



Case study

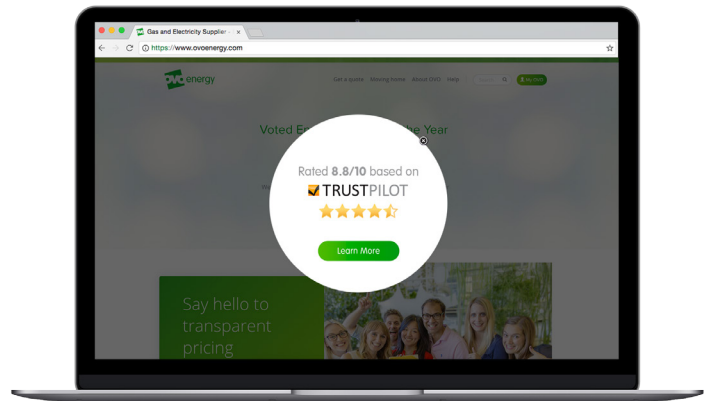
THE UK'S BEST-LOVED ENERGY SUPPLIER

ABOUT OVO ENERGY

OVO was founded in 2009 with a clear and simple vision – to create the world's most trusted energy company. A couple of friends sat around a kitchen table and listed what they wanted from their energy supplier, but weren't getting. Things like fair pricing. Great service. Clear and simple information. Technology to make managing energy easier. And above all, honesty and transparency. Seven years later, OVO now has nearly 700,000 customers and is still working to make energy as effortless, simple and as good value for customers as possible.

MAKING THE BIG SWITCH

In the UK energy market, the 'big six' energy suppliers continue to occupy around 90% of the market, even though cheaper deals are available elsewhere. This means households are collectively spending over £4 billion per year more than they need to. Their failure to switch has often been blamed on inertia, but the market finally shows signs of change, thanks to awareness-driving campaigns by the government and Ofgem. These have resulted in more consumers



switching energy providers in search of savings. Encouragingly, 40% of these people choose a supplier outside the big six.

MAKING EVERY INTERACTION COUNT

Changing suppliers is not an everyday online purchase, like ordering groceries. OVO need to get website visitors to like them, trust them and, ultimately, take the major leap to switch. By combining Yieldify's onsite remarketing with Trustpilot's consumer reviews, visitors are given enough confidence in the brand to switch.

THE CAMPAIGN

The challenge for OVO is tackling 'abandonment' from within the switching funnel. This means re-engaging visitors who appear to be getting cold feet, by making sure they feel 100% secure in their purchase. To do this, Yieldify delivered an overlay that appears across all devices and highlights OVO's outstanding Trustpilot score. Providing reassuring messages at these crucial times is key to converting visitors into customers.

Driven success

OBJECTIVES:

ACQUIRE NEW CUSTOMERS

RESULT:

+18% CONVERSION RATE UPLIFT
FROM TARGETED WEBSITE VISITORS

OVO ENERGY SAYS:

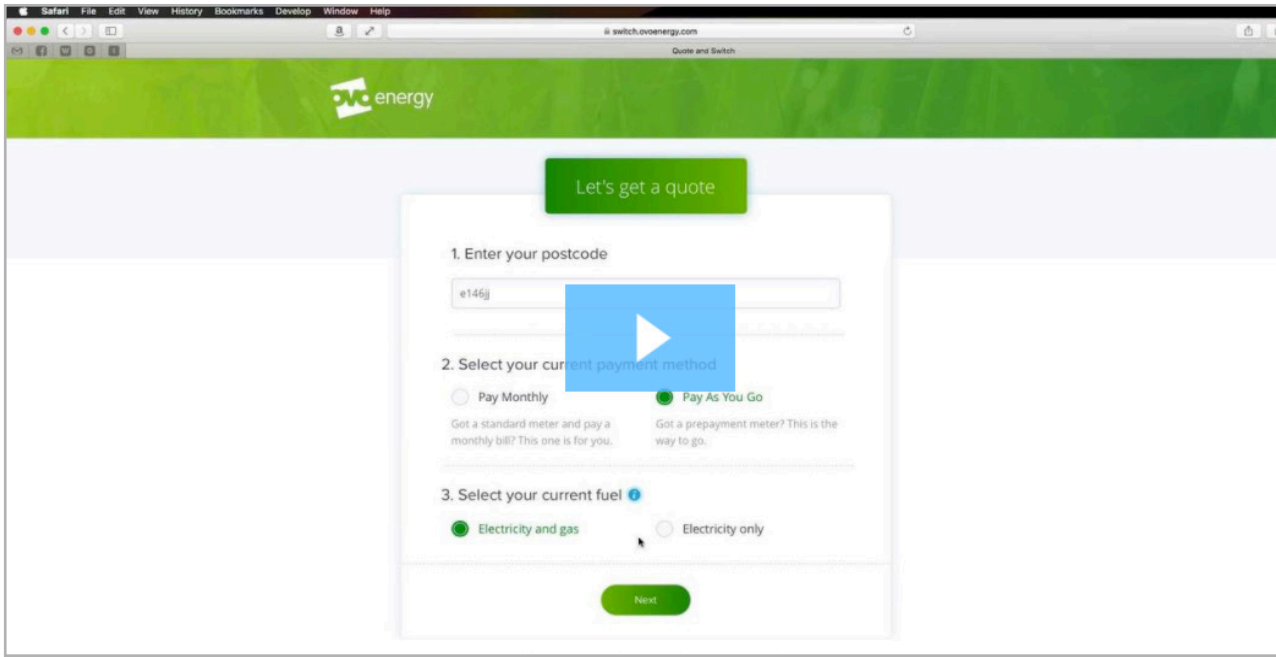
“ Yieldify are a joy to work with: their proactivity, data-led decision-making and the little day-to-day management they require, is really valuable to us. ”

Naomi Hall

E-commerce Manager,
OVO Energy

How it works

Click the image to see the campaign in action on desktop:



Your CJO solution from Yieldify

With Yieldify, you don't just get the Yieldify Conversion Platform - you get access to a team of customer journey optimization (CJO) experts. Based on our experience delivering over 200,000 campaigns and 30 billion user interactions, we'll create a next-level conversion strategy to optimize your customer journey.

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