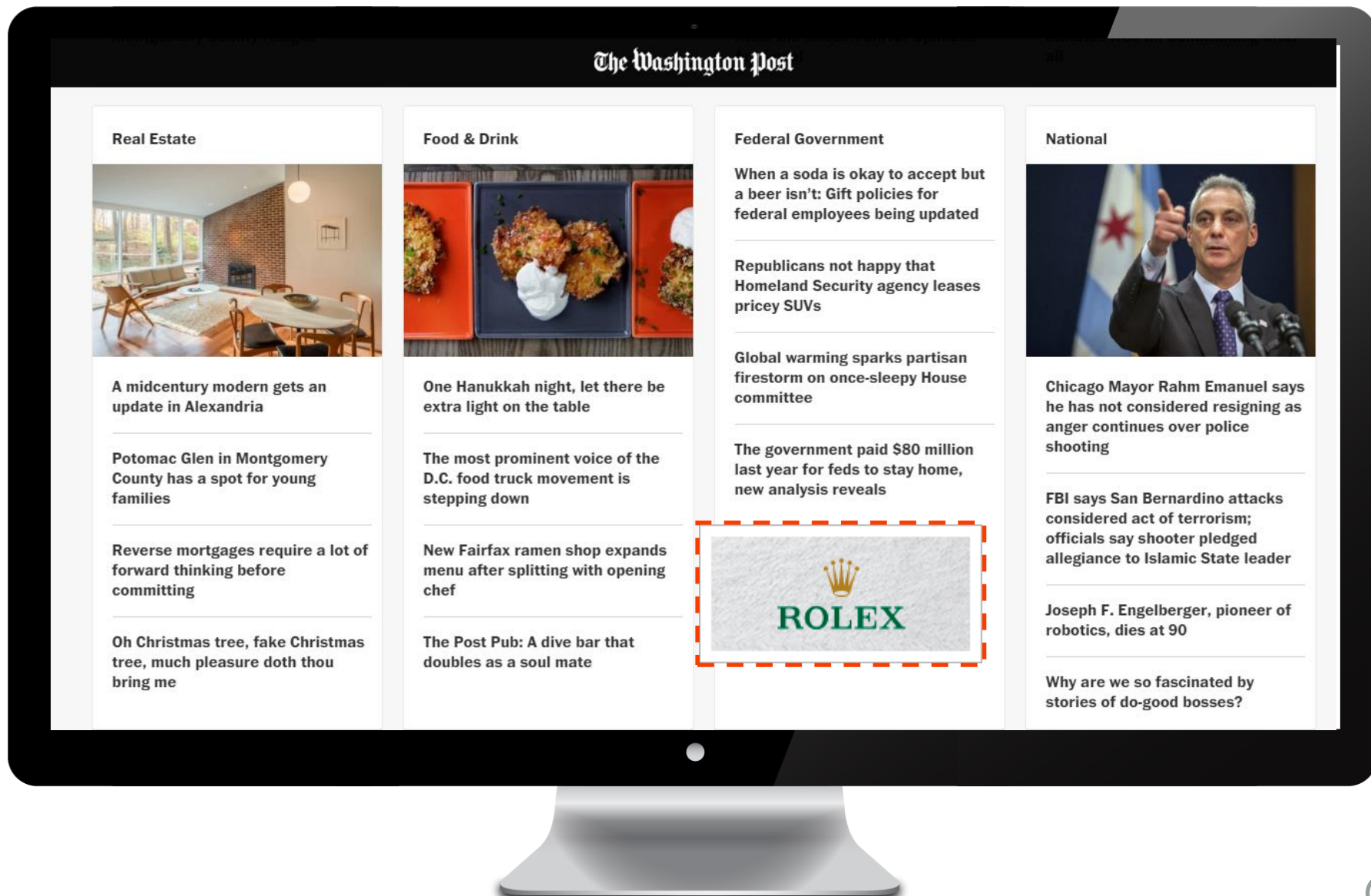




Motivating energy consumers to action

December 7, 2015

We've all experienced ads that follows us around the web...



