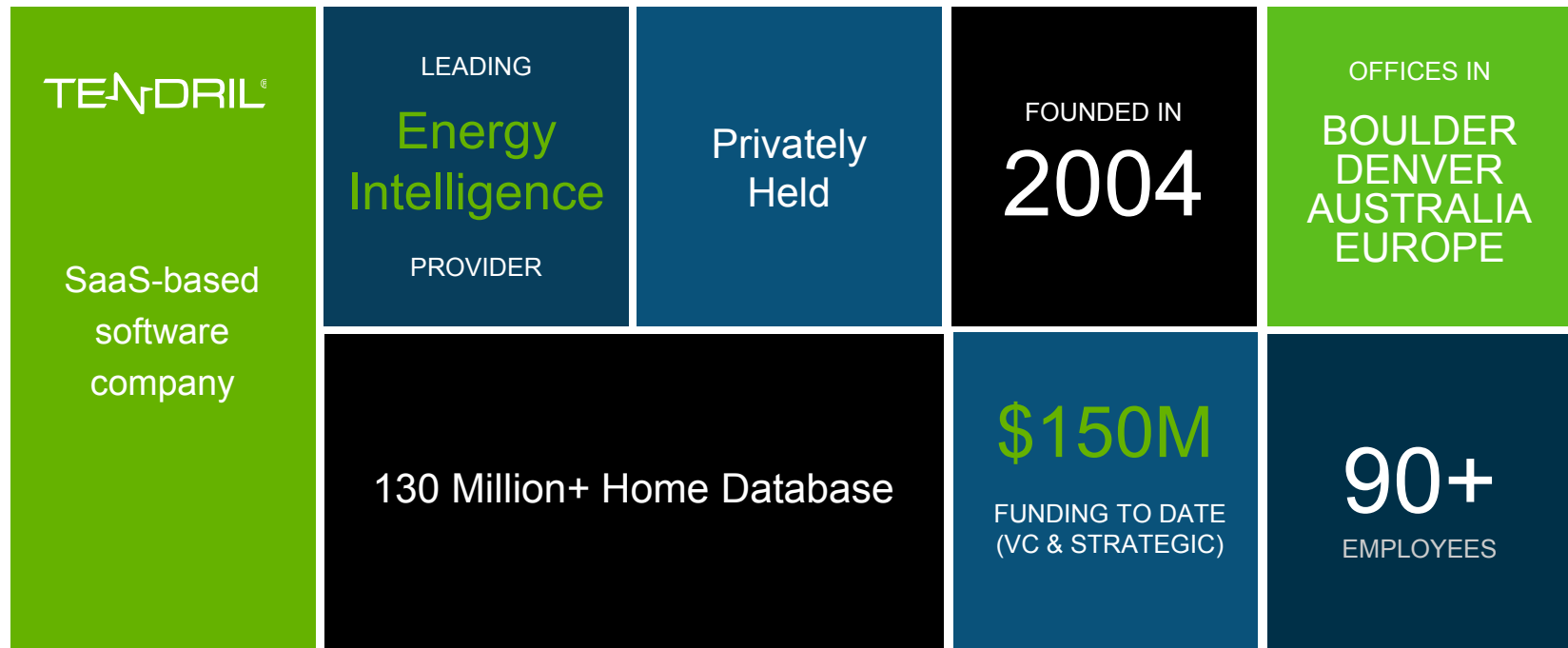


TENDRIL®



Who we are





PUTTING DATA TO WORK

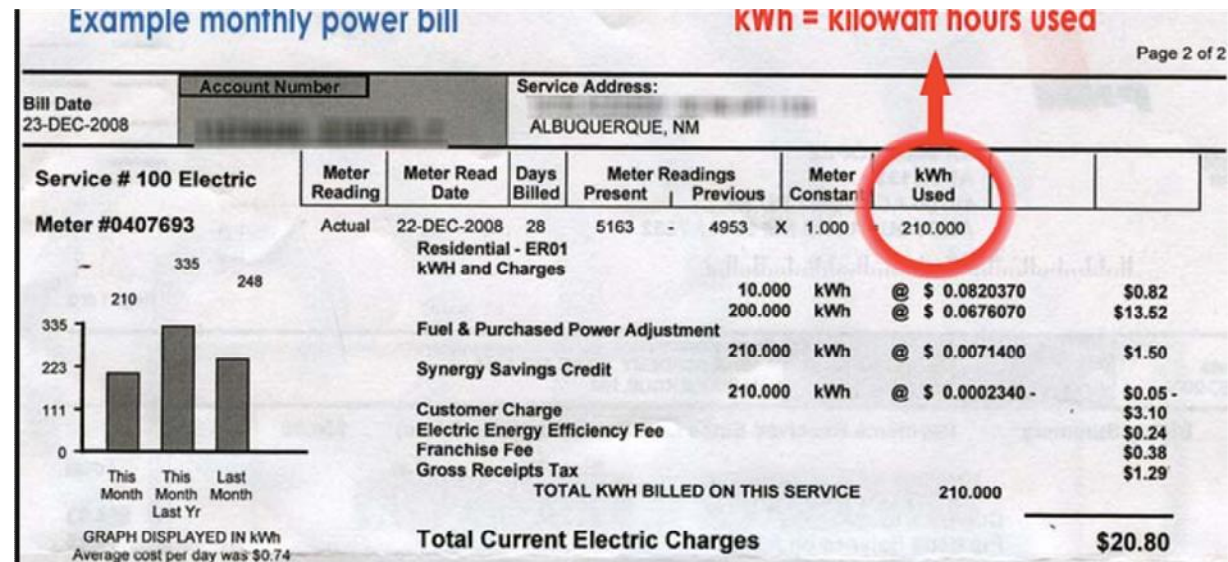
5 STEPS FOR DATA-DRIVEN CUSTOMER ENGAGEMENT

October 20, 2015

TENDRIL NETWORKS INC. 2015



1 Rethink the Existing Utility Bill





2

Add Relevant Context

NSTAR Post Office Box 4008, Woburn, MA 01801-4008

Account Number: 12 6 0000025602 16 80 2085 536 1000 H

JANE SMITH
26 ADDRESS STREET
YOUR TOWN MA 02215-1617

NSTAR Electric

MONTHLY PLEASE LET US KNOW OTHERWISE YOU MAY BE RESPONSIBLE FOR ENERGY USE AFTER YOU MOVE.

Service Provided To:
JANE SMITH
26 ADDRESS STREET
YOUR TOWN MA 02215-1617

80 2085 536 1000

Electric Bill Comparison

	Current Month	Last Month	Last Year
Electric Charges	\$296.82	\$314.13	\$299.35
Total Electricity Use (kWh)	1327	1622	2075
Delivery Charges (per kWh)	7.86	7.86	6.78
Cost to deliver electricity to your home			
Delivery Charges Total	\$104.18	\$125.91	\$139.70
Generation Charges (per kWh)	11.48	11.68	7.78
Cost to purchase electricity on your behalf			
Generation Total	\$151.84	\$188.22	\$159.65

Bill Analysis

	Current Month	Last Month	Last Year
Billing Days	26	30	28
Avg. Daily Electricity Use (kWh)	51.0	54.1	74.1
Avg. Daily Temp	71°	75°	75°

Your Electricity Use By Month At A Glance

Electric Bill Summary

Account Number: 2085 536 1000

Please Pay By: September 18, 2006

Please Pay Amount: \$256.02

Amount Enclosed: _____

Current Bill Date: August 23, 2006
Next Meter Read Date: September 21, 2006

Highlights From This Month's Billing Period
For July 26, 2006 to August 21, 2006

Amount of Your Last Bill	\$314.13
Payment - Thank You	-\$314.13
Adjustments	\$0
Delivery Charges Total	\$104.18
Generation Charges - Basic Fixed	\$151.84
Total Cost of Electricity	\$256.02
Please Pay Amount	\$256.02

Welcome to NSTAR.

At NSTAR we're proud of you our 100 year tradition of providing safe and reliable electric and gas service to our 1.4 million customers, and we're proud to now serve your energy needs.

