

Powering Growth in Competitive Energy Markets with Omnichannel Solutions.

ENERGY: DATA-DRIVEN, AUDIENCE-CENTRIC STRATEGIES



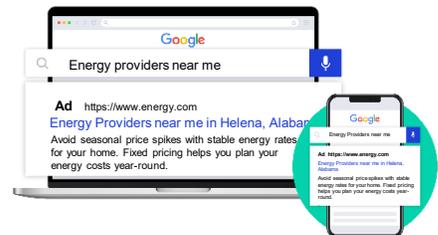
Our Approach:

- We prioritize what we know about your audience and goals to deliver full-funnel, data-driven marketing solutions.
- We harness the power of analytics to develop platform-agnostic media strategies that reach the right customers at the right time.



Activation Opportunities:

- Use **CTV and Digital-Out-Of-Home** to build awareness and credibility in markets where you operate or are expanding, positioning your brand as a trusted energy provider.
- Drive awareness and response with **shared mail Wrap** placements by delivering high household saturation and promoting competitive energy rates or enrollment offers.
- Use **trigger marketing** to deliver timely offers to new movers and recent movers, who are potentially in-market for a new energy provider.
- Use **paid search** to intercept high-intent searches such as “best electricity rates near me” or “compare energy providers in [city].”
- Convert interested prospects through **display ad search and site retargeting**, reinforcing rates and enrollment incentives.



Let's Discuss the Audiences That Drive Your Results.

Get started today at mspark.com/contact



Actionable Results.



Our campaign reporting brings your strategic story to life.



- 01. Continuous Improvement:** We analyze performance across media, audiences, and geographies to enhance it further.
- 02. Collaborative Data Sharing:** Sharing data, like CRM, store performance, or redemption data, helps us understand how your campaigns are performing.
- 03. Enriched Insights:** By allowing us to enrich your data with our resources, we uncover who's engaging with your campaigns, who isn't, and how to refine our strategies for greater impact.



ABOUT US:

Mspark is a results-driven media company that delivers measurable campaigns with guaranteed ROI. We enable audience-based targeting through multichannel marketing with full-device attribution for precise insights. Our full-funnel approach ensures that our clients optimize their marketing budgets while driving profitable growth.

38 years

Founded in 1988, we've spent 38 years building audiences and customer relationships.

30,000+

Audience data points for use in reaching and creating target audiences for your campaigns.

135M

Targeted reach across 135 million households through our digital and mailbox solutions.

3,000+

Over 3,000 clients trust us to build full-funnel campaigns and achieve their marketing goals.

[MSPARK.COM](https://mspark.com)

Recharge Your Customer Acquisition. Let's Get Started Today.

