



# **ONLINE TARGETING**

Personalising the Nuon website





# I'M THE CHICKEN...

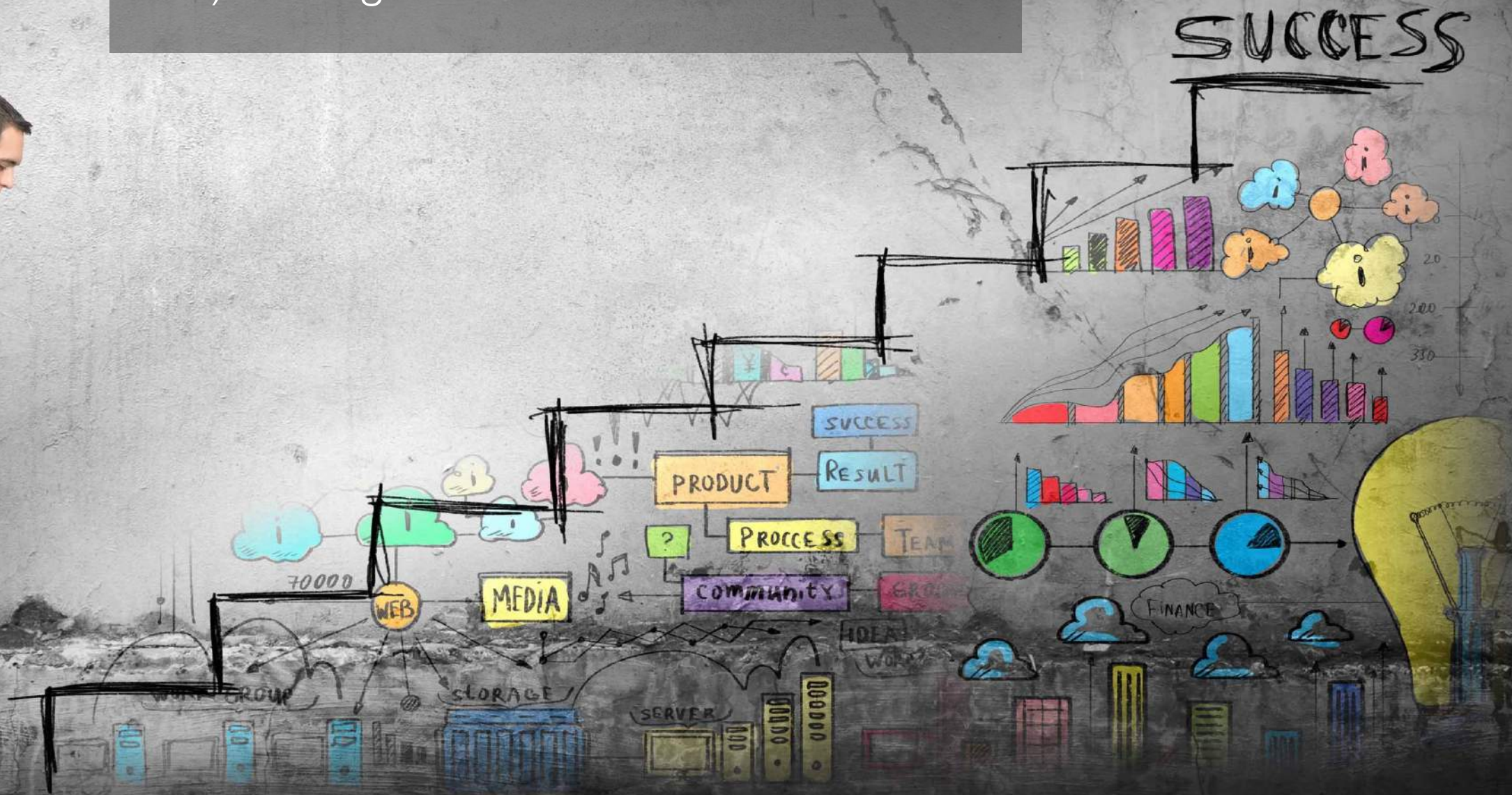
“ The difference between involvement and commitment is like bacon and eggs. The chicken is **involved**, the pig is committed. ”





- 1) increased conversion and renewal
- 2) improved customer experience
- 3) create relevance
- 4) management control

- 1) increased conversion and renewal
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- 3) create relevance
- 4) management control







## FIRST STEPS

2013: first venture into  
online targeting

# THE 'ABC' MODEL

Using cookies to distinguish between clients and non clients



**A**

Not recognised  
as client



**B**

Unknown client  
(not logged in)



**C**

Known client  
(logged in)



WHO ELSE SHOULD  
WE TARGET?





