

ACEEE Intelligent Efficiency Conference 2015

Using ICT to Improve Residential Customer Engagement:



Together, Building
a Better California

Susan Norris
Sr. Manager, EE Products
December 7, 2015

Problem #1



Qualifying Products List

	A	B	C	D	E
1	Clothes Washer Most Efficient				Rebate Code: CWME
2	For more information, please visit	www.pge.com/homemoneysaver			Rebate Code: CWMEF (Multifamily Common Space - ONLY)
3					
4	Important Notice: Rebates will be decreased to \$50 effective January 1, 2015. Multifamily Common Area Clothes Washers will continue to receive a rebate of \$175 for qualifying products through 2015.				
5					
6	Brand	Model	Volume (cubic feet)	Modified Energy Factor (MEF)	Water Factor (WF)
7	AMANA	NFW5800D*+	4.17	3.2	3
8	CROSLEY	CFW7400**	3.86	3.25	2.8
9	ELECTROLUX	EIFLS60**	4.3	3.33	2.8
10	ELECTROLUX	EWFLS70**	4.42	3.29	2.8
11	FRIGIDAIRE	FAFS4073**	3.81	3.21	2.8
12	FRIGIDAIRE	FAFS4174**	3.86	3.21	2.7
13	FRIGIDAIRE	FAFS4474**	3.81	3.21	2.9
14	FRIGIDAIRE	FAFW3921**	3.68	3.35	2.9
15	FRIGIDAIRE	FFFS5115**	3.86	3.21	2.8
16	FRIGIDAIRE	FFFW5100**	3.86	3.25	2.8
17	KENMORE	4107#21#	5.16	3.45	3
18	KENMORE	4107#31#	5.18	3.45	3
19	KENMORE	4108#21#	5.16	3.45	3
20	KENMORE	4108#31#	5.18	3.45	3
21	KENMORE	4116#####	4.28	3.3201	2.717
22	KENMORE	4118#31#	3.95	3.2	3
23	KENMORE	4128#31#	3.95	3.2	3
24	KENMORE	4138#41#	4.26	3.2	3
25	KENMORE	4153#21#	4.26	3.4	2.9
26	KENMORE	4154#21#	4.26	3.4	2.8
27	KENMORE	4157#21#	4.26	3.3	3
28	KENMORE	4158#####	4.49	3.2978	2.717
29	KENMORE	4167#21#	4.26	3.3	3
30	KENMORE	417.4112**	3.7	3.35	2.9
31	KENMORE	417.4112*41	3.86	3.25	2.8
32	KENMORE	4198#####	5.18	3.45	3
33	KENMORE	592-4933*	3.96	3.35	2.9
34	KENMORE	592-4934*	3.96	3.35	2.9
35	KENMORE	592-4935*	3.96	3.35	2.9
36	KENMORE	592-4936*	4.29	3.32	2.9
37	KENMORE	592-4937*	4.29	3.32	2.9

Problem #2

79%

The percentage of utility customers
who go on-line to shop for appliances



Something is Broken


retailer.com
Which one
qualifies for a
rebate???

Your Store: **Oakland #1007** | Oakland, CA 94601 [\(Change\)](#)

All Products (50) In Store (0) Sort By: **Top Sellers**

Price Brand Ratings

SELECT TO COMPARE



SPECIAL BUY

Whirlpool Duet 4.2 cu. ft. High-Efficiency Front Load Washer in White, ENERGY STAR

Model # WFW72HEDW


★★★★★ (2123)

Was ~~\$799.00~~
\$599.00 / each
Save \$200.00 (25%)
[Check Rebate Availability +](#)

Free Delivery

+ ADD TO CART

SELECT TO COMPARE



SPECIAL BUY

LG Electronics 4.0 DOE cu. ft. High-Efficiency Front Load Washer in White, ENERGY STAR

Model # WM3050CW


★★★★★ (257)

