

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

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.

60+ Years of Cumulative Experience in Energy Sector

Orange 142 offers marketing services, media solutions, and web development specifically for marketers and leadership teams within regulated energy providers, helping them meet strict compliance requirements while driving measurable customer acquisition, retention, and growth.

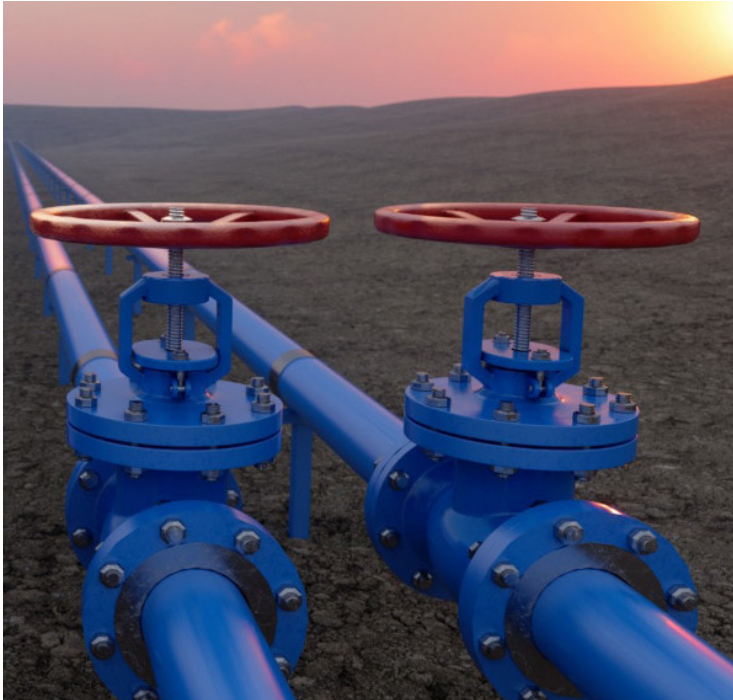
Orange 142 is led by a team with more than 60 years of combined experience inside prominent energy companies, managing multi-million-dollar sales operations, leading digital transformation, and implementing technologies that improve efficiency and competitiveness.

Having sat in our clients' seats, we bring that firsthand experience directly to every engagement. Our deep industry knowledge allows us to understand operational, regulatory, and customer acquisition challenges and deliver solutions that many organizations would not be able to support in-house.

We help energy providers navigate a rapidly evolving sector, from digital modernization to changing customer expectations and the transition toward new energy models. Because Orange 142 is headquartered in Houston and has deep roots in the energy industry, the client selected us to lead its full digital marketing and website transformation.



To learn more please visit orange142.com



Orange 142 Solution: Comprehensive Digital Transformation

Orange 142's Web Development team focuses on outcomes, not just design. For regulated energy providers, that means building websites that not only look modern but also convert visitors into customers and support compliant customer acquisition.

For this engagement, we evaluated how the client's website, marketing systems, and customer data worked together, then rebuilt the experience to make every interaction clearer, faster, and easier to complete. Our approach combined UX design, web development, SEO and GEO best practices, and platform integration to create a site that could support both performance goals and regulatory requirements.

- » **Digital Audit & Strategic Goal Setting.** Orange 142 partnered with the client to define a clear objective: double conversion rates. That work began with a comprehensive digital audit examining user experience, SEO and GEO strategy, performance metrics, and competitive positioning to identify the highest-impact opportunities for growth.
- » **Website Rebuild.** Orange 142 rebuilt the site from the ground up, improving UX, performance, and structure so visitors could find what they need quickly and convert with confidence.
- » **Website Management.** Orange 142 managed platform integrations, site updates, and ongoing maintenance to ensure the website remained stable, secure, and fully aligned with marketing and customer acquisition efforts.
- » **Reporting & Analytics.** Orange 142 implemented clear reporting and analytics to give the client's marketing team full visibility into user behavior, conversion performance, and campaign impact
- » **Continuous Optimization.** Orange 142 continuously refined the online enrollment path and landing pages, using performance data to improve user experience and increase conversion efficiency over time.

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>346% 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>1,140% YoY 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>5,800% By focusing on specific local markets, we drove substantial user traffic growth: Illinois: Up 1,867% YoY Ohio: Up 275% YoY Michigan: Up 288% YoY</p>
<p>Off-Peak Sales</p>	<p>96% 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 nationwide, full-service digital media agency that provides marketing services, media solutions, and web development to brands and agencies. We are part of Direct Digital Holdings, the ninth Black-owned company to go public in the United States.

We help marketers of all sizes grow their reach and revenue through smarter marketing, data-driven media strategies, and website optimizations, including specialized support for advertisers in regulated industries through our dedicated high-compliance practice.

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.

To learn more please visit orange142.com