



Modstrøm

As a significant player in the Danish energy market, providing local green transition and energy solutions to both private customers and businesses, Modstrøm must have a transparent lead handling process to ensure effectiveness, compliance, and high customer satisfaction. But with outdated workflows, this became a growing daily struggle, and something had to change.

Serving both B2B and B2C customers with a wide range of tailored services, Modstrøm had, over the years, built up a complex lead-handling system. The challenge? It was layered on top of an outdated foundation. As new services were added, the lead flow became increasingly unclear, resulting in inefficient workflows and difficulties staying compliant.

“There were bits and pieces from older campaigns, patches on top of other patches, and no one really had the full picture. We reached a point where we couldn’t explain how a lead moved through the system. That’s a red flag, and we knew we had to act,” says Christopher Brix, Chief Marketing Officer.

Christopher Brix, who became CMO after Modstrøm acquired EasyGreen in 2023, saw the merger as the perfect opportunity to hit the reset button. The goal was to create a transparent and sustainable lead-handling process that enables better utilization of existing leads.

"We'd built too much on top of our lead flows and lost sight of how it all worked. There were bits and pieces from older campaigns, patches on top of other patches, and no one really had the full picture. We reached a point where we couldn't explain how a lead moved through the system. That's a red flag, and we knew we had to act."

Christopher Brix

Chief Marketing Officer
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After years of layering tools and processes without proper cleanup, Christopher Brix made a decisive break from the old systems. No more add-ons - just a clean, structured setup that clearly defined what happened, when, and why.

"We had practical issues we needed to sort out - like leads receiving irrelevant offers, and missed opportunities because we simply didn't have bulletproof lead flows to follow up properly. But worst of all, our opt-outs weren't always respected, because our systems didn't share data. Not only were we missing potential conversions - we were creating experiences we wouldn't accept ourselves."

From patchwork to predictable

The first step in implementing Adversus was to ensure compliant lead handling without losing data from the existing outbound system, ensuring business continuity from day

one. The next step was building transparent and manageable lead flows, aligned with both their lead provider and email platform.

“The integration between our lead provider, email system, and Adversus has been a game changer. We now have a setup where compliance isn’t something we chase - it’s built into the foundation of our lead flows. Opt-outs registered in one system are automatically updated across all systems. This prevents us from storing data we shouldn’t have, without having to double-check everything manually.”

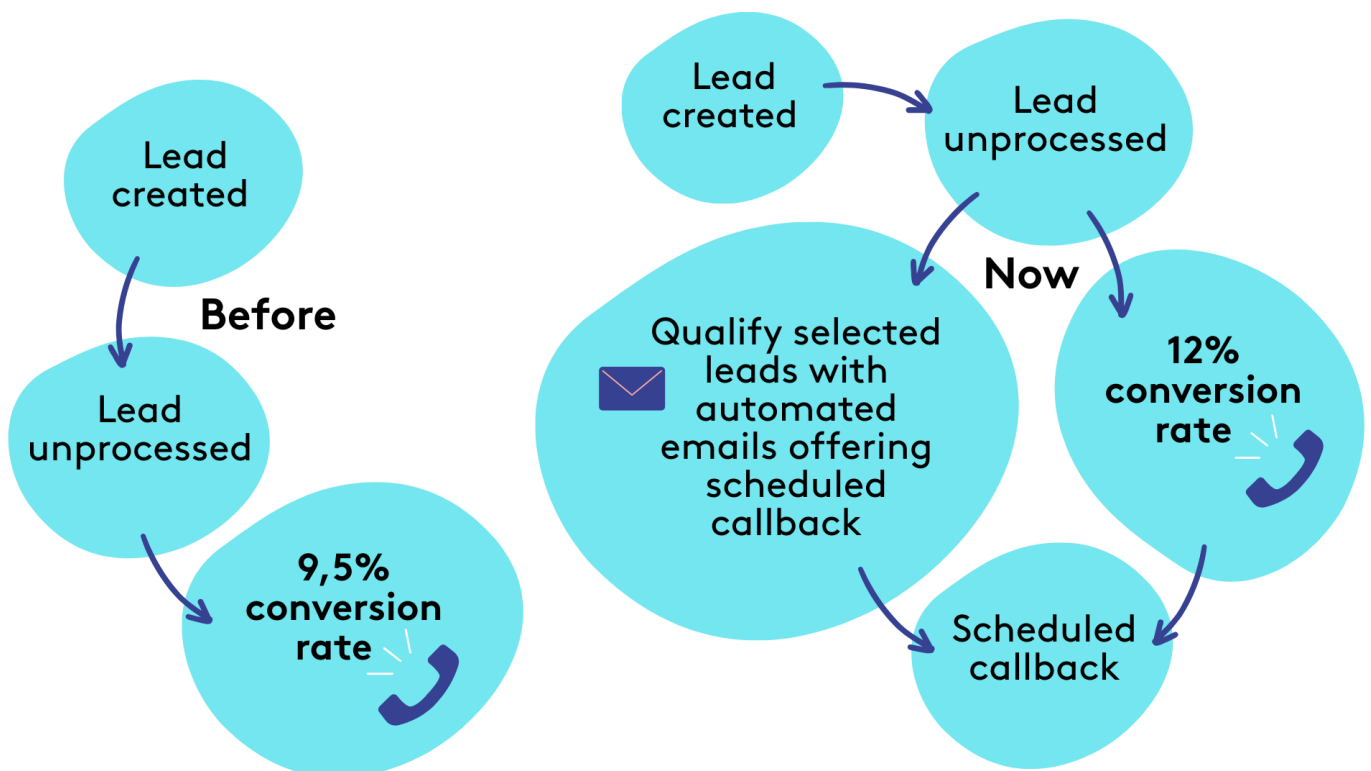
Another key shift was Modstrøm’s approach to timing. Instead of rushing leads through outbound processes, they now warm up prospects using inbound interest, only following up when it makes sense.

“Before, we treated all leads the same. Now, we follow up based on what people have engaged with, making lead journeys more consistent. That one change has made a big difference in how we’re received,” Christopher Brix says.

Higher conversion rates

After optimizing their lead journeys, Modstrøm has seen conversion rates increase from 9.5 percent to 12.5 percent.

“We’re much better at utilizing the leads we already have because we’ve regained control of the lead journeys. We’ve become much better at identifying customer needs and targeting them with the right message at the right time. It’s not about chasing harder—it’s about having a process that gives them room to come around.”



The improvements extend beyond the numbers. Internally, the team now works with clarity. Externally, customers experience more relevant and respectful communication, with no mixed messages.

“It’s true that Adversus isn’t the cheapest platform per agent. However, the way it’s structured allows us to work smarter. And that’s where the return comes from.”

[Learn more about Modstrøm](#)

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How it works

Tailored communication

Leads are matched with campaigns based on the specific product they showed interest in.

Follow-up emails are sent with a steady cadence to a selected group of leads, featuring easy opt-out options.

Contact forms feed directly into tailored follow-up flows that run for up to a year.

Inbound and outbound activities are aligned because data is automatically shared across all marketing platforms.

If a lead opts out in one system, that data is pushed across all platforms to ensure that no one is contacted without their consent.

All new leads undergo a duplicate check to ensure data is handled accurately.