content. Based on this analysis, the team developed targeted recommendations to improve rankings for high-value search terms and strengthen the site's overall relevance.

Although this work was completed before Generative Engine Optimization (GEO) became a defined practice, the strategy emphasized many of the same principles used in GEO today. The focus on clear structure, well-defined topics, and alignment with user search behavior ensured that content was not only easier to rank, but also easier to interpret.

These improvements made the site more visible in search results, easier for users to navigate, and better positioned to compete in a highly competitive energy market.



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Results: Measurable Growth

Orange 142's work delivered quick results. Within the first month, organic traffic increased by 84%, beginning a period of rapid recovery in search visibility. The improvements continuing, ultimately delivering:

- » 81% increase in organic traffic
- » 122% increase in unique visitors
- » 120% increase in sessions
- » 124% increase in page views
- » 59% improvement in top-ranking keywords

In addition, improvements to the carbon offset calculator increased engagement and conversions, while more efficient partner onboarding allowed the company to bring new offerings to market faster.



About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holding, 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 and execute campaigns on behalf of their clients.

Our team of experts deeply understands 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.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.



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