

SDG&E Marketplace



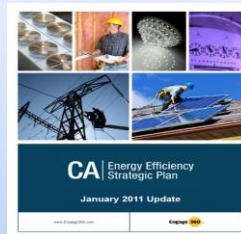
A  Sempra Energy utility[®]

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SDG&E's Energy Efficiency Vision

CALIFORNIA'S PREFERRED COST-EFFECTIVE RESOURCE



SUPPORT STATE ENERGY
POLICY GOALS



ENHANCE CUSTOMER
EXPERIENCE &
ENGAGEMENT



PROVIDE A PLATFORM
WITH ENERGY INSIGHTS &
SOLUTIONS



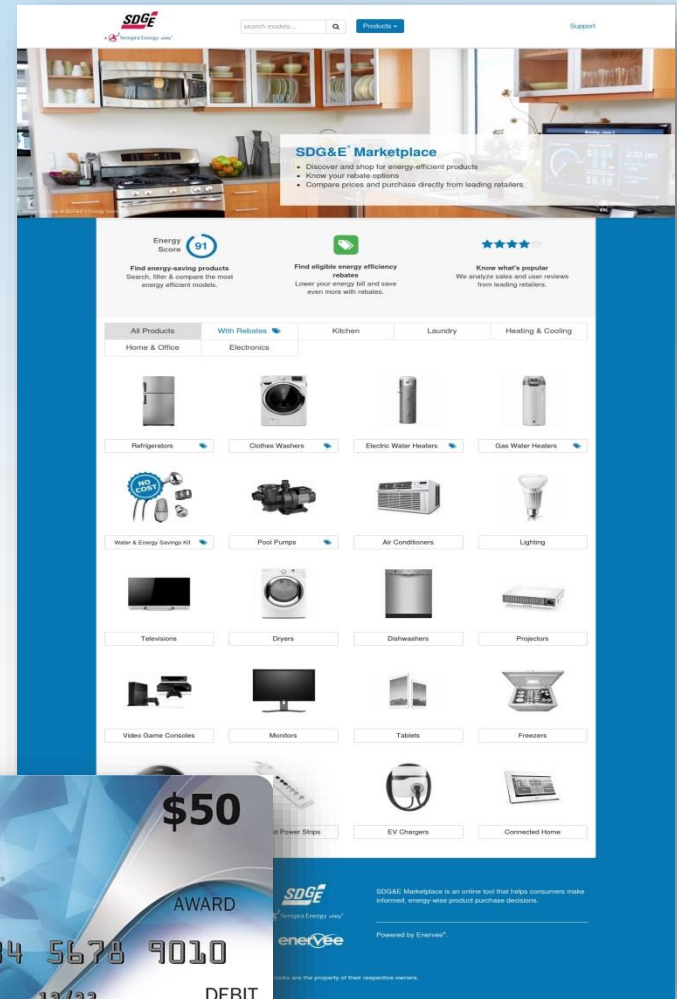
USE PROGRAMS TO
OPTIMIZE GENERATION
AND T&D COSTS

SDG&E Marketplace

“Help SDG&E go beyond being an utility and become a trusted partner for customer’s energy solutions and services”

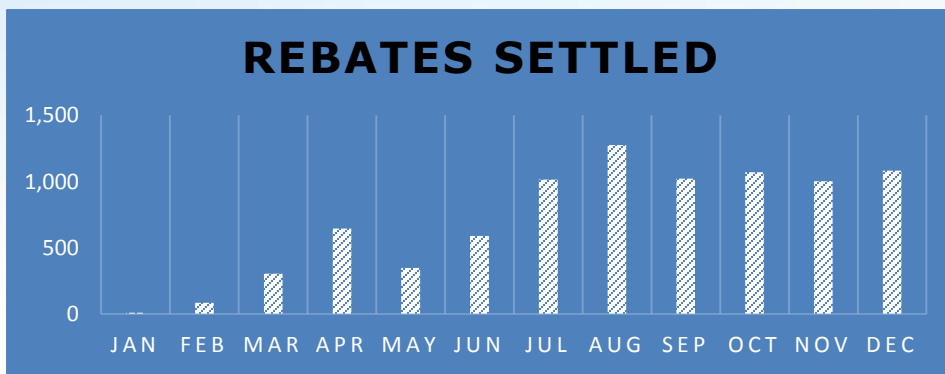
– SDG&E Marketplace Vision

- **START** with traditional EE rebate offerings
- **ADD** a robust shopping tool for customer engagement, launched last year
 - 20 product categories with over 7,800 products
 - 3-5 day rebate processing with SDG&E branded Visa Card
 - Plan to offer additional value-added services
- **BECOME** the trusted energy advisor and the one-stop-shop for customer energy needs



