



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

The New Home Shopping Network:

The Impact of Marketplaces and the Value of ENERGY STAR

October 29, 2020





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Why Online Marketplaces?



Upward trend in online transactions – especially now that at-home services are more and more critical



Customers can research products, make a purchase, and receive a financial incentive – all in one place!



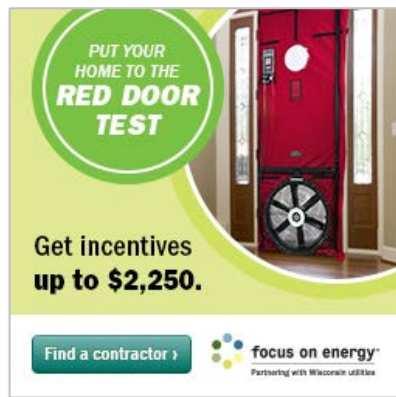
Connecting customers to education and resources for other utility energy efficiency programs



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Why ENERGY STAR?

- A 2017 study found partners' **JD Power** Customer Satisfaction indexes for ENERGY STAR partners increased significantly over time compared to non-partners, particularly in the areas of **Corporate Citizenship, Communications, and Customer Service.**
- Recent A/B testing conducted by Focus on Energy shows that using **ENERGY STAR logo** on ads drove a **60% increase in click-through-rate.**



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How to Maximize the Value of ENERGY STAR

- Promote your ENERGY STAR partnership
 - Include ENERGY STAR graphics in web banner and/or a Partner logo within the landing page (mock-up to the right)
- Associate products with ENERGY STAR
 - Feature ENERGY STAR certification mark on product images and product detail pages (mock-up to the right)
- Leverage EPA ENERGY STAR expert content
 - Educational content
 - Savings facts, Buying guidance, APIs
 - Marketing Materials
 - Infographics, Widget, Videos



Home / Lighting

Shop By

- LIGHTING >
- PRICE >
- BRAND >
- BRIGHTNESS >
- BULB TYPE >
- FIXTURE TYPE >
- COLOR TEMPERATURE CATEGORY >
- LIGHTING TECHNOLOGY >







Lighting

Educational Resources

About Lighting
Learn about the most important characteristics of lighting that can help you select the appropriate light bulb for your application. (view now)

View: Sort By: Price Show: 12

1-12 of 34 Page: 1 2 3 Next

 BITS 0.5w Night Light Brightness (Lumens) 1.5 Your Price: \$2.50 Add to Cart Add to Wishlist Add to Compare	 Limelite Your Price: \$2.95 Add to Cart Add to Wishlist Add to Compare	 TCP 9w 27K A19 Brightness (Lumens) 800 Your Price: \$3.50 Add to Cart Add to Wishlist Add to Compare
 Felt 7w Decorative CFL Brightness (Lumens) 320 Your Price: \$3.95 Out of stock Add to Wishlist Add to Compare	 Philips 4.5w 22-27K B12 Candle Brightness (Lumens) 300 Your Price: \$3.95 Add to Cart Add to Wishlist Add to Compare	 MaxLite 6w 27K A19 Brightness (Lumens) 480 Your Price: \$3.99 Add to Cart Add to Wishlist Add to Compare





