

Discover New Commercial & Residential Customers with BlastPoint's Interactive Platform



Peoples Natural Gas, a large investor-owned natural gas company, wanted to grow their customer base by identifying households and businesses most likely to convert to natural gas across its three-state territory. BlastPoint's platform enabled them to locate and reach out to over 61% more leads.

RESULTS



Potential New Customers Identified

"We're extremely satisfied with BlastPoint. I couldn't be happier with how things have gone and are going."

– Jeffrey Nehr, Vice President of Business Development, Peoples Natural Gas

OVERVIEW

In order to find households and businesses that were the best fit for becoming a customer, Peoples needed to understand where potential customers were located in proximity to existing pipeline infrastructure, as well as housing type and current fuel type. Through the BlastPoint Platform's interactive mapping feature, they were able to score and filter relevant datasets and build target lead lists. As a result, they were able to increase their lead generation outcomes by more than 61%.

OBJECTIVES



Identify more potential customers who are the best fit in terms of housing, location, and other key characteristics.



Integrate relevant internal and external datasets, placing insights at the sales teams' fingertips.

SOLUTION

BlastPoint's Mapping Tool Reveals Top Sales Targets

The main challenge for the Peoples' team was bringing together multiple datasets in one cohesive, easy-to-use tool. BlastPoint integrated fuel source, demographic, and pipeline data, then made it available to the team through our Maps tool, so they could visualize pipeline locations as well as specific housing and fuel types. With the ability to filter potential customers based on these datasets, Peoples could customize lead lists for specific types of sales outreach by downloading contact information for top targets.



Data Profiles Help Personalize Sales Outreach

In addition, BlastPoint utilized our AI-powered technology to create personas, or data profiles, so that Peoples could easily personalize messaging that resonated with specific sales targets. These personas uncovered distinct motivations for switching to natural gas, such as cost savings, environmental values, and access to services. With this knowledge in hand, Peoples was well-positioned to craft personalized outreach with compelling messaging.