SMART APP

Better energy in our customers' hands

ENGIE x
SPACE

Best Long-term media strategy
06.05.2026

Two challenges

The consumer challenge

Macroeconomic volatility : energy became a daily concern

Consumers need to understand and manage energy better

The brand & business challenge

Brand power : differentiation is eroding

At risk segment represent 43% of ENGIE customers (BMM)

Stand out and innovate to Retain our customers

Why Smart App ?

Leadership

Customer need
Energy is complex and overwhelming

ENGIE role
Drive the category by introducing innovative solutions

Credibility

Customer need
Need to regain control over energy costs

ENGIE role
Provide the right solution at the right moment

Loyalty

Customer need
Need to be heard and reassured in hard times

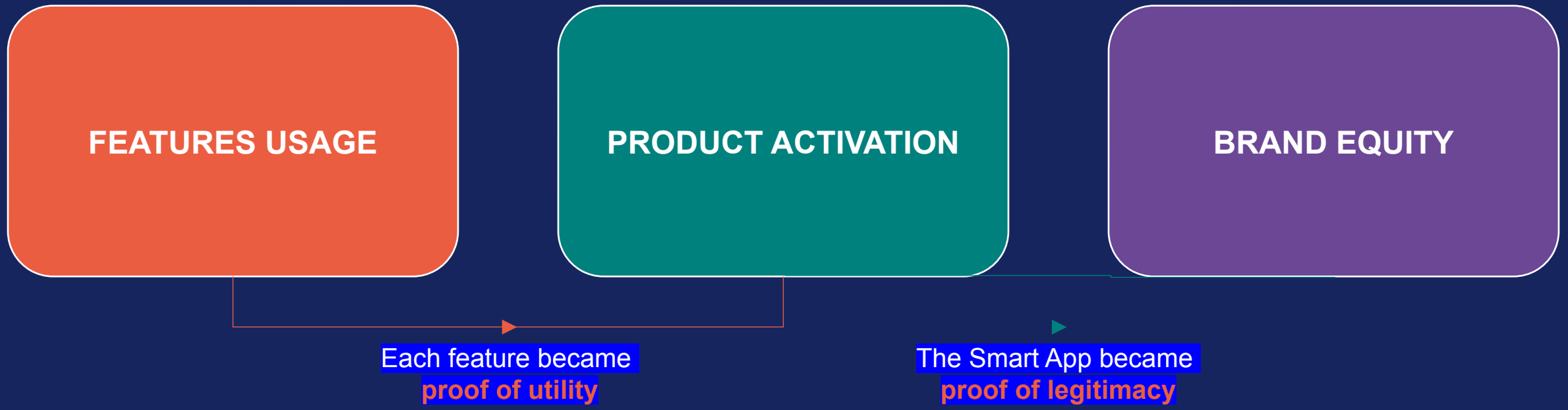
ENGIE role
Protect the base and convince at risk to stay

LEGITIMACY **RETENTION**

We flipped the communication model

Traditionally, branding feeds activation

Product and activation became drivers of brand image



Why this shift ?

PROVING RATHER THAN CLAIMING

Brand image was the challenge, not awareness

ACTING FAST IN A VUCA CONTEXT

Our customers deserved immediate action

USEFULNESS TO PROTECT OUR BASE

Increase CLV was essential to keep at risk segments at Engie

Three core strategic foundations

1. The audience
2. The journey
3. The role of media

Foundation 1 : the audience

1

Focusing where retention and growth matter most

Priority	Triggers	Objective
AT RISK segment (high churn probability)	Driven by innovation and simplicity	Reassure and convince them to stay

Foundation 2 : the journey

2

Structuring a progressive funnel

Remind

Install the App in people's minds through high-attention formats

Educate

Demonstrate concrete use cases and make energy understandable

Activate

Trigger usage through contextual & personalised messaging

Foundation 3 : the role of media

3

Each channel has a clear role

TV & BVOD Build awareness and legitimacy at scale	**Radio** Reinforce memorisation and proximity	**OOH-PDOOH** Contextual activation, high-indexed areas
Digital video & Social Short and demonstrative content	**Native & Publishing** Translate complex topics into accessible narratives	**Performance & CRM** Convert intent into action (downloads x repeated usage)

