

About the Presenter

- Donna Bambrough
- More than 30 years of marketing experience in a variety of industries, including the last six years in energy-efficiency
- Marketing and program manager for Focus on Energy's Home Performance Program since 2011
- Oversees marketing staff in home performance and other energy-efficiency programs in Michigan, Indiana and Ohio



Home Performance 'Big Red Door' Campaign A/B Test

Donna Bambrough, Marketing Manager
Home Performance Program







What is Focus on Energy?

- Wisconsin utilities' statewide energy efficiency and renewable resource program since 2001
- Funded by the state's investor-owner energy utilities and participating municipal and electric cooperative utilities -- 108 utilities across the state
- Helps implement energy saving projects that
 - Wouldn't otherwise be possible, OR
 - Completed sooner than scheduled

Residential Programs

- **Appliance Recycling**
 - Recycling old refrigerators or freezers
- **New Homes**
 - Building a new, energy-efficient home
- **Retail Products**
 - Lighting discounts and smart thermostat incentives
- **Simple Energy Efficiency**
 - Energy efficiency kits including light bulbs, aerators, etc.
- **Home Performance**
 - Air sealing/insulation, heating and cooling, renewables

Home Performance Program

	Whole Home Improvements	Home Energy Score	Heating & Cooling Improvements	Renewable Energy
				
Program details	Energy assessment + Home Energy Score Customized report Air sealing and insulation	Home Energy Score Score Report	Heating equipment Cooling equipment	Solar electric systems Geothermal systems
Investment	\$\$\$	\$\$\$	\$\$\$	\$\$\$
Incentives	\$\$\$	None	\$\$\$	\$\$\$
Description	The perfect starting point for ultimate home comfort and highest savings.	Basic facts about your home and its estimated energy use.	Need just heating and cooling improvements? This is the spot.	Reach next-level savings by producing your own renewable energy.

Contractor (Trade Ally) Market-Based Program

Marketing Roles & Responsibilities

- Increase awareness of home performance and encourage action and participation in the program
- Educate individuals about the benefits and value of making home energy efficiency improvements
- Collaborate with participating utility companies
- Provide tools and resources to contractors to generate leads and projects for the program

'Big Red Door' Campaign Assets

PUT YOUR HOME TO THE RED DOOR TEST

A HOME ENERGY ASSESSMENT IS THE FIRST STEP TO GREATER COMFORT AND SAVINGS.

Behold the power of the Big Red Door. As part of our comprehensive home energy assessment, it will tell you exactly where your home is wasting energy and what improvements you can make to boost comfort and lower your utility costs by 20 percent or more.

HOW IT WORKS

The Big Red Door is the diagnostic tool that Focus on Energy Trade Allies use to perform a blower door test. Using a special fan, it measures the air tightness of a home and locates any leakage sites, like unsealed cracks and openings. By addressing your home's air tightness, you can:

- Lower energy consumption
- Prevent moisture condensation
- Reduce drafts and increase comfort
- Improve air quality

COULD YOUR HOME USE A BOOST?

Every home can benefit from an energy assessment, especially if you're experiencing any of the following:

- Drafty rooms
- Fluctuating temperatures
- Inefficient heating and cooling equipment
- Moisture and mold issues
- Ice dams
- Signs of an aging home

CASH INCENTIVES

Once you've put your home to the Red Door Test, it's time to decide which energy-saving home improvements best fit your needs. Focus on Energy offers cash incentives to lower the upfront costs of recommended upgrades. Typical improvements include:

- Whole-house air sealing
- Insulation
- Ventilation
- Heating and cooling equipment
- Health and safety upgrades

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Partnering with Wisconsin utilities

Wisconsin Energy Retail Energy Resources and Businesses Sales Center will monitor while protecting the environment. Focus on Energy information, resources and financial incentives help to expand energy efficiency and renewable energy projects that otherwise would not be commercially viable. ©2016 Wisconsin Focus on Energy. WM-2016-0818

Wisconsin Public Service (WPS) website banner for the 'Big Red Door' campaign. The banner features the text 'Put your home to the red door test' and includes navigation links for 'Your Account', 'Your Home', 'Your Business', and 'Our Company'. A sidebar menu lists options like 'Log In To Your Account', 'New User? Register For Online Access', 'Pay Your Bill', 'Outages & Service Problems', 'Compare Rates', and 'Start or Stop Service'. Below the main banner, there are sections for 'Electric Energy' (800-450-7...), 'Gas Energy' (800-450-7...), 'PUT YOUR HOME TO THE RED DOOR TEST', and a 'DID YOU KNOW?' tip: 'Washing clothes in cold water can save you \$30 a year in water heating costs.'