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Speaker Introductions



Jonathan Coons
Director of Marketing
EFI



Mark Michalski
Vice President, Market
Development
TechniArt



Josh Lin
Uplight
General Manager of
Activate



UTILITY MARKETPLACES

Accelerating the adoption of impactful products,
services, and technologies



Jonathan Coons
Director of Marketing
jcoons@efi.org | EFI

Core EFI Solutions



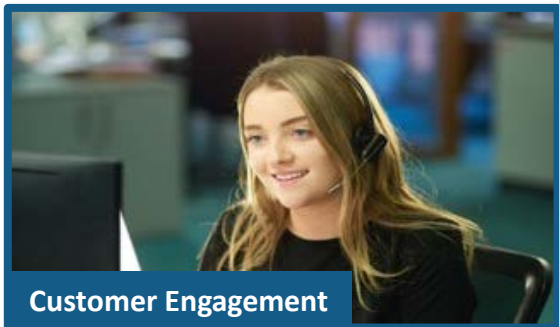
Utility Marketplace



Instant e-Rebates



Fulfillment & Logistics



Customer Engagement



Post Purchase



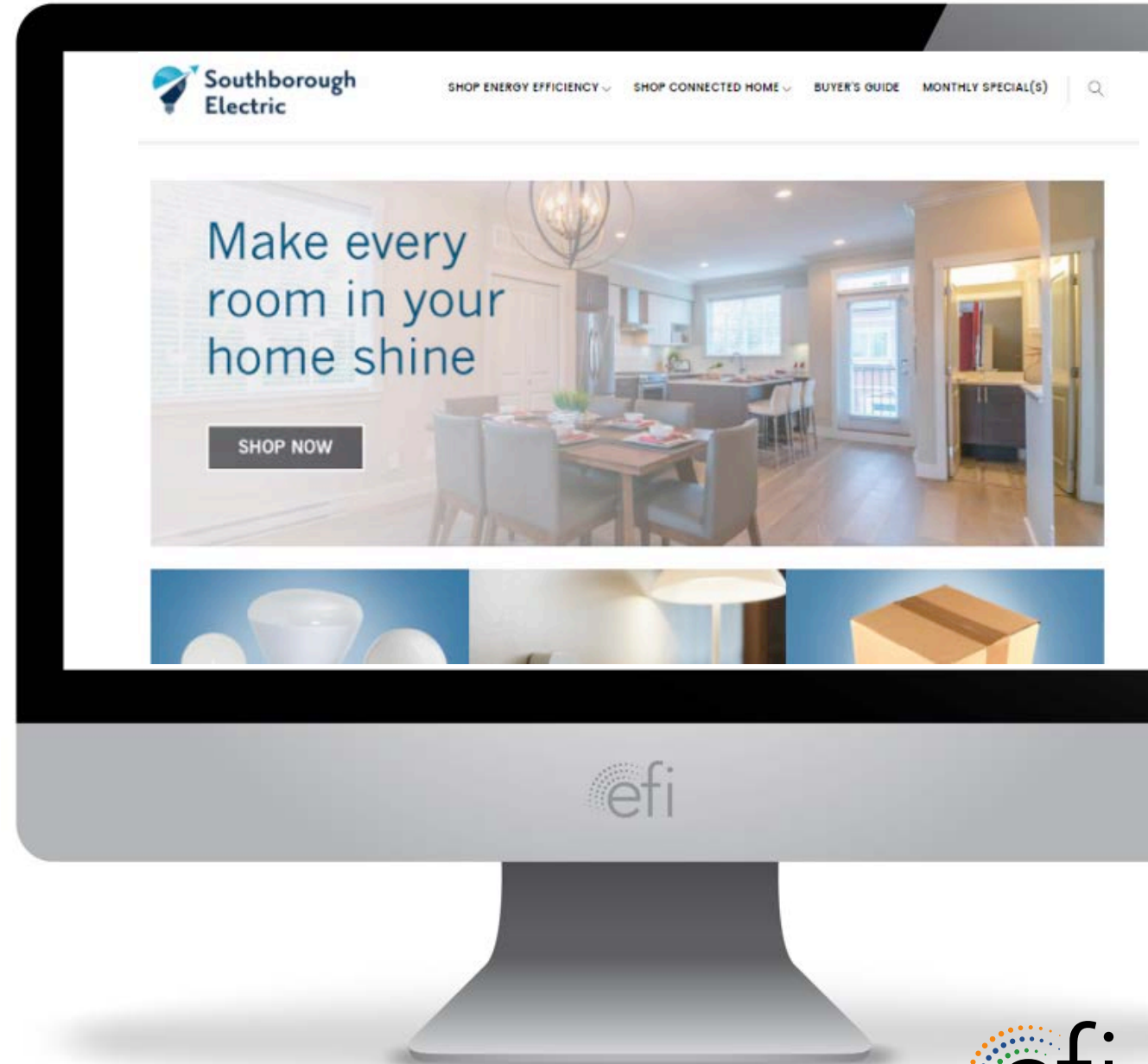
Kits & Incentives

Utility Customer Satisfaction

Direct quotes from our customers and clients

“ Representative was **friendly, efficient and competent**. A pleasure to deal with!” - [Mass Save Downstream](#)

“ I am always **very happy with your service**. Thank you for being one of the few services I use that I can feel good about!
- [Duke Energy Marketplace](#)

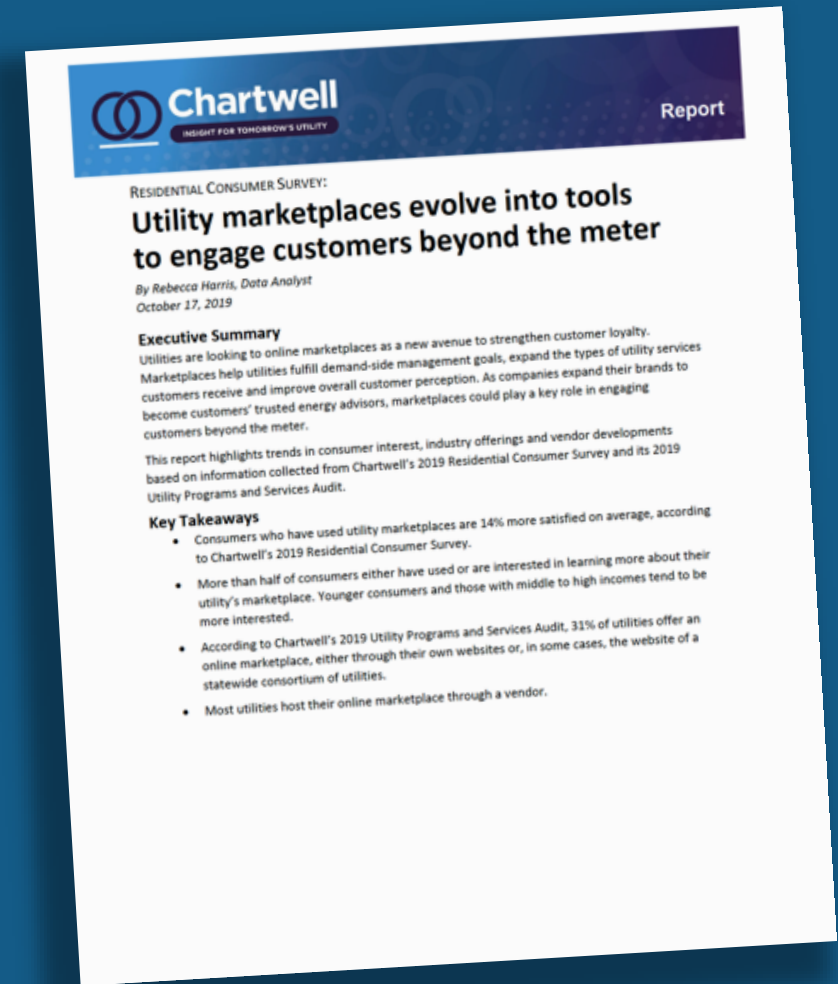


“ Improve the overall customer perception. ”



14% Satisfaction Improvement

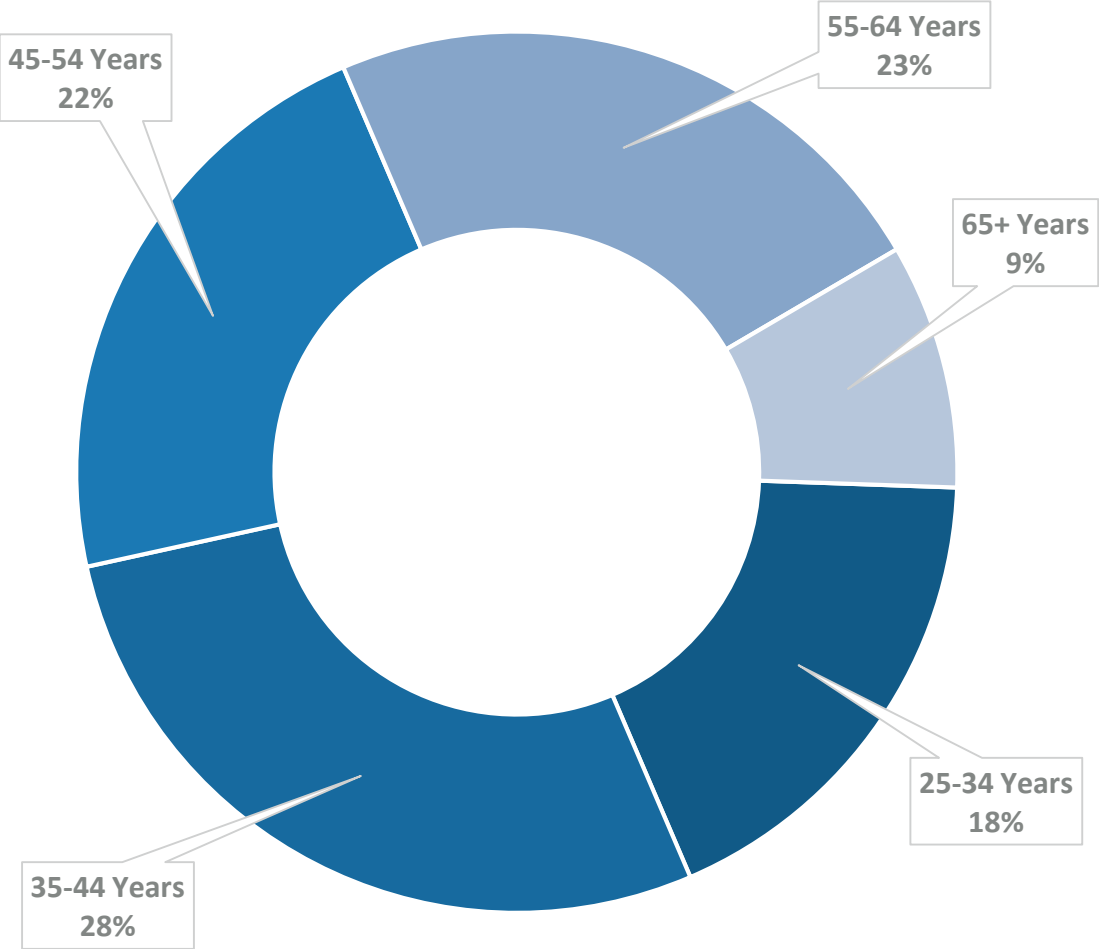
“ +50% of customers have either used their utility's marketplace or are interested in learning more. ”