Building success over time

Building success over time

- **H2 2024**
- Q1 2025
- Q2 2025
- Q4 2025
- H1 2026

HIGH VISIBILITY IN A SATURATED MARKET

Linear TV | CTV | Radio / OLA | OOH | OLV

Objective : install the Smart App as a credible solution

Building success over time

- H2 2024
- **Q1 2025**
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- H1 2026

FROM VISIBILITY TO UNDERSTANDING

45” TV

UGC

Native publishing

Objective : uplift in consideration and intent

Building success over time

H2 2024

Q1 2025

Q2 2025

Q4 2025

H1 2026

LAUNCH OF THE ENERGY SCORE

Energy consumption became visible

Energy consumption became measurable

Energy consumption became improvable

Objective : increase App utility by installing a new routine

Building success over time

H2 2024

Q1 2025

Q2 2025

Q4 2025

H1 2026

CUSTOMER-FOCUSED OPTIMISATION

Refined segmentation on client status, equipment and app usage

Refined media orchestration with Radio instead of OOH (post test), PDOOH on high consumption moments and innovative formats as breadbags and retail media

Objective : optimise retention at its best

Building success over time

- H2 2024
- Q1 2025
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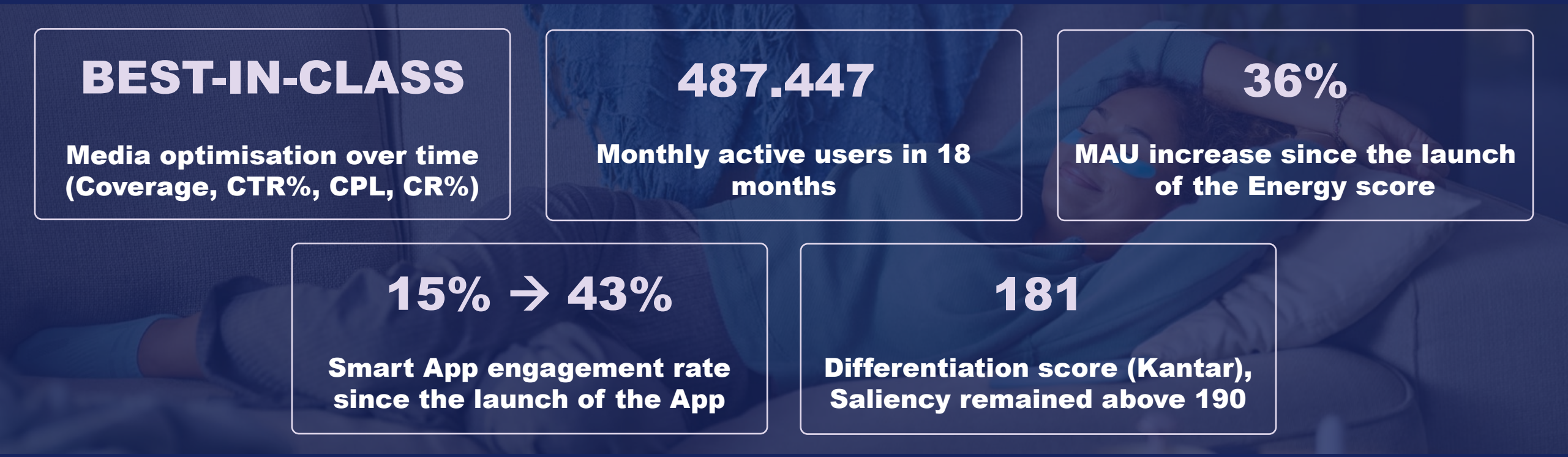
- Q4 2025
- **H1 2026**

ENERGY SCORE WAVE 2

Results



BEST-IN-CLASS

Media optimisation over time (Coverage, CTR%, CPL, CR%)

487.447

Monthly active users in 18 months

36%

MAU increase since the launch of the Energy score

15% → 43%

Smart App engagement rate since the launch of the App

181

Differentiation score (Kantar), Saliency remained above 190

Why AMMA ?

Flipped the communication model	Energy score as a proof of utility Smart App as a proof of legitimacy
Media as behaviour change enabler	Reassuring potential switchers to stay in an uncertain context
Long-term strategy as building blocks	Each wave reinforcing and optimising the previous one
Measurable marketing & business impact	From App downloads and usage to Engie perception and loyalty

ENGIE
Thank you
SPACE
connect · dare · grow