

# Opower Enhances Other EE Programs

Arhan Gunel

Analytics


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# What is Opower?


\$\$\$

Turn off AC &  
Turn on Fan



Environment

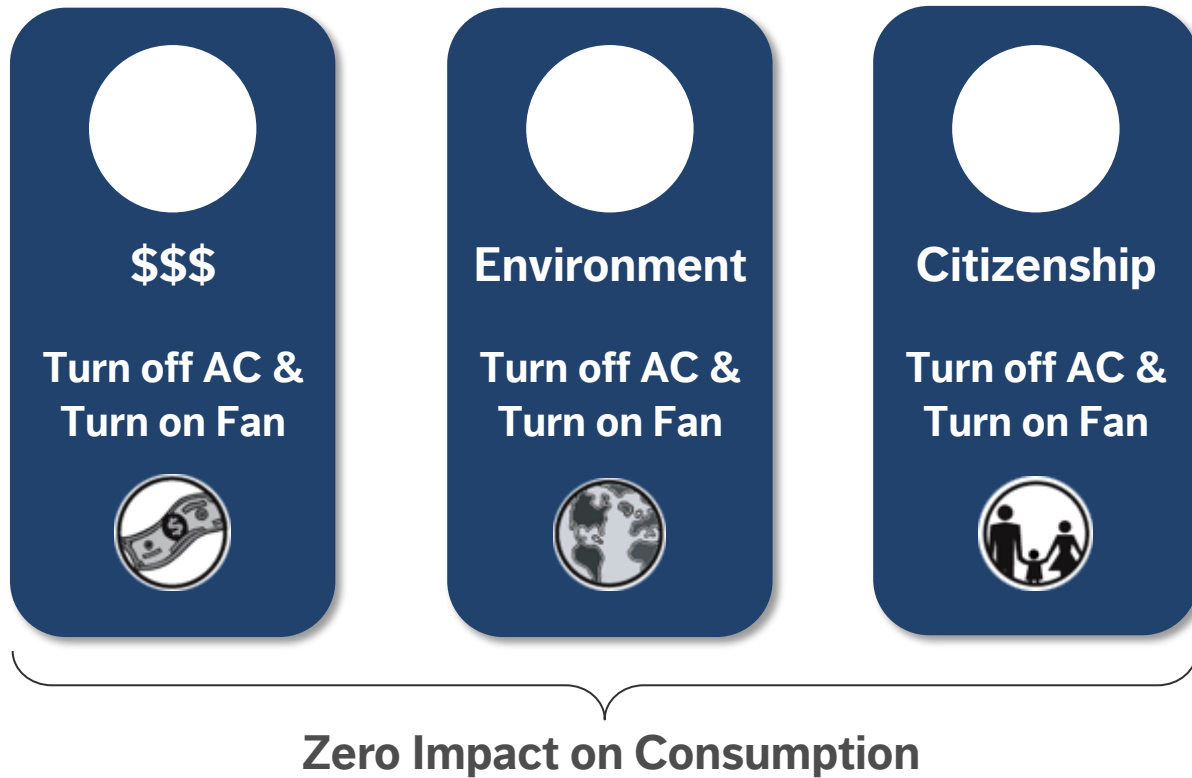
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Citizenship

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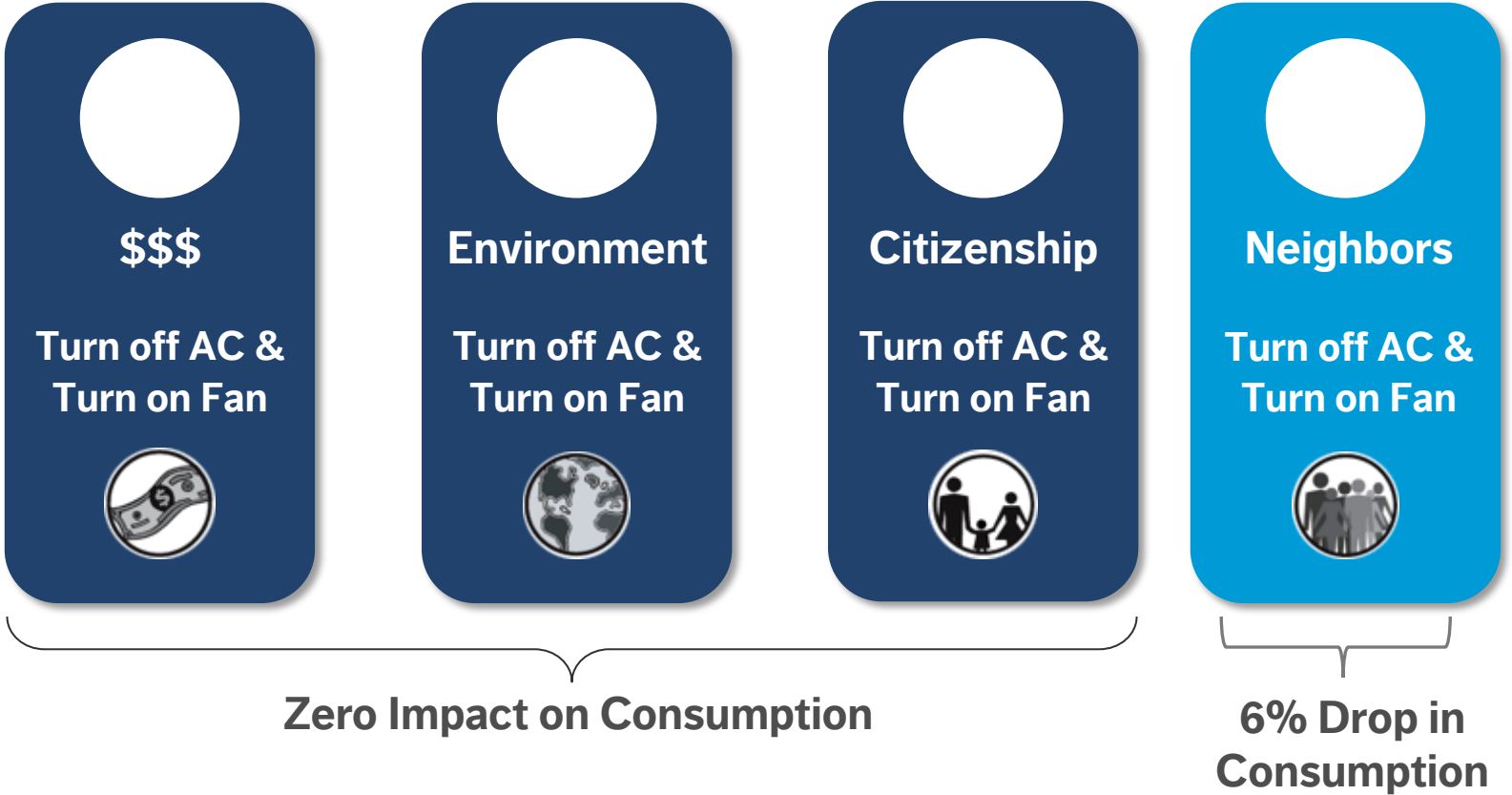
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Environment  
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Citizenship  
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Neighbors  
Turn off AC &  
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Zero Impact on Consumption



# Opower today

A Software as a Service Customer Engagement Platform

## The Company

- Serving leading utilities in **6 countries**
- Forbes **#10** of 100 Most Promising Companies
- **300** people in Washington, San Francisco, London, Singapore

## Our DNA

- Behavioral science software
- Data analytics
- Consumer marketing
- User-centric design



## Technology Investment

- \$25M R&D investment annually
- World-class partners: Facebook, Honeywell, Home Depot, Best Buy