PUT YOUR HOME TO THE RED DOOR TEST

A HOME ENERGY ASSESSMENT IS THE FIRST STEP TO GREATER COMFORT AND SAVINGS.

Behold the power of the Big Red Door. A comprehensive home energy assessment performed by a trained and certified Trade Ally contractor can pinpoint exactly where your home is wasting energy and what improvements you can make to boost comfort and lower your utility costs by 20 percent or more.

The Big Red Door can help you:

- Lower energy consumption
- Prevent moisture condensation
- Reduce drafts and increase comfort
- Improve air quality

SCHEDULE YOUR APPOINTMENT

Visit focusenergy.com/reddoor or call 800.762.7077 to learn more.

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SAVING ENERGY AND MONEY FOR WISCONSIN ©2016 Wisconsin Focus on Energy

WIN A FREE HOME ENERGY ASSESSMENT

PUT YOUR HOME TO THE RED DOOR TEST

- Lower your energy costs
- Improve comfort year-round
- Receive a customized energy report
- Get incentives for smart energy upgrades

ENTER TO WIN:

focusenergy.com/homeperformance/contest

Valued at \$400, an assessment with the Big Red Door will show you where you're wasting energy and how to start saving.

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SAVING ENERGY AND MONEY FOR WISCONSIN

Focus on Energy
December 2, 2016

A quick visit from the Big Red Door is all it takes to discover how you can save energy and money this winter. Can you guess its location? Take your best shot and you might just win a free home energy assessment. <https://focusenergy.com/residential/reddoor/contest>

Where's the Big RED DOOR? **GUESS NOW**

For eight weeks, we'll be posting a photo of the Big Red Door in a favorite Wisconsin tourist location on Focus on Energy's Facebook and Twitter sites. Make sure to visit the sites to see where the Big Red Door is, post your guess and then visit this...

FOCUSONENERGY.COM

Like Comment Share

to winter comfort and savings. Guess its home energy assessment. [residential/reddoor/contest](https://focusenergy.com/residential/reddoor/contest)

Where's the Big RED DOOR? **GUESS NOW**

This Week?

to of the Big Red Door in a favorite Wisconsin facebook and Twitter sites. Make sure to visit or is, post your guess and then visit this...

FOCUSONENERGY.COM

Like Comment Share

Focus on Energy @focusenergy · Feb 6

Congrats to Erica Schroyer on winning our Home Performance Program's 'Find the Big Red Door' free home energy assessment! #focusenergy

Like Comment Share

Digital Ads Call-To-Action: A/B Test



PUT YOUR HOME TO THE **RED DOOR TEST**

Get incentives up to **\$2,250.**

[Schedule today >](#)

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PUT YOUR HOME TO THE **RED DOOR TEST**

Get incentives up to **\$2,250.**

[Find a contractor >](#)