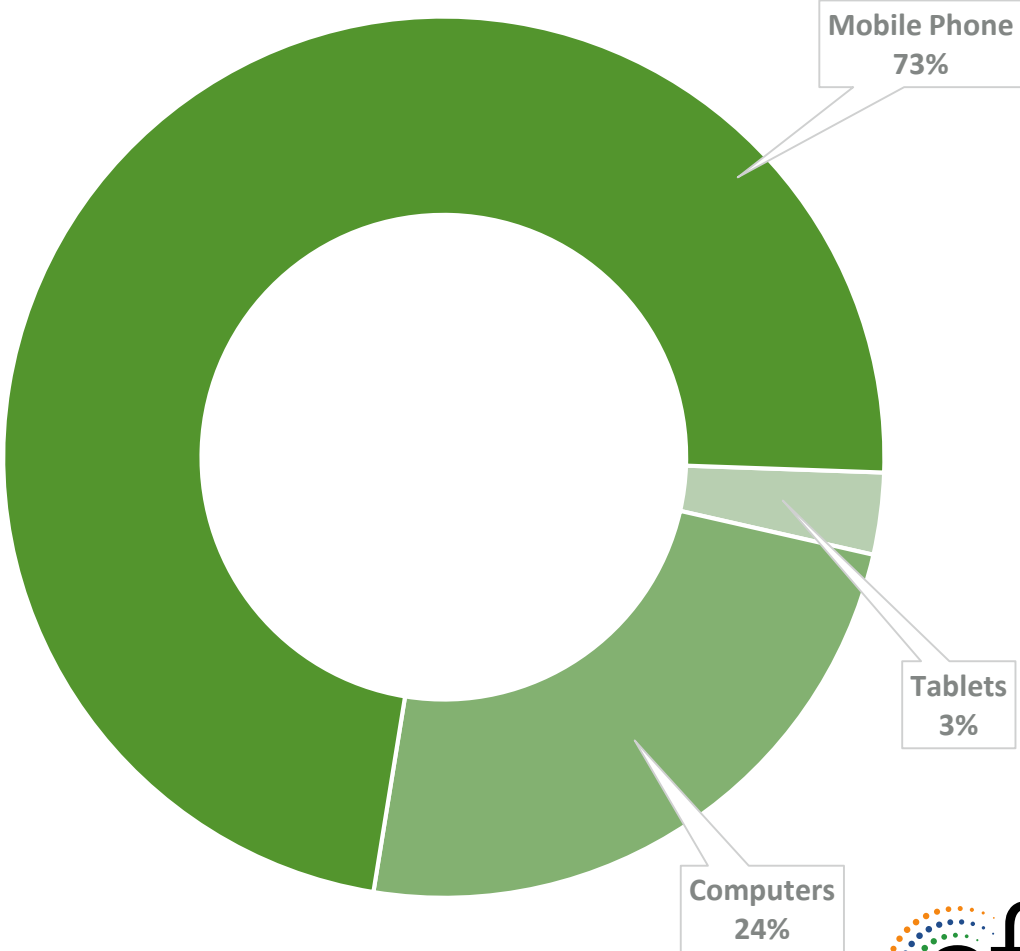
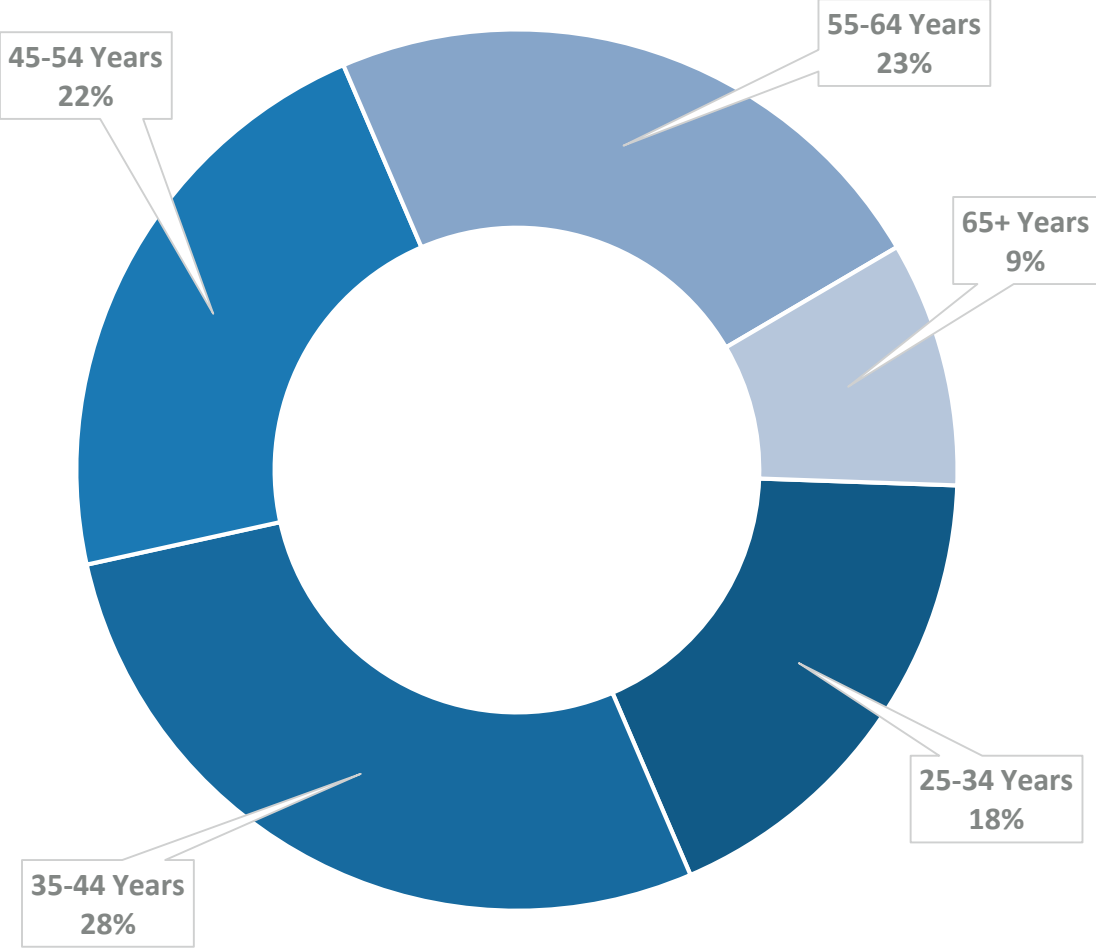
Why is it important to shift programs to online:

- ✔ Offers programs and products to a large audience
- ✔ Robust education
- ✔ Cross promotion of additional items
- ✔ Can serve up INSTANT savings, no more waiting
- ✔ Mobile: Serve a younger demographic

Broad adoption of technology across ages



Broad adoption of technology across ages



Satisfying Your Customers

✔ One-Stop-Shop

Customers like a one stop shop on the marketplace

✔ Create an omnichannel experience

✔ Real time customer service

Keep it separate from the utility service

✔ Amazon competitive offering



Net Promoter Score (NPS)

A measure of customer experience & predictor of business growth

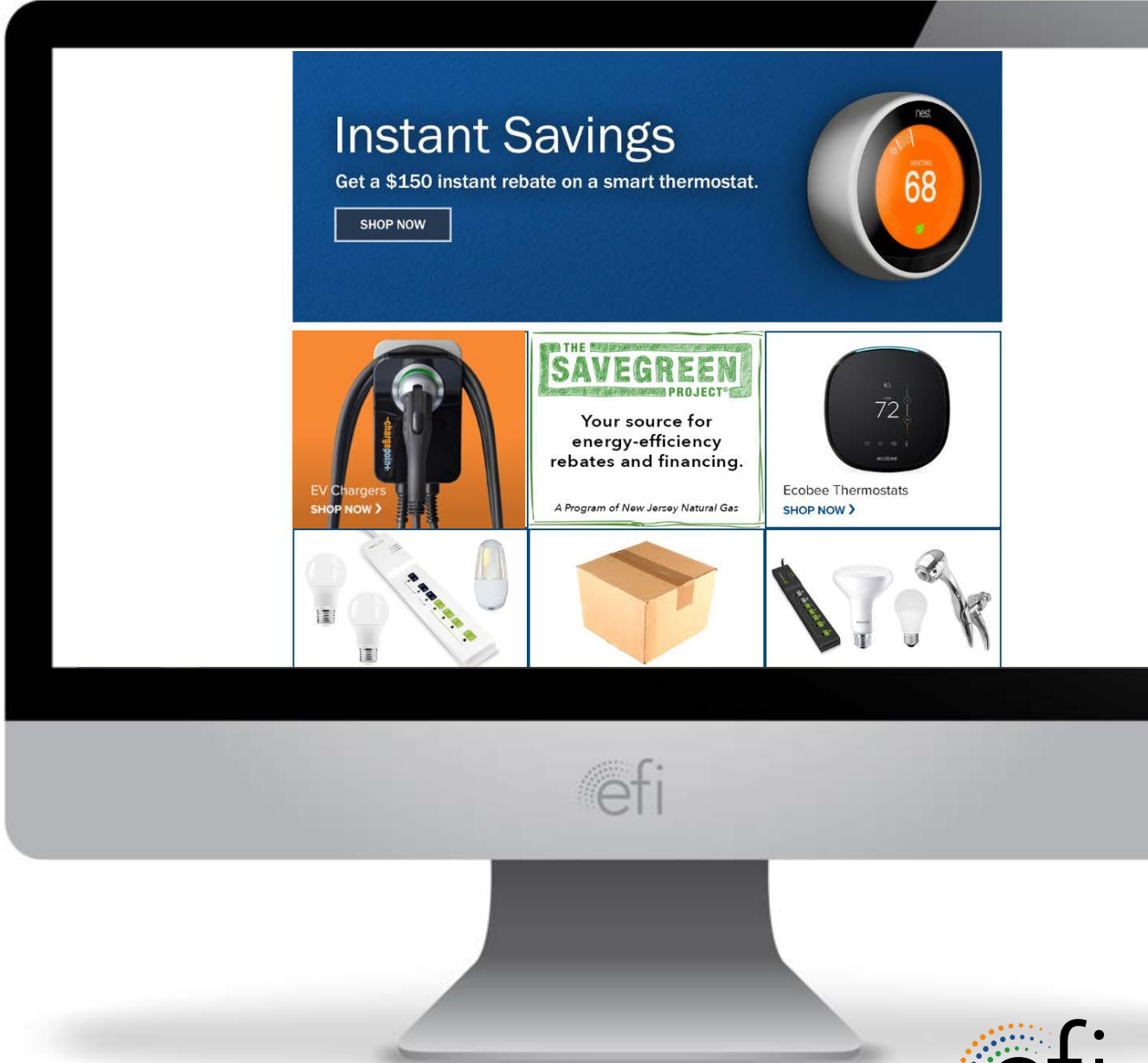


efi



amazon

Market your other programs online

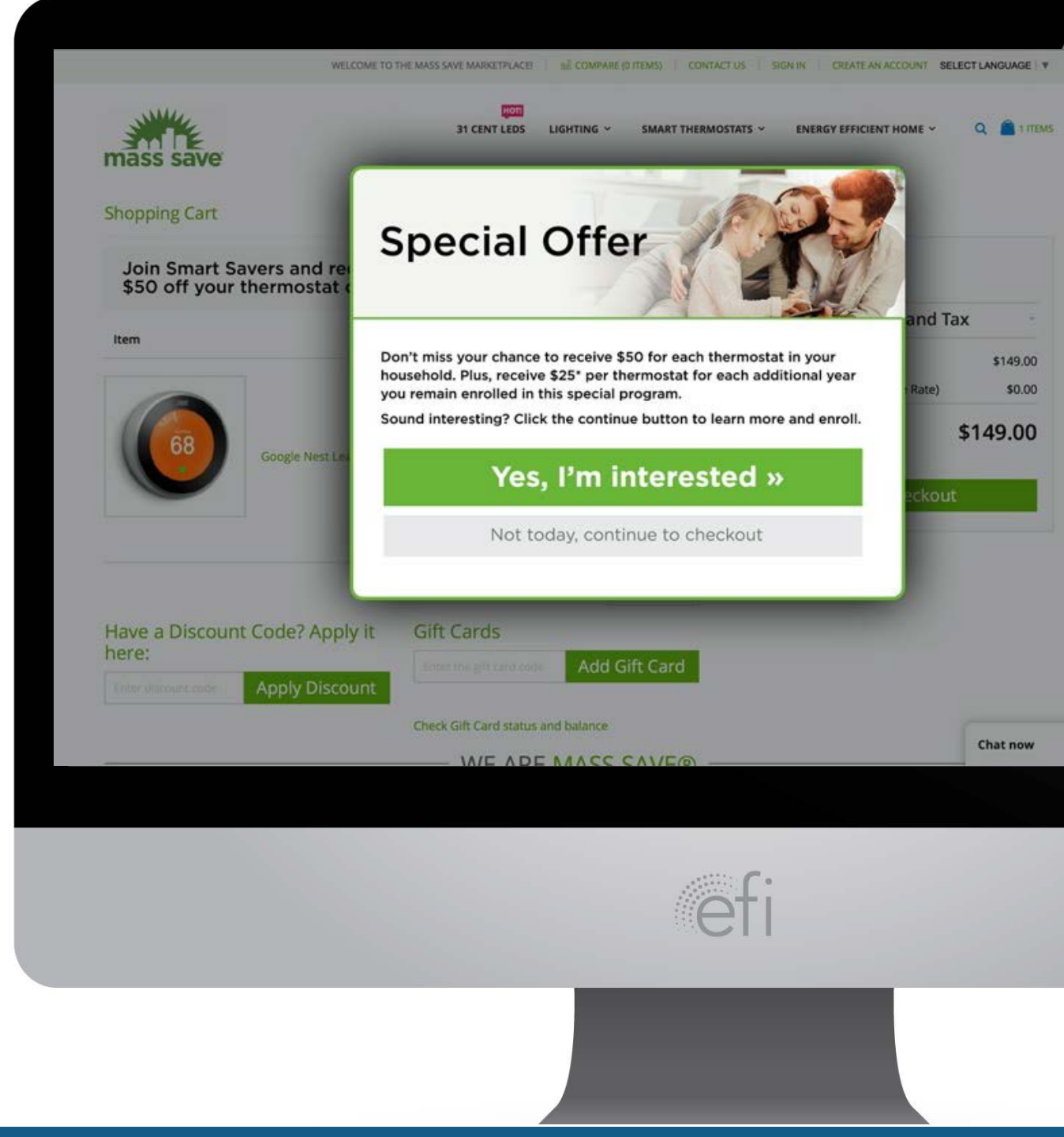


Bundling Strategy 2020

Optional Marketplace Features & Abilities

✔ Flexible DR Integration

✔ Seamless enrollment process



How EFI markets [ENERGY STAR](#) and how this creates a trusted resource experience.



Daylight Saving Deal

5-Pack of ENERGY STAR certified light bulbs for **ONLY \$1.50**.
Order three 5-Packs and receive **free shipping**.

SHOP NOW



GIFTS THAT DO
A WORLD OF GOOD.



SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.



Start Your Savings with ENERGY STAR® Certified Smart Thermostats.

EFI's Marketing Philosophy

We Market With You

It's Not Just About Sales

Personalize their Journey

Omni Channel Messaging

Customers Come First



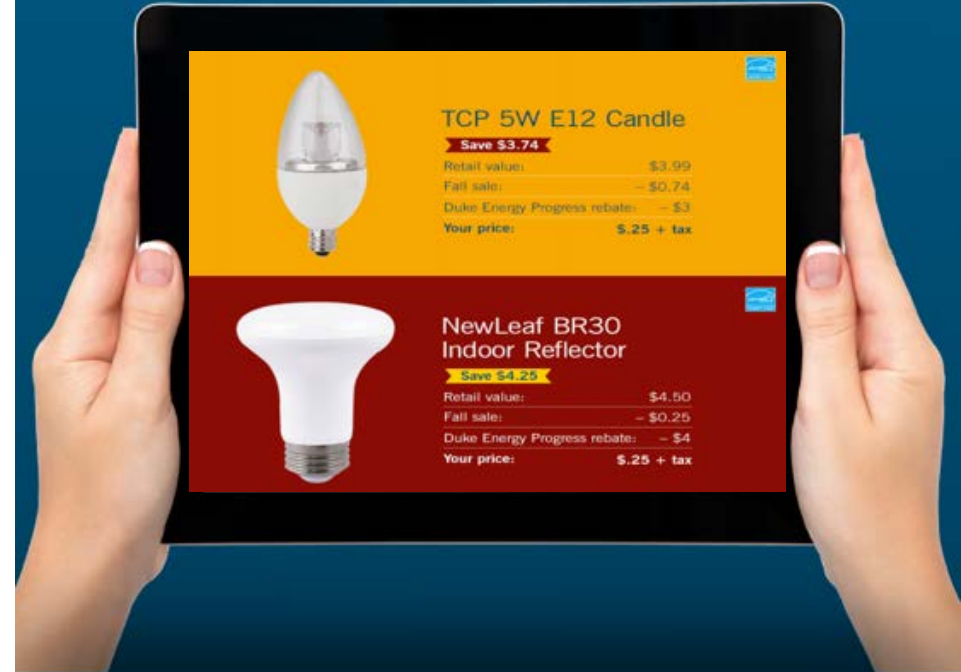
In Just One Month

November, 2019

Facts & Accomplishments

- ✓ **83,000** ENERGY STAR bulbs sold
- ✓ **60,000** Visitors to the site