# World of EE Programs



**Weatherization**



**Appliance Recycling**



**Opower**

# World of EE Programs



**Home Energy Audit**

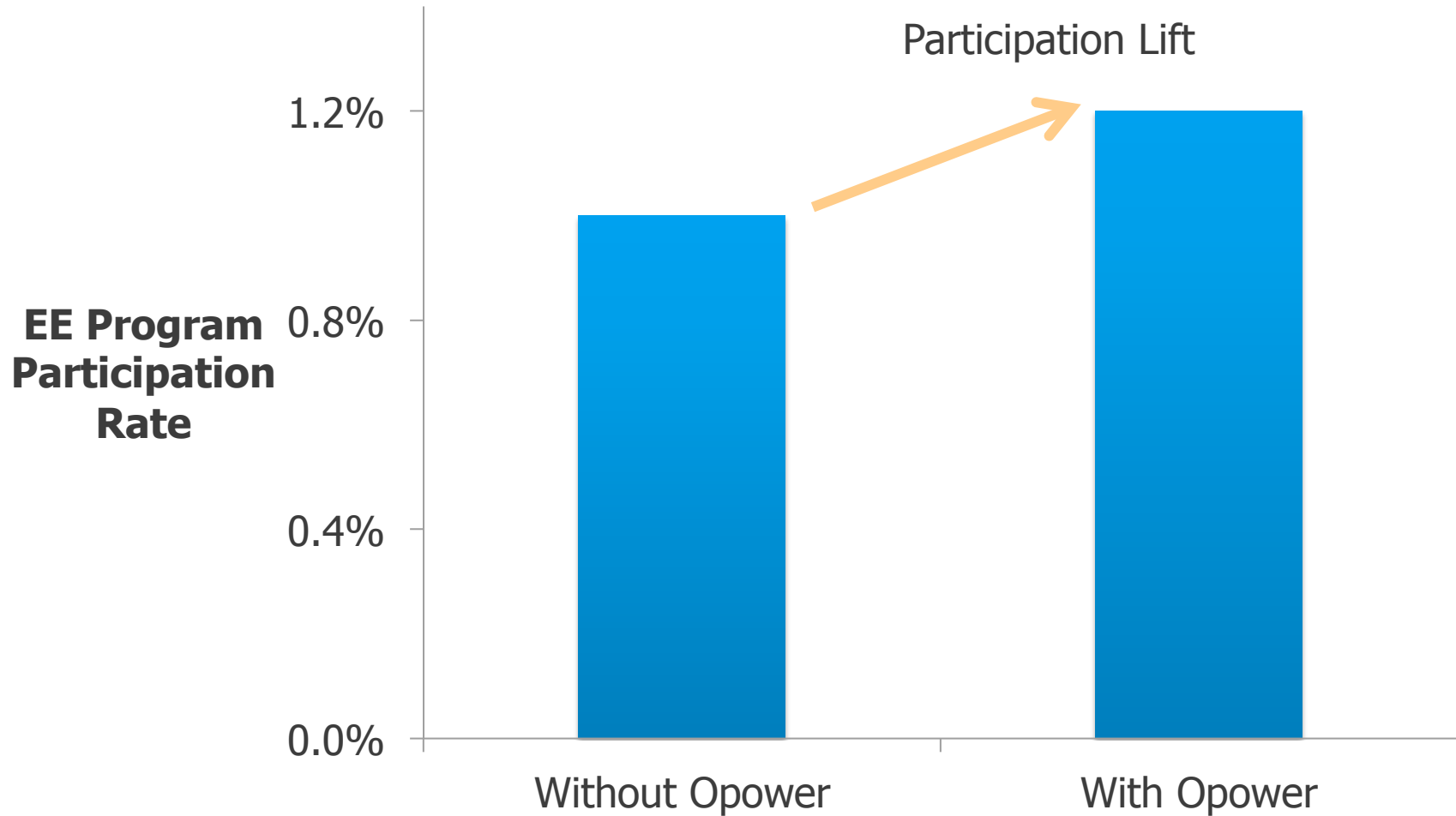


**Rebates**



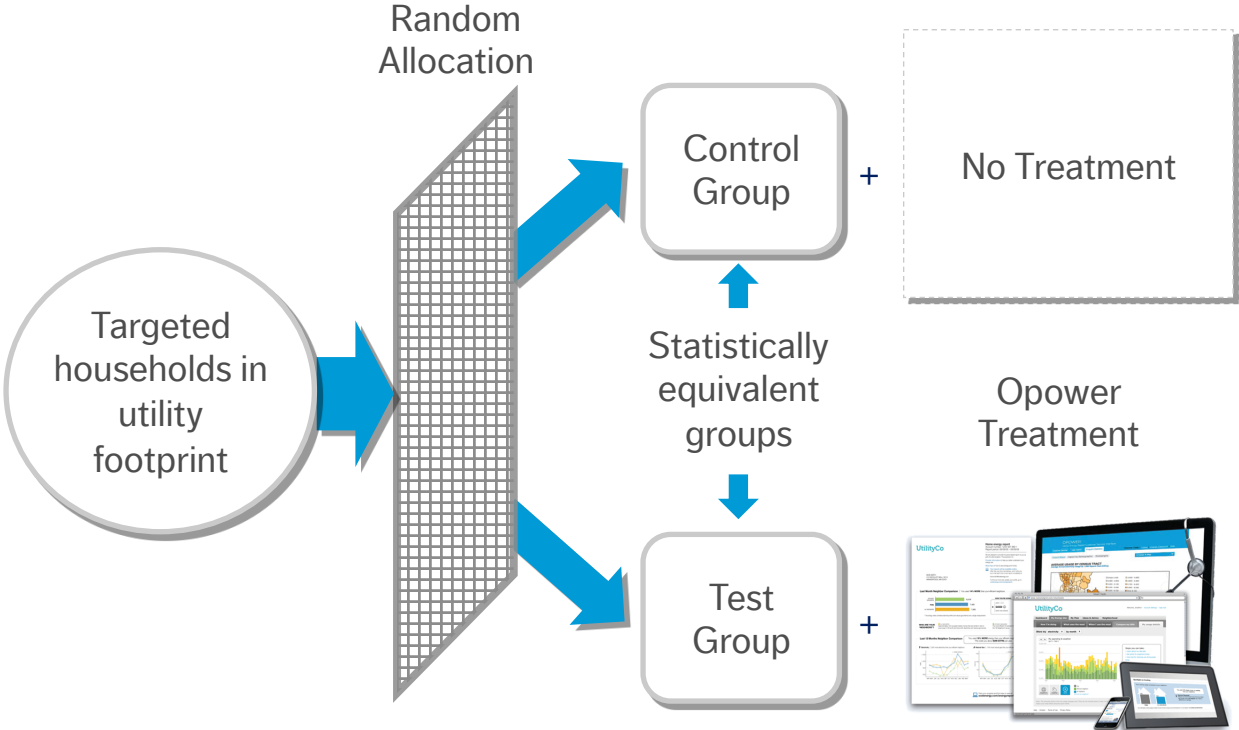
# How does Opower affect other programs?

