

CleanChoice Energy Drives Lead Gen with Pop-In

CleanChoice Energy is a leading 100% renewable energy supplier in the U.S., building solar farms and providing consumers with alternative ways to access clean energy.

CHALLENGE

While the CleanChoice team's campaigns drove heavily engaged traffic to the website, they found those visitors weren't quite ready to commit to pursuing clean energy. In an effort to boost the performance of top-of-funnel and awareness campaigns, they decided to test if a timed pop-in on certain pages would drive better lead capture.

TEST IDEAS

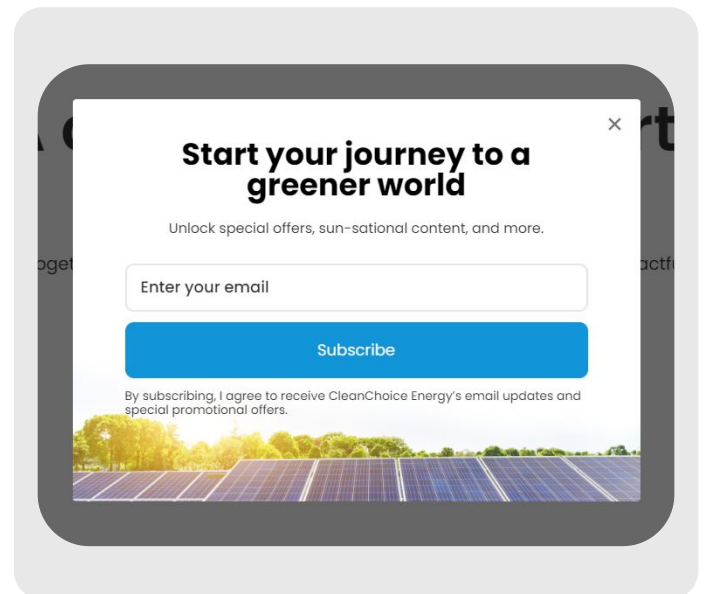
The CleanChoice Energy team hypothesized that displaying an email pop-in within 15 seconds of users landing on one of three different test pages would generate more email sign-ups for their newsletter campaigns than its original placement as a button at the bottom of each page.

RESULTS

On average, the tests resulted in a 204% increase in email submissions with the pop-in than without. This helped increase the performance of the top-of-funnel awareness campaigns significantly.

TAKEAWAY

Not every website visitor is ready to immediately make a purchase. This test proved to the CleanChoice Energy team that they could benefit from a lead-capture strategy for visitors across all stages of the funnel. The team made this pop-in a permanent feature of the site and began testing pop-ins with different messaging on other site pages to target visitors across additional funnel stages.



Average increase in email submission across the site

↑ 204%

Increase in email submissions on "The Difference" page

↑ 730.8%

Increase in Homepage email submissions

↑ 113.5%

Increase in email submissions on "The Simple Things" page

↑ 100%