- ✓ **17%** Conversion Rate
- ✓ **2.3M** Kilowatt hours saved

“ We were very pleased with the result the event was able to accomplish! ”
 - Duke Energy



2019 – Year in Review



Facts & Accomplishments

- ✓ **6.5M** EE products sold
- ✓ **4.6M** + **ENERGY STAR** LED's sold
- ✓ **\$6M** Inventory maintained
- ✓ **\$200M** Incentives processed
- ✓ **460K** Kits shipped
- ✓ **308M** kWh's saved





Jonathan Coons
Director of Marketing
jcoons@efi.org | EFI



MARK MICHALSKI
VICE PRESIDENT,
MARKET DEVELOPMENT

USING PROMOTIONS TO SELL ANYTHING ONLINE

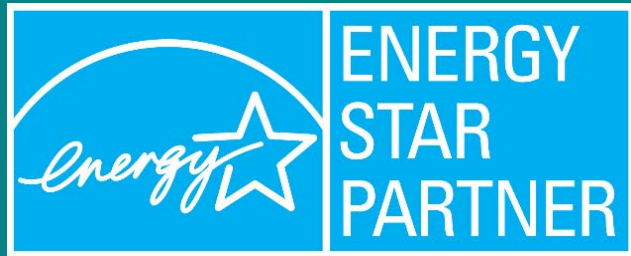
ABOUT TECHNIART



founded in
1986

operating in
31 states

23 years experience
in demand-side management



since early **2000's**

5 warehouses
nationwide

Sells Efficient
PRODUCTS

GAIN CUSTOMER TRUST

- World class customer experience doesn't spring up overnight; you have to **earn it**
- Customers trust their utility company, but may not be used to them selling products

SEND THE RIGHT SIGNALS

- What you're selling is high quality and performs well
- The site you've built to sell those products follows best practices
- And you've thought through the post-transaction experience



VALUE OF TRUSTED BRANDS

ENERGY STAR BENEFITS

- Takes the guesswork out of which products to source
- Reinforces quality to customers
- Marketing conveys energy savings plus unique non-energy benefits
- Immediate customer credibility

nationalgrid

[Back to Category](#)



Whirlpool Whispure WPT60B
(FOR SMALL ROOMS)

~~\$109.99~~ \$49.99

Give your small rooms a breath of fresh air!

