



# Empowering Customers to Shop Efficient

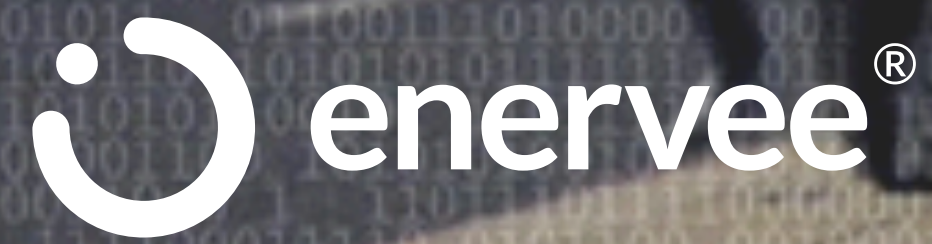
Visible Efficiency + Behavioral Insights



APR-3-2017



Enervee has built a global data & saas platform that analyzes product markets in real time and provides online **consumer-facing marketplaces** that **drive customer engagement, energy savings and new revenues.**



# Actionable Insights

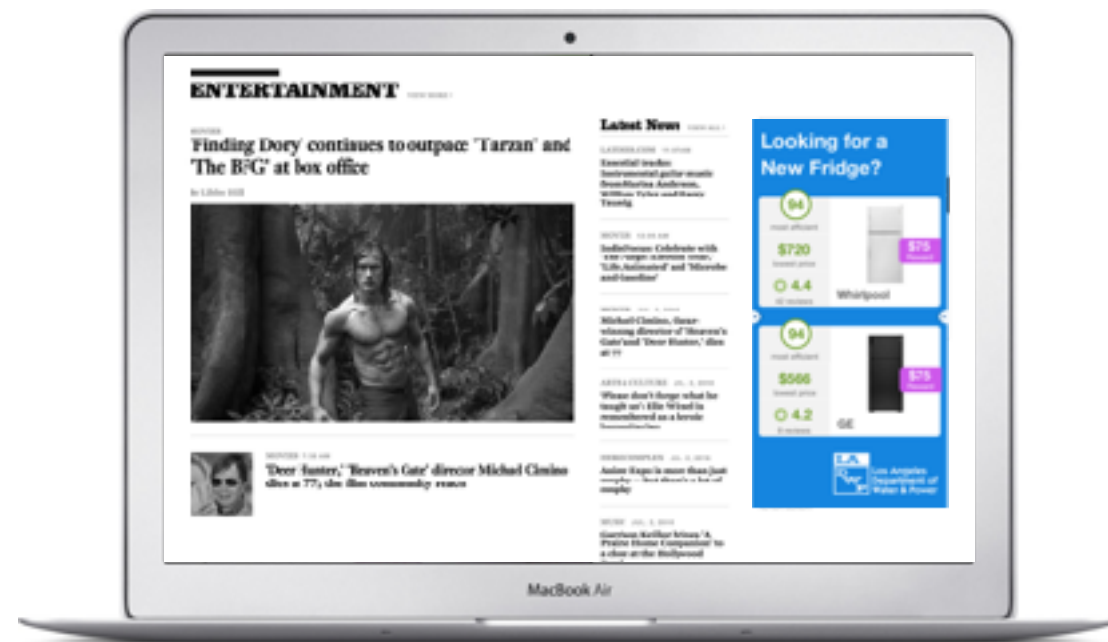
ENERVEE DATA ENGINE  
& BEHAVIORAL RESEARCH