# Opower Increases Participation and Deemed Savings in Other Utility EE Programs

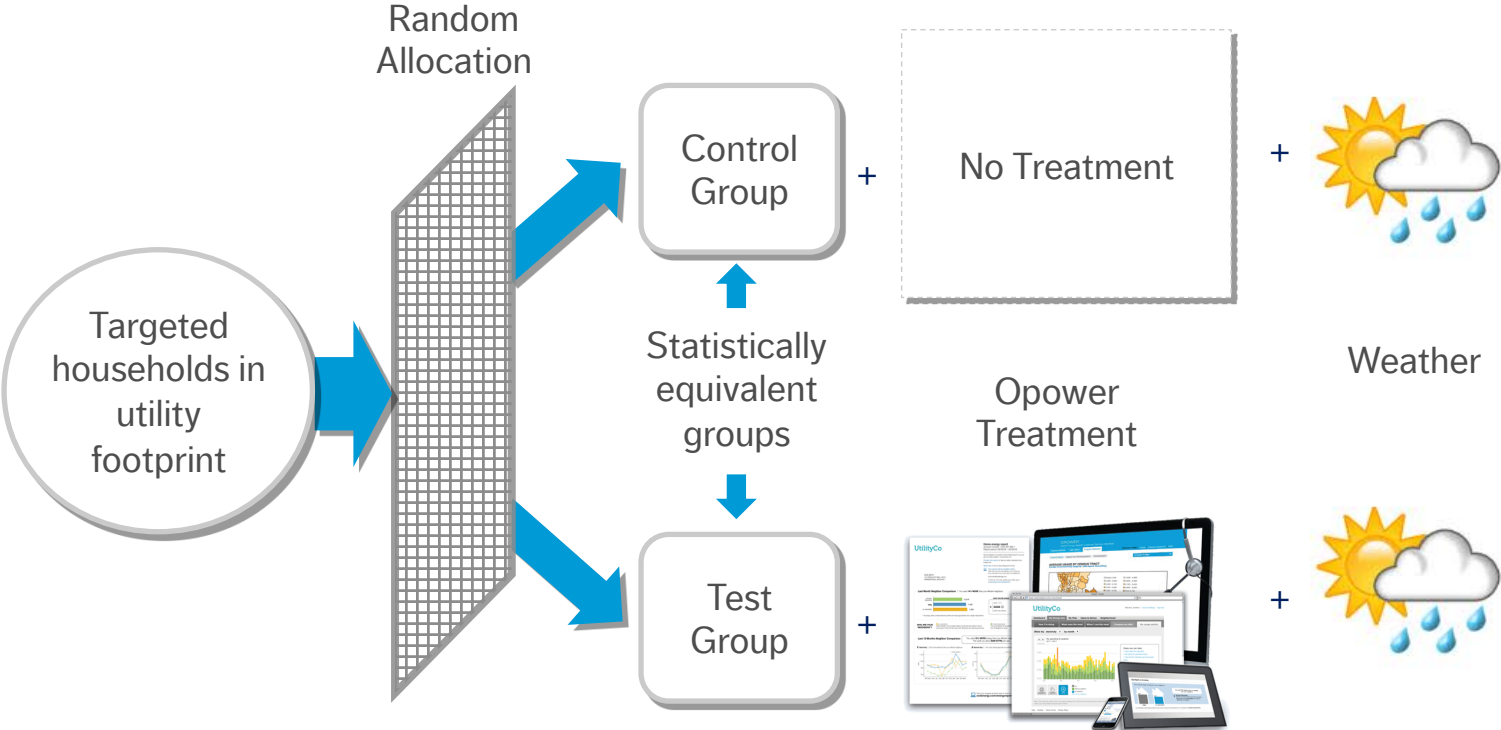


**Prove it.**

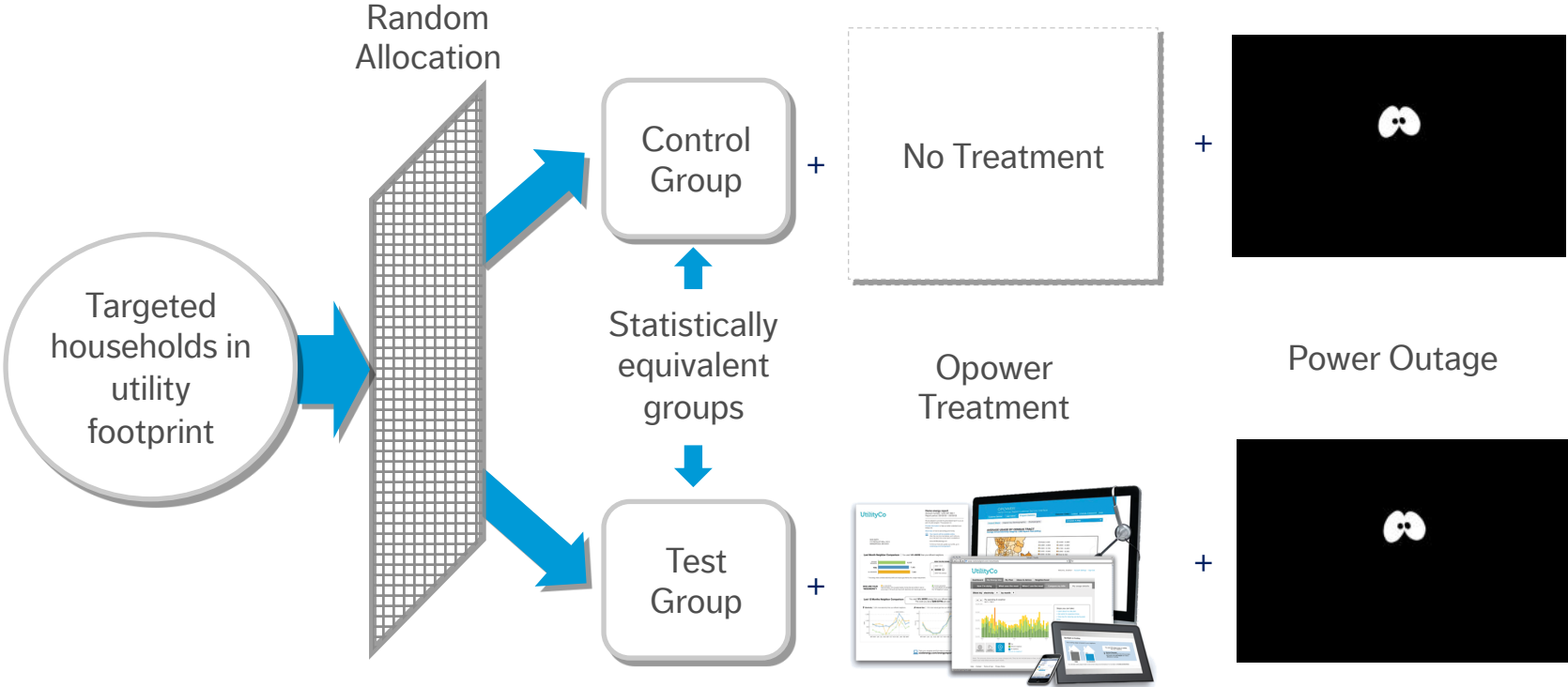
# Randomized Control Trial (RCT) ensures accurate measurement



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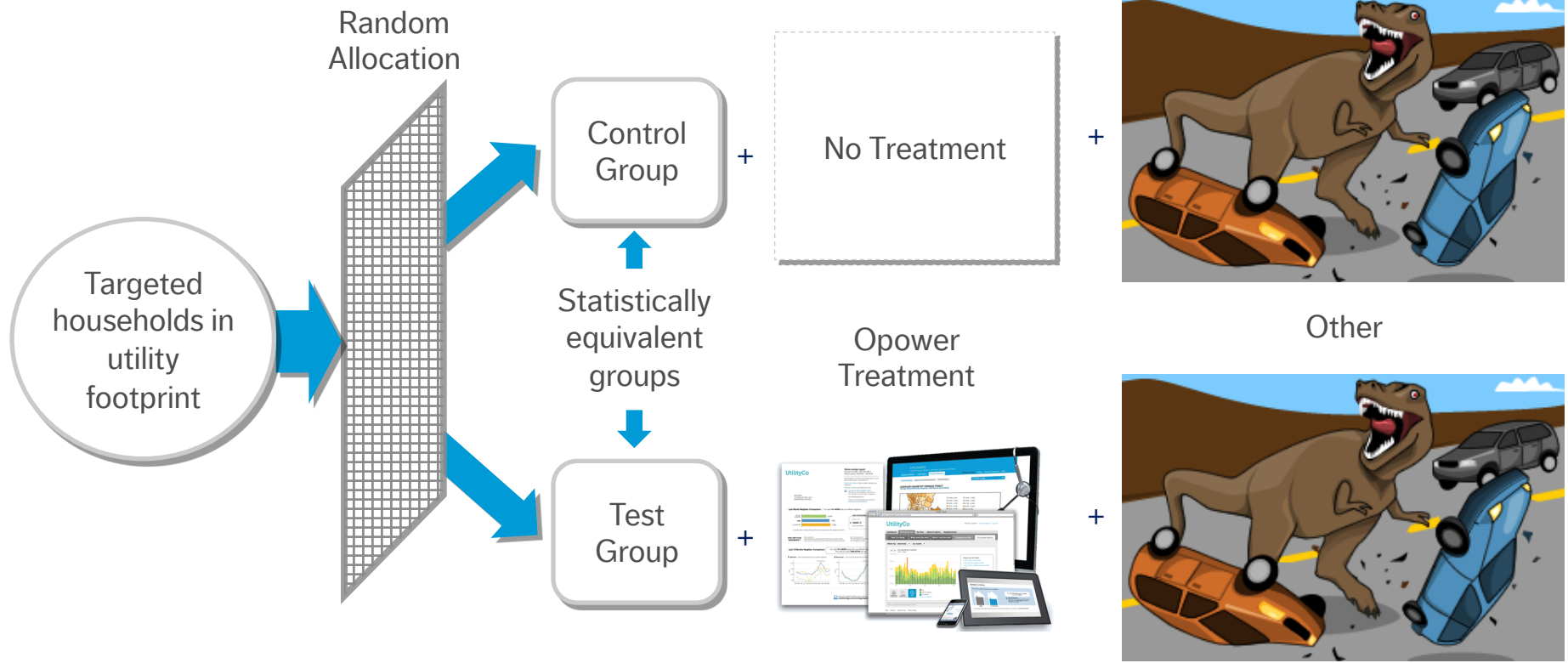


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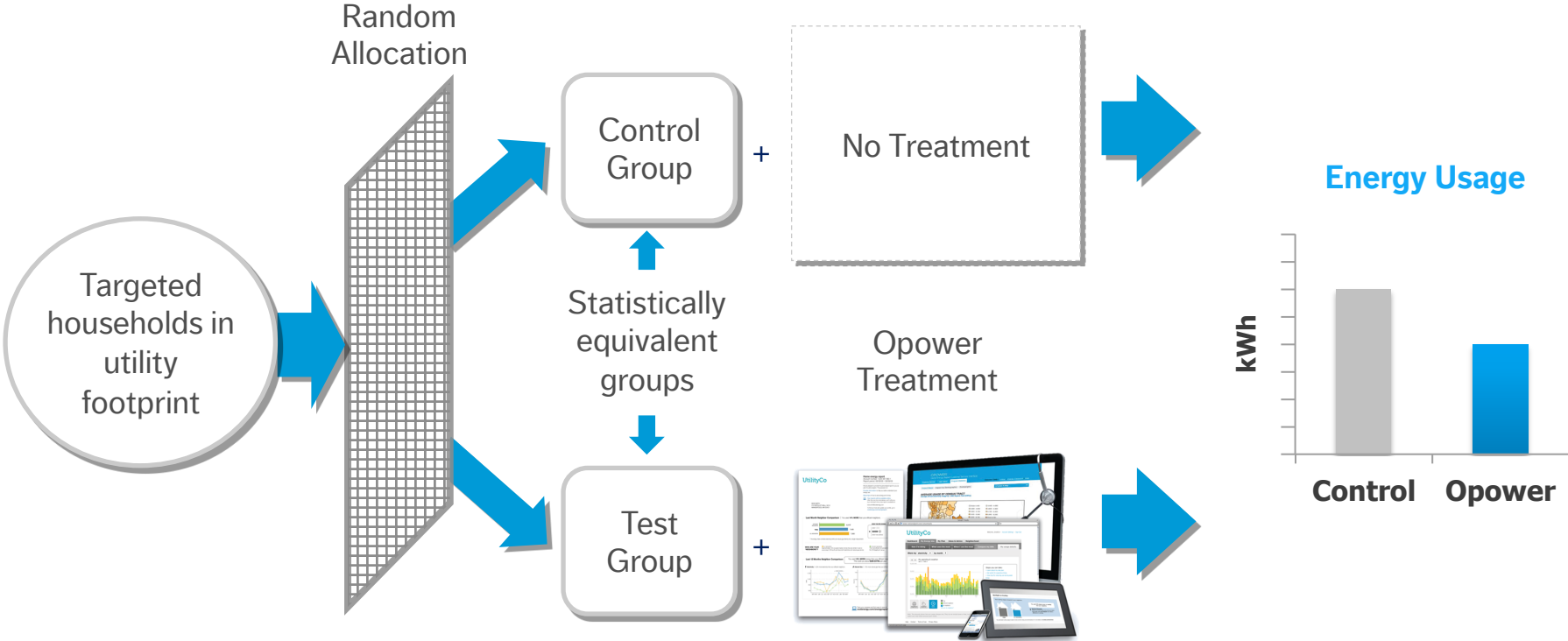