This Whirlpool Whispure Room Air Purifier contains a True HEPA filter that will capture 99.97% of airborne particles, such as dust, pet dander, pollen, tobacco smoke, fabric fibers and mold spores, for small rooms (120 square feet).

It comes with 3 fan speeds, including Sleep Mode, and offers the quietest high efficiency air purifier technology through its Whispure™ Quiet System technology.

Qty

1

ADD TO CART



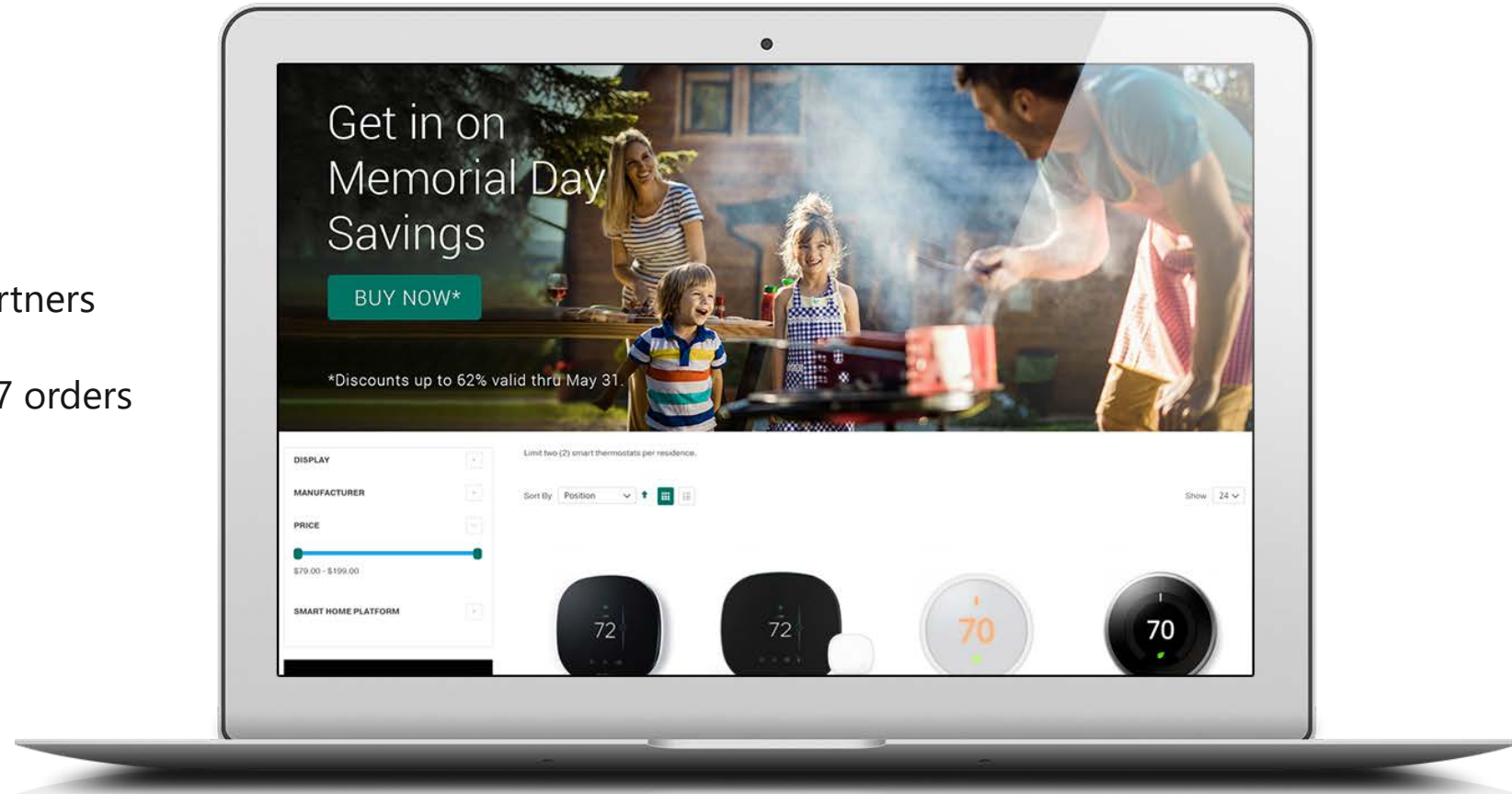
Details

Product Features:

- Model Manufacturer: Whirlpool WPT60

FOCUS ON ENERGY Memorial Day sale

- Participated in several smart thermostat partners Memorial Day sales event
- During the 10-day window, generated 1,117 orders



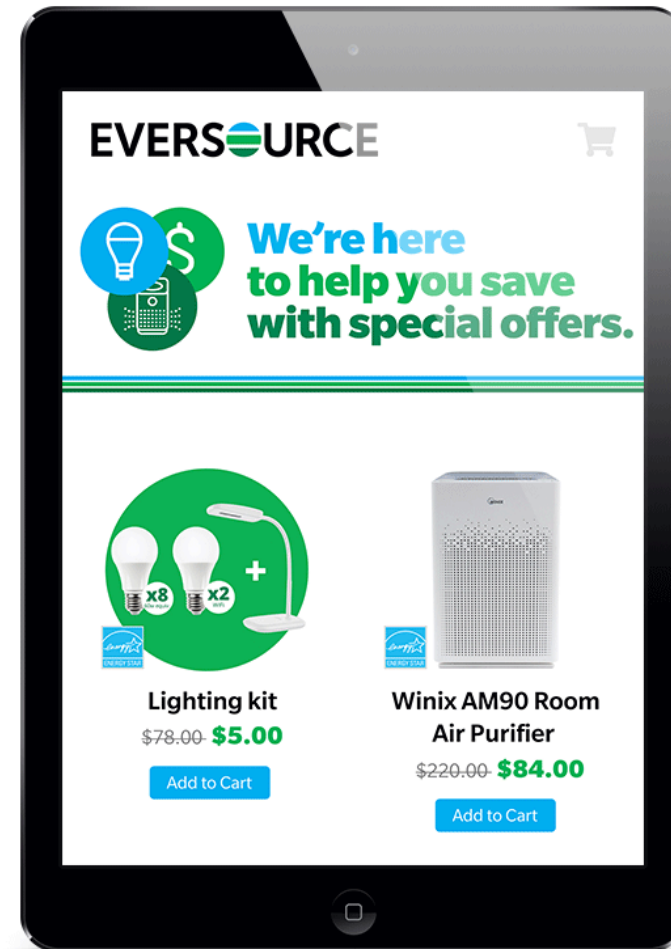
Con Edison Low-to-Moderate Income promotion

