Weather matters: Weather is the biggest driver of home energy use

Sun
Wind
Humidity
Shade

High & Low Temperatures

50% of your energy use is driven by the weather
Established vs Emerging Categories

Weather is the #1 Mobile Content Category

- Portals: 65.90%
- E-Mail: 51.51%
- Search: 43.13%
- Weather: 33.07%
- Social Networking: 29.90%
- Entertainment: 27.72%
- News & Current Events: 27.18%
- Music: 20.64%
- City Guides/Maps: 19.88%
- Instant Messaging: 19.18%
- Shopping/Auctions: 18.69%
- Videos/Movies: 16.23%
- Sports: 16.13%
- Banking/Online: 15.87%
- Games: 15.00%
- Food/Dining: 14.74%
- Technology/Science: 14.57%
- TV: 9.57%
- Travel/Vacation: 9.43%
- Health/Fitness: 8.97%
- Business/Finance News: 7.68%
- Automotive: 5.33%
- Real Estate: 4.63%
- Education/Careers: 4.03%
- Finance/Insurance/Investment: 0.16%

Mobile Subscriber Penetration (%) among content sites

http://www.weatherbughome.com
Consumer Weather Engagement

- Utility Bill Engagement: <1 Minute Per Month
- Weather Engagement: 40–100 Minutes Per Month
Better Data, Better Analytics
WeatherBug Network: 5x the Stations of NWS!
WeatherBug Home
For Integrated Demand Side Management
3.7M Consumers Engaged with WeatherBug Home (April – October 2015)

Energy Monitor (engaged users)
- ~7.8M page views to date
- Returning users driving 43% of all Energy Meter page views!
- Average time on page: ~2 minutes

Energy Monitor Settings (most engaged users)
- ~287K users went into settings to customize home attributes to date
- 54% new vs. 46% returning user
Download WeatherBug & Connect!
Linking Weather with Energy to Drive Engagement

Weather Engagement (20M uniques)

3.7M Weather Engagement (simulated thermostat)

~1M Energy Engagement (display thermostat, personalized info)

Connect Device

Control Device

Analyze & Optimize

With Partner Utilities

Via Partner Mktg

Tot 6 Mo. Uniques
Tremendous Interest in Energy and Connected Home Solutions!

- Do you currently own a connected thermostat/device? ("Yes" responses)
- Interested in learning about connected thermostats/devices to increase your comfort and home energy efficiency?
- How interested are you in learning about your home's energy efficiency (e.g. insulation, draftiness and shading)?
- How interested are you in seeing your daily whole house energy use?

Comparing Baseline (9/24 to 9/28) against Launch (10/1 to 10/5), launch n=203, baseline n = 250
WBH Models Each Home - Winter
Home Energy Insight for Consumers

The WeatherBug Home ScoreCard is a Virtual Energy Audit that educates the Consumer on:

- **HOW** weather impacts their energy use
- **WHY** they are using more energy than peer houses
- **WHAT** they can do with home specific tips to reduce their energy consumption

Smart meter interval data version
WeatherBug Home Consumer Feedback

Top two box rating (scale of 1-5) on the ScoreCard:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easily understood</td>
<td>88%</td>
</tr>
<tr>
<td>Design is pleasing</td>
<td>87%</td>
</tr>
<tr>
<td>Like it</td>
<td>78%</td>
</tr>
<tr>
<td>Helped understand HOW they use energy</td>
<td>71%</td>
</tr>
<tr>
<td>More mindful of energy use because SC</td>
<td>66%</td>
</tr>
<tr>
<td>More likely to recommend their REP because SC</td>
<td>63%</td>
</tr>
<tr>
<td>Helped understand WHY they use energy</td>
<td>56%</td>
</tr>
<tr>
<td>Helped them save</td>
<td>54%</td>
</tr>
</tbody>
</table>

Most Helpful Sections:

#1

“"I would like to understand more about setting the thermostat and best way of managing heat/cool?""

#2

#3
Saved avg. $100/yr from our EE
Energy Efficiency: 2013 Texas Pilot Results

- Approx. 8% HVAC savings with WeatherBug Home Optimization
- Translates to ~4% whole house electric consumption savings

8% energy reduction directly attributable to thermostat optimization

Control Group: 2-way thermostats; ScoreCards delivered; No optimization
Test Group: 2-way thermostats; ScoreCards delivered; Optimized with precise weather analytics
Thank You!

www.weatherbughome.com

aali@weatherbug.com