Marketplace Successes

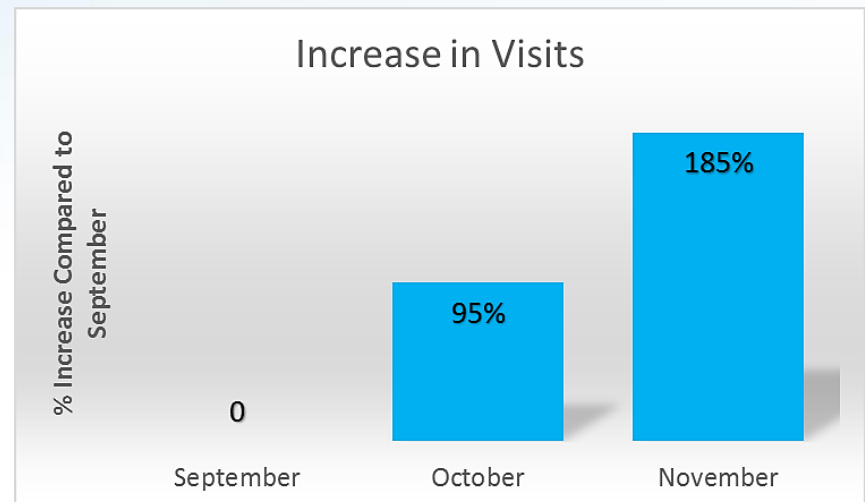
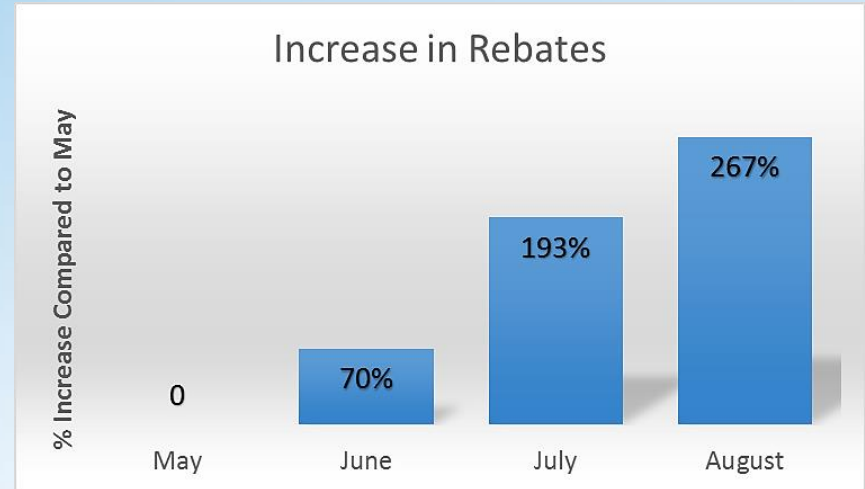
2016



- Marketplace is showcasing customer programs
- Building awareness of offerings through constant communication
- Adopting a multi-channel engagement strategy
- More customer visits leads to more rebates processed
- Marketplace has been improving customer experience

Embracing the e-Commerce mindset

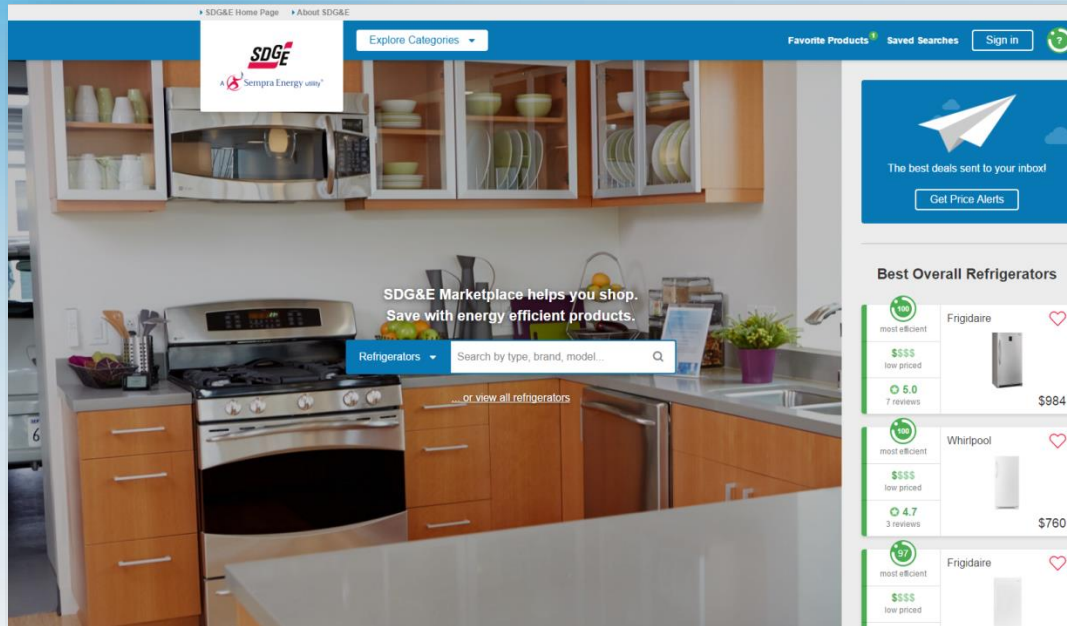
- Customers expect a superior experience
- SDG&E is nimble, offering customers time sensitive promotions and offers:
 - Limited time promotions increased rebate volume by over 250%
 - Marketplace Sweepstakes increased traffic by over 200%
- SDG&E follows-up with customers who started but didn't finish rebate process, resulting in an additional 5% increase in rebates volume



SDG&E Marketplace: 2017 and beyond



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- Enhance Marketplace platform to increase user engagement
- Expand product and service offerings
- Enhance customer analytics capabilities, to predict customer needs and proactively offer solutions