



Smarter charging: How Good Energy doubled subscriber targets with Zapmap

The challenge: breaking through market inertia

Good Energy, a pioneer in British renewable energy, launched a new smart EV tariff in July 2024. Leveraging its strong brand presence and reputable sustainability credentials, the company aimed to **reach and convert a new audience of eco-conscious drivers**.

However, the energy market presented specific headwinds that required a strategic approach:



Overcoming switching inertia: encouraging households to leave their existing supplier remains a major barrier in the UK energy market. Good Energy needed to highlight the tangible, immediate benefits of moving to a new tariff tailored specifically for EV drivers;



Balancing principles with price: while Good Energy is renowned for its renewable-first approach, the messaging needed to demonstrate a value proposition that competed on price and convenience. The goal was to position the tariff as the smart choice for cost-sensitive households, not just green-minded ones;



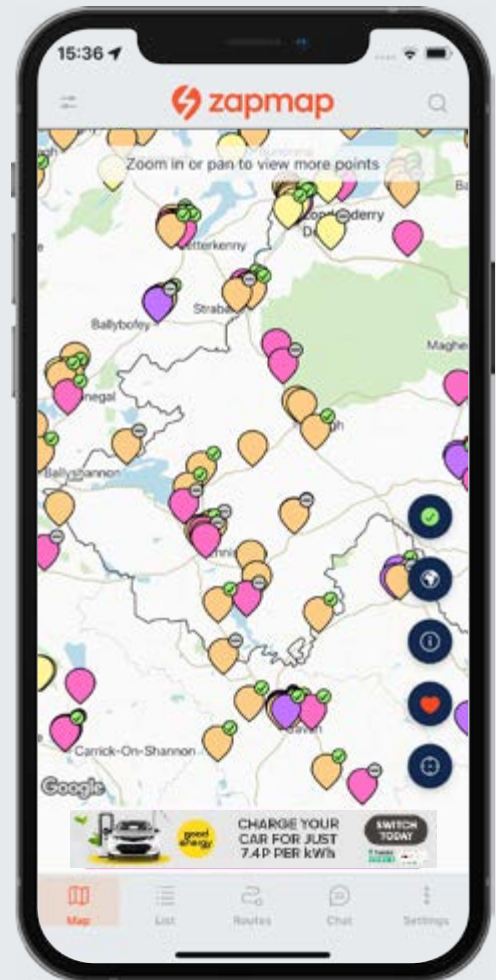
Precision targeting: with EV ownership still representing a specific segment of the market, Good Energy needed to cut through the noise. The campaign required a highly relevant channel to reach the drivers most likely to benefit, reinforcing the brand's credentials in the EV space without wasting ad spend on non-EV households.

The solution: a holistic partnership for value and reach

To meet these challenges, Good Energy partnered with Zapmap to not only advertise the tariff but **to strengthen the core value proposition itself**. The partnership moved beyond traditional advertising to create a comprehensive, value-added offering.

The integrated campaign included:

- **Strategic product bundling:** Good Energy provided a free Zapmap Premium subscription to all users who switched to the renewable EV tariff. This significantly enhanced the customer value proposition, combining green energy with a superior charging experience;
- **Incentivised affiliate programme:** An exclusive partnership incentivised Zapmap users to switch through the platform by offering customer credits and discounts on solar and heat pump installations, positioning Good Energy as a complete “Net Zero” partner;
- **Targeted multi-channel media:** A summer-long campaign (July–September 2024) utilising App, Web, and Newsletter placements placed the tariff directly in front of the UK’s most engaged EV drivers.



A winning partnership: What our clients say



Partnering with Zapmap allowed us to put our renewable EV tariff in front of exactly the right audience – engaged EV drivers who care about both cost and sustainability. The Premium bundle gave us a tangible way to add value for customers, while Zapmap’s media channels helped us drive meaningful switches. It’s been a really positive partnership, combining our shared mission to make the transition to cleaner energy both easier and more rewarding.”

Laura Wildish, Marketing Director, Good Energy

Exceptional results

By combining a strong customer incentive with targeted exposure, the campaign achieved outstanding results, significantly outperforming subscriber and engagement targets.



Conversions:

The campaign proved highly effective at driving action, with **490+ Zapmap Premium subscribers activated** against an initial target of 250—nearly double the target.



Reach:

App impressions reached **540k** (against a 300k target), while Web impressions consistently exceeded the **50k monthly target**.



Engagement:

The campaign drove high intent, with a **0.62% average CTR** on the web and an exceptional **4.5% CTR** on newsletter placements.

Looking to drive engagement and deliver real value to EV drivers?

Discover how a strategic partnership with Zapmap can help you achieve your business goals.

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