

Case study



Using data and email to  
support the most vulnerable  
with Northern Powergrid

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# Summary

## Challenge:

As a Distribution Network Operator (DNO), Northern Powergrid needs to maintain a Priority Services Membership (PSM) to provide additional support to vulnerable customers during power cuts or other emergencies. However, there were gaps in registrations from rural customers, and reaching out to them through appropriate channels was crucial. Moreover, the cost of living crisis in the UK added to the concerns of vulnerable customers who struggled to pay bills and heat their homes.

## Solution:

To address these challenges, Northern Powergrid's Social Responsibility Team worked with Experian to:

- **Analyse** and model data from Experian's Safeguard solution, a Vulnerability Dashboard that provides geographic vulnerability data.
- **Use** a host-mailing method to deploy two targeted email campaigns focusing on rural vulnerability and customers in fuel poverty.
- **Create** html email assets that informed eligible customers about the PSM and offer energy efficiency advice.
- **Utilise** the **ChannelView** email campaign solution, to activate against permissioned data.

## Results:

The campaigns effectively targeted rural vulnerability and customers in fuel poverty and resulted in:

- ✓ 13,893 Priority Services registrations.
- ✓ Positive campaign results including:
  - 4.61% conversion rate (email to registration)
  - £0.88 cost per sign-up based on email data cost.
- ✓ The results enable significant support for Northern Powergrid's users through delivery of priority services via the PSM and advice on becoming more energy efficient.
- ✓ Creation of an HTML email template that can be reused by Northern Powergrid for future campaigns.

# Overview of Northern Powergrid

Northern Powergrid is an electricity distribution company that operates in the North East, Yorkshire and northern Lincolnshire regions of England. As a Distribution Network Operator (DNO), it is responsible for maintaining and managing the electricity distribution network that supplies power to homes and businesses in its service area.

In the UK, there are six DNOs that are responsible for different regions of the country. These companies are regulated by Ofgem, the government's energy regulator, and are required to maintain and upgrade their networks to ensure a reliable and safe electricity supply for their customers.

**For more information, please visit**  
**[www.northernpowergrid.com](http://www.northernpowergrid.com)**



# The challenge

As a Distribution Network Operator (DNO), Northern Powergrid is obligated to maintain a **Membership (PSM)** for its customers who may require additional support during power cuts or other supply interruptions.

The PSM is a free service that is available to vulnerable customers who may need extra assistance during power cuts or other emergencies. Examples of customers who may be eligible for the PSM include those who rely on electricity for medical equipment, older customers, and customers with disabilities.

Northern Powergrid's obligations regarding the PSM include maintaining an up-to-date register of eligible customers who have opted to be on the PSM and providing these customers with additional support during power cuts, including priority restoration of power and regular updates on the progress of any repairs.

It is essential that Northern Powergrid provide information to customers on how to register for the PSM, including through its website, customer service centres, and other communications

channels as appropriate for their customers. Northern Powergrid's Social Responsibility Team identified from Experian data that there were gaps in registrations from rural customers and they would therefore need to ensure these customers were reached and offered support through an appropriate channel.

**2022 also saw a cost of living crisis hit the UK, with many households struggling to pay bills and worrying about the costs of heating their homes. This concern would have been particularly worrying for vulnerable customers and they would potentially be in greater need of support throughout the winter months.**