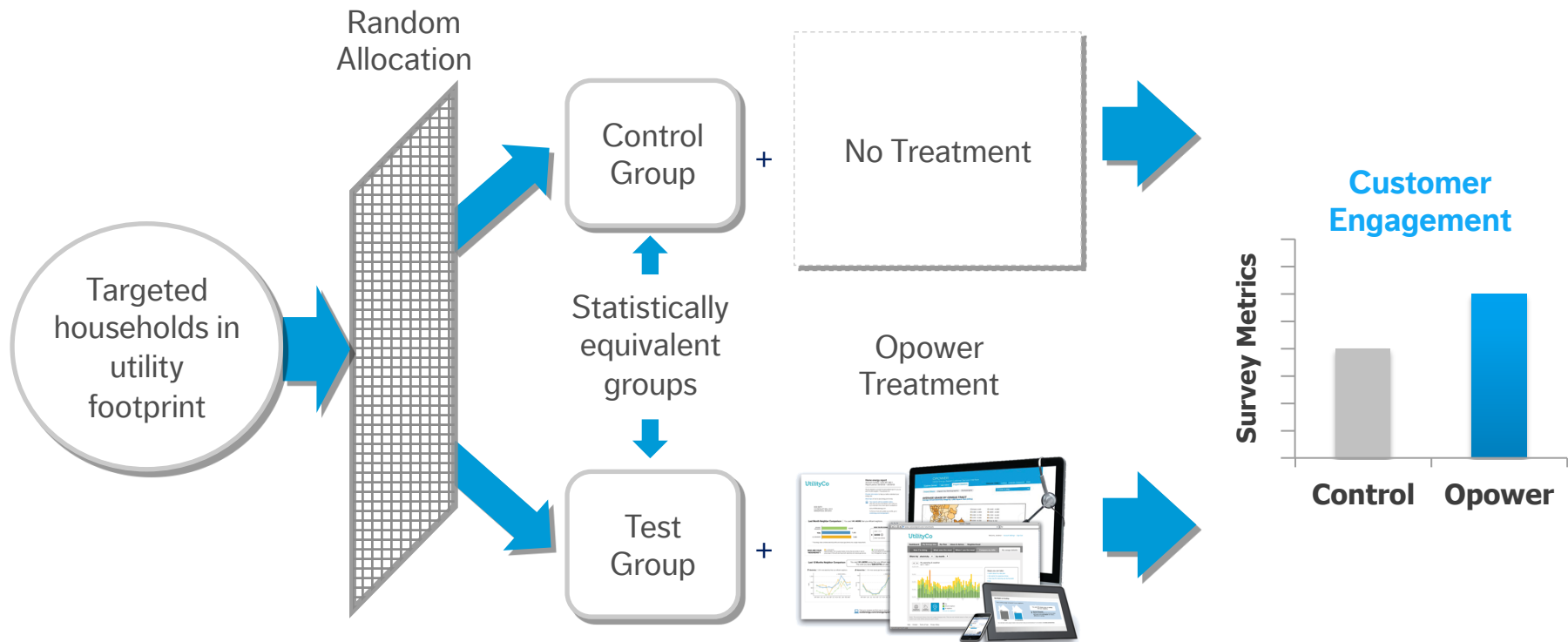
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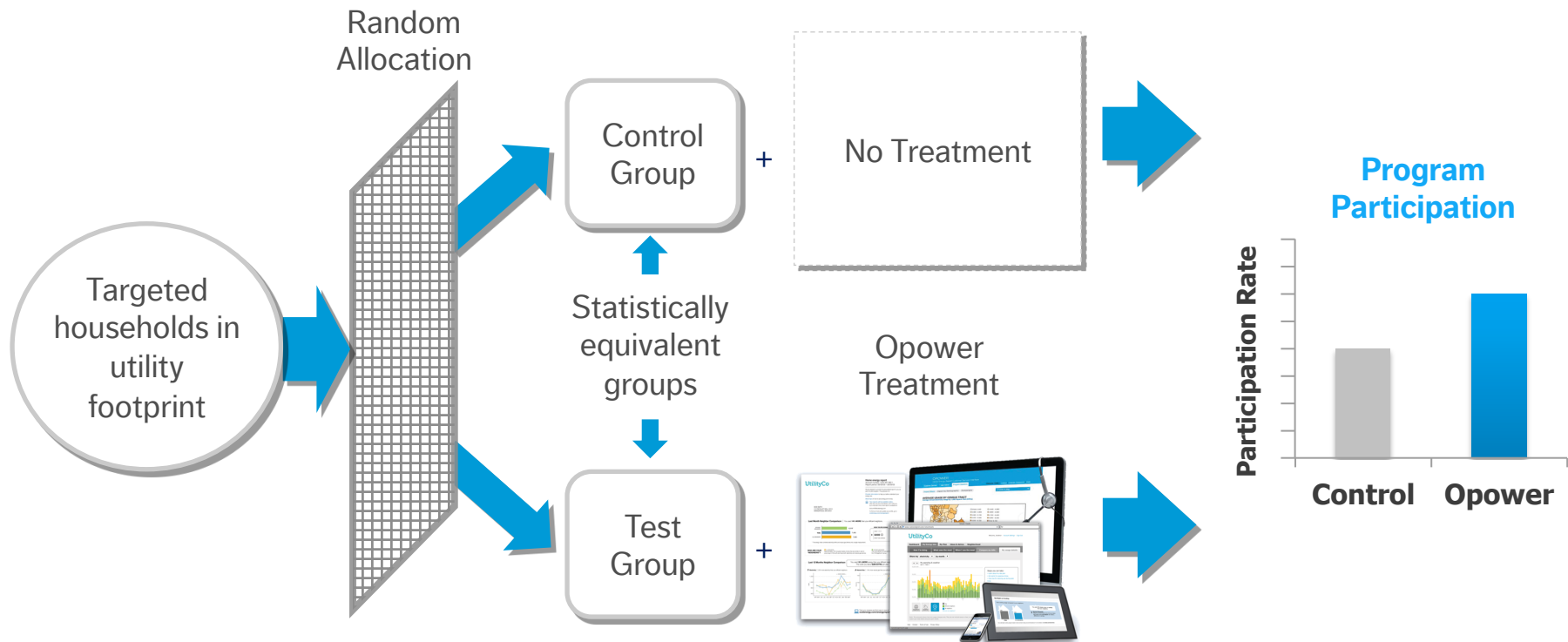
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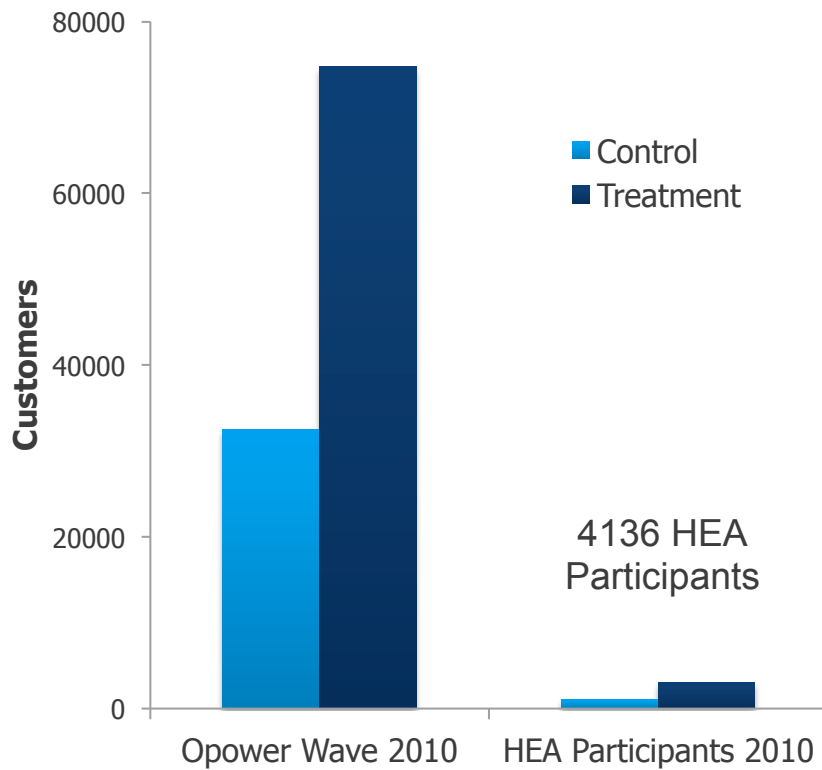


