Energy Companies Leverage Data to Grow Their Businesses

Company Profile
Deregulated Energy Providers

Industry
Public Utilities

Location
Northeastern United States

Client Since
2006

"Having worked with AccuData for nearly a decade, I have always been pleased with their superb client service and the ease and flexibility of AccuLeads."

- Senior Marketing Director, Northeast-Based Energy Company

THE CHALLENGE

Deregulated energy companies that utilize a multichannel approach for their marketing strategy desired a streamlined process through which they could identify prospective accounts and maximize existing residential and commercial relationships.

THE SOLUTION

AccuData worked with Senior Marketing staff to develop and implement targeted data solutions that would prove the most valuable to their industry. Our industry-specific knowledge enables energy companies to target specific prospects and deliver audience-appropriate solutions that take into consideration budget and speed to market. The following services benefit each of our clients in this space.

Prospect Identification with AccuLeads

When time is of the essence and campaigns need to launch quickly, AccuData's AccuLeads, a proprietary self-service list selection and data services platform, offers 24/7 online access to more than a dozen nationally-recognized direct marketing databases.

Select from Resident/Occupant, B2C, B2B, and specialized data sets to create customized direct mail and telemarketing lists specific to the needs of any campaign.

We Take Data Personally

AccuData INTEGRATED MARKETING

Hundreds of demographic, firmographic, and lifestyle attributes can be applied to target potential residential and commercial accounts.

Additional benefits include:

- Geography upload functionality that eliminates manual entry

- Residential targeting by selects such as age, homeownership, income, and availability to telephone numbers

- Commercial targeting by selects that include NAICS/SIC code, employee size, and sales volume

- Specialized segments for New Connects, New Homeowners, and New Movers

- Online demographic profiles that provide insights into current customer base

- Client file suppression, suppression of previous counts and orders

- Orders are completed and delivered within minutes

Enhancement for Segmentation of Existing Data

Key demographic and firmographic attributes can be appended to existing data sources to promote segmentation. With segmentation, decisions regarding which records to include in a given campaign can be made and audience-appropriate messages/offers can be developed.

A sample of data available for enhancement includes:

- **Residential records:**
  Age, Dwelling Type, Homeowner, Home Value, Income, Modeled Credit Score, Square Footage, and Telephone Numbers

- **Commercial records:**
  NAICS/SIC Codes, Number of Employees, Sales Volume, and Telephone Numbers

Hygiene Services to Promote Data Quality

Marketing budget waste is lessened when erroneous and inaccurate data is addressed prior to the onset of a campaign. With a detailed suite of data hygiene solutions applied, data quality is increased and campaign performance is improved.

Many of AccuData's energy clients utilize:

- **Address Standardization:**
  Both billing and site addresses are standardized to meet USPS® requirements, including ZIP Code correction, ZIP+4 Code appending, carrier route coding, and more

- **National Change of Address (NCOA):**
  Identify residential and commercial account holders that have moved outside of your assigned territory and remove those records from future campaign initiatives

- **Delivery Sequence File:**
  In addition to providing walk-sequence numbers to prospect lists and existing data files, DSF provides detailed information on residential and commercial delivery points

- **National Do Not Call Suppression:**
  Remove telephone numbers of consumers that are on the National Do Not Call list from your prospecting initiatives