DEPLOYED IN THE USA & EUROPE FOR 50M HOUSEHOLDS



# Turnkey Digital Engagement Platform

## USER ACQUISITION



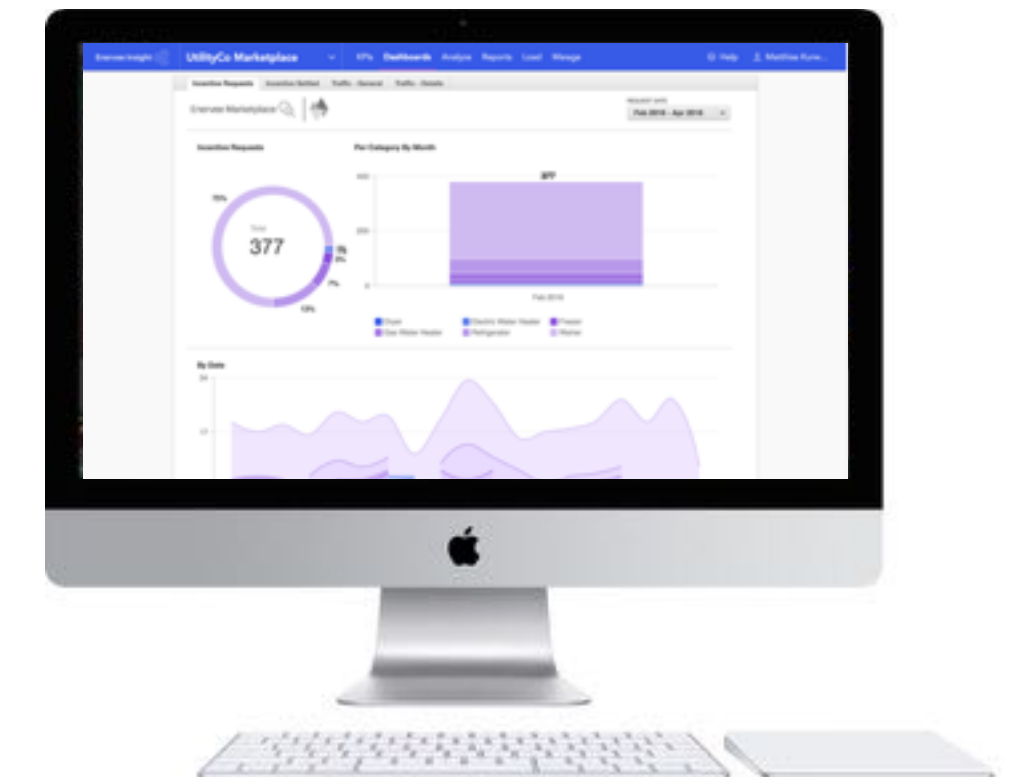
## MARKETPLACE



## INCENTIVES & REVENUES



## REPORTING & ANALYTICS



"Utilities now have the opportunity to offer an improved value proposition of sustainability, convenience, control and cost savings, and also act as a trusted energy advisor in some markets."



"Partnering with Enervee, a software-as-a-service energy efficiency information provider, these utilities are providing company-branded marketplaces with multiple potential benefits."

California Energy Commission



"To date, SDG&E Marketplace has been visited more than 500,000 times and helped to streamline more than 10,000 rebates on appliances."



"...virtual customer engagement platforms...offer core infrastructure to help utilities maintain an ongoing relationship with their customers and enable them to provide customers with the full range of DER offers, targeted to their individual needs."

Clean Energy Advisory Council

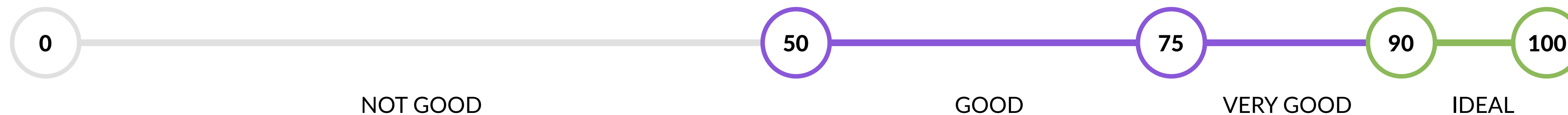


SCIENTIFICALLY TESTED



# The Enervee Score<sup>®</sup>

- All currently available products
- Intuitive & consistent across categories
- Dynamic scoring, updated daily
- Complements existing labels
- Effective, even without incentives