[illegible]



We needed more information  
to be able to identify  
and target a wider  
range of users







**“WHO IS IT?”**





Hashed customer ID



# BUILDING THE USERS DNA



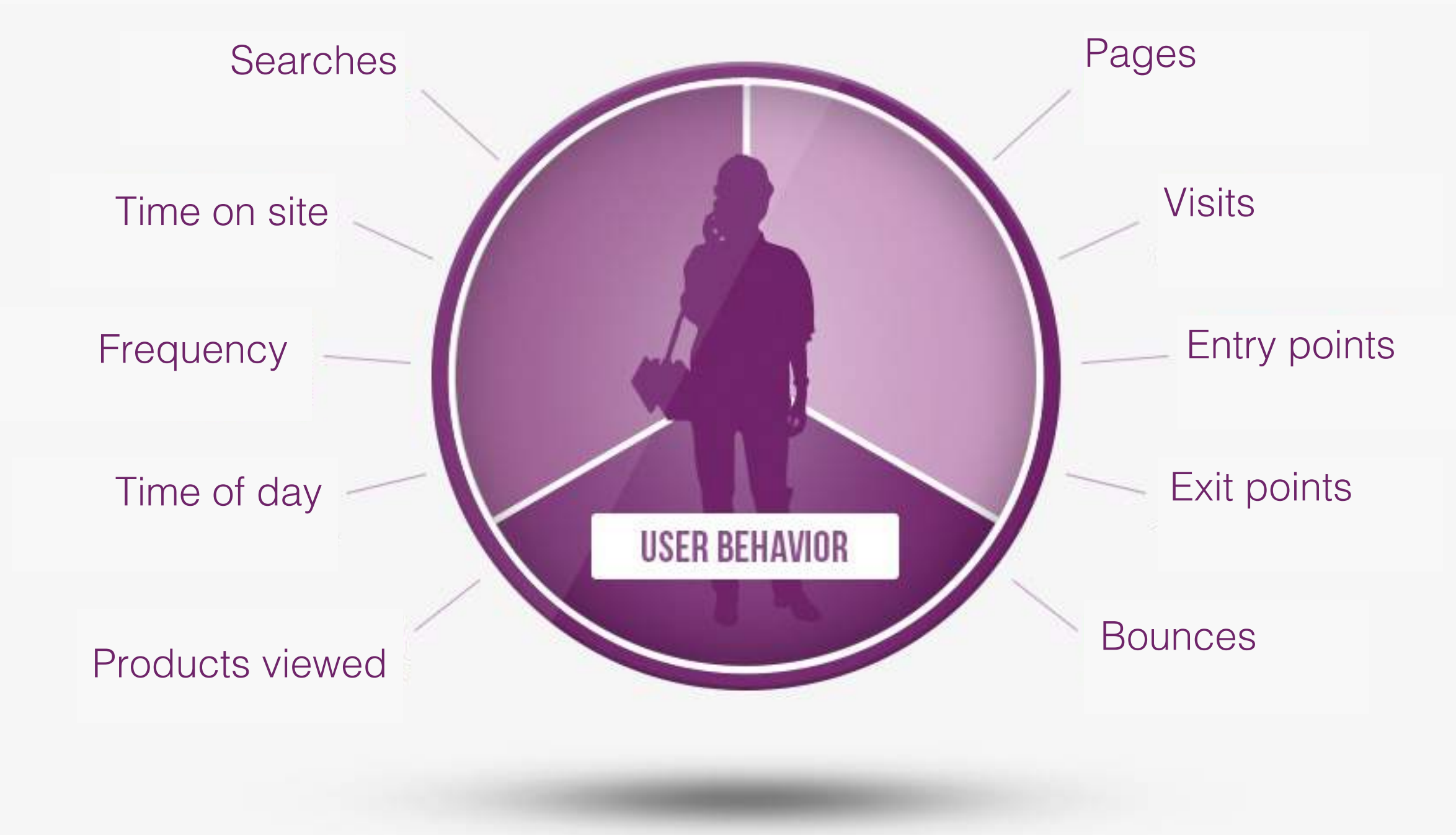
Behaviour

Data



# CUSTOMER BEHAVIOUR

Recognising and recording  
online actions





# **CUSTOMER SEGMENTS**

Enriching profiles with customer data





# CUSTOMER DATA



Oracle



Siebel



SAP





**Business rules**



All 'District warming' clients in the Netherlands.



