Solar energy related terms are on the rise. Electricity and gas searches show strong seasonality in winter months.

Electricity/gas and solar searchers show a huge difference in their search behaviour. How to engage these two types of searchers?

Moving houses is one of the biggest reasons customers churn.

In-Market Audiences
Layer on Remarketing with broader generic keywords to increase traffic and re-engage high-value users.

PRO TIPS
- Advertise where your best electricity and gas sector customers are with location targeting.
- Provide easy-to-digest, solar energy-related educational content to engage searchers looking to increase their understanding.


Learn more about how Microsoft Advertising can drive customers to your business today.