



Understand. Enrich. Segment. Execute.

Data Solutions for the Energy Sector

Insight, acquisition, and retention

The deregulation of the energy sector has prompted energy providers to investigate more innovative and effective marketing communications.

At Greater Data we have created unique and innovative solutions to service the specific marketing challenges of the energy sector. We empower our clients with the ability to target consumers and businesses based on a broad number of discerning variables.

The Greater Data Universe™ contains precise and insightful information on 16 million Australians and 1.1 million businesses, and will allow you to:

- **Execute integrated, multichannel campaigns** through any combination of mail, telecommunications, email, social media and online targeted display.
- **Set trigger notifications informed by crucial customer insights** at just the right time; this maximises cross-sales, retention, and life-time value.
- **Identify leads more likely to make the switch** to your energy service based on our proprietary lead generation techniques.
- **Access unique insights which examine overall energy consumption** including peak and non-peak usage at a household level.

About Greater Data

Greater Data specialises in data-driven marketing with a proven track record of delivering effective and innovative solutions. We provide unique and proprietary access to powerful consumer and commercial data sets, insights and triggers.

We deliver actionable marketing insight using a combination of proprietary data assets, analytical expertise and commercial awareness.

Our broad and dynamic data resources ensure relevance, accuracy and results for a wide range of business applications.

Data-driven Marketing Specialists

Greater Data Pty Ltd | Level 21, 2 Market Street, Sydney NSW 2000
Phone: (02) 95 600 700 | info@greaterdata.com.au | ABN: 77 137 152 599



Data Solutions for the Energy Sector

Utilising the right consumer triggers to boost ROI

Our market research illustrates that individuals are three times more likely to switch their electricity and gas providers when they are either preparing to sell a property, purchase a new home, or move into new rental accommodation.

Through the use of our MoveUp™ database, we can identify the properties that are about to be listed for sale or rent – usually between 8 to 12 weeks prior to the moving date. The use of this information allows for the targeted communication of existing customers and new prospects at crucial decision-making times. Key insights include:

- Demographics
- Energy consumption
- Time of use
- Credit risk
- Swimming pool
- Solar panels
- Property attributes



If you would like to arrange a conversation about how Greater Data can help with your upcoming campaign activity, [get in touch](#). We'd be happy to tailor a solution to suit the needs of your business.

Data-driven Marketing Specialists

Greater Data Pty Ltd | Level 21, 2 Market Street, Sydney NSW 2000
Phone: (02) 95 600 700 | info@greaterdata.com.au | ABN: 77 137 152 599