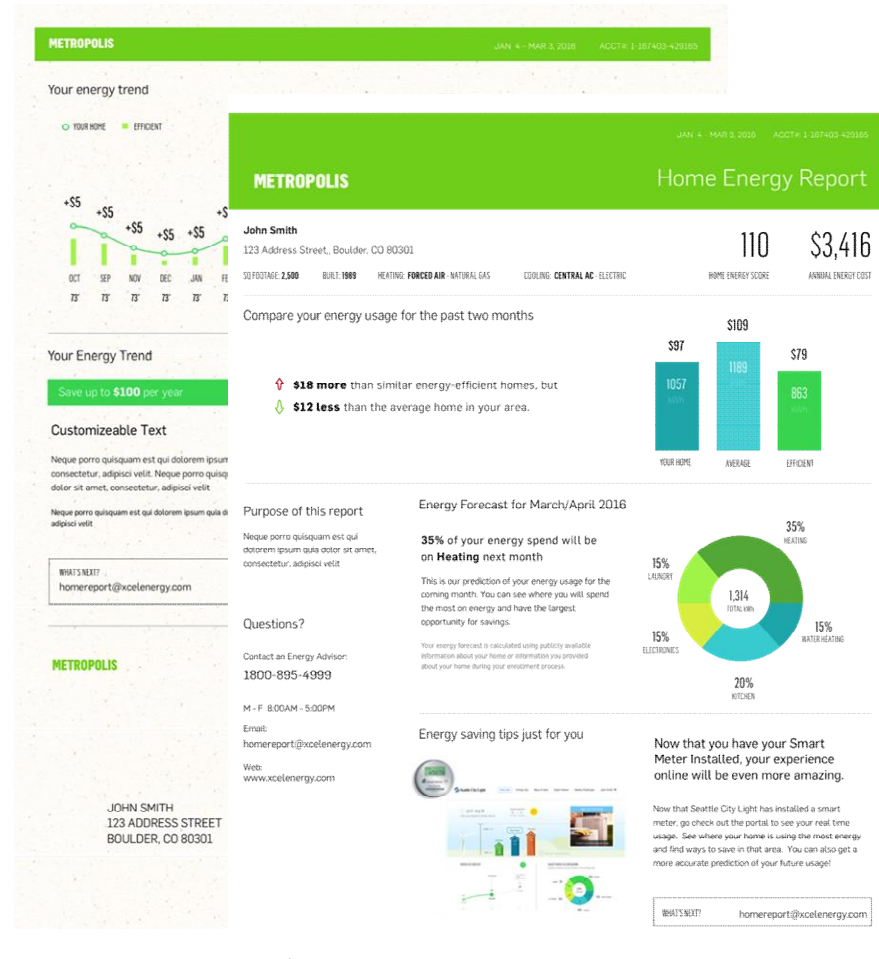
Please keep our toll-free number handy - 800-592-2000. Anytime you need to contact NSTAR this one phone number will do the trick.

Or if you prefer to do business with us online, you can visit www.nstar.com.