The Washington Post

Real Estate



A midcentury modern gets an update in Alexandria

Potomac Glen in Montgomery County has a spot for young families

Reverse mortgages require a lot of forward thinking before committing

Oh Christmas tree, fake Christmas tree, much pleasure doth thou bring me

Food & Drink



One Hanukkah night, let there be extra light on the table

The most prominent voice of the D.C. food truck movement is stepping down

New Fairfax ramen shop expands menu after splitting with opening chef

The Post Pub: A dive bar that doubles as a soul mate

Federal Government

When a soda is okay to accept but a beer isn't: Gift policies for federal employees being updated

Republicans not happy that Homeland Security agency leases pricey SUVs

Global warming sparks partisan firestorm on once-sleepy House committee

The government paid \$80 million last year for feds to stay home, new analysis reveals



National



Chicago Mayor Rahm Emanuel says he has not considered resigning as anger continues over police shooting

FBI says San Bernardino attacks considered act of terrorism; officials say shooter pledged allegiance to Islamic State leader

Joseph F. Engelberger, pioneer of robotics, dies at 90

Why are we so fascinated by stories of do-good bosses?



This is called retargeting, and here is what Google is doing behind the scenes

1

A customer searches for a brand or visits the brand's site

2

They learn about the products but leave before purchasing.



3

Google displays ads on sites they visit later, bringing them back and keeping that brand top of mind



Behavioral segmentation enables Google to target broader audiences



Analyze the past behavioral history of visitors to the advertiser's website

Statistically judge the characteristic intents and attributions of visitors

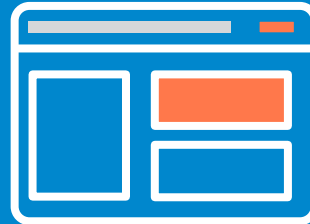
Target users online with similar behavioral characteristics



A/B testing determines the messaging we see



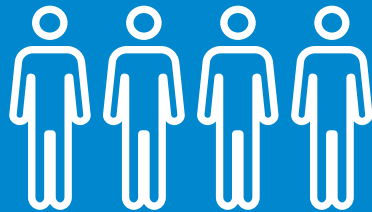
50% of visitors
see variation A



Variation A



23%
Conversion



50% of visitors
see variation B



Variation B



11%
Conversion

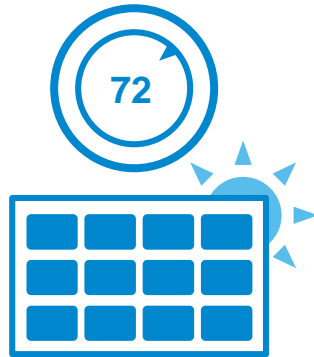


What if we could use this technology to promote energy efficiency instead of a Rolex?

Increase enrollment in EE programs



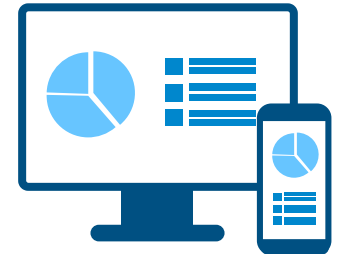
Promote new products and services



Successfully introduce new technologies, like AMI



Drive deeper digital engagement



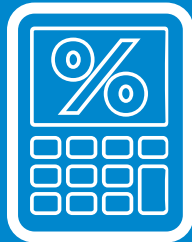
Utilities have an amazing amount of data at their disposal to do just that!

Consumer



Cust ID
Premise
Account

Rate



Rate Code
Rate ID
Rate History

Behavioral



Avg. Usage
Peak Usage
Load Curve

Demographic



Age
Sq. Ft
Income

Psychographic



Green
Frugal
Techy

Weather



Avg. Temp
Peak Temp
Current Temp





**So, how do we put
this data to work?**



Case Study 1: Behavioral Demand Response



Behavioral segmentation – Using proactive communications to reduce peak

This is an alert from UtilityCo:

Tomorrow, Wednesday, July 10th is a peak day. From 1:00 PM to 7:00 PM join UtilityCo customers by reducing your electric use. Simple ways to save on peak days include postponing dishwashing and other large appliance use until the peak day is over. Thank you for helping us save! To opt out of phone alerts, press 9. You may also reach us at 1-800-800-8000.



