Energy AdVision

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With E Source Energy AdVision, you can search through a collection of utility marketing and communication campaigns and compare your campaign key performance indicators to utility industry benchmarks

This interactive tool includes a searchable database of campaigns and a dashboard of metrics and insights that help you:

- Get inspired by utility campaigns and set data-driven performance goals.
- Access over 8,500 utility advertisements for all types of products, programs, and services
- View examples of campaign content, including TV commercials, social media posts, bill inserts, billboards, radio spots, and more
- Learn from successful campaign strategies and industry best practices
- Discover detailed background information on media type, campaign strategy, ad placement, target audience, and tracking methods
- See what metrics utilities use most often to measure the success of campaigns.
- See what channel utilities use most often to reach residential and business customers about various products, programs, and services.
- See what budget utilities commit to campaigns for various products, programs, and services.
- Compare your campaign's key performance indicators

Submit your campaigns to the database year round and be entered into our annual Utility Ad Awards.

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