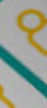




**ENERGIE
ADVIESLOKET
BELGIË**

**Inwoners van Zaventem
prijsstijging tot €5000**

Beantwoord 4 vragen en zorg
Hoe groot is uw
1 persoon 2 personen 3 pers



Revolutionair
voor een v

Om vast te stellen welke alarm
van uw woning

In wat v

**SENDT AND
THE ENERGY
MARKET**

**CAMPAIGN
PORTFOLIO**

intereno

**WAT KOST EEN
KEUKENRENOVATIE
BINNEN 1 DAG?**

Een keuken renoveren in één dag? Dat kan bij
Intereno. Dankzij een team van experts, de
keukenrenovatie wordt uw keuken in één dag
nieuw. Het is een proces van één dag.
Wat is de reden dat een keukenrenovatie van uw
keuken gaat kosten?

GRATIS PRIJSBESCHERMING

Alleen bij

Gratis vergoeding

Mak u uw leven gemakkelijker met de MG EHS Plug-in Hybrid



**MG EHS PLUG-IN
HYBRID**
Ontdek zijn sportief karakter
Vraag een testrit

Een sportieve SUV met 53 km EV-rijdreef en 7 jaar garantie.

Snel leverbaar

Standaarduitrusting

- 17" schermen: navigatie, media, telefoon
- LED dagrijverlichting
- Adressenlijstcamera
- Verwarming van de voorste stoelen

Bent u enthousiast geworden? U rijdt deze gloednieuwe, sportieve

- 19 versnellingsbak
- MG Plug-in rijbewijzen
- Smartphone Verbinding (Apple CarPlay & Android Auto)
- 10.1" Touchscreen

Sportieve SUV al vanaf €38.995, incl. BTW

Gloednieuw en intelligent ontwerp
De MG EHS Plug-in Hybrid heeft een krachtige, sportieve look en een
interieur vol comfortabele en intelligente functies. Met de MG EHS Plug-
in rijdt u altijd veilig, comfortabel en zorgeloos op pad. Ontspan in de
en geniet van uw hoogwaardige technologie aan boord, waar
verloopt. Met twee uitlaatspijpen, Comfort en Luxury 16 v
hybrid die pad bij elke aanpak.

Vraag een testrit



MG EHS - Comfortabele aandrijving
Het is een slimme combinatie van zowel een efficiënte benzinemotor als een
elektrische motor met een rijk versnellingswiel.

- 0-100 kilometer in 6,9 sec.
- Maximaal vermogen: 259 PK
- Trekvermogen: tot 1500 kg
- Brandstofverbruik: 1,8L/100km
- Elektronisch differentieel
- 7 jaar garantie

Vraag een testrit

INTRODUCTION

Welcome to Sendt Online Marketing, a leading international marketing agency specializing in Traffic Generation and Lead Generation.

Our goal is to connect businesses and consumers online, fueling the sales and marketing funnels of our clients with valuable potential customers.

With over 10 years of experience, we help energy companies increase their sales opportunities by delivering thousands of leads per week, year on year.



TOPICS THAT YOU'LL READ ABOUT

- Lead Generation
- Our approach
- Dedicated campaign
- White label campaign
- Determining Cost per Lead
- Traffic Generation
- References



LEAD GENERATION

Energy companies recognize the importance of diversifying their customer acquisition strategies. From door-to-door sales to online comparison websites, above-the-line campaigns (TV, radio, outdoor advertising), reactivating former customers, and telemarketing, the avenues are vast.

This is where Sendt comes in. As a specialist in energy customer acquisition, we provide tailored solutions to help energy companies thrive. Our focus is on delivering high-quality leads that seamlessly integrate with your (tele)marketing initiatives.

With various online campaign options, we offer a range of energy leads. Depending on your company's unique proposition and follow-up approach, our expert team advises on the most effective lead type. We understand that successful lead acquisition goes hand in hand with effective follow-up strategies.

At Sendt, we offer two distinct lead types: Dedicated leads and White Label leads. Both options help you to populate your acquisition database with a fresh stream of potential customers who are ready to be engaged further.



GDPR

At Sendt, we prioritize data protection and adhere strictly to the guidelines set forth by data protection regulations, including the AVG (General Data Protection Regulation).

DATA REQUIREMENTS

In most energy campaigns, we typically request the following fields from potential customers: First name, Surname, Postal code, House number, Type of house, Family composition, and current energy company. However, each advertiser can determine their specific data requirements.

OUR APPROACH

We develop and execute lead campaigns In-House, covering every aspect from start to finish, in order to generate leads.

We understand that starting a new collaboration can be both exciting and overwhelming, which is why we have developed a proven process to guide you through every step of the way. Our journey together begins with an intake meeting. This initial gathering allows us to gain a deep understanding of your unique needs, goals, and vision.

Once we have a clear understanding of your requirements, we will provide you with a detailed proposal that outlines the scope of work, timelines, and pricing.