Having trouble viewing this email? [Click here](#)

UtilityCo

Please join your neighbors in reducing energy use on Wednesday afternoon, **August 18th from 2–7pm.**

🚫 You used **MORE** than similar homes on the last peak day.

Last peak day: Wednesday, June 12th 2–7pm

Category	Energy Use (kWh)
Efficient Neighbors	2 kWh
All Neighbors	5 kWh
YOU	10 kWh

■ All Neighbors: Approx. 100 occupied nearby homes that are similar in size to yours
■ Efficient Neighbors: The most efficient 20 percent from the All Neighbors group

What is a peak day?
During hot days when demand is high, energy can seem expensive. By using less energy during peak days you can help keep costs down for everyone.

Ways to save on peak days

Before you leave the house
Adjust your thermostat a few degrees
Pinterest yr brunch cardigan hashtag blue bottle, put a bird on it swag. Schiltz umami kogi banh mi, next level craft beer yr forage Portland church-key.

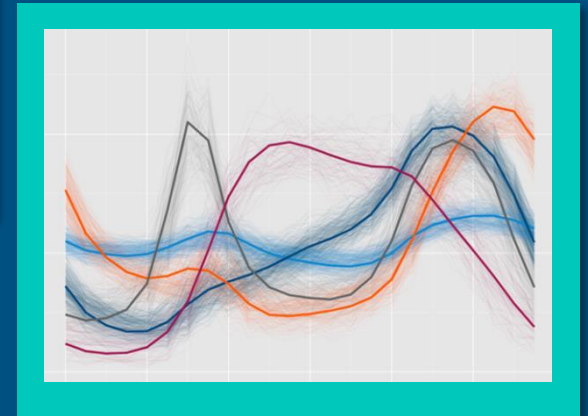
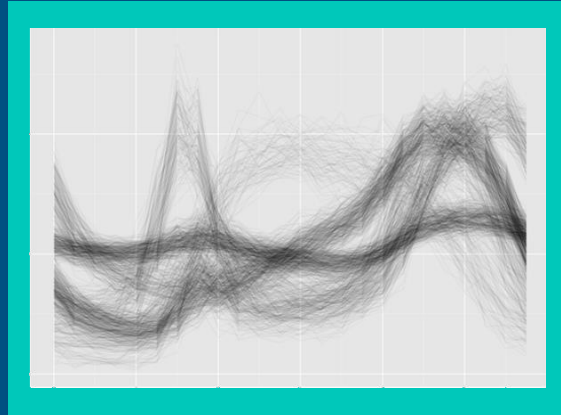
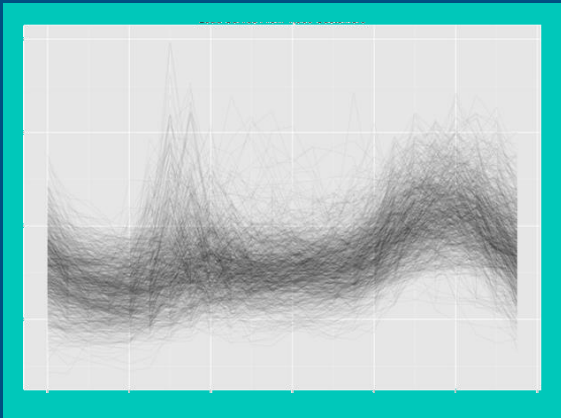
While you're at home
Delay large appliance use until after peak hours
Pinterest yr brunch cardigan hashtag blue bottle, put a bird on it swag. Schiltz umami kogi banh mi, next level craft beer yr forage Portland church-key.

While you're at home
Delay large appliance use until after peak hours
Pinterest yr brunch cardigan hashtag blue bottle, put a bird on it swag. Schiltz umami kogi banh mi, next level craft beer yr forage Portland church-key.