# **Case Study:**

## **Home energy audit participation at a northeast utility**

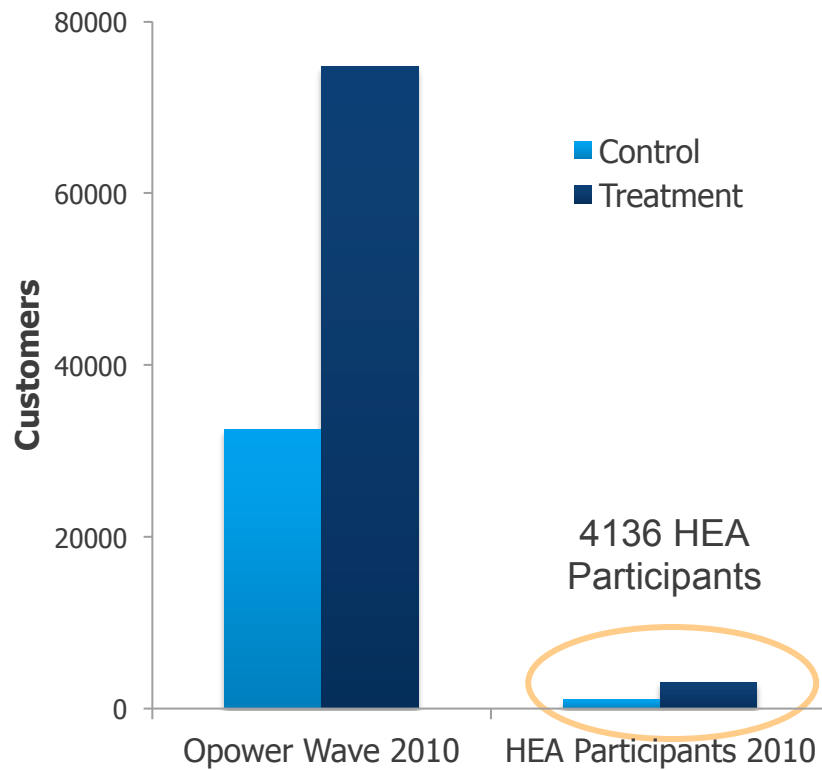
# How to interpret lift results

Northeast Utility Home Energy Audit (HEA) Program Data



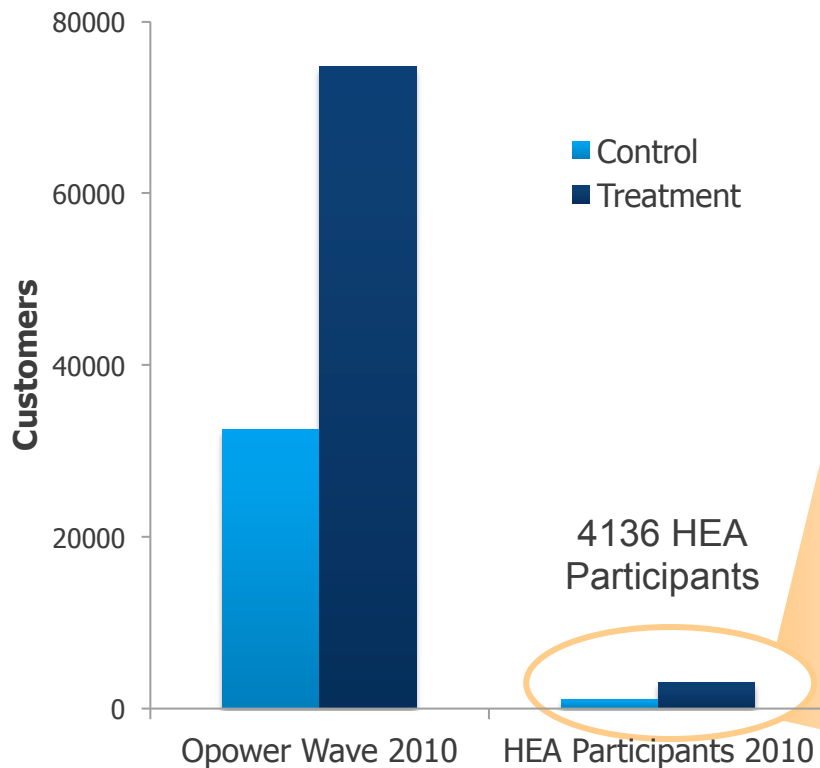
# How to interpret lift results

Relatively few customers participate in opt-in EE programs...

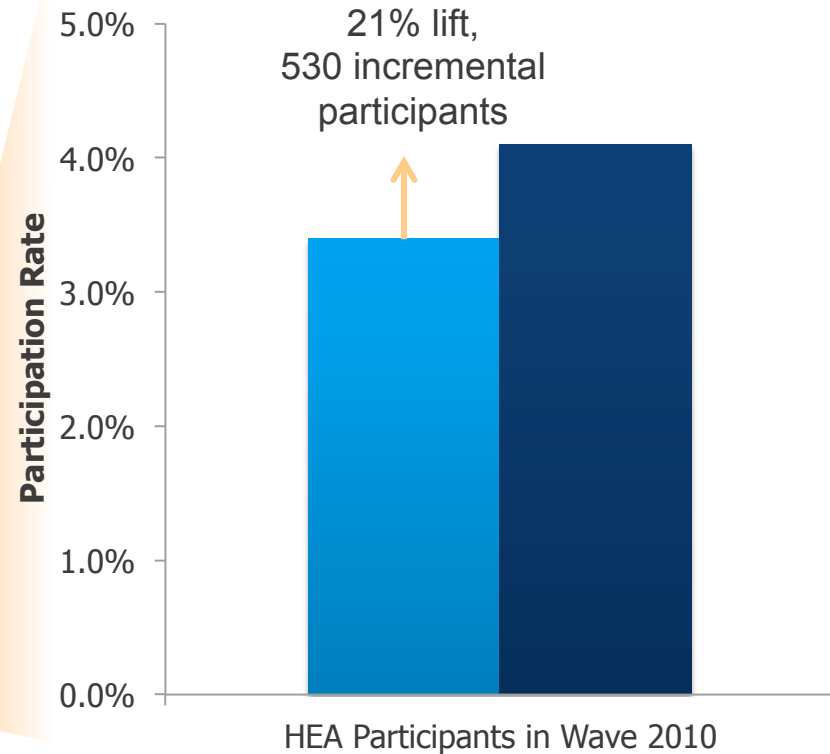


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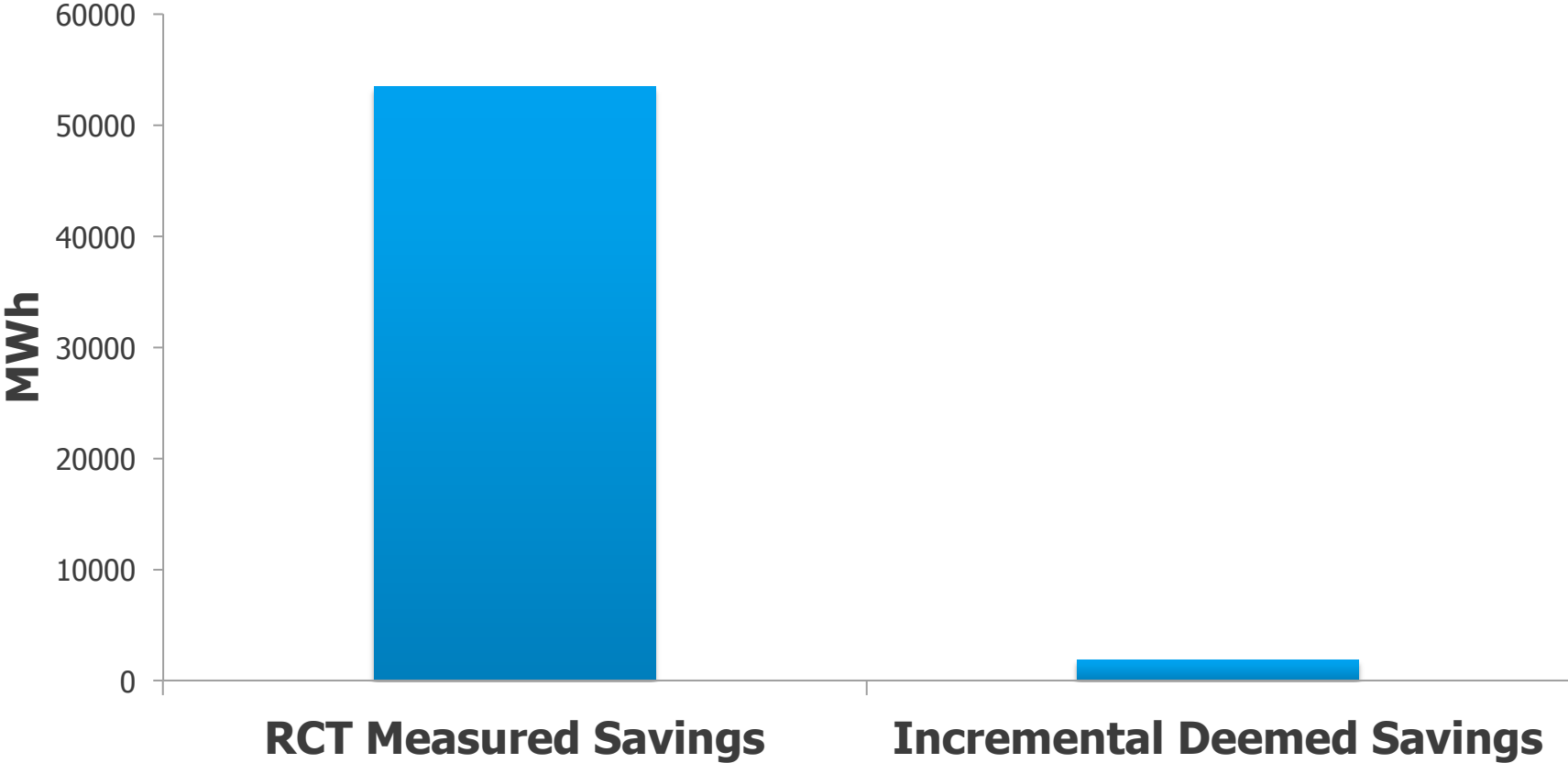
... but Opower increases the number of customers that do.