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ENERGY STAR® Logo: A/B Test

Without ENERGY STAR® Logo



With ENERGY STAR® Logo



A/B Banner Ad Test Process

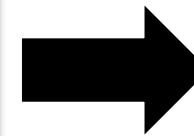
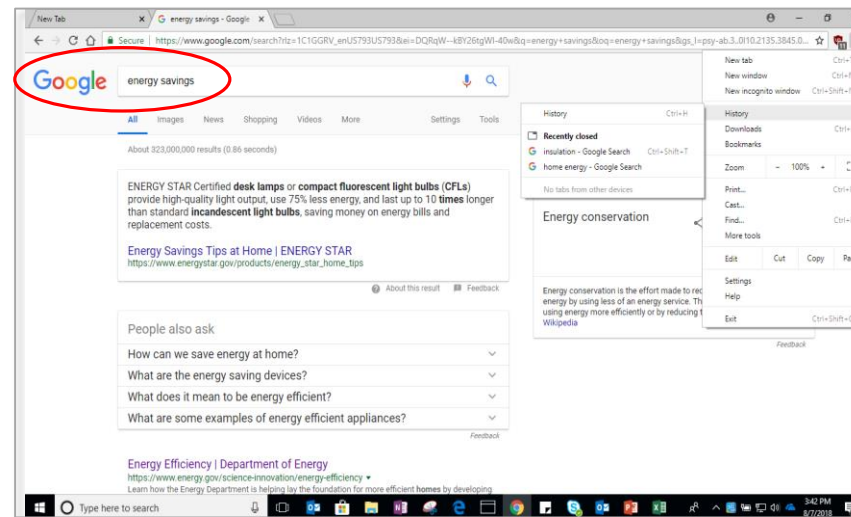
Google Adwords Platform

- Display contextual campaign
- Display remarketing campaign

Display Contextual Campaign

Content of a digital ad is in direct correlation to the content of the web page the user is viewing

