

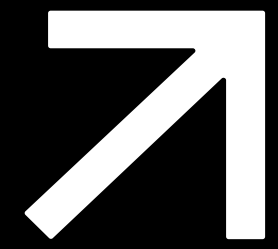
# Allego

## Ongoing marketing partnership

Supporting Europe's leading EV charging network with always-on marketing execution. Working as an extension of Allego's internal team to deliver consistent, high-quality marketing across European markets.





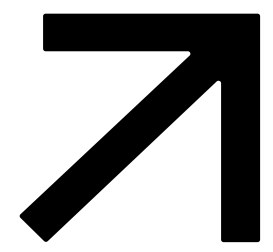


## Client

**Allego** is Europe's leading EV charging network, connecting drivers across the continent with a vast and reliable infrastructure. With over 35,000 charging points, Allego plays a crucial role in supporting the growing adoption of electric vehicles across Europe.







## Challenge & Approach

Allego's marketing team operates in a fast-moving, pan-European environment, managing multiple campaigns, channels, and stakeholders simultaneously. With limited internal resources, maintaining consistent, high-quality marketing output across day-to-day activities and strategic initiatives became increasingly challenging.

Without additional capacity and specialist support, there was a risk of slowing momentum, reducing impact, and losing focus on key priorities. Allego needed an experienced partner who could integrate seamlessly with their team, take ownership of execution, and deliver consistent, reliable results across content creation, digital marketing, and performance reporting.

Europe is  
charging ahead

Progress you can feel on every road



Our team  
keeps growing



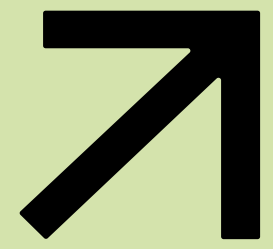
Powering every journey  
with 100% green energy



# Join the team driving Europe's eMobility future







## Our process

### Integrated team support

Nexxt Industry works as an extension of Allego's internal marketing team, providing hands-on support through a flexible monthly retainer. By embedding ourselves into their workflows, we take ownership of day-to-day marketing execution while staying closely aligned with Allego's wider objectives and priorities.

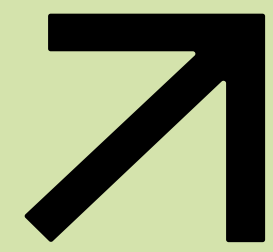
### Consistent content and campaign execution

We manage the full content creation process, from planning and maintaining a structured content calendar to coordinating feedback and ensuring timely delivery across channels. Our copywriters and graphic designers produce high-quality, brand-aligned content that supports both ongoing communication and campaign-based initiatives across European markets.

### Performance-driven optimization

Alongside execution, we provide continuous monitoring, trend analysis, and detailed monthly reporting. This gives Allego clear visibility into performance, enabling data-driven decisions and ongoing optimisation of campaigns to maximise impact and efficiency.





## Ongoing success

The collaboration between Allego and Nexxt Industry continues to evolve. What began as support for day-to-day marketing execution has grown into a long-term partnership, with Nexxt Industry taking on increasingly complex projects and supporting a wider range of initiatives. By operating as a trusted extension of Allego's marketing team, Nexxt Industry helps ensure consistency, efficiency, and quality across all marketing activities, allowing Allego to focus on scaling its network and strengthening its position as a leader in European eMobility.

### Europe is charging ahead

Progress you can feel on every road



Cleantech Park Arnhem

### Where bright sparks meet fast chargers >



Chargemap

N°3

CHARGING NETWORK

CATEGORY

Highway Networks

Top 3 for motorway charging in France



### Denmark, meet more charging freedom



### More places to power your journey



1,000 stations. One mission: Driving Europe forward.



### Powering journeys across DACH & CEE

A major step forward



### HOFER x Allego x Enertec

A major step forward for EV charging in Slovenia