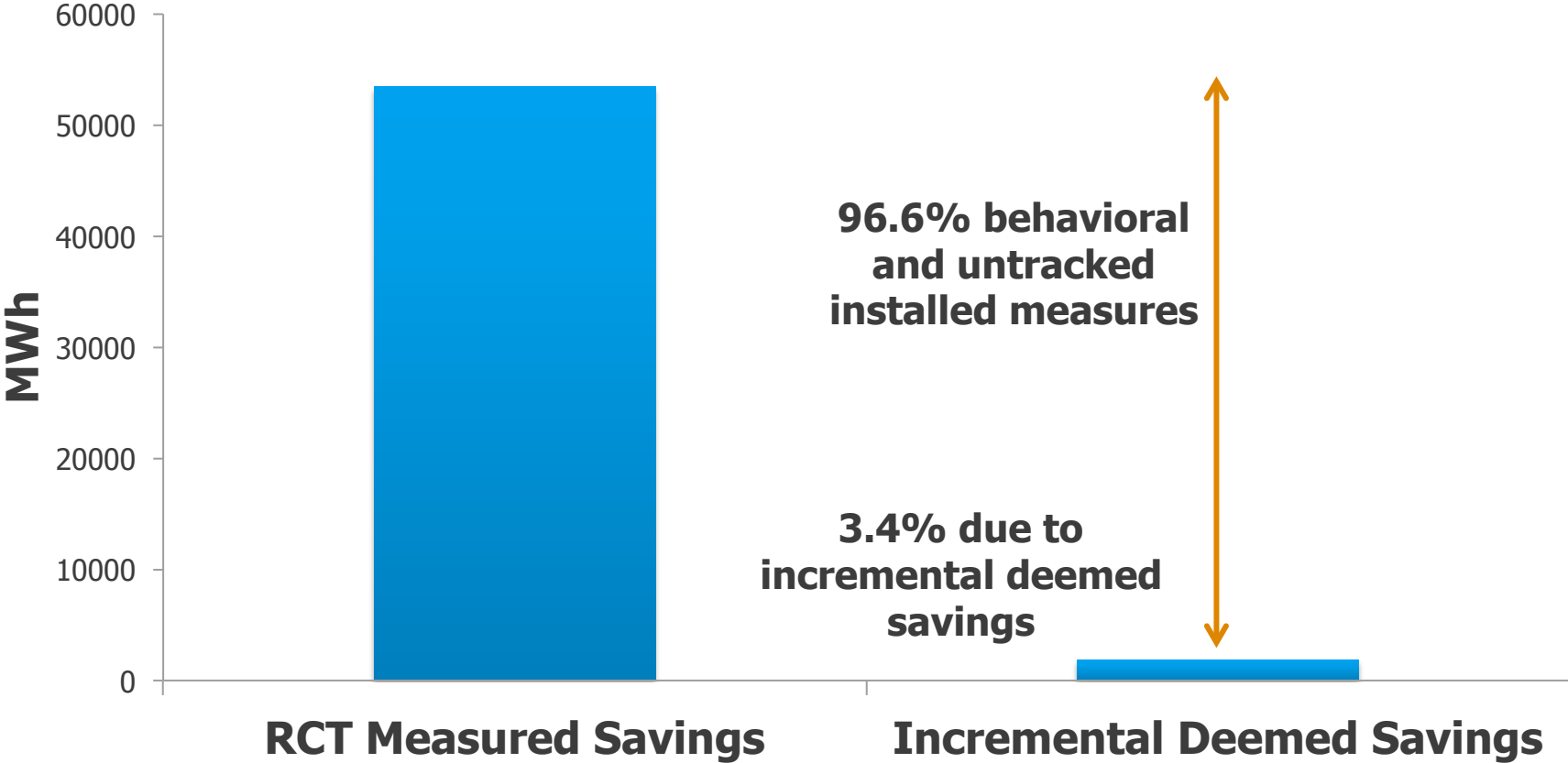
# Incremental deemed savings remains a small part of Opower's total savings

Measured and deemed savings across all programs at a northeast utility



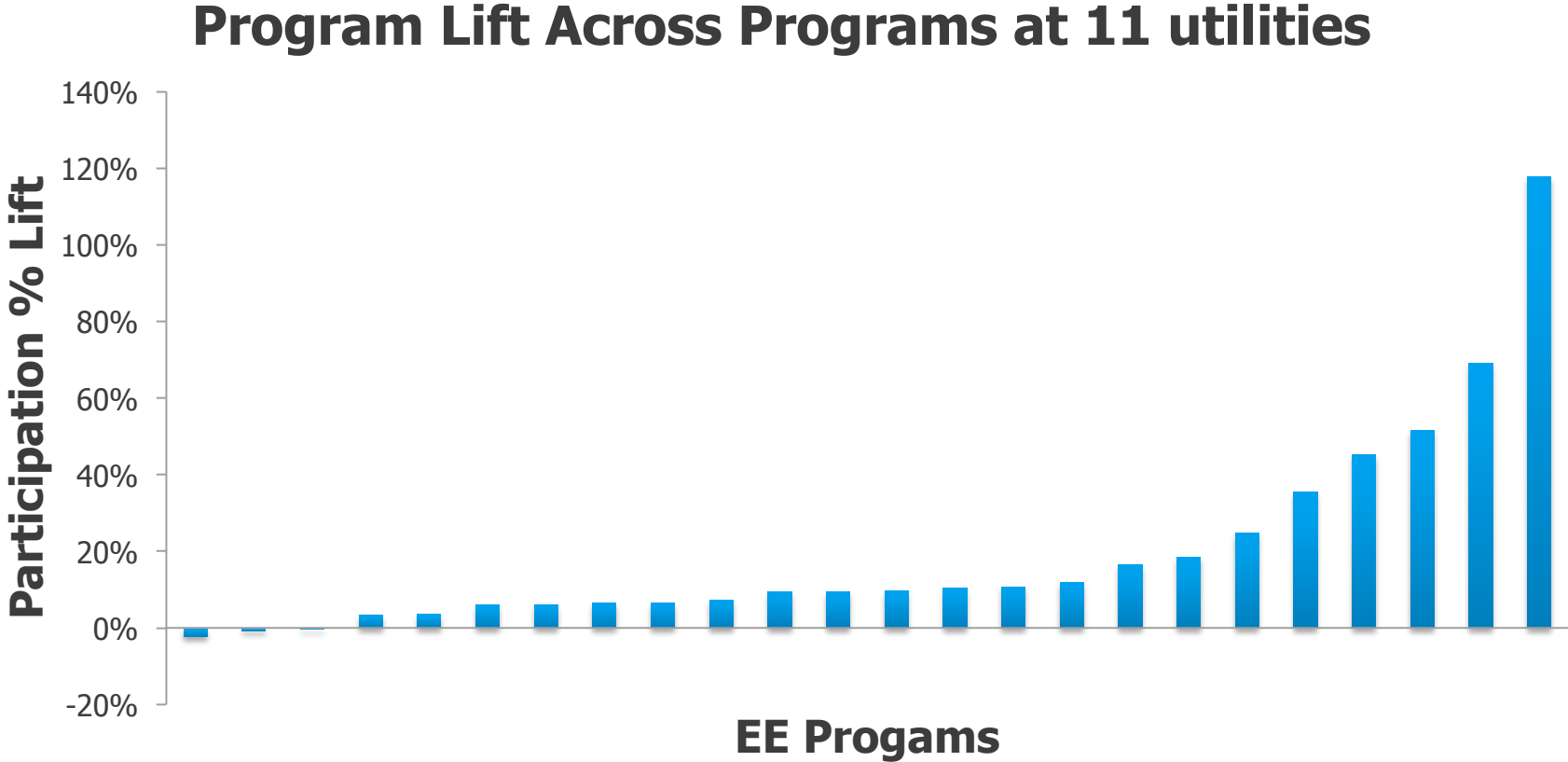
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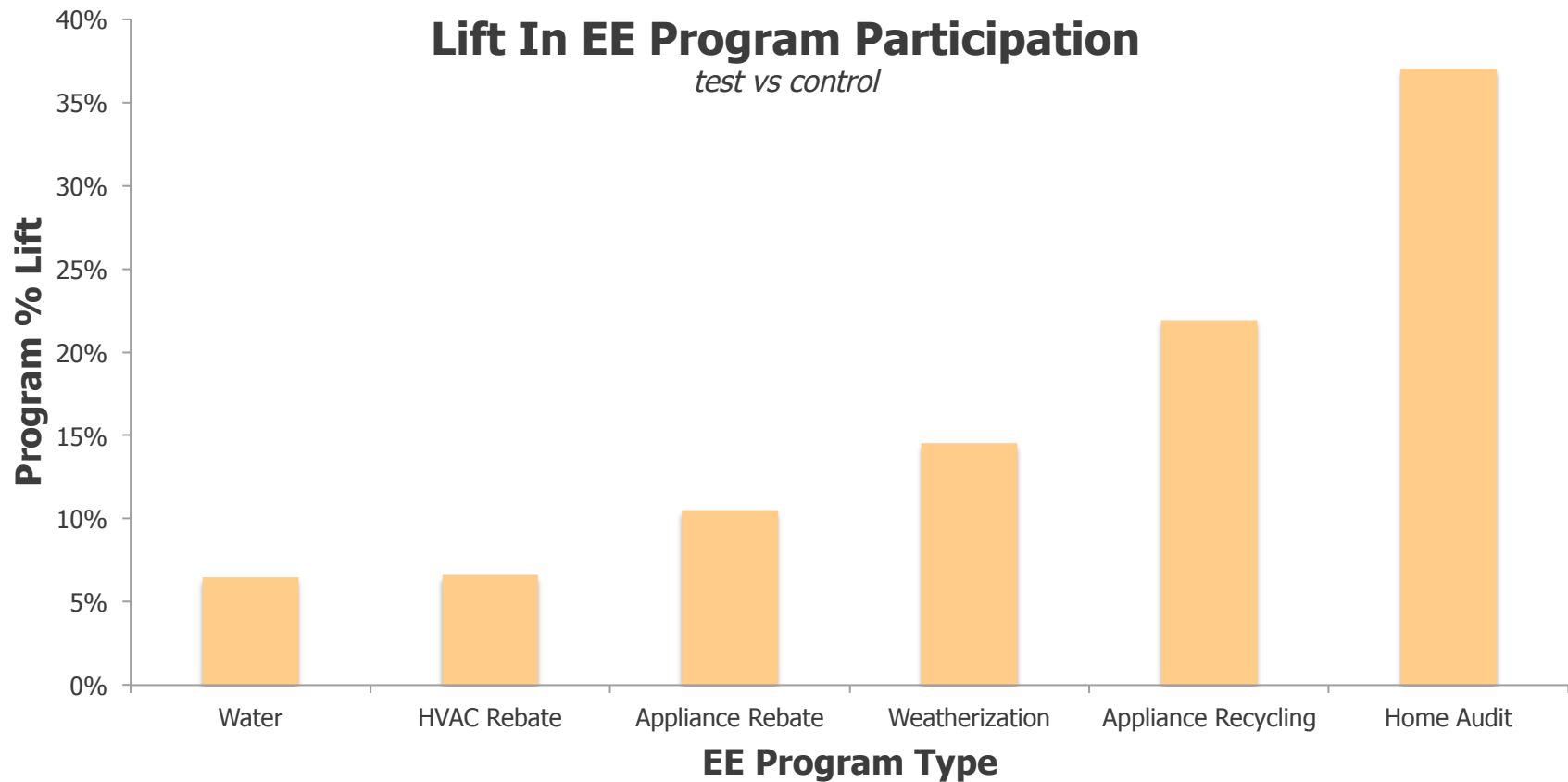
# Pan-client results

# Wide range of results




**Median Lift = 9%, Average Lift = 17%**

# Participation lift varies by program type



**Low cost programs show strongest lift**

# The message matters



### Home Energy Report

Account number: 1234567890  
Report period: 11/09/09 – 12/09/09

We are pleased to provide this personalized report to help you save energy.