Was ~~\$799.00~~
\$499.00 / each
Save \$300.00 (38%)

Free Delivery

+ ADD TO CART

SELECT TO COMPARE



SPECIAL BUY

LG Electronics 4.3 cu. ft. High Efficiency Front Load Washer with Steam in White, ENERGY STAR

Model # WM3370HWA

★★★★★ (125)

Was ~~\$899.00~~
\$629.00 / each
Save \$270.00 (30%)

Free Delivery

+ ADD TO CART



**UP TO \$450 INSTANTLY WHEN YOU
BUY TWO OR MORE SELECT APPLIANCES**
of \$398 on major appliances (\$198 for over-the-range microwaves)

BUY	SAVE
2 Appliances	\$50
3 Appliances	\$100
4 Appliances	\$200
5 Appliances	\$300
6 or More	\$450

[Learn More](#)

Something is Broken

25%

The percentage of
PG&E residential
rebates currently
rejected

20%

The percentage
rejected due to
invalid model #.

Problem #3



Where have all the rebates gone?

Welcome to PG&E's Marketplace



search models...



Products ▾

Support

PG&E helps you shop.

Save with energy efficient products.

Energy
Score



Find energy-saving products
Search, filter & compare the most energy efficient models.



Find energy efficiency rebates
Lower your energy bill and save even more with rebates.



Know what's popular
We analyze sales and user reviews from leading retailers.

These categories
feature PG&E
incentives



Clothes Washers



Electric Water Heaters



Gas Water Heaters



Refrigerators



Televisions



Freezers



Electric Dryers



Easy to Find Qualifying Products




Save on your bill and **get an easy rebate.**




Shop energy-smart to cut your electricity cost, get a PG&E rebate and find the lowest price. Click on the [Search & Filter](#) button to find the model that is right for you and get your rebate application processed right away.



130 of 130 Washers

Search & Filter

Model	Energy Score	Capacity	Purchase Price	Energy Savings	Rebate
<p>LG WM3170CW</p>  <p>★★★★★</p> 	 <p>88</p>	<p>4.3</p> <p>Cubic Feet</p>	<p>\$645</p>	<p>up to \$256</p>	<p>up to \$150</p>

<p>Samsung WF42H5000AW</p>  <p>★★★★★</p> 	 <p>85</p>	<p>4.2</p> <p>Cubic Feet</p>	<p>\$630</p>	<p>up to \$269</p>	<p>up to \$150</p>
--	--	-------------------------------------	---------------------	---------------------------	--------------------



Inspire the Right Action

Energy information provided with the products









Save on your bill with **energy-smart televisions.**

Shop by energy score to cut your energy cost, find the lowest price and help the planet. Click on the [Search & Filter](#) button to find the model that is right for you.



863 of 863 Televisions

Search & Filter

Model	Energy Score	Screen Size	Purchase Price	Energy Savings	Details
Vizio E48C2  ★★★★★ 	100 	48 Inches (Diagonal)	\$419	up to \$137	Show
Vizio E43C2  ★★★★★ 	98 	43 Inches (Diagonal)	\$372	up to \$118	Show
LG 47LB5800 	94 	46	\$530	up to \$128	Show

Make it easy: Intercept the Journey

Model Specific Search






Big data
enables
low-cost
targeting

Samsung UN75J6300A

Web Shopping Images News Videos More Search tools

About 35,200 results (0.48 seconds)

Shop for Samsung UN75J6300A on Google Sponsored

 Samsung UN75J6300 75 inch LED TV Buy Squad \$1,718.99	 SAMSUNG 1080p LED TV Fry's Electronics \$2,497.99 In store	 Samsung 75 inch Class 1080p LED TV Target \$2,199.99 ★★★★★ (34)	 Samsung UN75J6300 75 inch LED TV East Coast TVs \$1,875.00	 Samsung UN75J6300 75 inch LED TV Walmart \$2,197.99
--	---	---	---	--

75" LED Smart TV Full HD 1080p - Wide Color ... - Samsung
www.samsung.com › Home › Shop › TVs › LED TV › Samsung Electronics
★★★★★ Rating: 3.7 - 3 reviews - \$2,199.99
Learn more about the new Samsung UN75J6300AFXZA 75 inch 1080p LED ... Access your favorite content quicker and easier with The Samsung Smart TV ...