FirstName LastName
Acct # *****XXXX
[Unsubscribe](#) from these emails
Utility name, 1911 Fort Meyer Drive, Suite 702, Arlington, VA 22209



Under the hood: Using machine learning to segment customers into archetypes

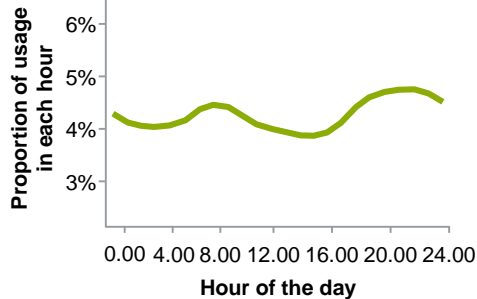


Quiz:

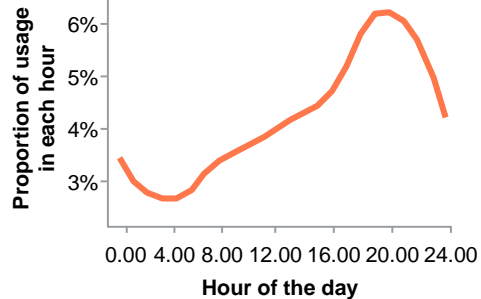
Which AMI archetype saved the most?