After the contract is signed, we initiate the collaboration with a kick-off meeting. This meeting serves as a platform to introduce the project team, align expectations, and establish open lines of communication.

With a solid foundation in place, we dive into the creative process. Our talented team of experts will engage in comprehensive brainstorming sessions.

Afterwards the creative concepts are turned into fully functional and visually appealing campaigns.

Once the concept is finalized, we shift our focus to execution. Our publishing management and media buying team will oversee the implementation of your campaign, ensuring seamless coordination across various channels to generate leads for you.



Intake meeting



Proposal



Kickoff



Concepting



Digital



Publishing
management &
Media Buying



Leads

DEDICATED CAMPAIGN

With our Dedicated Campaign option, your brand takes center stage. We create a campaign that perfectly aligns with your look and feel, ensuring that every aspect reflects your brand identity.

Exclusive participation and lead delivery

Your energy company becomes the sole participant in the campaign. This means all the attention is focused solely on your brand. All leads generated through the campaign are delivered exclusively to you.

Leveraging your Value Proposition

We understand that your energy company has a unique value proposition. We work closely with you to highlight and leverage your key selling points in the campaign.

Consistent branding

From advertisements to email templates and landing pages, every piece of communication is crafted in your brand's distinctive style.

Email creatives

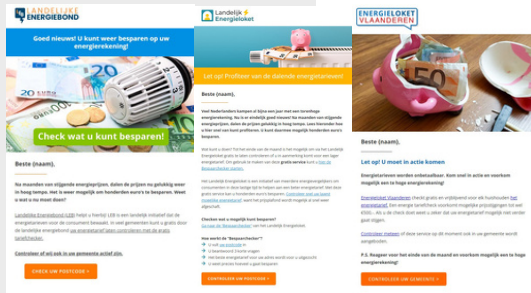


Campaign flow



WHITE LABEL CAMPAIGN

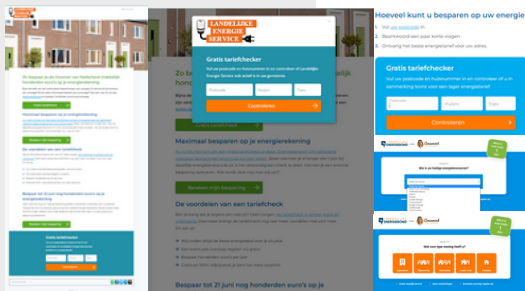
Email creatives



Advertisements



Landingpages



Forms



Our White Label Campaign option is designed to bring multiple companies together under a single, cohesive campaign.

General proposition

The proposition that we mostly communicate in our campaigns is: 'Save on your energy costs'.

Exclusivity guaranteed

Rest assured that all leads generated through the White Label Campaign are exclusively delivered to you. This ensures that you have the first and exclusive opportunity to engage with potential customers, increasing your conversion rates.

Name and adress form and opt-in customized

We understand the importance of maintaining your brand identity. With our White Label Campaign, the name and address form and opt-in are fully customized to align with your unique branding.

DETERMINING COST PER LEAD

At Sendt Online Marketing, we understand that lead pricing and lead quality plays a crucial role in delivering value to our clients. We believe in a personalized approach that takes into account several factors to determine the most appropriate lead price. Through an initial intake meeting with the customer, we gather information to determine this. A few of the points that will be discussed during the intake meeting are as follow:

- **Lead Fields:** What specific consumer information is most relevant to know for your follow up process? By understanding the fields that are most relevant to your business we align the generated leads with your requirements.
- **Sales Funnel Stage:** At what stage of the sales funnel do you want your leads to be? Whether you seek leads at the awareness, consideration, or decision stage.
- **Volume of Leads:** What volume of leads does your company aim to receive?
- **Conversion Rate:** What is the expected conversion rate of the campaign?
- **Incentives and competitive offers:** Are there any incentives or competitive offers that you want to incorporate into the campaign? Understanding the unique elements of your offering allows us to factor them into the lead pricing and maximize the campaign's effectiveness.

Benefits of Sendt leads



**LOWER COST
PER SALE**



**HIGHER
CONVERSIONS**



**EXCLUSIVE
LEADS**



**GUARANTEED
DELIVERY**

TRAFFIC GENERATION

**In addition to Lead Generation,
Sendt also offers Traffic Generation.**

We specialize in driving targeted visitors to an agreed-upon page of the advertiser's choosing through a variety of push channels. With a focus on pre-agreed Key Performance Indicators (KPIs) and full transparency, we empower advertisers to monitor channels, costs, and campaigns in real-time through our user-friendly SendtPortal.

REFERENCES ENERGY CLIENTS

energiedirect.nl **VATTENFALL** 

 **Bolt**  

"At Vattenfall, we have been working with Sendt for several years in the areas of email and lead generation, and we are fully satisfied with the communication, campaign approach, and proposals. It is great to have close contact with our account manager and achieve good results."

Rob van den Berg – Senior Online Marketeer

VATTENFALL 



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