The purpose of the report is to:

- Provide information
- Help you track your progress
- Share energy efficiency tips

This information and more is available at [UtilityCo.com/reports](http://UtilityCo.com/reports)

BOB SMITH  
414 NICOLLET MALL, GO 6  
MINNEAPOLIS, MN 55401

#### Last Month Neighbor Comparison

You used **19% MORE** energy than your efficient neighbors.

Category	Value
Efficient Neighbors	6,519*
<b>YOU</b>	<b>7,405</b>
All Neighbors	7,560

**How you're doing:**

Great 😊  
**GOOD** 😊  
More than average

\* This energy index combines electricity (kWh) and natural gas (therms) into a single measurement.

#### Who are your Neighbors?

- All Neighbors**  
Approximately 100 occupied, nearby homes that are similar in size to yours (avg 2,109 sq ft) and have both electricity and natural gas service.
- Efficient Neighbors**  
The most efficient 20 percent from the "All Neighbors" group.

#### Last Winter Heating Comparison

Last winter, you used **37% more energy on heating** than your neighbors.

Category	Value
<b>Your Heating</b>	<b>2082*</b>
Neighbors' Heating	1520

**Best ways to save this winter:**

- Lower your thermostat before leaving home**  
Adjusting by 10° can save **10%** on heating costs.
- Seal air leaks around windows and doors**  
Use caulk or weatherstripping to eliminate cold drafts.
- Let sunshine in for warmth**  
Open blinds during the day to capture free heat.

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**Turn over** for savings →

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No Promotion

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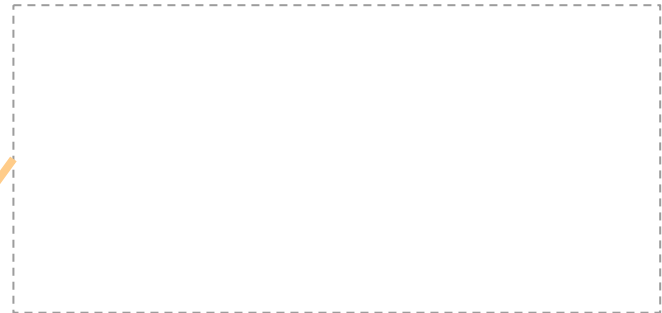
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No Promotion

**Want to outperform your neighbors this winter?**  
 Let us show you how to reduce your gas use and your bill. For just \$100, you'll receive a standard home check-up that includes:

- State-certified professional, available evenings & weekends
- Diagnostic testing to identify hidden problems
- 1.5 to 3 hour walk-through to discuss your home
- Cost-effective recommendations for your budget

Call 612-321-5011 or visit [www.centerpointenergy.com/energyaudit](http://www.centerpointenergy.com/energyaudit).

Promotional message 1

**Tired of drafts, chills and high bills?** Seek professional help this winter.

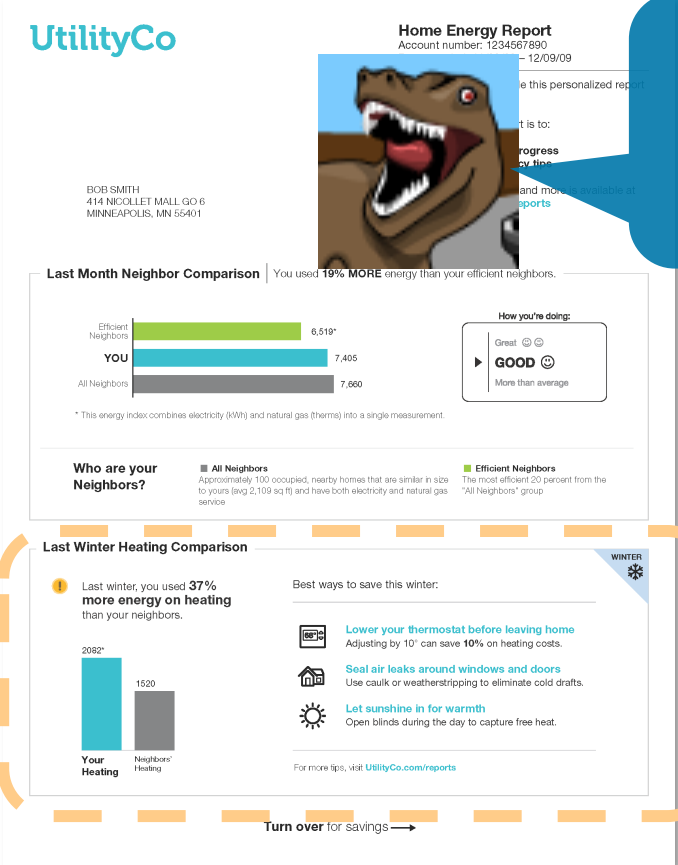
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Promotional message 2



# The message matters



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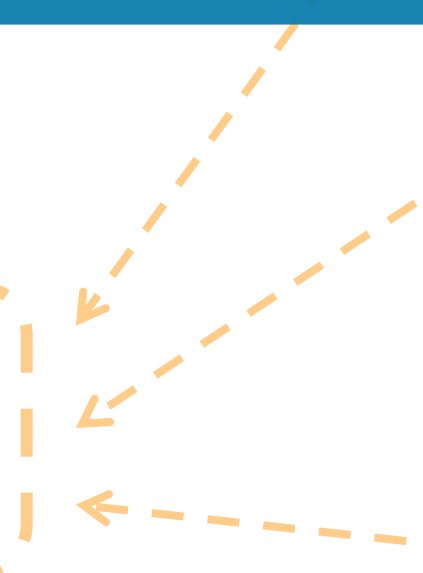
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Turn over for savings →

Which promotional language drives the most program participation?