Evening Peakers: **3X**

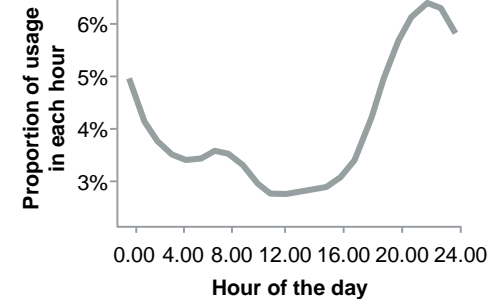
Steady Eddies



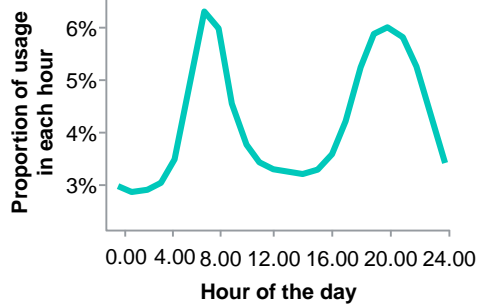
Evening Peakers



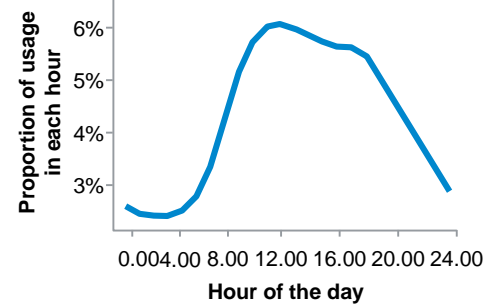
Night Owls



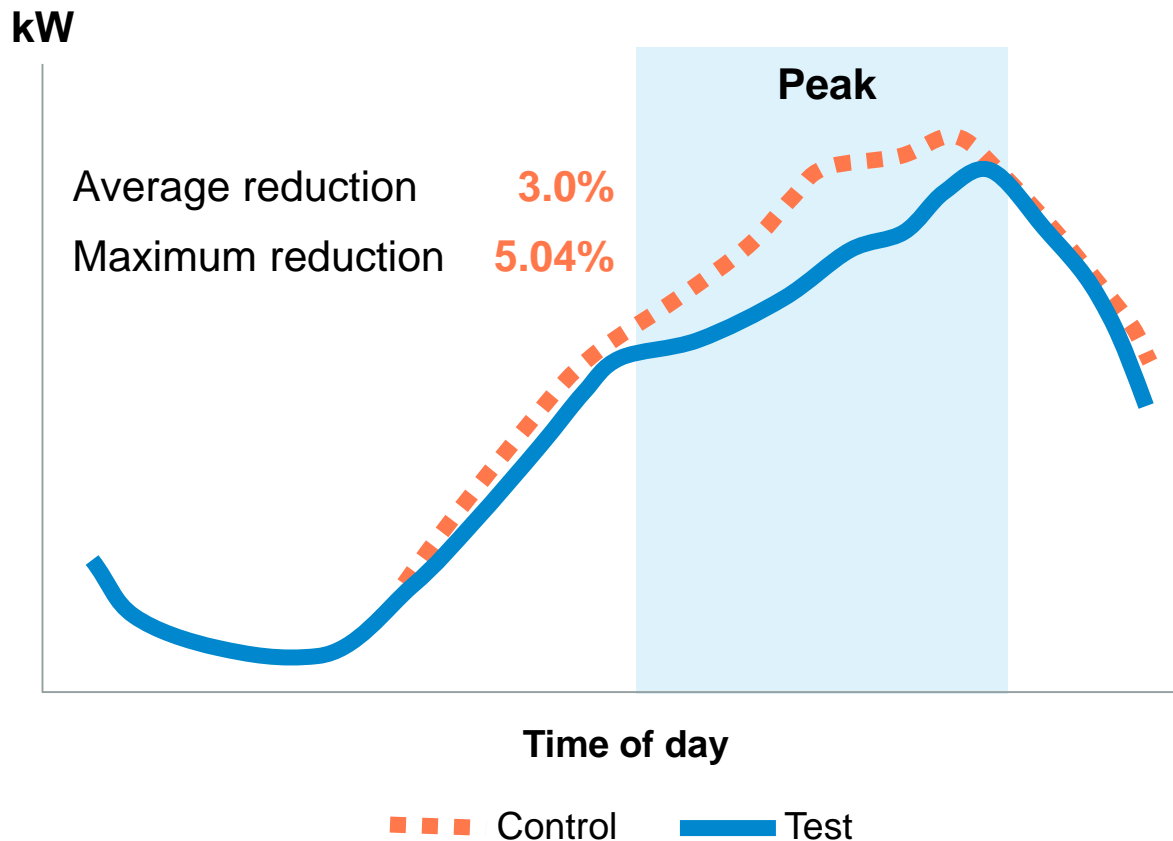
Twin Peaks



Day Timers



Key result: Consistent peak savings across multiple utilities



Key findings







3% peak savings

5% during hottest hour

1/3 the cost of other DR



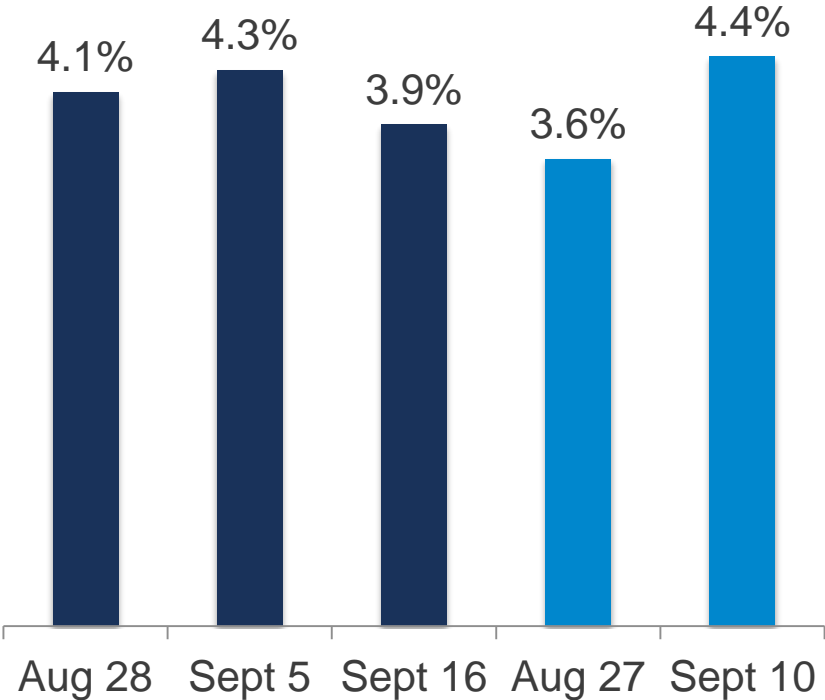
2015 expanded on 2014's BDR success

		2014	2015
	Utilities	4	7
	Households	1.0M	1.5M
	Countries	1	2
	Events	12	29
	Communications	4.4M	11.7M
	MW	>200	>300

