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A sustainable campaign

Eneco

Eneco Belgium is a sustainable energy provider. It produces and distributes sustainable energy, besides developing innovative sustainable energy solutions. First founded in the Netherlands, Eneco has been active on the Belgian market since 2003. Eneco's focuses mainly on 100% locally produced, renewable energy.
To this aim, the brand has built several sustainable energy production plants in Belgium and continues its investments in sustainable energy.

conversion rate

+258%
with OCPM
bidding

+2M
impressions

CPL

22,5%
lower than objective

Goal

Enoco's overall objective for this campaign was to generate leads, but it also had another goal:
to test several Facebook ad formats to find out which ones were the most effective to transform visitors into customers.

Solution

With the help of its agency - GroupM, Eneco ran a broadly targeted campaign. The audience targeted was pretty large: **people aged between 19 to 65 years** and living in Belgium. With this targeting, they were able to reach 2 Million impressions.

Facebook is an important way for the energy group to reach and engage with new potential clients, thanks to content ads explaining the benefits of the company. The campaign was aimed at creating the awareness of their brand and energy products. Showing a nature-oriented concept, the campaign was also aimed at inspiring people.

Many formats were tested, but the best performing ones were **Clicks to website Ads** and **Lead Ads**.
The first one redirected to the website where the brand could explain why Eneco is a unique green energy provider. They also decided to use the Lead Ads format to directly collect info from people interested in their energy offer. The impact of all of types of ads was measured with a **pixel**, which allowed Eneco and GroupM to dispatch the campaign budget to the best-performing ads and make the overall campaign more cost efficient. Thanks to this optimization, the global **Cost Per Lead was 22,5% lower than the initial objective**.

Helped by MakeMeReach training tools on the implementation and bidding of pixels, Eneco and GroupM changed the way they bid. At the beginning of the campaign, the bidding was based on CPC only, but after implementing pixels that enable them to measure conversion on the website, and changing to an **OCPM bidding system**, they could adjust their bidding based on actual conversion rate (end of the funnel), and not on clicks (top of the funnel). This change in strategy **increased their Conversion Rate by 258%!**