



## NRG Solar Uses LinkedIn Network Display to Reach Energy Decision Makers Online

NRG Solar is part of one of America’s largest Fortune 500 companies, NRG Energy, and a leader in large commercial, industrial and utility-grade solar solutions. The company’s advertising agency, Grey, has built some of the most famous brands over the last ninety years by focusing on both creativity and results.

Grey had a mission to showcase NRG Solar’s vision and success in solar energy, differentiate the company from other industry players, and stake out a mainstream position as a thought leader in the industry. “LinkedIn Network Display advertising seemed like the perfect way for us to make a large-scale impact on NRG Solar’s marketing goals,” remarked Steve Gervacio, associate media director at Grey. “The ability of LinkedIn Network Display to help us reach such a large number of professionals and decision makers across the Web has allowed it to outperform others in the B2B space.”

## LinkedIn Network Display Advertising Amplifies the NRG Solar Brand and Engages Its Target Audience

Grey chose to advertise on LinkedIn in order to build the NRG brand among professionals, including LinkedIn’s audience of 347 million influencers and decision-makers. On LinkedIn, four out of five members impact business decisions within their organization. Moreover, these professionals have above-average purchasing power and are nearly twice as likely to hold a higher education degree than the average U.S. adult online.

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**Steve Gervacio**  
Associate Media Director  
Grey

### Objectives

- Establish NRG Solar as a thought leader and brand that provides viable solar solutions
- Drive traffic to the NRG Solar website
- Increase content engagement from its target audience

### Target Audience

- Decision makers in the energy, utilities and waste, government, and education industries

### Results

- 75 percent lift in brand recall– translating to 157,918 more unique users being aware of the NRG Solar brand
- Thousands of clicks, visits, and page views on the corporate website

Using the accurate, up-to-date data in members' LinkedIn profiles, Grey was able to target display ads to professionals based on facets such as industry, seniority, job function, company size, location, and more. In its LinkedIn campaign, Grey and NRG Solar precisely targeted more than 2,900,000 of these members in management and executive positions at companies in the energy, utilities and waste, government, and education industries.

One benefit of Network Display was the access it gave Grey to ad inventory on more than 2,500 professional sites where professionals and LinkedIn members spend their time. This helped the agency engage the LinkedIn audience across the Web.

To measure display advertising's impact on brand awareness, LinkedIn conducted a brand study in conjunction with Nielsen, which enables advertisers and publishers to assess and optimize online advertising effectiveness. The brand study surveyed audiences who had been exposed to NRG Solar's display ads as well as those who hadn't. Both exposed and controlled groups were asked to recall whether or not they had seen the brand advertised within the past 30 days. The study revealed that as a result of the campaign, NRG Solar achieved a 75 percent lift in brand recall, translating to 157,918 more unique professionals that were aware of the NRG Solar brand.

As NRG Solar's campaign progressed, the brand lift also correlated to a steady increase in website page views and visits—a strong measure of display's influence on driving more audience engagement and consumption of website content. Over the course of the campaign, its display ads drove 2,117 clicks, further proving the ads' ability to engage its target audience.

## Teaming with LinkedIn to Continuously Optimize Performance and Results

Grey and the LinkedIn account management team continuously worked together to identify trends in NRG Solar's top performing audience segments, traffic sources, and other areas to optimize campaign performance towards its ultimate conversion goal—driving more traffic to its landing pages.

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For example, analysis of data through the LinkedIn platform uncovered better performance from audiences in the energy and utilities job industries, signaling to target this segment more aggressively to receive better response. Most recently, results have shown an 83 percent increase in engagement quarter-over-quarter. Additionally, LinkedIn provided 36 percent more landing page hits than the next display advertising vendor, and has proven to be three times more cost efficient than other platforms.

## Conclusion

LinkedIn Network Display has become a mainstay of Grey's B2B marketing toolbox, and continues to drive meaningful results for NRG Solar by strengthening its position as a thought leader while driving target audiences to engage with its content. "We're looking to keep NRG Solar at the forefront of the solar industry and share its expertise with the professionals who can benefit from it most," said Gervacio. "[LinkedIn's] large professional audience of business decision-makers, coupled with its precision targeting based on up-to-date information in members' professional profiles, allowed us to scale our communication to and drive engagement with the energy decision makers that we need to reach."