

THE USER ACCESS LAYER
 (Device & Engagement)

58.5% Mobile Dominates Browsing,
Desktop Closes Deals.

While nearly 60% of traffic is mobile, actual contract signings still lean toward desktop, requiring a "thumb-friendly" nurture strategy on mobile.

2 min 45 sec

Mission-Oriented Engagement.

Visitors average 3.3 pages per session; they are highly focused on specific tasks like bill pay or solar research rather than leisure browsing.

48.5%

The UX Speed Threshold.

Mobile bounce rates are higher (54.2%), and technical optimizations like image compression are the primary levers for improvement.

THE ACQUISITION GATEWAY
 (Traffic Sources)

Deregulation Drives Paid Competition

Paid search accounts for only 5.5% of traffic globally, but spikes to 19.5% in the U.S. due to intense competition in retail energy markets.

18.5%

44% Utility Sites as Bookmarked Essentials

Most users visit providers directly to manage accounts, similar to how they interact with banking institutions.

The SED Opportunity Gap

Many energy firms have yet to invest heavily in SEO, leaving significant market share available for early movers.

29.5%

THE PERFORMANCE ENGINE
 (PPC & Conversion)

01

\$4.85

High Cost, High Intent

Despite the steep cost per click, a 4.65% CTR and 3.55% conversion rate deliver strong ROI due to high customer lifetime value.

02

Median
(2.9%)

03

Top-Tier
(6.5%)

The 8.5% Performance Ceiling

The median conversion rate is 2.8%, but top performers more than double it by using video testimonials and reducing form fields.

\$55.00

Social Acquisition Value

Precise targeting of homeowners in high-cost electricity areas allows Social CPA to outperform Search CPA (\$68.00).

THE RETENTION CORE
 (Customer Loyalty)

Regulated
Markets
(94%)

Deregulated
Markets
(78%)

The Competition Churn Gap

Regulated markets enjoy 84% retention, unlike deregulated retail markets drop to 76%, making retention a primary KPI.

1.85%

B2B Thought Leadership Hub
 LinkedIn is the highest performing social channel, accumulating educational content and industry news over promotional posts.

24.8%

The Power of Owned Channels
 Transactional emails, alerts, and newsletters see open rates as high as 45.5%, offering a captive audience for upselling value-added services.