Amazon.com: Samsung UN75J6300 75-Inch 1080p Smart ...
www.amazon.com › ... › LED & LCD TVs › Amazon.com, Inc.
★★★★★ Rating: 4.1 - 93 reviews
Save Big On Open-Box & Preowned: Buy "Samsung UN75J6300 75-Inch 1080p Smart LED TV (2015..." from Amazon Warehouse Deals and save 28% off the ...

Samsung UN75J6300 Review - LCD TV Buying Guide
reviews.lcdtvbuyingguide.com/samsung-lcd.../samsung-un75j6300.html
The Samsung UN75J6300 is the top of the line 1080p LED TV in the 2015 lineup at this point. Compared to the J6200 series it has the Micro Dimming Pro – a ...

Samsung UN75J6300 75" 1080p 60Hz LED Smart HDTV ...
www.walmart.com/ip/Samsung-UN75J6300-75.../44162685
\$2,197.99 - In stock

Note: You must have a source of HD programming in order to take full advantage of the Samsung UN75J6300 75" 1080p 60Hz LED Smart ...

Ads

Samsung UN75J6300A
www.pge.com/Samsung-UN75J6300A
Compare Energy Efficient TVs.
Stop Wasting Money & Save Energy!

Samsung at Lowe's®
www.lowes.com/Samsung_Appliances
4.3 ★★★★★ rating for lowes.com
Shop A Large Variety Of Quality Name Brand Appliances At Lowe's®!
4550 West Pico Boulevard Unit D-101
(323) 617-9570

Samsung Un75j6300
www.amazon.com/TV-Video
4.4 ★★★★★ rating for amazon.com
Big Savings on Samsung un75j6300
Free 2-Day Shipping w/Amazon Prime!

Samsung Un75j6300a TVs
ladwp.enrvee.com/UN75J6300A
Compare Energy-Efficient TVs.
Stop Wasting Energy & Save Money!

Sprint® Samsung Phones
www.sprint.com/Samsung
Shop the Latest Samsung Devices at Sprint® Now. Learn More Here.
See your ad here ▶

Make it easy: Intercept the Journey

Brand/General Search

4k samsung televisions

Web Shopping News Images Videos More Search tools

About 2,940,000 results (0.54 seconds)

Samsung TVs at Sears® - sears.com
Ad [m.sears.com/Samsung TVs](http://m.sears.com/Samsung_TV)
Visit Sears for Great Values & Shop Big Selection of Samsung TVs!
Up to 25% Off TVs · Up to 25% Off Electronics · Top Brands

Samsung 4K TVs - Free Shipping on Most TVs
Ad www.crutchfield.com/
4.7 ★★★★★ rating for crutchfield.com
Award Winning Customer Service!
60-Day Returns · Lifetime Tech Support · Factory-Authorized Dealer
Ratings: Product quality 9/10 - Shipping 8.5/10 - Selection 8.5/10 - Website 8/10
TV Accessories - Sound Solutions - OLED TVs - HDMI Cables

Samsung 4K TVs - QVC.com
Ad www.qvc.com/Samsung-4K
Pay In Installments On Select Samsung 4K TVs! Shop QVC.com
24/7 Customer Service · New Arrivals Daily · Get Items Not Shown On TV

4K Ultra HD TV: Featuring Curved TVs & UHD TVs | Samsung
www.samsung.com/us/video/uhd-tv Samsung Electronics
4K Ultra HD TVs make movies more lifelike than ever before. With 4X the resolution of Full HD & a curved display, Samsung delivers an experience.
4K UHD JU7500 Series - 4K UHD JU7100 Series Smart ... - Learn More

4K SUHD TVs - Samsung
www.samsung.com Home Shop TVs Samsung Electronics
GET A 1 YEAR SUBSCRIPTION TO NETFLIX 4K UHD STREAMING. Purchase a select Samsung 4K SUHD TV* and get the movies and shows you love in the ...