SERIES OF RANDOMIZED CONTROLLED TRIALS



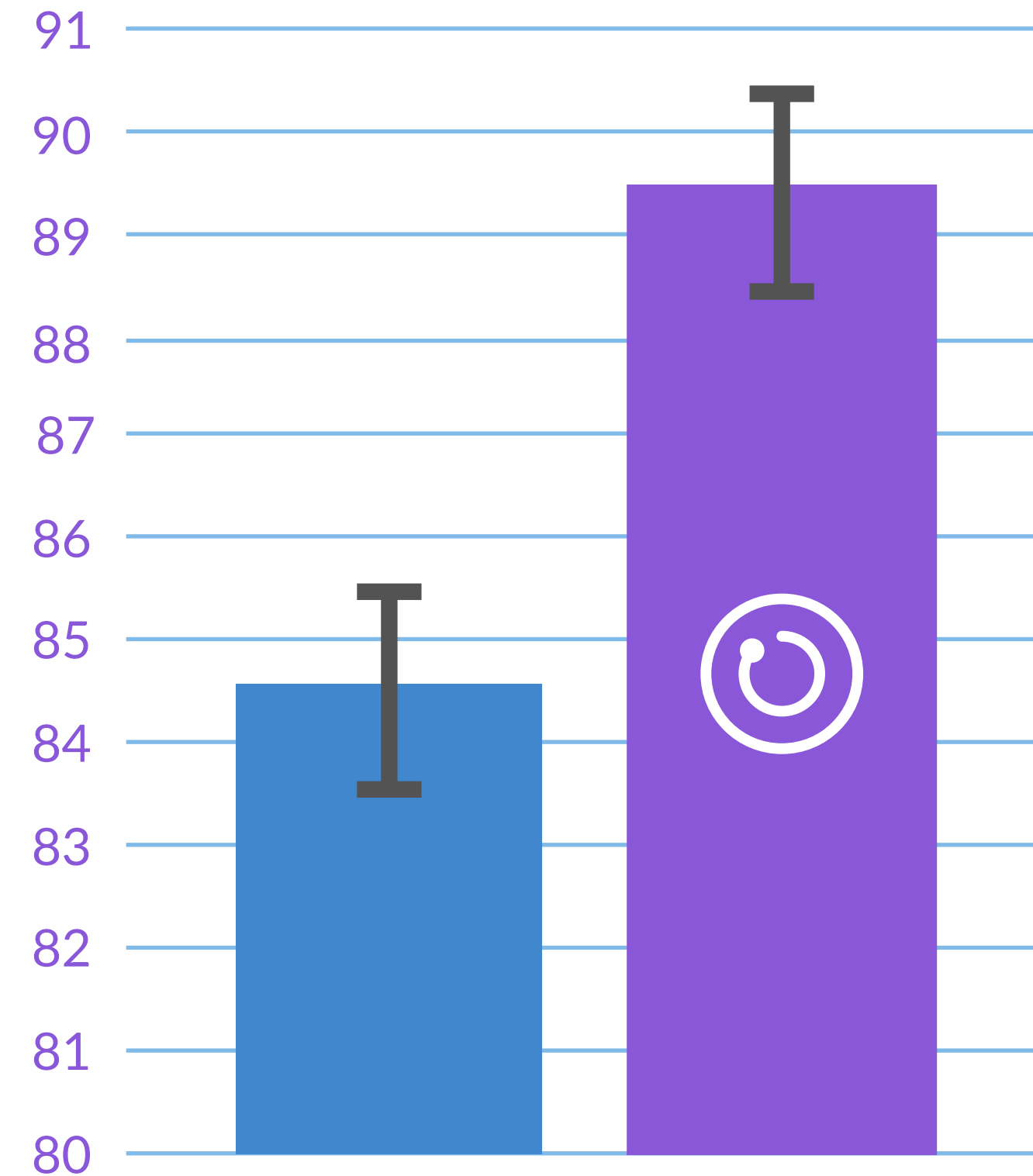
# Proven To Work

Reduction in energy consumption of top TV choice when Score is present

12%



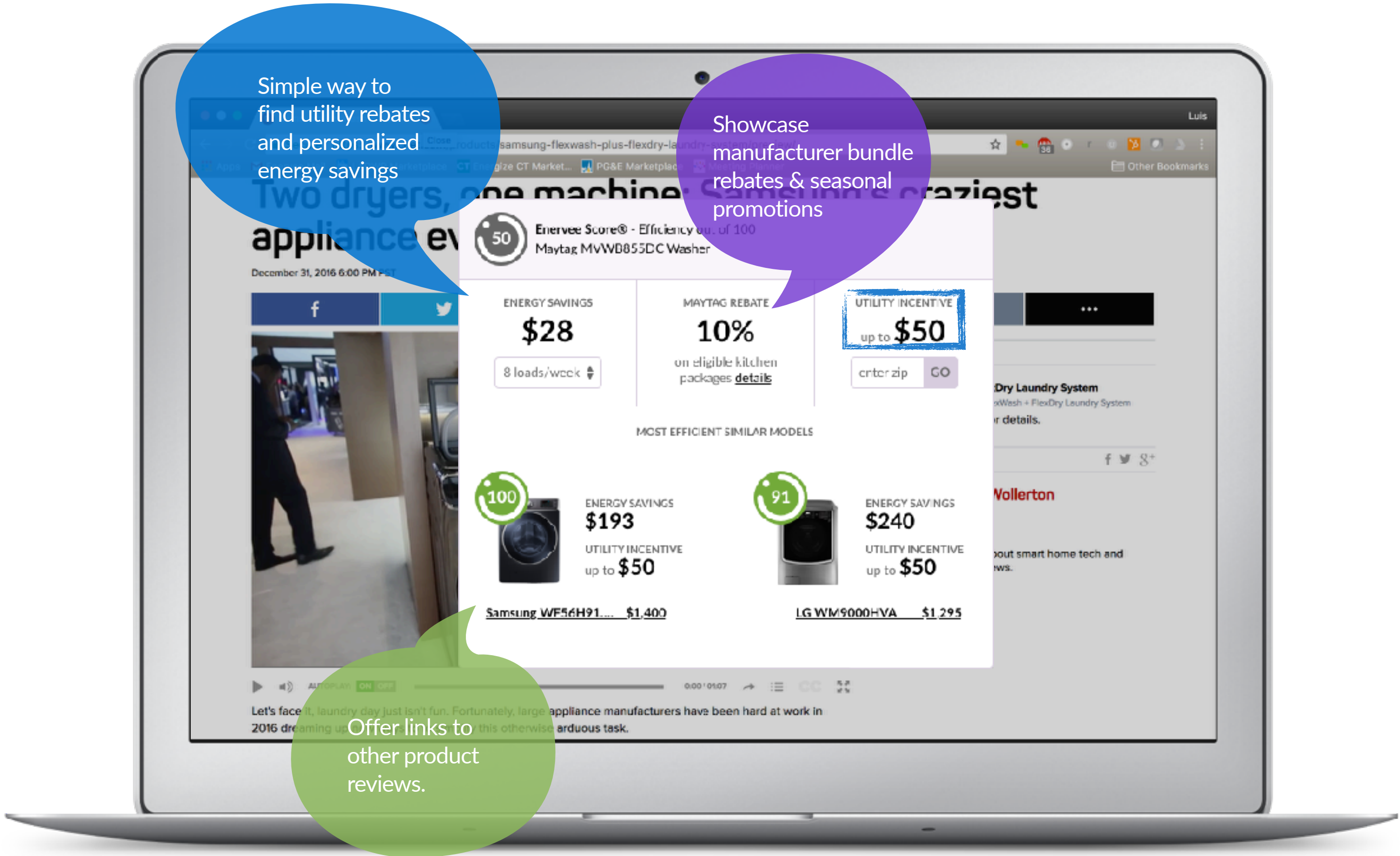
Enervee Score



REACHING PEOPLE WHEN & WHERE THEY SHOP