- Targeted specific keywords with highest results



Websites with
'energy savings'
content

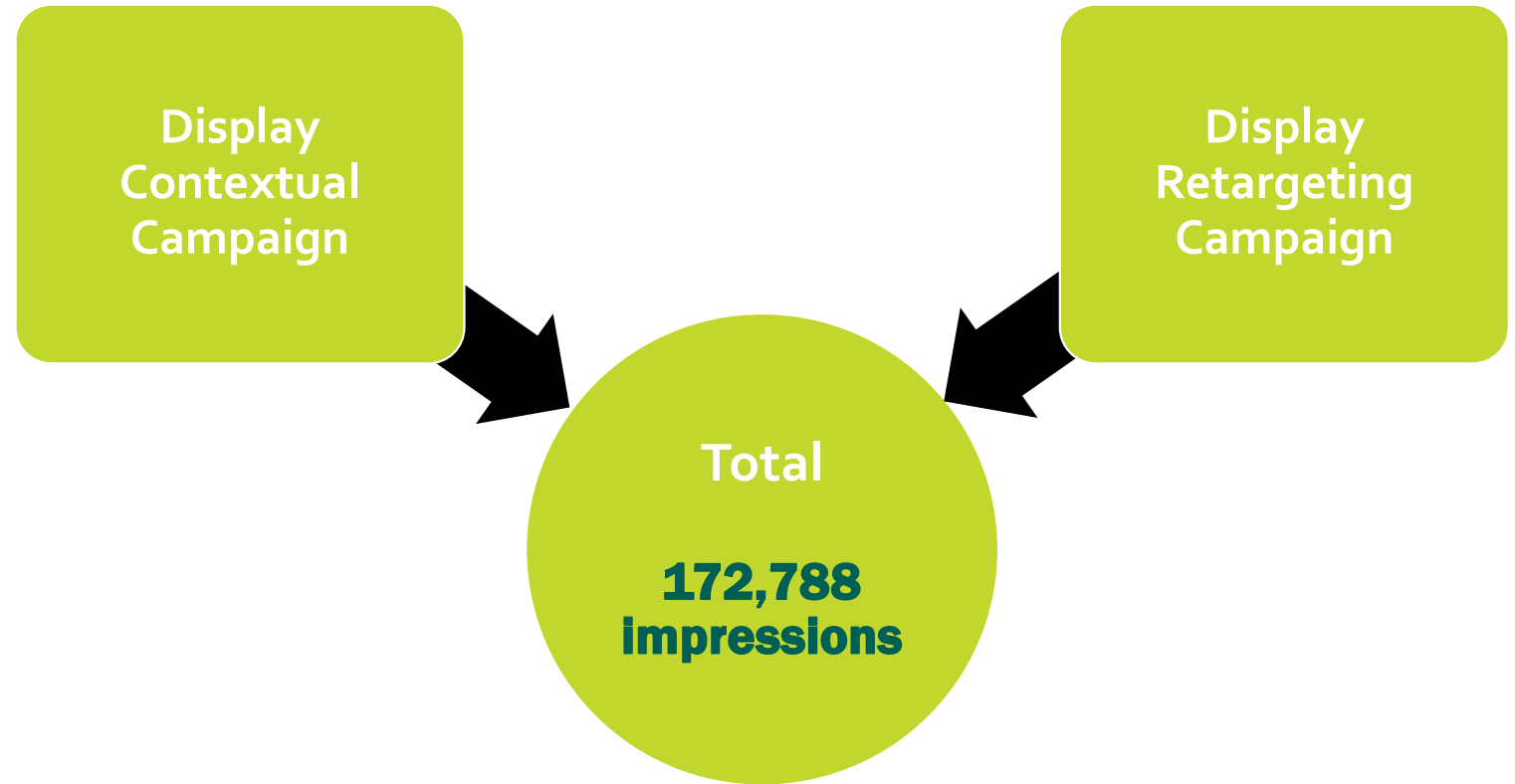


Display Remarketing Campaign

Target past visitors to encourage them to return to the Focus on Energy website



A/B Test Process



A/B Banner Ad Test Results



Without ENERGY STAR® Logo
CTR: .33%

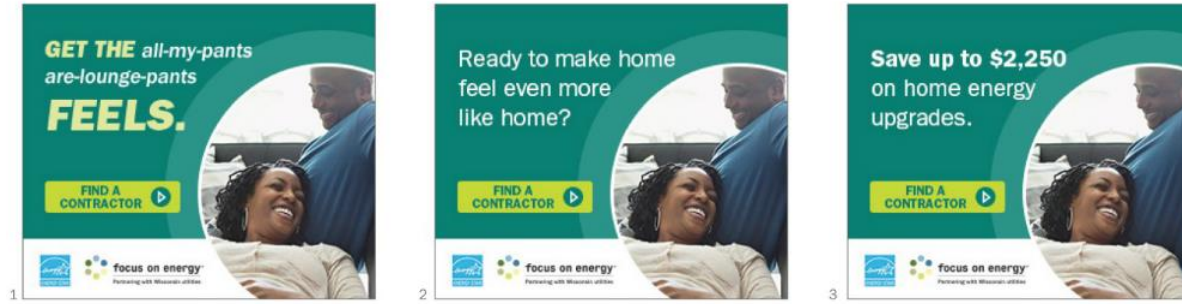


With ENERGY STAR® Logo
CTR: .53%

60%
increase

Other Campaigns

'Get the Feels' Campaign



'Be Chill, Not Chilly' Campaign



'Enjoy Summer All The Way' Campaign



Living in an inefficient home is like camping without bug spray. Enjoy summer all the way with our Home Performance Program.



Upgrade your home. Protect your home.

Find out how our Home Performance Program can help you #EnjoySummer all the way — enter to win a free home energy assessment.



#EnjoySummer all the way. Win a home energy assessment.

Responsive Ads A/B Test Process

Google Display
Network

```
graph TD; A[Google Display Network] --> B((Total 268,292 impressions));
```

Total

268,292
impressions

Responsive Ads A/B Test

Without ENERGY STAR® Logo
CTR: .36%

Text	Native	Image
<p>Win A Free Assessment</p> <p>We Offer Incentives Up To \$2,250. Our Assessment Shows Where Your Home Is Wasting Energy.</p> <p>➔</p> <p>Focus On Energy</p>	 <p>Enjoy Summer Even More With A Chance To Win A Free Home Energy Assessment.</p> <p>Focus On Energy Visit Site ></p>	 <p>Win A Free Assessment</p> <p>We Offer Incentives Up To \$2,250. Our Assessment Shows Where Your Home Is Wasti...</p> <p>Focus On Energy ➔</p>

With ENERGY STAR® Logo
CTR: .40%

Text	Native	Image
<p>Win A Free Assessment</p> <p>We Offer Incentives Up To \$2,250. Our Assessment Shows Where Your Home Is Wasting Energy.</p> <p>➔</p> <p>Focus On Energy</p>	 <p>Enjoy Summer Even More With A Chance To Win A Free Home Energy Assessment.</p> <p>Focus On Energy Visit Site ></p>	 <p>Win A Free Assessment</p> <p>We Offer Incentives Up To \$2,250. Our Assessment Shows Where Your Home Is Wasti...</p> <p>Focus On Energy ➔</p>

12%
increase

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