Shop for 4k samsung televisions on Google Sponsored

 SAMSUNG 4K UHD JU6700... \$997.99 Fry's Electronics In store	 Samsung UN55JU6700... \$1,197.99 Walmart	 Samsung UN55JU6500... \$919.99 Buy Squad	 SAMSUNG 4K SUHD JS9500... \$19,997.99 Fry's Electronics In store
 Samsung UN65JU6500... \$1,499.99 Buy Squad	 Samsung 55" 4K Ultra HD S... \$759.19 BLINQ.com ★★★★★ (51)	 Samsung 55" 4K LED UHD... \$785.29 BLINQ.com	 SAMSUNG 4K UHD JU6500... \$827.99 Fry's Electronics In store

Ad
4K Samsung Televisions
marketplace.pge.com/televisions
Compare Energy Efficient TVs.
Stop Wasting Money & Save Energy!



For Clothes Washers

Find
a \$50
rebate
now



*PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. © 2014 Pacific Gas and Electric Company. All rights reserved.











Pledge Campaign to Influence

I pledge to save energy while I ...cheer

Join me and choose a TV with an energy score of **75+**

[Pledge Now](#)

885 of 885 Televisions [Search & Filter](#)

Model	Energy Score ⓘ	Screen Size	Purchase Price	Energy Savings ⓘ	Details
Vizio E48C2  	 	48 <small>Inches (Diagonal)</small>	\$430	up to \$118	Show
Samsung UN55J6200  	 	54 <small>Inches (Diagonal)</small>	\$580	up to \$116	Show
Sony KDL 55W800R					



Marketplace Metrics – November 2015

- Visitors on Marketplace
 - Look on average at 3 pages per visit
 - Linger an average of 3 minutes 45 seconds
 - More than half interact with multiple pages