Defaulters



Contract prolonged <1 month

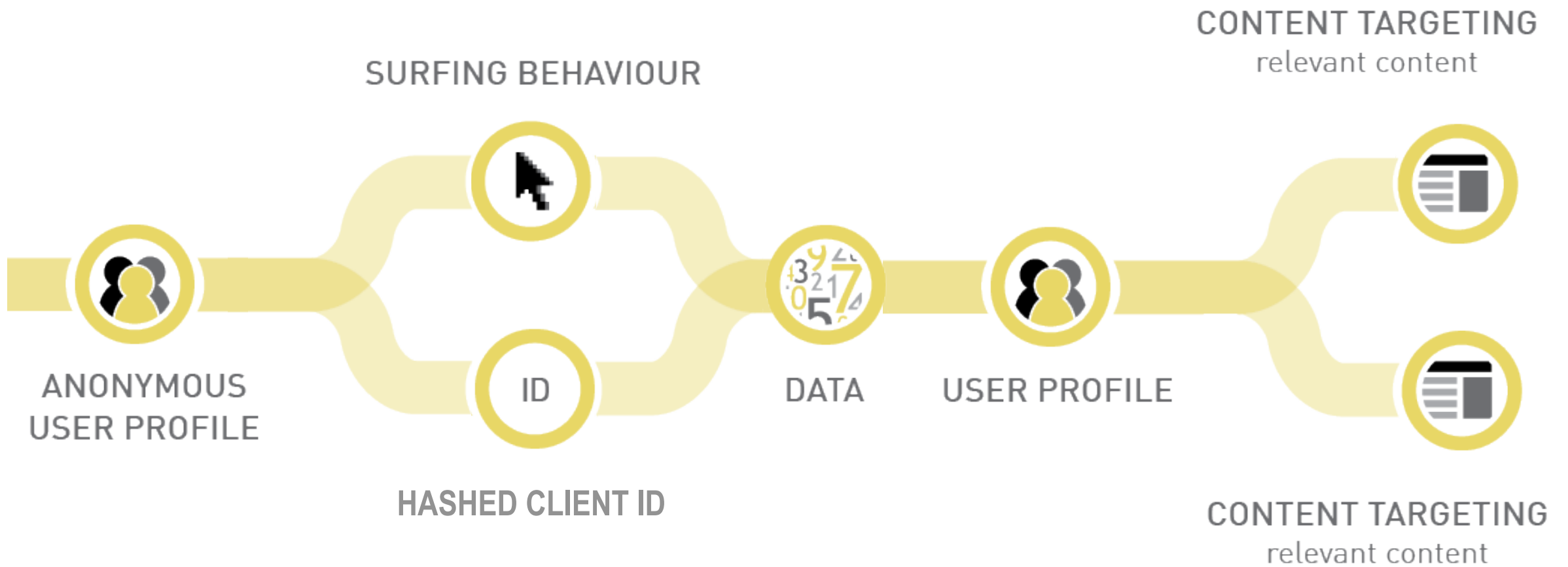


No contact permission



Campaign ID







# Case 1: District heating

## Creating on-site relevance for district heating clients

The screenshot displays the Nuon website interface. At the top, the Nuon logo is on the left, and navigation links for 'Thuis', 'Zakelijk', and 'Over Nuon' are in the center. On the right, there are links for 'Contact' and 'Inloggen Mijn Nuon', along with a search bar. A large promotional banner for 'Stadswarmte' (city heating) features a woman smiling and text indicating a 20% discount on electricity. Below this, a row of three cards highlights offers: 'Oplopende korting tot 25%', 'Nuon Club Competitie', and '€ 40,- cashback en korting op stroom'. The main content area is divided into sections: 'Welke energie past bij mij?' (Which energy suits me?), 'Nuon Stroom en Gas' (Nuon Electricity and Gas), and 'Service en Zelf regelen' (Service and Self-regulation). The 'Nuon Stroom en Gas' section is highlighted with a green border and shows a 'Standaard' (Standard) plan with a price of € 34,- per month. A blue badge indicates it is the 'Meest verkocht' (Most sold) option. The 'Service en Zelf regelen' section lists various services like contract info, annual billing, and meter reading. A 'Conditions' box on the right lists user actions: Search terms, Visited product page, Matches segment, and Clicked on e-mail link.