# Market Activation



Simple way to find utility rebates and personalized energy savings

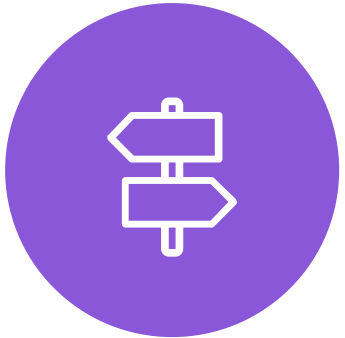
Showcase manufacturer bundle rebates & seasonal promotions

Offer links to other product reviews.



## INCENTIVES

People like products that have discounts, promotions and deals.



## RECOMMENDATIONS

Consumers consider slightly more expensive products, as long as they are similar and more efficient

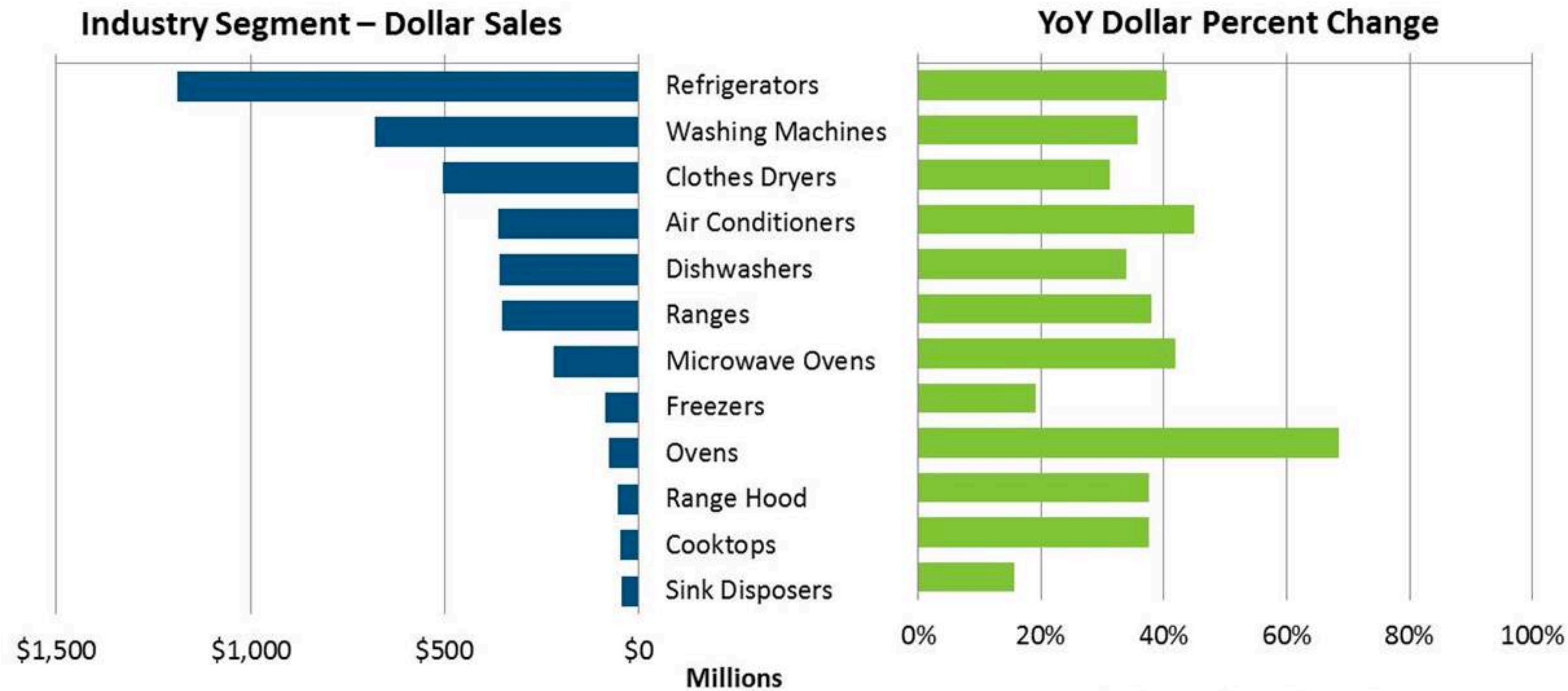


## ENERVEE SCORE

Consumers consistently choose more efficient products - Incentivizing energy efficient purchases