Pages / Session

3.00



Avg. Session Duration

00:03:45



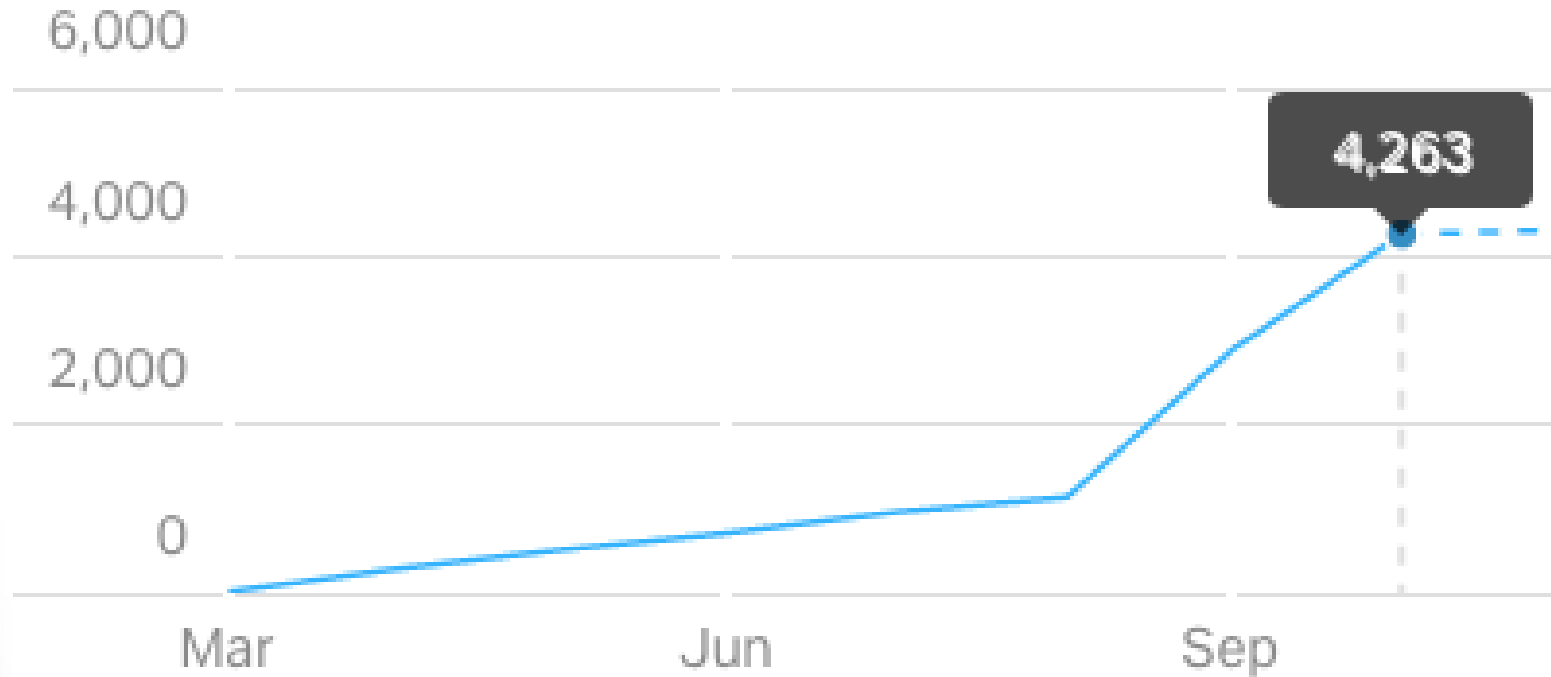
Bounce Rate

40.86%



Engaged Email Audience

Email List Subscribers (Total)



- Over 4,000 email addresses captured
- Nearly 60% of subscribers open ongoing email communications

Paid Search vs PGE.com Traffic

- Visitors who arrive at Marketplace via PGE.com
 - Spend on average 1 min 46 seconds longer than visitors from paid search
 - 10% less likely to bounce
 - 53% more likely to sign up for rebate information

Preliminary Conclusions and Next Steps

- Marketplace appears to be **addressing multiple market barriers** associated with sub-optimal customer experience
- Next steps:
 - Survey Marketplace users how Marketplace may best be positioned within PG&E
 - Assess potential for using Marketplace to **claim energy savings** as a result of intervening with the customer decision-making process

Questions?

