



**SmartMatch™**

**Fuelling Perception: Energy Companies  
& Contextual Advertising**



# Our Insights

## Building Trust

Change in the energy sector is happening at an unprecedented speed as the world moves towards a greener future. As new zero carbon energy production becomes available, it must be harnessed in power networks, affecting transmission and storage.

While governments remain cautious in setting renewable energy targets, consumer demand is growing rapidly, driven by the push for a cleaner future and the need for stronger national energy security. Energy companies innovating in this space must be seen as trusted partners in this quickly evolving and expanding sector.

SmartMatch™ is used by energy innovators to engage global decision makers with thought leadership, in their native language using trusted local news titles.



## **Building Brand Awareness**

In a rapidly evolving energy market, where we see a fragmented approach in international markets to reach sustainability goals, global brand recognition is becoming the primary objective for marketing teams in the green energy sector.

Smartology's clients' aims are not just attempting to increase potential customer engagement with their website or measure a fleeting brand uplift. Instead their aims are to underscore their dedication to a sustainable future, communicating their core brand values.

SmartMatch™ utilises AI to strategically position clients' content with contextually relevant articles across a wide array of international and regional B2B publications, ensuring the message of renewable energy innovation reaches the right audience.



# Methodology

These statistics were determined by data collected from click, scroll and impression tags, used to monitor all SmartMatch™ campaigns.

This data was compared to benchmark figures to measure the uplift in results achieved across all SmartMatch™ campaigns.



# The Challenge

A client aiming to strengthen both recognition and favourability among international businesses, government and wider stakeholder audiences by positioning themselves as a trusted global leader in the energy transition with a focus on renewables, transmission & storage.

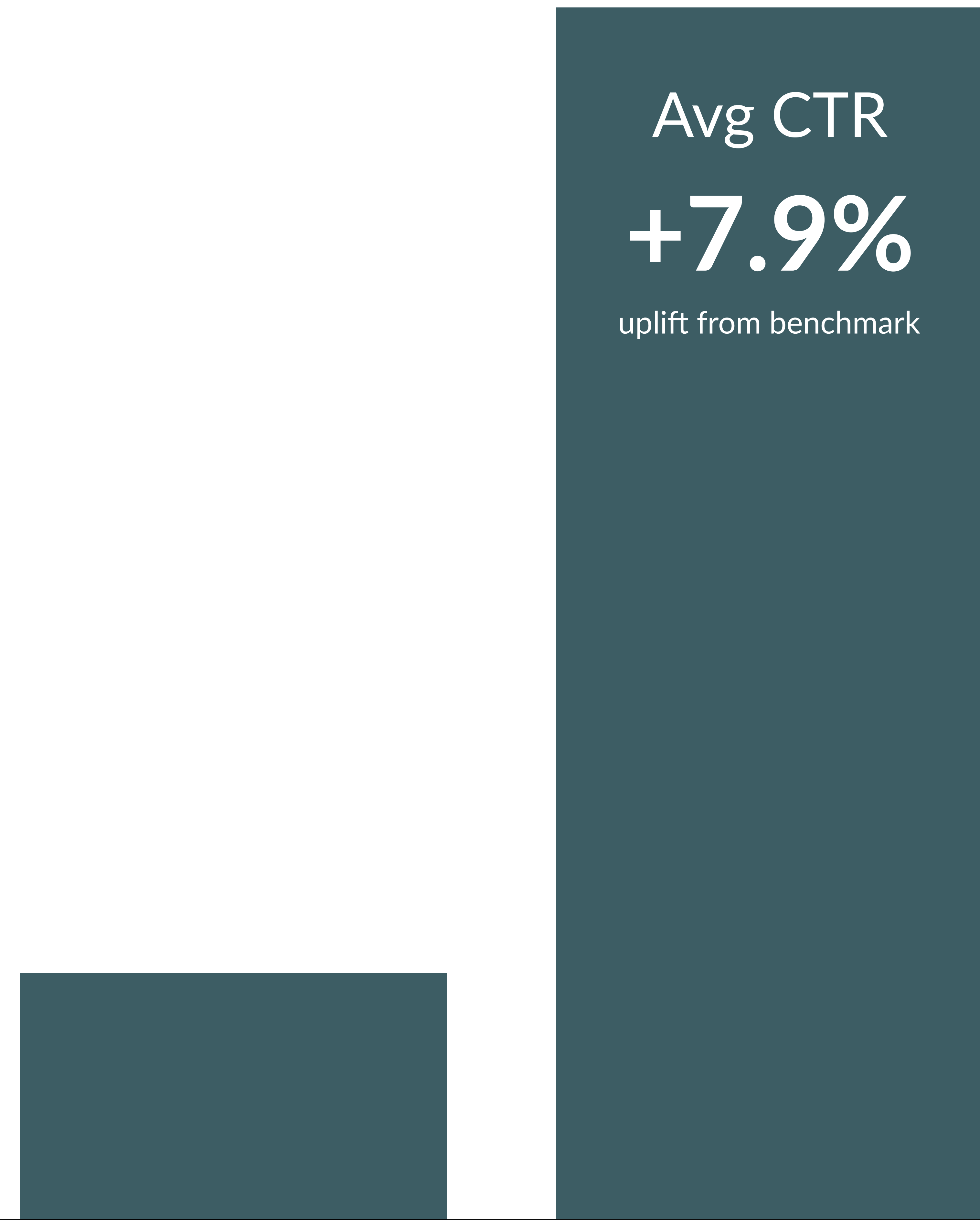


# Our Solution

SmartMatch™ allows the client to own conversations on key brand-aligned themes throughout 2024 including offshore wind, networks and transmission, green jobs, storage, integrated electrification, ESG, biodiversity, climate transmission and other key themes identified during the year.

# Our Results

This campaign saw a strong uplift in CTR from the benchmark value.





# The Challenge

A client seeking to elevate global brand awareness and in turn drive potential customer traffic to their website. Alongside raising awareness of their commitment to a sustainable future, they also sought to communicate their purpose - to create more sustainable societies by transforming natural resources into products and solutions.



# Our Solution

SmartMatch™ AI allows the client to showcase their content alongside contextually relevant articles in both international and regional B2B publications. This approach drives awareness and educates the market about their groundbreaking innovations in renewable energy.

# Our Results

This campaign saw a strong uplift in CTR from the benchmark value.





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