- Assisted Con Ed in delivering a targeted limited-time offer to their income-eligible residents
- Offering included a 4-pack of ENERGY STAR certified LEDs that was free with a promo code
- Moved 20,000 4-packs in 24 hours



Eversource multi-state (CT, MA, NH) promotion

- Eversource implemented this regional promotion in response to COVID
- TechniArt sold a certified room air purifiers and a lighting kit containing desk lamps and LEDs
- Generated 14,000 orders



Snohomish PUD Heat Pump Water Heater promotion

- Retooled approach to selling HPWH online based on findings from the 2019 fall pilot
- Continued to use the DIY model, but updated marketing approach and increased content
- Generated 260 orders





MARK MICHALSKI

VP OF MARKET DEVELOPMENT, TECHNIART

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uplight™



Creating a Connected Energy Experience

Josh Lin
General Manager of Activate



Uplight: Facts + Figures

Strategic partner to 85+ of the largest North American utilities



Uplight is a Certified B Corporation and our purpose is to create a more sustainable future



150+ data scientists and software engineers represent largest innovation engine in the industry



Integrated software suite created by the consolidation of individual best-of-breed solutions connects and optimizes every energy action and channel



Uplight is proven at scale and runs many of the largest utility programs in the country including the largest marketplace, home energy report program, personalization program and smart thermostat demand response program.



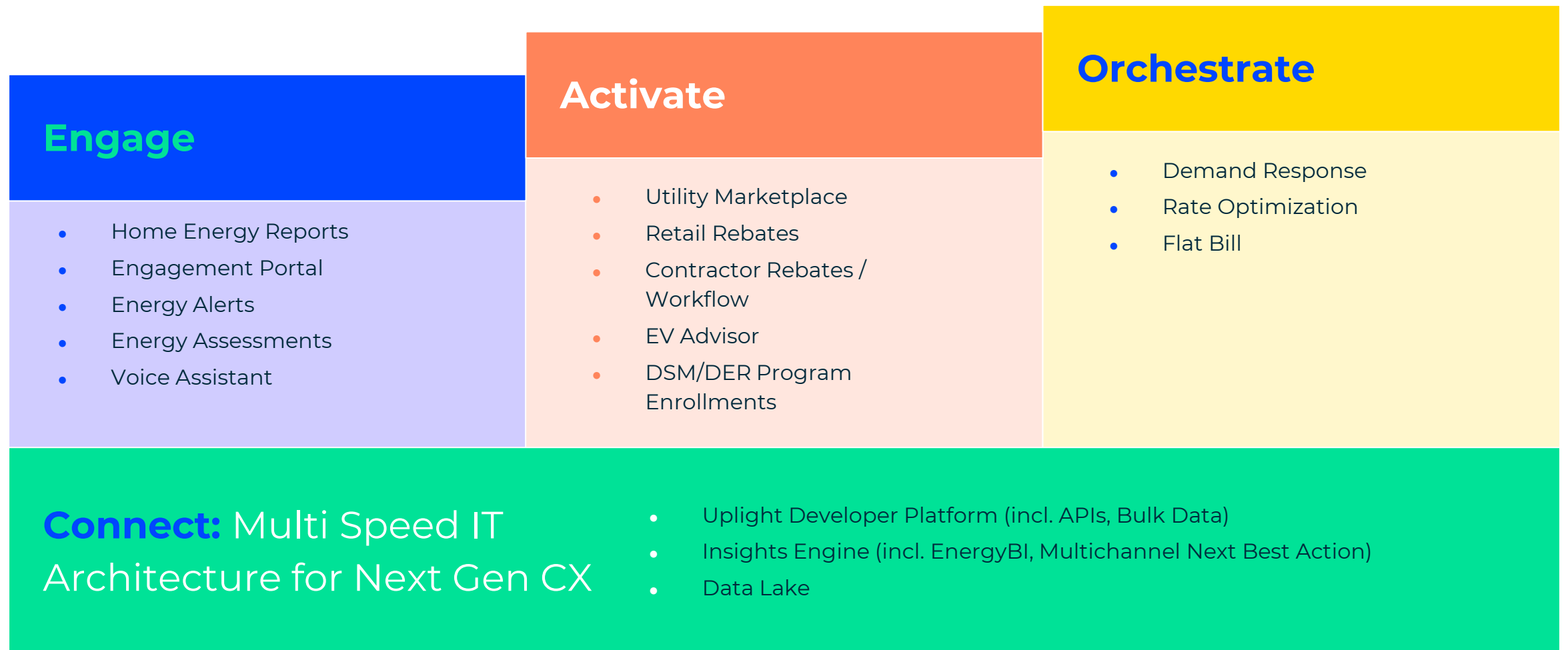
Uplight's unique ability to pre-enroll customers in demand response through its marketplace means enrollment rates of up to 90%, while industry average is closer to 20%.



HEADQUARTERS Boulder, CO

OFFICES Denver, Boston, Seattle, Vancouver, and Pune, India

Uplight's solutions move all customer types through a complete, connected customer journey that generates outsized customer and utility value.



Consumers Energy

Case Study

Uplight is partnering with Consumers to deliver innovation at scale with the Connect structure and most applications



Engage

- BEE delivering 40K MWh and 400K Mcf run-rate by 2021
- Resi Portal
- Non-Res Portal
- AMI + Rates Adoption



Activate

- Utility Marketplace transactional platform
- 40K to 90K product purchase transactions / year by 2021



Orchestrate

- 100K smart t-stat DR customers
- Big-picture goal to deliver 1,200MWs of controllable load through customers