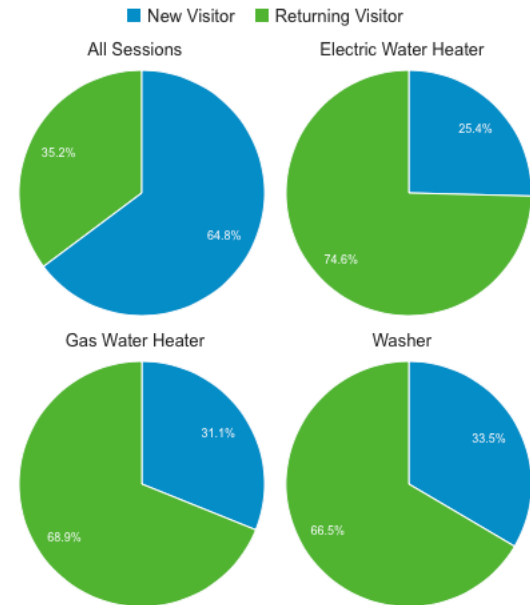
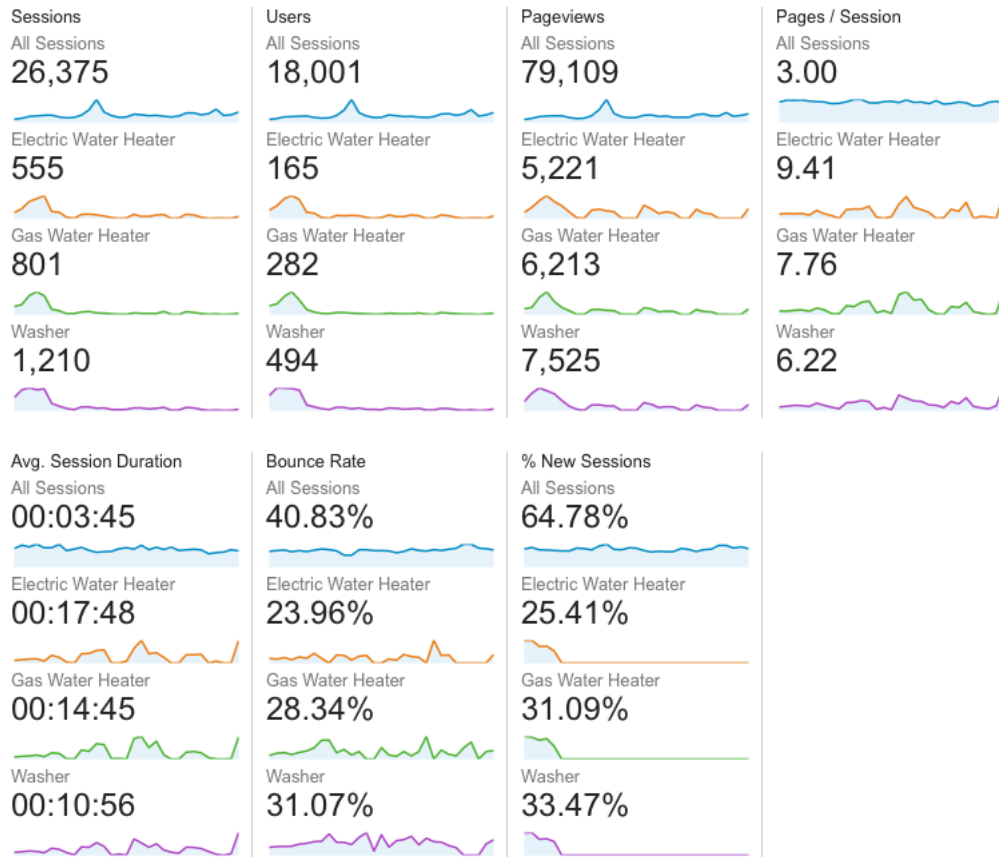
Susan Norris
Senior Manager, EE Products
Pacific Gas and Electric Company
Susan.Norris@pge.com



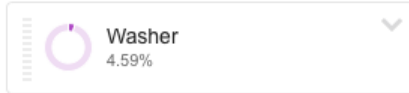
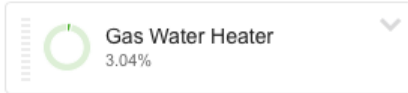
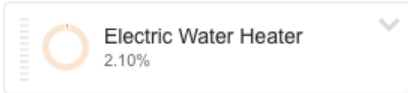
engagement by demographic

- Those in the 35-44 age group view the most pages per visit (3.45 on average) and spend the longest on site (4 minutes and 40 seconds on average)
- Male traffic tends to stay longer on site than female traffic