No Promotion



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# The message matters

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**Promotional message 2:**

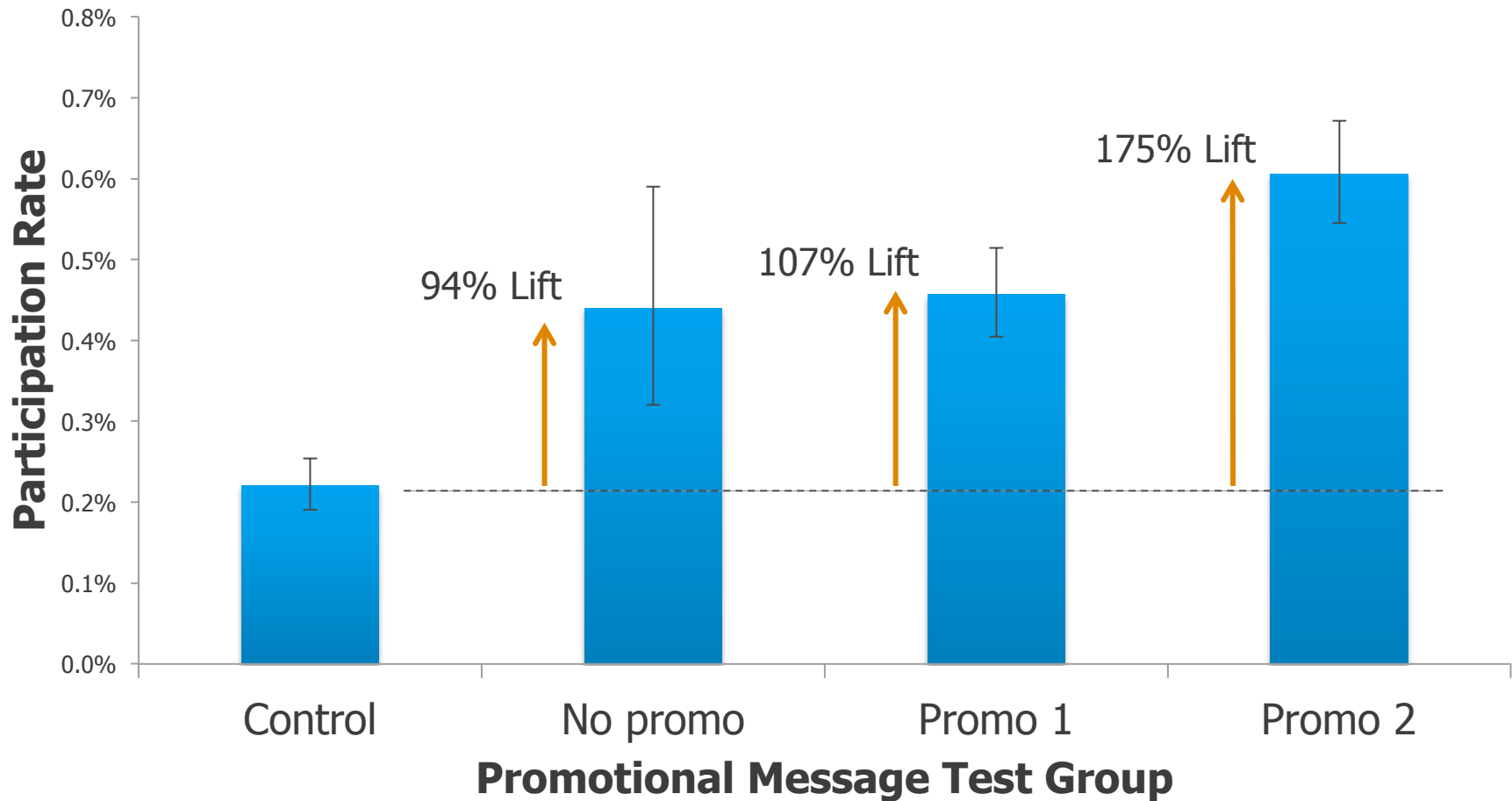
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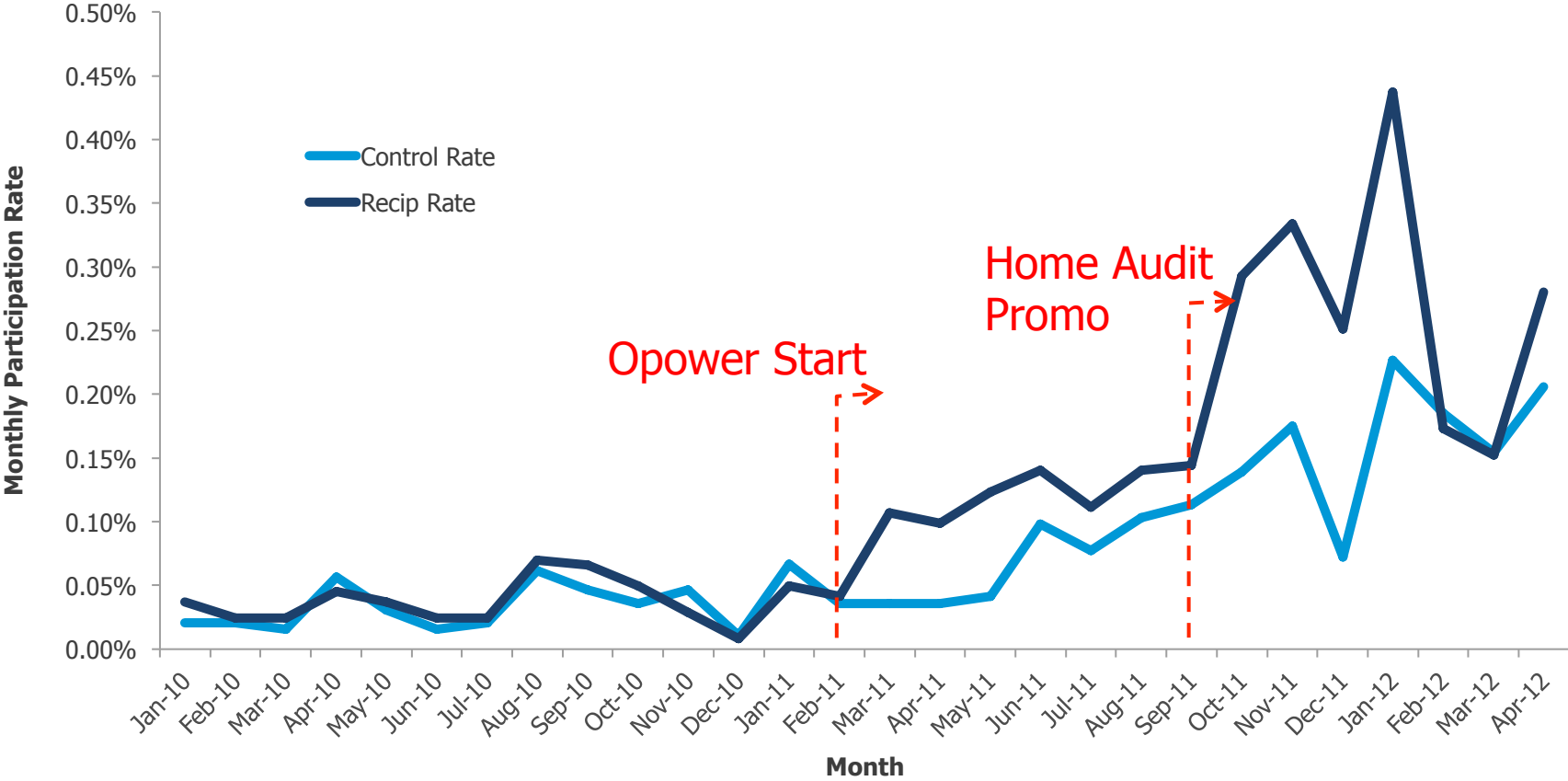
# The message matters

## Promotional language in Opower's Home Energy Reports effect on participation at Midwest utility



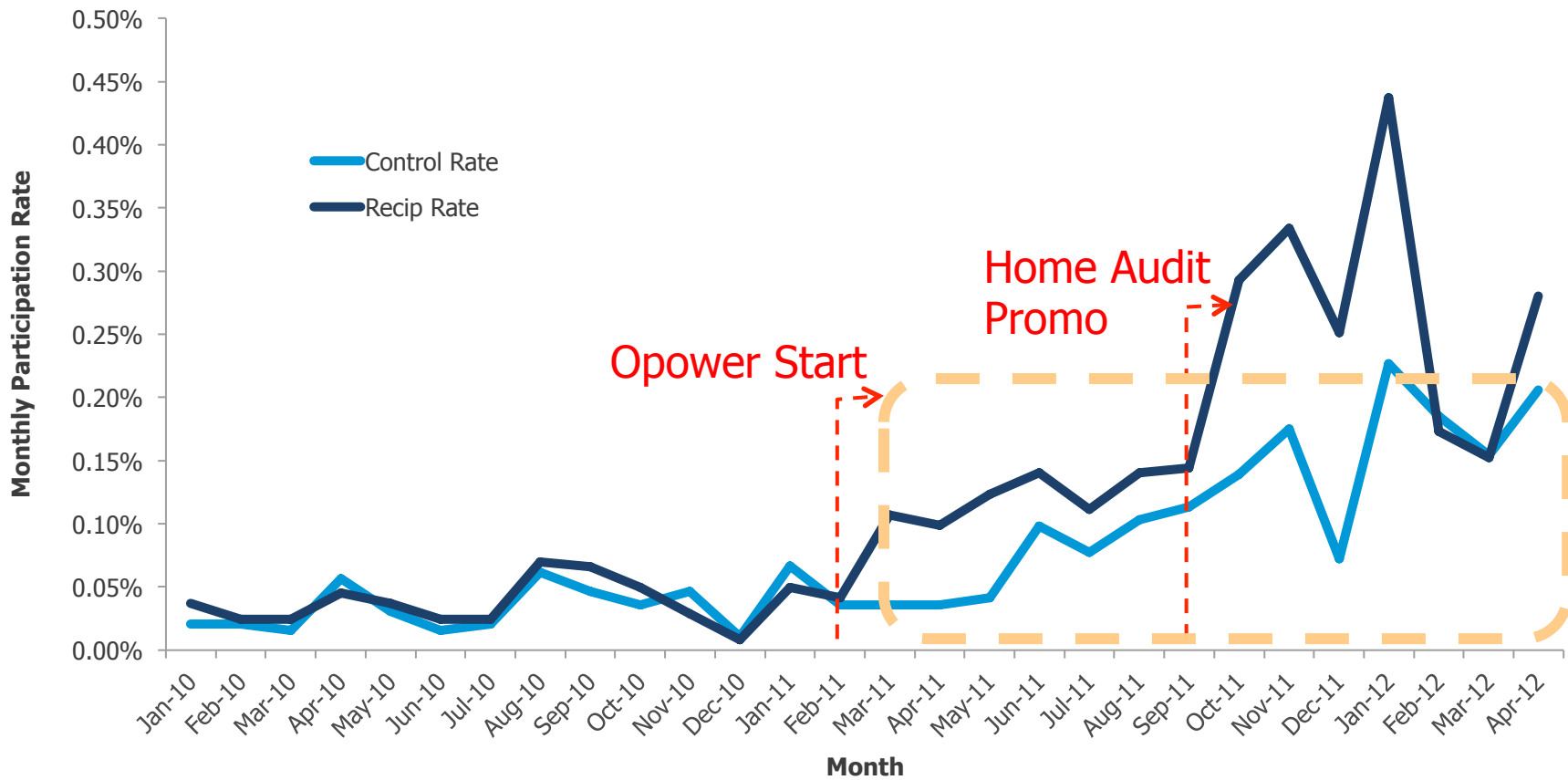
# Participation lift changes over time

## Monthly Home Energy Audit Program Participation Rate at Northeast Utility



# Participation lift changes over time

## Monthly Home Energy Audit Program Participation Rate at Northeast Utility



# What's next?

- Further time-series analysis
- More A/B testing of Opower treatments
- Demographic targeting
- International

# Thanks! Questions?

Arhan Gunel  
Analytics

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Why do treatments and controls taste so similar?