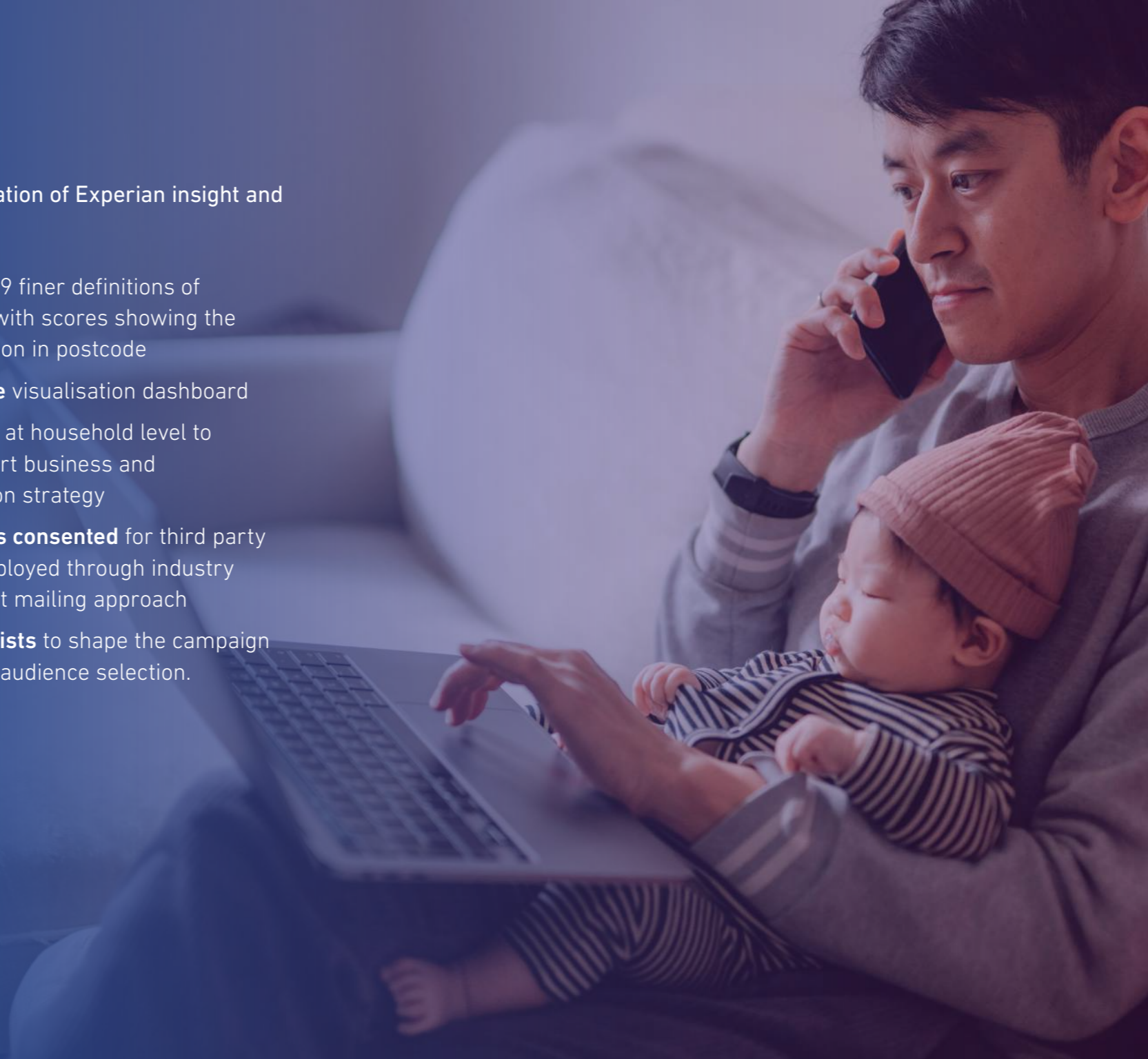
# The solution

Northern Powergrid's Social Responsibility Team used a combination of Experian insight and consented communication channels to develop the solution.

