



# NRG ENERGY INCREASES LEAD GENERATION WITH NEW DIGITAL PARTNER



CENTRO EXCEEDS  
COST PER LEAD BENCHMARKS BY

40%

## MEET NRG ENERGY

NRG Energy is a Fortune 500 company, operating in the United States and Canada. NRG is committed to delivering innovative solutions while advocating for competitive energy markets, customer choice, and working towards a sustainable energy future.

## NRG ENERGY + CENTRO

In 2020, like many leading brands, NRG was reevaluating their partner strategy with their agency of record, and the pandemic only moved the process forward. NRG selected Centro to lead their digital media efforts starting in early 2020. Centro provided the right combination of holistic digital media expertise, technology, and business solution to fit their growing needs.

## SOLUTION

Centro's media services team developed a full-funnel approach, utilizing site direct and programmatic buying methods for video, native display, search, and social channels to find key decision makers online to build awareness and drive high-quality leads.

How Centro supported NRG Energy:

- ### MEDIA SERVICES

Centro's subject matter experts plan, buy, analyze and activate campaigns across all digital channels & devices.

- ### BASIS BY CENTRO

Leverage owned & operated media planning and buying software Basis by Centro for better media performance.

- ### STRATEGIC INSIGHTS

Utilize \$2MM third-party research tools to access audience, competitive, and industry insights trends to better target audiences.

- ### BUSINESS INTELLIGENCE

Provide accurate real-time data reporting and analytics for a holistic view of all campaigns.

## CAMPAIGN PERFORMANCE



340

HIGH QUALITY  
LEADS



\$586

COST PER LEAD



40%

EXCEEDING CLIENT  
BENCHMARKS BY 40%