



Using Interactive Content to Engage Customers

Interactive content is proven to be better at capturing customer attention, educating and inspiring action. Whether you're looking to promote energy efficiency programs, e-commerce sites or increase awareness about new rebates, interactive content can help improve your energy utility's customer journey (and revenue).


Interactive content works because it requires customers to **actively participate**. In fact, data shows that interactive content can convert customers at a rate of 43% compared to only 14% without.¹

Join us for our next webinar, "Using Interactive Content to Engage Customers," on **August 12 at 1:00 p.m. EST** to learn how to use interactive experiences to better connect with energy utility customers.


In this webinar, we'll discuss:

- What interactive media is and its various content formats
- How interactive content can increase engagement
- How to use interactive experiences to build long-term customer relationships
- What the future holds for interactive media
- Examples of customer-focused interactive experiences


Our Speakers



Robert Abbot
Sr. Partner & Founder,
Context Digital



Matt Irving
Creative Director,
Questline



Brian Lindamood
AVP, Marketing & Content Strategy,
Questline

Using Interactive Content to Engage Customers
Thursday, August 12, 2021 – 1:00 p.m. EST
Duration: 1 hour

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¹ [Outgrow](#)

There is no charge to participate. This event requires registration and space is limited. If you have problems with registration or need additional assistance, please contact us at webinars@questline.com.

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