



BlastPoint

DISCOVER NEW CUSTOMERS

How BlastPoint Helped Peoples
Natural Gas Co. Increase Revenue by
Unveiling Over 60% More Potential
Commercial & Residential Customers.

Overview

With BlastPoint's AI-powered, real-time analytics platform, PNG uncovered and captured thousands of new customers in its territory, lifting the roof off sales throughout 2018.

Company Profile

Main Goals



Large, mid-Atlantic U.S. natural gas provider



1 million customers across three states



Competes with other gas & alternative heat providers



Grow service footprint

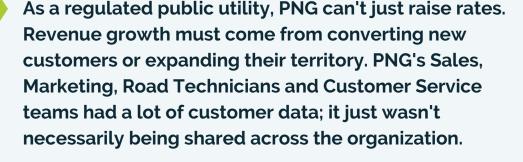


Increase revenue



Boost efficiency for Sales, Marketing & Customer Service teams

The Challenge





They had no way of knowing what kind of households or businesses were situated near their pipelines, if not current customers. And they didn't know where those homes or businesses were getting their heat.

The Solution

Identify Leads.

BlastPoint's proprietary algorithms took PNG's internal company data and layered in nuanced analytics from external sources. **In less than 3 months, departments across the organization were accessing this new, interactive platform.**

Score, Rank, Reach.

BlastPoint identified households and businesses on a map that were using other heating sources. Those homes and companies were assigned a rank, score, and persona to determine who would be the best customer lead and what would be the best method of reaching them.

Craft Messaging.

Based on BlastPoint's persona identification of potential new customers, PNG knew whether these **targets would best respond to messaging** about cost savings, environmental values, or access to services.



Wood-Burning Joe

- Non-PNG customer
- Lives within 150 ft. of pipeline
- Heats home with a woodburning stove
- Household income ~\$50K
- Resident since 2007
- Donates to environmental groups through snail mail



Electricity Jane

- Non-PNG customer
- Lives within 300 ft. of pipeline
- Heats home with electricity
- Household income \$100K
- Resident since 1998
- Facebook user, responds to digital ads



Competition Cafe

- Customer of PNG's natural gas competitor
- Local business within 100 ft. of pipeline
- In business since 2011
- Experiences fluctuations in revenue
- User of e-mail marketing

The Results

PNG identified an average increase in potential new customers of 61.7% in one county alone.

"We're extremely satisfied with BlastPoint. I couldn't be happier with how things have gone and are going." –Jeffrey Nehr, Vice President of Business Development, Peoples Natural Gas

