

## CASE STUDY

WGL Energy partners with Nexxa to use **innovative retargeting techniques** to stay top of mind with its website visitors.

### Situation

**WGL Energy is a twenty-five-year Mid-Atlantic leader in competitive energy supply and environmentally friendly technology solutions in electricity, natural gas, renewable energy, and carbon offsets to residential, government, commercial, and industrial customers.**

The company experienced a high volume of traffic on its website but didn't know why drop-off rates were also high. The WGL Energy team wanted to learn more about who went to their site and had an interest in energy. They also sought a way to keep visitors engaged and moving through the enrollment process.

### Solution

**To meet its goals, WGL Energy chose to work with Nexxa, a data expert in the energy sector that has created unique solutions to industry challenges.**

"We originally partnered with Nexxa for lead generation to support our sales department," said Yolanda Green, Supervisor of Marketing at WGL Energy. "Then we took advantage of its innovative program that enables us to identify our website visitors."

Nexxa applied its full-service visitor identification program, Web Visitor ID, to WGL Energy's website. The Web Visitor ID service grants WGL Energy the ability to quickly and cost-effectively re-engage anonymous website visitors across channels, bring them back to the website, and turn them into identified customers.

"For instance, we can see who visits our public-sector page," said Yolanda. "This allows us to reach out to those visitors through an ad or an email campaign."

*(continued)*



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Nexxa  
will bend over  
backward to  
make sure we  
are successful.

”

Yolanda Green  
Supervisor of Marketing  
WGL Energy

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### Solution *(continued)*

WGL Energy also uses Nexxa's digital beam technology to retarget visitors.

"This type of digital retargeting was a gamechanger for our company," said Yolanda. "It's still a form of lead generation, but it's a much more efficient and effective way to stay top of mind with visitors. The great thing is that you know that the people we retarget are interested in our services because they visited our website one or more times."

### RESULTS + BENEFITS



**Innovative Lead Generation.** Through the use of website pixels, WGL Energy leveraged an innovative way to generate high-quality leads.



**Effective Retargeting.** WGL Energy can serve its website visitors with relevant ads.



**Increased Brand Exposure.** Each retargeting tactic—be it email, direct mail, or beam marketing—increases brand exposure for WGL Energy.



**Improved Analytics.** WGL Energy can use Nexxa's platform to analyze the data relating to the browsing and enrolling behaviors of website visitors.



“

The people at Nexxa are great partners. It's like working with family.

”

Yolanda Green  
Supervisor of Marketing  
WGL Energy