www.nstar.com
800-592-2000

NSTAR Post Office Box 4008, Woburn, MA 01801-4008

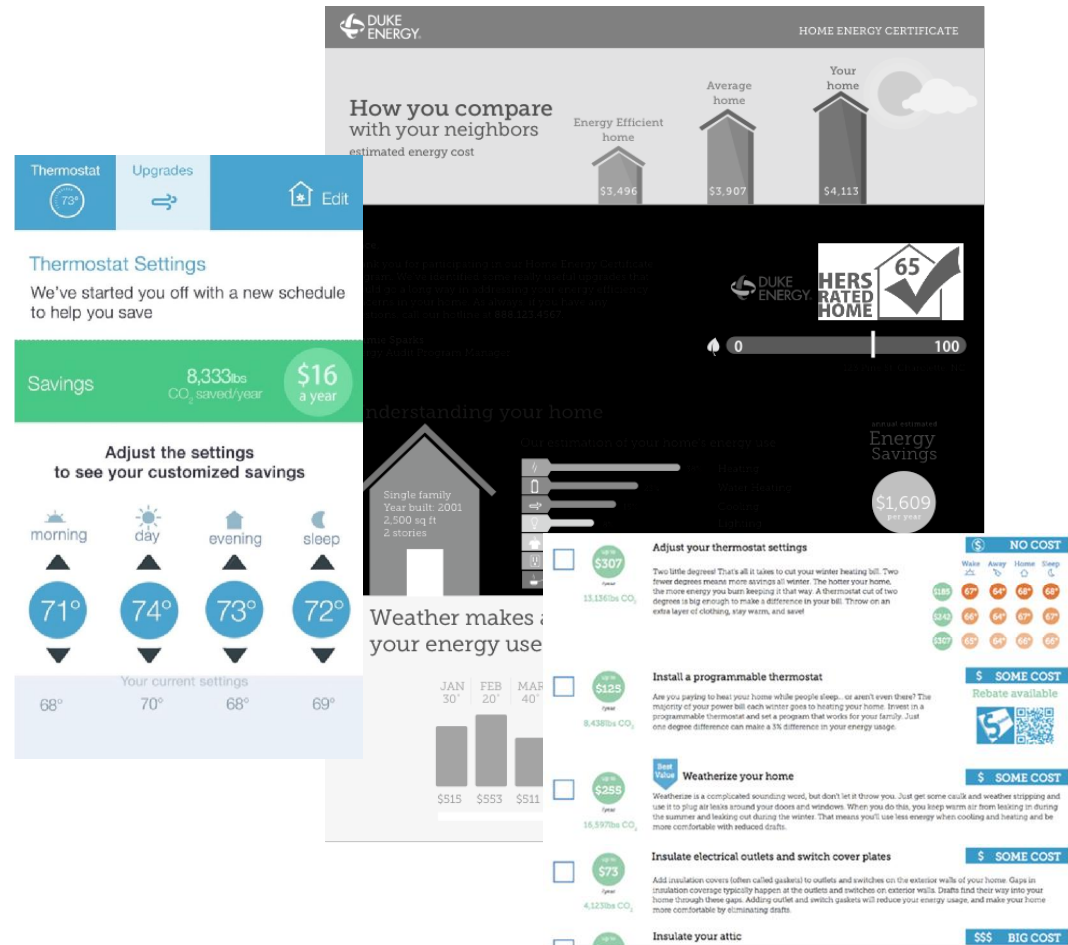
3 Analyze the Data





4

Personalize the Experience with Tailored Insights





5

Be Proactive

Mailboxes Inbox

Search

Metropolis Energy Spending Alert 3:44 PM

Your on track to spend \$26 more this billing cycle than May...

From: Vectren
To: Davin Lim

Spending Alert
Feb 2, 2015 at 10:21 AM

VECTREN J Bieber

SPENDING ALERT

You are on track to spend
\$17 MORE
2° COLDER
this billing cycle

Spending Alerts let you know if weather might affect your bill.

BILLING CYCLE FEB 1 50¢ End

WHY WILL MY BILL BE HIGHER?

You are halfway through your billing cycle and the weather has been 2° colder, on average, than January. Colder temperatures mean more energy is needed to heat your home.

Estimate based on an electricity price of 7.2 cents /kWh

AVOID A HIGHER BILL

Find Ways to Save

Did you find this useful? Yes No

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Vectren
123 Address Street
Beautiful City, ST 12345

From: Metropolis Energy
To: J Bieber

Spending Alert
June 15, 2015 at 3:44 PM

METROPOLIS J Bieber,

SPENDING ALERT

You are on track to spend
\$26 MORE
this billing cycle

Spending Alerts let you know if weather might affect your bill.

BILLING CYCLE JUN 1 50¢ End

WHY WILL MY BILL BE HIGHER?

You are halfway through your billing cycle and the weather has been 3° hotter, on average, than May. Hotter temperatures mean more energy to cool your home.

AVOID A HIGHER BILL

Find Ways to Save

Did you find this useful? Yes No

QUESTIONS? CONTACT US

Email: support@metropolisenergy.com Call: 888-555-1234

Spending estimates are calculated on a \$0.08 per kWh rate.

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Metropolis Energy
550 Southwest St. Somewhereville, CO 80501

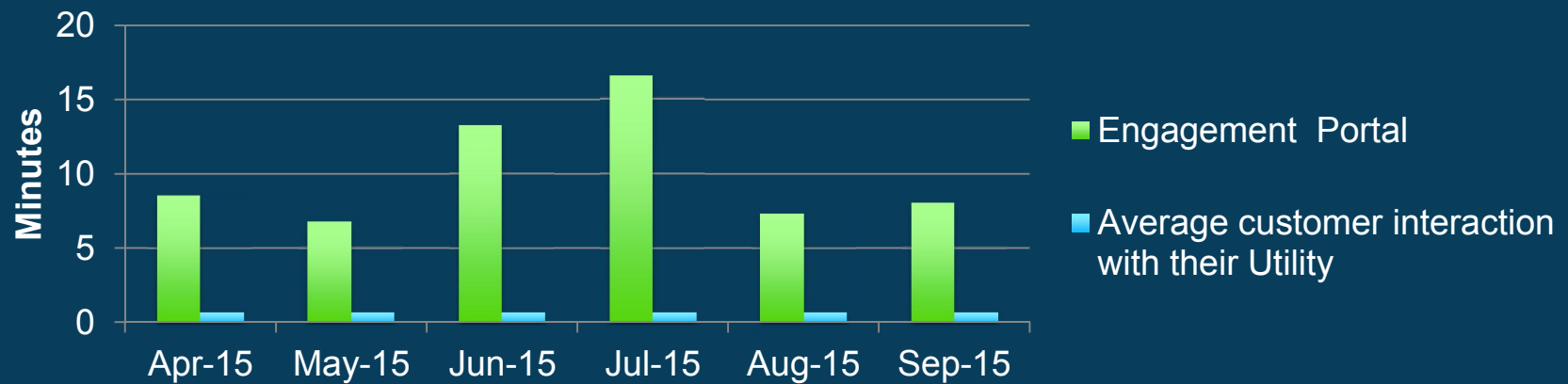


Results show strong engagement

Challenge email open rates of over 50%

Customer satisfaction of 8.9 out of 10 for the home energy reports

74% customers read their home energy report every month



TENDRIL®