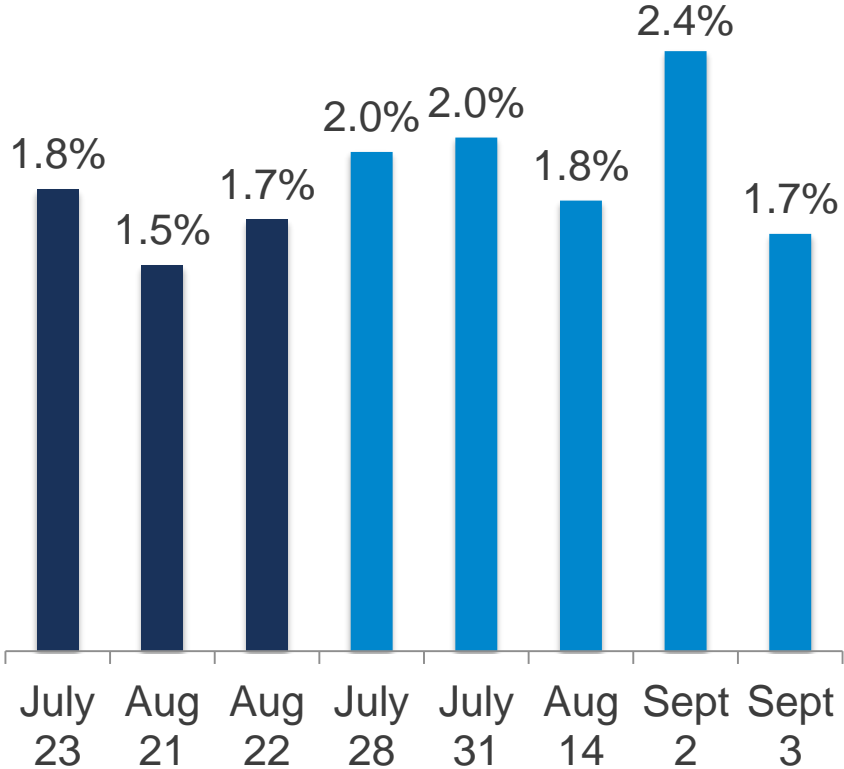


Finding: Savings persist year-over-year

Savings over two seasons at one utility in California



Savings over two seasons at one utility in Michigan



Key: ■ 2014 ■ 2015

Engaged and happy customers



Claire Stewart
@ClaireAStewart5

Follow

How cool: @DTE_Energy just called to let me know tomorrow is going to be a peak energy day b/c of expected temps & gave #energysaving tips!

12:18 PM - 16 Jul 2015

1



Claire Stewart
@ClaireAStewart5

Follow

@DTE_Energy and thank you! It's a good reminder! I've been contacted by phone, email and now Twitter. Great integrated marketing effort!

12:54 PM - 16 Jul 2015

2



محمد
@amgabr



Follow

I received an email from @hydroottawa telling me how I did on a warm day. It's motivating me to do better next time:)

You were the 17th most efficient home in your area.

Last Summer Saving Day: Friday, July 10 from 12pm-5pm



Case Study 2: Points and Rewards



A/B testing – Can loyalty points apply to saving energy?



Using their credit cards



MEMBERSHIP
rewards®



Flying across the country



DELTA

SKYMILES®



Booking hotel rooms

spg*

Starwood
Preferred
Guest



Shopping for groceries

SAFEWAY CLUB



National Grid set out to find the answer



Quiz: Which message was most effective for getting customers to sign up?

Earn points for every kWh you save and **get rewarded**

Gain Frame (Control)

Control: 1.0X



Earn points for every kWh you save and **get rewarded**

Affect

Affect: 0.5X

Congratulations!

You've been specially selected to be a part of our new National Grid Rewards program. Earn points for every kWh you save and get rewarded.

Scarcity

Scarcity: 3.0X

You have 150 reward points already. **Don't lose them!**

Your 150 points will expire if you don't sign up for the National Grid Rewards program. Earn points for every kWh you save and get rewarded.

