



How PetrolPrices.com switches iChoosr on to new switchers

Company Profile

ichoosr.co.uk

Client sector

Domestic Energy Switching

Petrol Prices Solution

Member offer

Customer since

2015

Since its 2012 launch in the UK, iChoosr has helped more than 77,500 UK households reduce their energy bills by a total of over £15 million through the power of collective buying.

iChoosr: a natural partner for PetrolPrices.com

iChoosr is continuously on the lookout for new audiences for whom the size of the domestic bills are a concern. Where better to find such an audience than the 1.9 million members of PetrolPrices.com?

Finding people who want to save money

iChoosr customers save an average of £230 per year by switching to a supplier whose tariff has been collectively negotiated by iChoosr. Yet historically, despite the efforts of iChoosr and other switching services, households have been slow to take advantage, whether through apathy or fear that the process is complex.



1.9 million people is a really big chunk for a single marketing activity to reach – 1.9 million people that are from the obvious sweetspot. It's a unique data set that we're pleased to have access to.



George Frost

Director
iChoosr

In addition to helping everyone understand the benefits and simplicity of switching, iChoosr's marketers also need to communicate directly with large audiences who have shown they are aware of the issues of 'bills' and are likely to take positive action to minimise them.

iChoosr's continuous challenge is to identify such audiences and to conduct projects that reach them.

How PetrolPrices.com helps delivered 25,00 sign ups

Partnering with PetrolPrices.com, iChoosr was able to take advantage of regular dedicated emails sent by PetrolPrices.com to its membership, typically during 'peak switching season' in the autumn.

SOLUTION AT A GLANCE

Challenge:

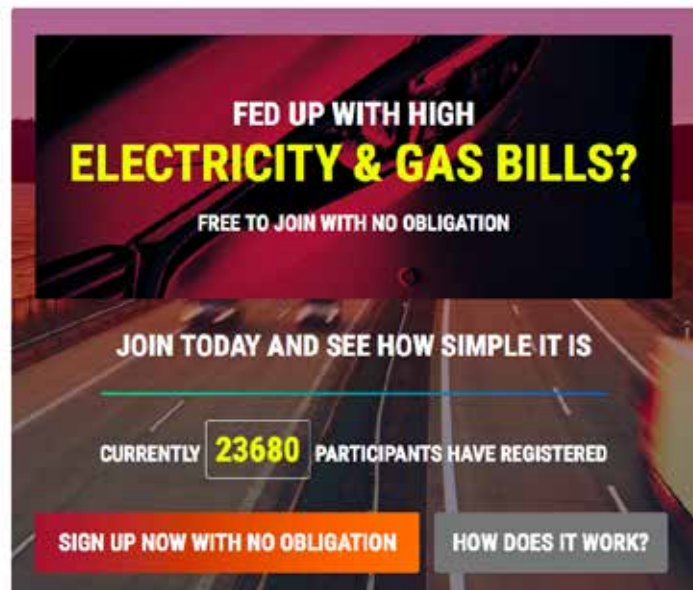
to find new sources of potential energy switchers and communicate the iChoosr benefits to them

Solution:

partner with **PetrolPrices.com** to tap into its 1.9m-strong, domestic bill-sensitive membership

Results:

3,200 confirmed energy switchers plus a healthy database of 25,500 qualified potential switchers to whom iChoosr can market directly



A healthy return on investment

Additionally, as PetrolPrices.com ongoing, exclusive, energy partner, iChoosr benefited from banner advertising on PetrolPrices' regular price alert emails. Half of all members open emails or visit the PetrolPrices.com site at least once per month.

In either case, the digital advertising takes the member to a landing page hosted by iChoosr, where the member can sign up, without obligation, to the next energy auction.

To date, over 25,000 PetrolPrices.com members have signed up to energy auctions, with well over 3,200 members subsequently switching to the winning energy supplier using iChoosr.

A commercial agreement based on a cost per sign up and an additional commission per switcher guaranteed a healthy return on iChoosr's investment.

With almost two million profiled, car-driving members, **PetrolPrices.com** is the UK's premium online publisher of fuel price data, relied on by 1.9 million members. Find out how to reach our audience for your project now: call **01252 367 2081** or email **jason@petrolprices.com**

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