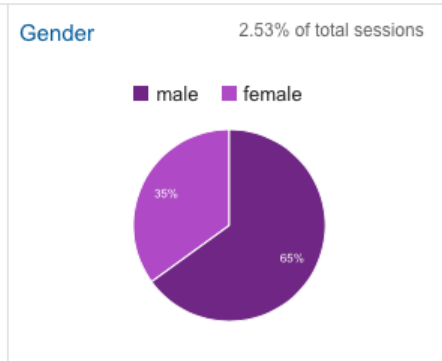
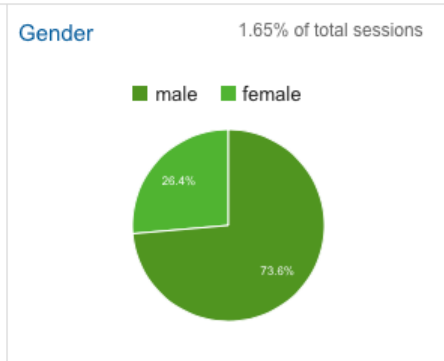
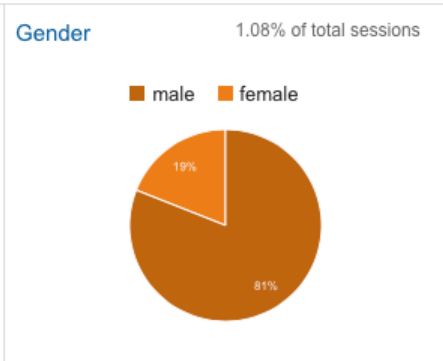
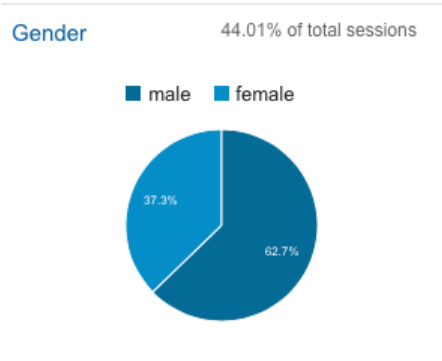
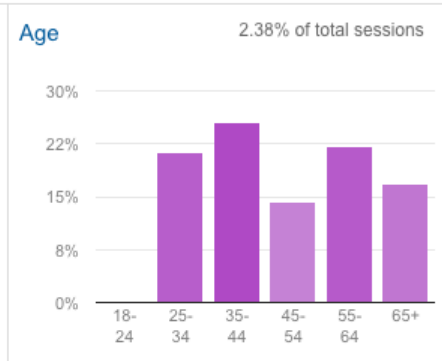
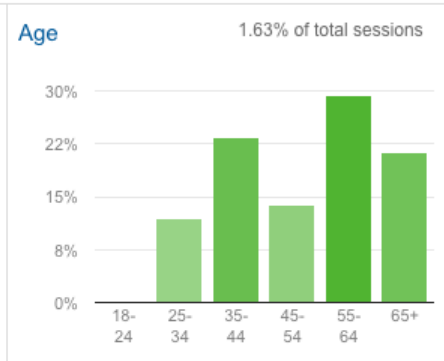
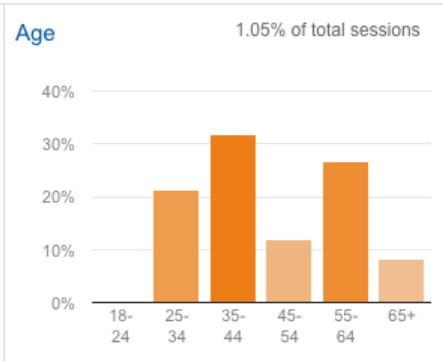
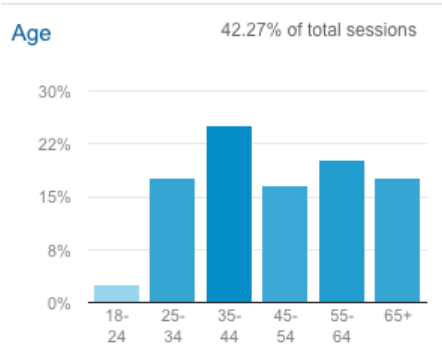
marketplace engagement by category in november