CASE STUDY

Launched a 100K Smart Thermostat Program in 6 weeks

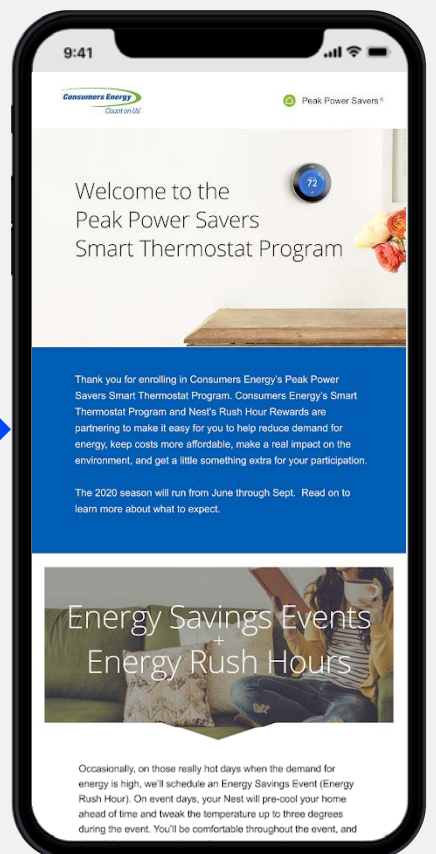
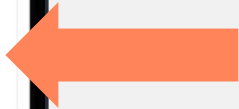
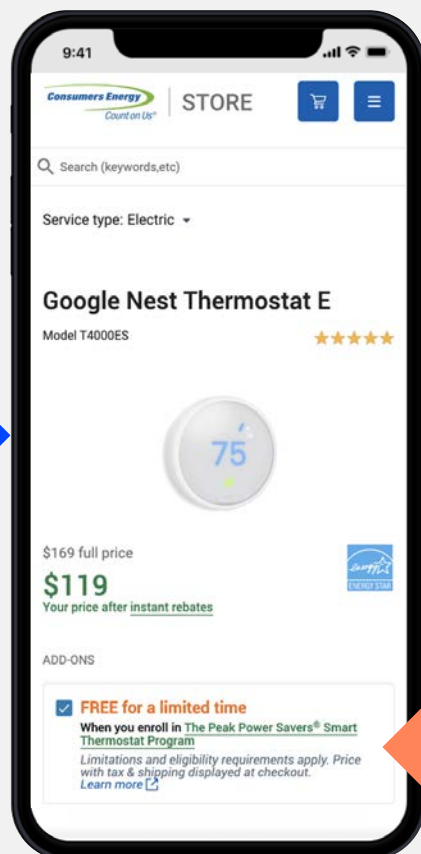
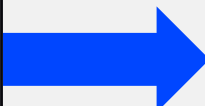
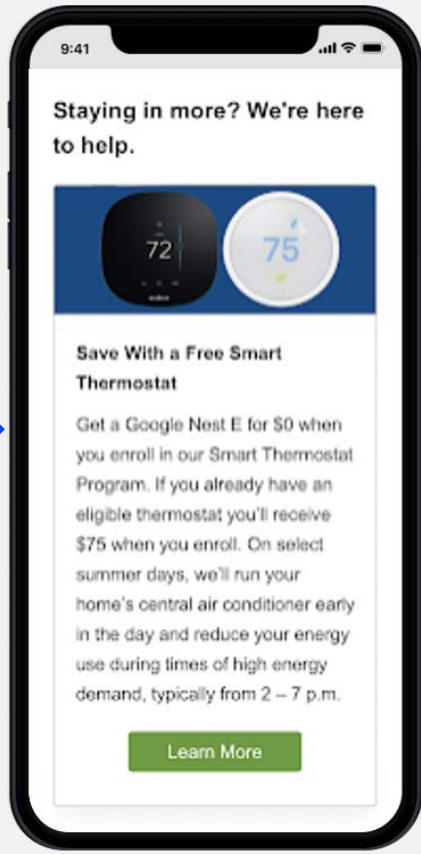
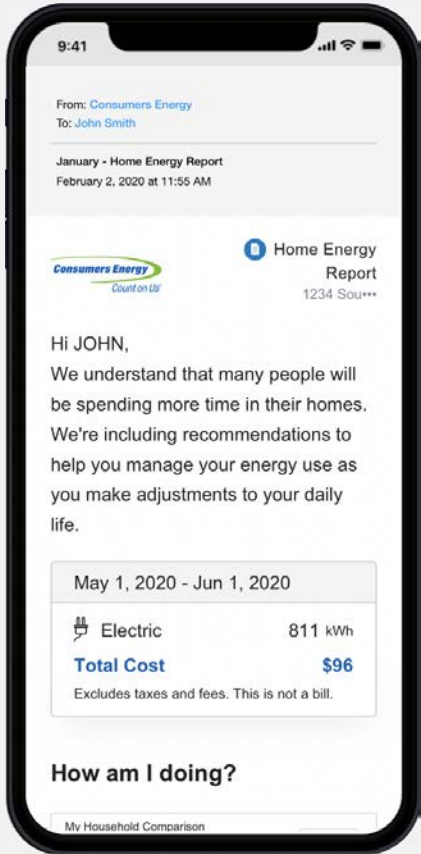


Due to the effect of COVID-19 on its customers, Consumers Energy sought a way to help customers save money and energy while also accelerating its timeline to meet their Clean Energy Plan goals.




Results To Date

- >50,000 Total Thermostats Sold
- 26,391 thermostats sold (in first 10 days)
- 91% enrollment into the demand response program by eligible customers
- Uplight beat previous Black Friday/Cyber Monday sales




How Uplight Educates Customers About ENERGY STAR

No images? Click here.




You've received this email because you're eligible for instant rebates from EnergyCo Store, EnergyCo's new online energy-efficiency store.



Save today. Save tomorrow.
Save for Good

We're committed to bringing the benefits of energy savings to all.

[Start Saving](#)



Making a Difference Together


ENERGY STAR® Day, October 27, 2020, is an opportunity for people across the country to come together to celebrate the benefits of energy efficiency.

UtilityCo Store sells products that earn the ENERGY STAR label and are independently certified to use less energy, save you money on your utility bills and help protect the environment.

Offer Ends Aug. 30, 2020

FREE Sensi Smart Thermostats*

When you enroll in our Smart Thermostat Program.



[Get Started](#)

Join Us in Being ENERGY STAR® Efficient

The Peak Power Savers® Smart Thermostat Program helps you manage and save energy effortlessly — all while you remain comfortable within your home. As a 2020 ENERGY STAR® Utility of the Year, we are committed to helping our Michigan neighbors save money and energy by offering instant rebates on ENERGY STAR certified smart thermostats that can help you save up to 8% on your heating and cooling bills***.

Plus with your new smart thermostat you can manage your energy use and maintain comfort without lifting a finger. The Smart Thermostat Program syncs with your Wi-Fi enabled smart thermostat to learn your comfort preferences. On select summer days, we'll pre-cool your home and help you use less energy when energy costs are more expensive.

Saving couldn't be easier. You will receive \$25 when the summer is over!

[Claim Your Thermostat to Enroll](#)

How Uplight Educates Customers About ENERGY STAR

Shop Energy-Efficient Products ▾

Enroll in Home Services ▾

Guides & Advisors ▾

Smart Home



Google Nest Learning Thermostat Stainless Steel

Model T3007ES

★★★★★ [See reviews](#)

\$249 full price

\$214

Your price after [instant rebates](#)



COLOR **STAINLESS STEEL**



QUANTITY



Add to cart