# Even Large Purchases Shifting Online

*Dollar Sales, 2016*



**\$4 BILLION**

2016 online purchases of major home appliances in the USA

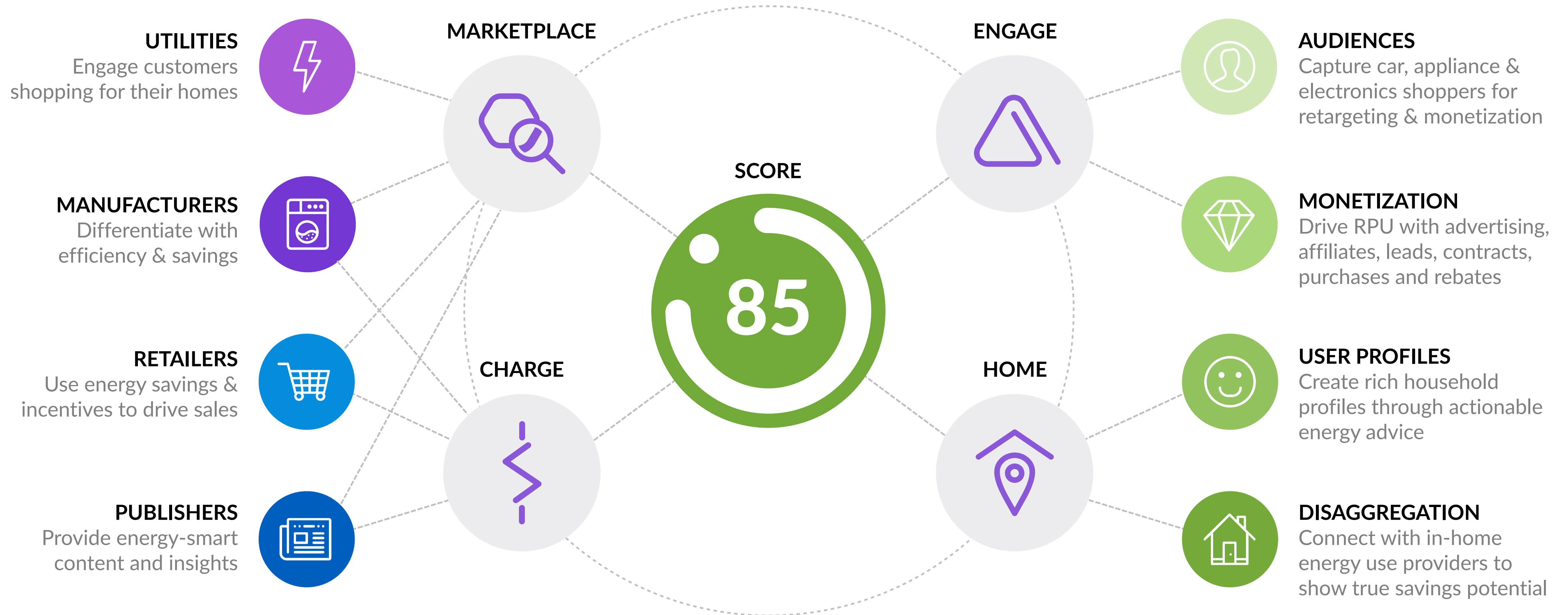
**+38%**

Year-on-year increase in online major home appliance sales from 2015

Source: The NPD Group, Inc. / Checkout Tracking<sup>SM</sup> Online, 12 months ending December 2016



# Enervee Score<sup>®</sup> Network



# Thank you!

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