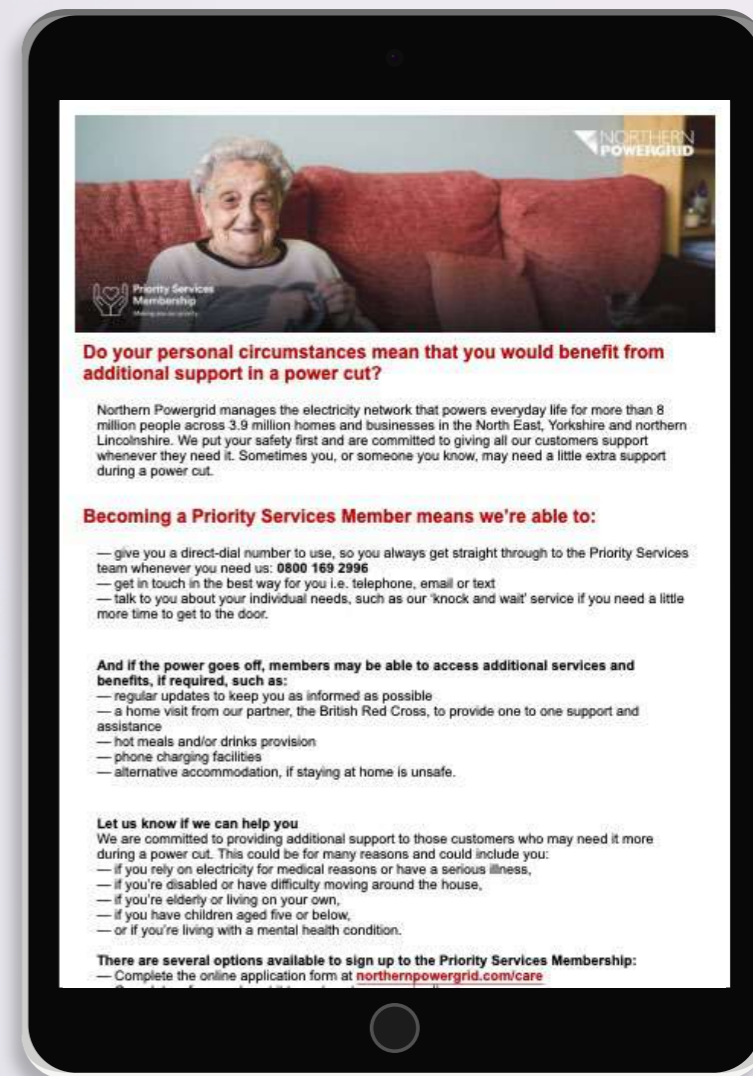
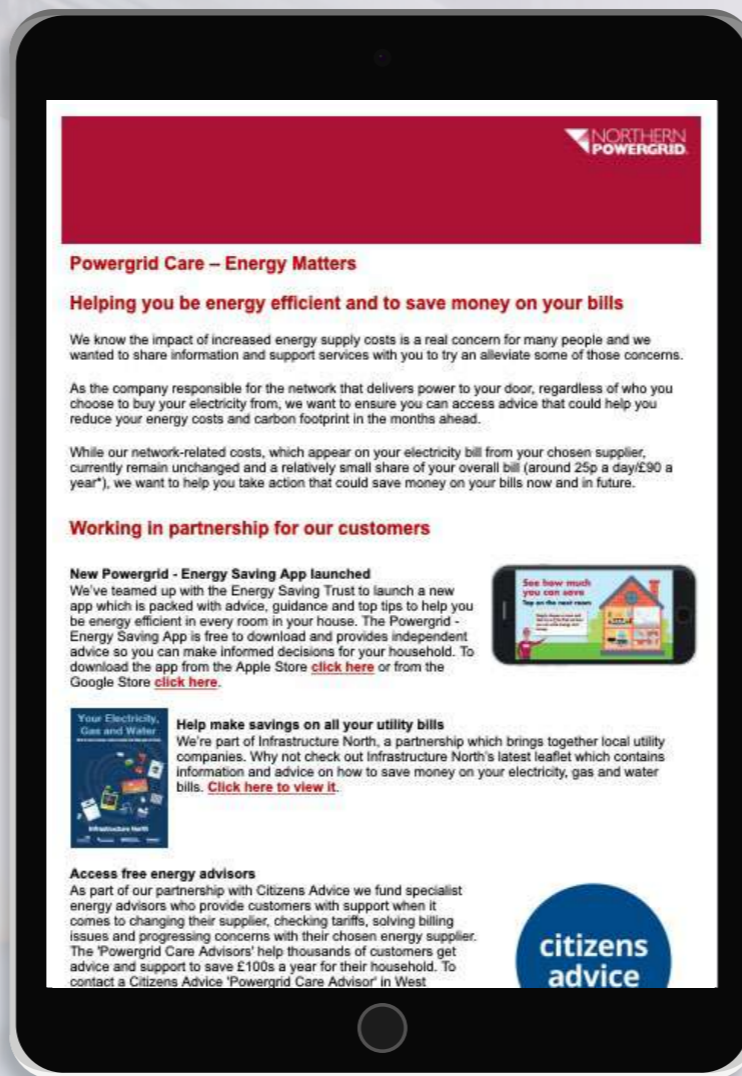
Insight was based on a combination of a Vulnerability Dashboard which leverages Safeguard geographic models alongside Household level scores for likelihood to be impacted by cost of living and fuel poverty.

Following analysis of the vulnerability data two prospect email campaigns were devised to target rural vulnerability and those likely to be in fuel poverty. The specialist Experian email team utilised insight to plan a targeted audience permissioned email address repository alongside campaign creative and deployment.

- ✓ **10 core** and 29 finer definitions of vulnerability with scores showing the likely proportion in postcode
- ✓ **Easy to utilise** visualisation dashboard
- ✓ **Wider insight** at household level to further support business and communication strategy
- ✓ **Email records consented** for third party marketing deployed through industry preferred host mailing approach
- ✓ **Email specialists** to shape the campaign template and audience selection.



Using a host-mailing method, Northern Powergrid were reassured that they were using the most appropriate email delivery method for sponsored email campaigns. Northern Powergrid's Social Responsibility Team worked closely with Experian to brief the campaign prior to deployment and provided creative assets to be built into the email.



# Results

Through match-back analysis on initial sends alone:



**13,893** resulting Priority Services registrations were attributed to the email campaigns equalling a **4.61%** email to registration conversion rate.



This equates to **£0.88** per sign up when looking at the email data cost and is potentially much lower if this were to also take into consideration the second send of the efficiency campaign.

## PSR Membership Email Campaign

EMAIL 1:



80,560  
records



99.9%  
delivery rate



42.69%  
open rate



0.66%  
click-through rate

## Energy Efficiency Email Campaign

This campaign was sent as a multi-send campaign:

EMAIL 1:



239,678  
records



99.9%  
delivery rate



35.04%  
open rate



0.59%  
click-through rate

EMAIL 2:



187,174  
records



99.9%  
delivery rate



54.09%  
open rate



0.53%  
click-through rate

This was an extremely positive result not only for Northern Powergrid but for its users who would now be able to access further support through the PSM. Additionally, the team were able to integrate the HTML template created into their own email platform to re-use for future campaigns.

## Get in touch to find out how we can help your business

Understanding and communicating with the right consumers with the right message is critical for the growth and success of any organisation. Experian insight enables organisations have more meaningful interactions with relevant audiences, consistently, across a range of offline and digital marketing channels.

Contact us on [businessuk@experian.com](mailto:businessuk@experian.com)



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