**Nuon**

Thuis Zakelijk Over Nuon

> Contact | > Inloggen Mijn Nuon

**Voor onze klanten met Stadswarmte:**  
Nuon stroom met 20% korting

- ✓ 20% korting op het leveringstarief van stroom
- ✓ Profiteer een jaar lang van een voordelige stroomprijs
- ✓ Nuon regelt uw overstap van A tot Z

**Direct aanvragen**

**Inloggen Mijn Nuon**

E-mailadres

Wachtwoord

☐ Ingelogd blijven op deze computer

**Inloggen**

[Wachtwoord vergeten?](#)  
[Aanmelden Mijn Nuon](#)

**Oplopende korting tot 25%** **Nuon Club Competitie** **€ 40,- cashback en korting op stroom**

**Welke energie past bij mij?**

Ontdek in 1 minuut welk energieproduct het beste bij u thuis past. U krijgt direct persoonlijk advies en een indicatie van uw kosten per maand.

**Doe de check**

**Nuon Stroom en Gas**

Gemiddeld **€ 155,-** p/mnd

Incl. € 33,- netbeheerkosten

- ✓ Variabele prijs
- ✓ Contract voor onbepaalde tijd

**Direct aanvragen**

[> Hoeveel ga ik betalen?](#)  
[> Meer informatie](#)

**Nuon**

**Standaard**

**Nuon Stroom**

Gemiddeld **€ 34,-** p/mnd

- ✓ Variabele prijs
- ✓ Geen vast contract

**Direct aanvragen**

[> Meer informatie](#)

**Service en Zelf regelen**

Ik kom! Contractinfo na overstap  
Kijk of wijzig uw contract  
Jaarafrekening  
Openstaand saldo?  
Bepaal uw termijnbedrag nog?  
Uw huizing doorgeven  
Terstanden doorgeven  
Antwoord op de veelgestelde vragen

**Conditions:**

- Search terms
- Visited product page
- Matches segment
- Clicked on e-mail link



# Case 2: Which energy suits me?

Creating on-site relevance for prospects

The screenshot shows the Nuon website interface. At the top, there's a navigation bar with the Nuon logo, links for 'Thuis', 'Zakelijk', and 'Over Nuon', and a search bar. Below this is a secondary navigation bar with links for 'Energie', 'Duurzame energie', 'Energie besparen', 'Klantenservice', 'Nuon Exclusief', and 'Mijn Nuon'. The main content area features a large banner with a woman wearing a headset, and a sidebar on the right with login options and service links. A recommendation overlay is present, suggesting 'Nuon Stroom' as the best option for the user.

**Nuon Blijven Loont**

**Aanbevolen voor jou** Meest verkocht

**Nuon Stroom**

Gemiddeld € 34,- p/mnd

- ✓ Variabele prijs
- ✓ Geen vast contract

[Direct aanvragen](#)

[Meer informatie](#)

**Nuon Stroom en Gas**

Gemiddeld € 155,- p/mnd

Incl. € 33,- netbeheerkosten

[Direct aanvragen](#)

[Hoeveel ga ik betalen?](#)

[Meer informatie](#)

**Nuon VastePrijsEnergie**

Gemiddeld € 152,- p/mnd

Incl. € 33,- netbeheerkosten

- ✓ Vaste prijs
- ✓ Contract voor 3 jaar

[Direct aanvragen](#)

[Hoeveel ga ik betalen?](#)

[Meer informatie](#)

**Inloggen Mijn Nuon**

E-mailadres

Wachtwoord

☐ Ingelogd blijven op deze computer

[Inloggen](#)

[Wachtwoord vergeten?](#)

[Aanmelden Mijn Nuon](#)

**Service en Zelf regelen**

- Welkom! Contractinfo na overstap
- Bekijk of wijzig uw contract
- De jaarafrekening
- Openstaand saldo?
- Klopt uw termijnbedrag nog?
- Verhuizing doorgeven
- Meterstanden doorgeven
- Naar de veelgestelde vragen

## Conditions:

- Non client
- Completed energy advice module
- Received advice
- Returns within 30 days



A pair of hands holding a pair of round glasses in front of a blurred background. The word "FUTURE" is visible in large, bold, black letters, appearing to be part of a larger graphic or text. The glasses are positioned in the foreground, with the hands holding the temples. The background is a soft-focus blue and white, suggesting a sky or a digital interface.

# FUTURE

## **ROAD MAP**

- 1) Expand targeting possibilities
- 2) More targeted segments
- 3) Connect search campaigns to a relevant message for specific visitors
- 4) Expand banner impressions on adserver



so does anyone have  
any questions?



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