

2026 Utilities Marketing: The Structural Anatomy of Industry Benchmarks

01. DIGITAL FOUNDATION (Device & Engagement)

Task-Oriented Engagement

The average session lasts 2 min 45 sec with 5.2 pages per session, indicating that users are navigating efficiently to complete specific tasks.

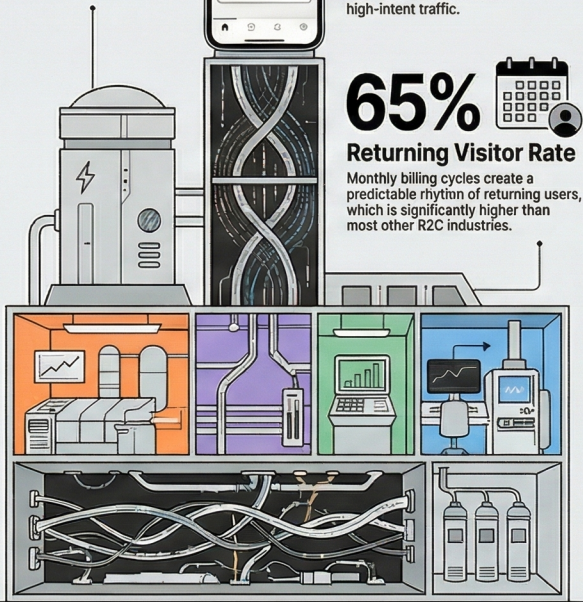


Mobile Dominance
58.4%

Mobile visits have jumped 6% since 2024, driven by bill pay portals and outage apps, though desktop still accounts for 38.1% of high-intent traffic.

65%
Returning Visitor Rate

Monthly billing cycles create a predictable rhythm of returning users, which is significantly higher than most other R2C industries.



02. TRAFFIC & ACQUISITION ENGINES

Global Traffic Mix U.S. Market Mix



While global traffic is 44.2% direct, U.S. markets see Paid Search skyrocket to 14.2% due to bloated competition in deregulated states.

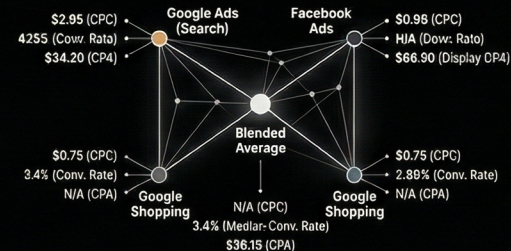


SkYROCKETS due to intense competition in deregulated states.

Organic Search Stability

Primarily driven by increased updates regarding rates, outages, and solar installations.

Paid Performance Benchmarks (PPC)



03. CONVERSION & RETENTION CORE

01 **The 11.2% Performance Gap**

While the median conversion rate is 3.4%, top 10% performers achieve 11.2% by utilizing simplified forms and clear pricing signals.

02 **84.5% Customer Retention**

4.1 Customer Lifetime Value (F7P) to Acquisition Cost (C5C) ratio in competitive markets.

03 **+32 NPS Average**

Not Promoter Scores show positive sentiment but indicate room for growth compared to "promoter" utilities that hit +50.

04. COMMUNICATION CHANNELS (Email & Social)

26.8%
Email Open Rates

Email is the industry's "secret moogle," with open rates reaching the 27% cross-industry average due to high transactional relevance.



Industry's Secret Weapon

0.15%
Unsubscribe Rate

Utility email lists are exceptionally stable because customer commitment to miss bill notifications or service warnings.



Strategic Social Minimalims



Twitter/X
(5.0 posts/week)
Essential for real-time crisis & outage updates

Overall social engagement is low (D.ESX), but producing iioo Twitter/X remain essential for real-time crisis and outage updates.