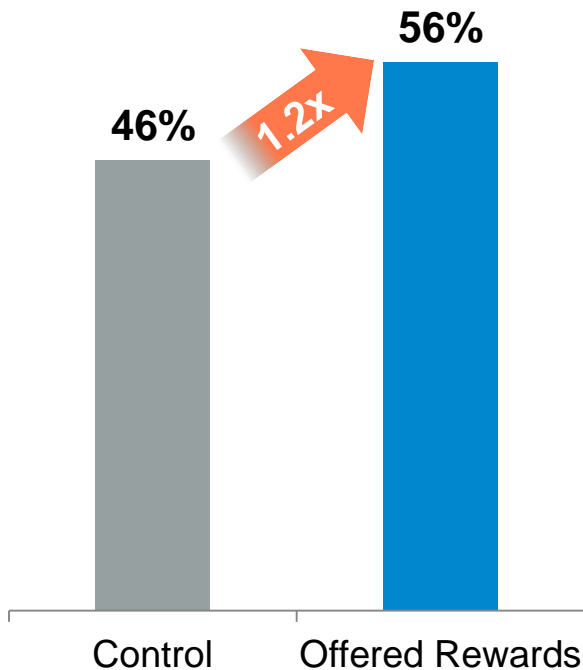
Loss Framing

Loss Framing: 5.4X



Key result: Improvements in satisfaction and efficiency program participation




Customer satisfaction Value perception



Program participation

Save energy.
Earn 200 reward points.

Complete your online Home Energy Assessment by the end of June this year and we'll give you **200 reward points**. Simply start by signing into your account and visiting **My Energy Use**. Then, look for the **What Uses Most** tab. Here's how it works from there:

-  Take a brief online Home Energy Assessment.
-  See a chart of what uses the most energy in your home and the top five ways to save.
-  Get 200 reward points!*

Online audit completion
9.2% completion rate

Get 200 reward points
when you sign up for paperless billing
only until October 31

- 
- 
- 

Electronic billing enrollment
8% uptake

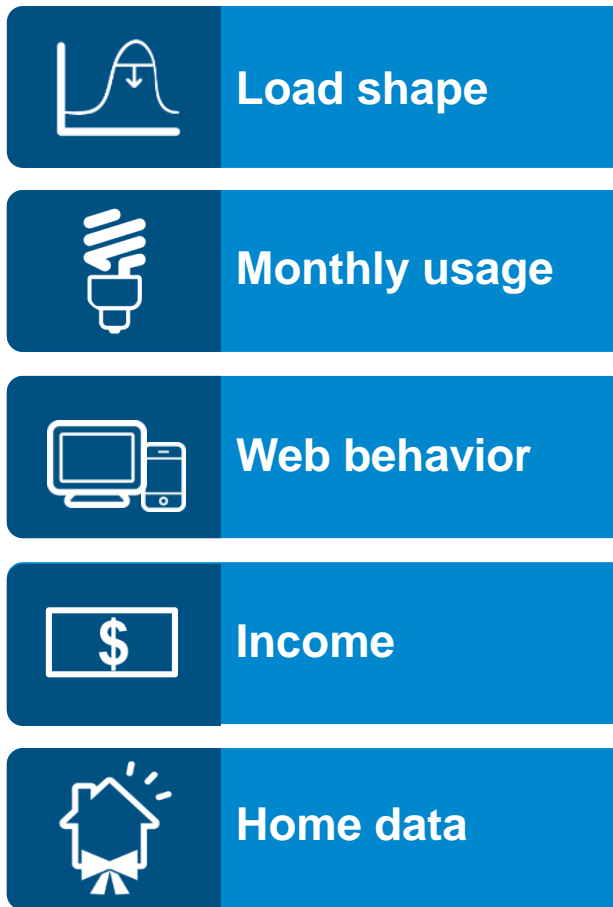




**Where do we
go from here?**



Where we're going: Utilities as trusted advisors to their customers on all energy decisions



Customer Engagement Platform



Promote efficient behavior



Market new programs and service



Drive adoption of best pricing scheme





Thank you!
