Blending Boots On The Ground with Technology

Engaging Energy Users and Changing Behavior Through Community-based Outreach and Smart Meter Technology

Behavior, Energy & Climate Change Conference
December 8, 2014
Community-based Social Marketing

- Integrate into community
- Build trust
- Create virality among community members
So...what did we do?
Smart Energy Challenge Engagement and Loyalty Website
## Website Activities (+ Featured Activities)

### My Consumers Energy
- Enter Account Number
- Sign up for eServices
- Be in the Know – Sign up to receive the eNewsletter

### Learn
- Take a poll
- Trivia
- Find out how you can benefit from a smart grid
- Game
- Videos
- Lighting Program
- ENERGY STAR Appliances
- Lighting App
- Commercial and Industrial Programs

### Social “Share”
- Like us on Facebook
- Follow us on Twitter
- Refer a friend

### Saving Energy/Featured Activities
- Get a free do-it-yourself energy savings kit
- Schedule a Smart Home Analysis
- Sign up for eServices
- Visit your Smart Energy portal

### Act
- Online Home Energy Analyzer
- Appliance Recycling
- Living Room Mission
- Building Science Mission
- Kitchen Mission
- Lighting Mission
- Laundry Room Mission
- Take the pledge to save energy
Example Activities and Rewards Catalog

Trivia

Games

Rewards Catalog
EARN POINTS FOR ATTENDING EVENTS, VISITING YOUR SMART ENERGY PORTAL, GOING ON A SCAVENGER HUNT

**Promo Codes**

Consumers Energy Smart Energy Challenge

*promo code: SEP19516  Now through November 30th.*

Sign up for the Smart Energy Challenge at ConsumersEnergy.com/challenge.

Use this code to receive 600 points:

**SCA51405**

Enter your code to receive your coins
Non-profit Organization Challenge

- Friendly competition
- Quick integration into community
- Prizes for the organizations that garnered the most point donations
Outreach Events
Marketing

GRAND RAPIDS – JOIN THE SMART ENERGY CHALLENGE TODAY

Be a winner and make a difference in your community!

Dear __________,

Go to ConsumersEnergy.com/challenge and join the Consumers Energy Smart Energy Challenge to see how rewarding it can be to save energy in your home. Now through November 20, you’ll learn new ways to reduce energy costs while you earn rewards, enter to win big prizes and support Greater Grand Rapids area organizations.

Sign up for the Smart Energy Challenge and you can:

1. Save energy and money. Discover simple ways to make your home more energy efficient.
2. Play online games. Choose from lots of great energy-related activities.
3. Earn points and prizes for every activity. Redeem them for gift cards and rewards in the online store. Allocate your points to help local organizations win prizes, too!

CONSUMERS ENERGY SMART ENERGY CHALLENGE

JOIN NOW

IT’S A WIN-WIN!
SUPPORT KIDS’ FOOD BASKET IN THE SMART ENERGY CHALLENGE.

From rewards while you help the greater Grand Rapids area

The Consumers Energy Smart Energy Challenge is a great way to support our work in the community while you learn about these energy efficiency and earn rewards!

CONSUMERS ENERGY SMART ENERGY CHALLENGE

New through November 20, when you participate in Smart Energy Challenge, activities online at ConsumersEnergy.com/challenge, you’ll learn new ways to reduce energy costs while you earn points that you can redeem for great rewards. For each point you earn, you’ll also receive an email notification of Food Basket, which you can allocate to support local organizations. The organizations with the most points win prizes. Please see your point to tell us, and those we vote for winners.

Store your support for Kids Food Basket, sign up today at ConsumersEnergy.com/challenge.

FREE!
Energy Efficiency Starter Kit

Reduce your home’s energy bills.

Thank you for signing up for the Consumers Energy Smart Energy Challenge. Use this kit to improve your home’s energy efficiency and start saving today.

Please visit ConsumersEnergy.com/challenge for more energy-saving tips.

GRAND RAPIDS, JOIN THE SMART ENERGY CHALLENGE.

SAVING ENERGY HAS NEVER BEEN SO REWARDING!

Be a winner and make a difference in your community!

Go to ConsumersEnergy.com/challenge and join the Smart Energy Challenge. New through November 30, you can:

• Learn new ways to reduce energy costs
• Earn rewards
• Win our bigger prizes in monthly drawings
• Support local Greater Grand Rapids organizations

The more you play, the more you earn, the more everyone wins! Join in today!

CONSUMERS ENERGY SMART ENERGY CHALLENGE

Get started at ConsumersEnergy.com/challenge.

HELPING MICHIGAN SAVE ENERGY.
TODAY’S BUSINESS.

ifi.com | Passion. Expertise. Results.
Results

Cumulative Registrations

- Salvation Army Senior Lunch Presentation
- Consumers Energy eBlast
- Grand Rapids Griffins Game
- Consumers Energy eBlast
- Salvation Army Fall Festival
- Grand Rapids Griffins Games
- Salvation Army Senior Lunch Presentation
- Garfield Park Neighborhood Assoc. Arts and Crafts Fair
- AutoDio Energy Fair
- Zoo Goes Boo Halloween Event
RESULTS

Website Analytics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average time spent per login</td>
<td>10 min 18 sec</td>
</tr>
<tr>
<td>Logins per registrant</td>
<td>6.56</td>
</tr>
<tr>
<td>Email opt-in rate</td>
<td>32.5%</td>
</tr>
<tr>
<td>Refer a friend emails</td>
<td>7,929</td>
</tr>
<tr>
<td>DIY kits redeemed</td>
<td>908</td>
</tr>
<tr>
<td>Smart Home Analyses performed</td>
<td>189</td>
</tr>
<tr>
<td>Visits to Smart Energy portal (smart meter data)</td>
<td>494</td>
</tr>
<tr>
<td>Total promo codes entered for points</td>
<td>3,818</td>
</tr>
<tr>
<td>Rewards redeemed</td>
<td>1,101</td>
</tr>
</tbody>
</table>

How did participants find out?

- Consumers Energy eBlast: 49%
- Bill insert: 12%
- Friend/Family/Org/Social Media: 30%
- Outreach Event: 5%
- Other: 4%

participants find out?