marketplace demographics by category in November



Key Metric: Sessions



interests by category in November



Key Metric: Sessions

Affinity Category (reach) 44.20% of total sessions	Affinity Category (reach) 1.12% of total sessions	Affinity Category (reach) 1.67% of total sessions	Affinity Category (reach) 2.56% of total sessions
4.97% Technophiles	6.45% Home Decor Enthusiasts	5.56% Home Decor Enthusiasts	5.71% Technophiles
4.78% Movie Lovers	6.21% Technophiles	5.34% Technophiles	5.51% Home Decor Enthusiasts
4.69% TV Lovers	5.76% News Junkies & Avid Readers	5.30% Movie Lovers	4.89% Movie Lovers
4.68% Home Decor Enthusiasts	5.60% Movie Lovers	4.76% TV Lovers	4.89% TV Lovers
3.91% Shoppers/Shopaholics	5.47% TV Lovers	4.21% News Junkies & Avid Readers	4.24% News Junkies & Avid Readers
3.67% Travel Buffs	4.66% Do-It-Yourselfers	4.05% Do-It-Yourselfers	3.89% Travel Buffs
3.56% News Junkies & Avid Readers	3.59% Cooking Enthusiasts	3.51% Cooking Enthusiasts	3.75% Shoppers/Shopaholics
3.32% News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	3.47% Mobile Enthusiasts	3.44% Travel Buffs	3.49% Cooking Enthusiasts
3.03% Cooking Enthusiasts/Aspiring Chefs	3.39% Music Lovers	3.25% Cooking Enthusiasts/Aspiring Chefs	3.17% News Junkies & Avid Readers/Entertainment & Celebrity News Junkies
2.78% Shoppers/Bargain Hunters	3.31% Cooking Enthusiasts/Aspiring Chefs	3.13% News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	3.07% Do-It-Yourselfers

in-market segments by category in November



Key Metric: Sessions

In-Market Segment 43.26% of total sessions

2.79%	Home & Garden/Home Appliances
2.67%	Travel/Hotels & Accommodations
2.60%	Real Estate/Residential Properties/Residential Properties (For Sale)
2.47%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
2.39%	Home & Garden/Home Improvement
2.20%	Financial Services/Investment Services
2.01%	Travel/Air Travel
1.99%	Apparel & Accessories
1.98%	Home & Garden/Home & Garden Services
1.87%	Home & Garden/Home Furnishings

In-Market Segment 1.06% of total sessions

9.27%	Home & Garden/Home Appliances
6.81%	Home & Garden/Home & Garden Services/Plumbing Services
6.34%	Real Estate/Residential Properties/Residential Properties (For Sale)
6.18%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
5.63%	Home & Garden/Home Improvement
5.39%	Financial Services/Investment Services
4.99%	Software/Business & Productivity Software
4.52%	Travel/Air Travel
4.04%	Home & Garden/Home Decor/Lights & Fixtures
3.88%	Home & Garden/Home & Garden Services

In-Market Segment 1.65% of total sessions

7.07%	Home & Garden/Home Appliances
5.23%	Home & Garden/Home & Garden Services/Plumbing Services
4.90%	Home & Garden/Home Improvement
4.60%	Real Estate/Residential Properties/Residential Properties (For Sale)
4.52%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
4.02%	Financial Services/Investment Services
3.81%	Home & Garden/Home Improvement/Plumbing Fixtures
3.35%	Home & Garden/Home & Garden Services
3.31%	Travel/Air Travel
3.22%	Home & Garden/Home Decor/Lights & Fixtures

In-Market Segment 2.57% of total sessions

4.90%	Home & Garden/Home Appliances
3.71%	Home & Garden/Home Improvement
3.47%	Travel/Hotels & Accommodations
3.27%	Real Estate/Residential Properties/Residential Properties (For Sale)
3.14%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
3.01%	Home & Garden/Home & Garden Services
2.87%	Travel/Air Travel
2.86%	Home & Garden/Home Furnishings
2.33%	Financial Services/Investment Services
2.18%	Home & Garden/Home Decor