

Amena Ali
Oct 20, 2015



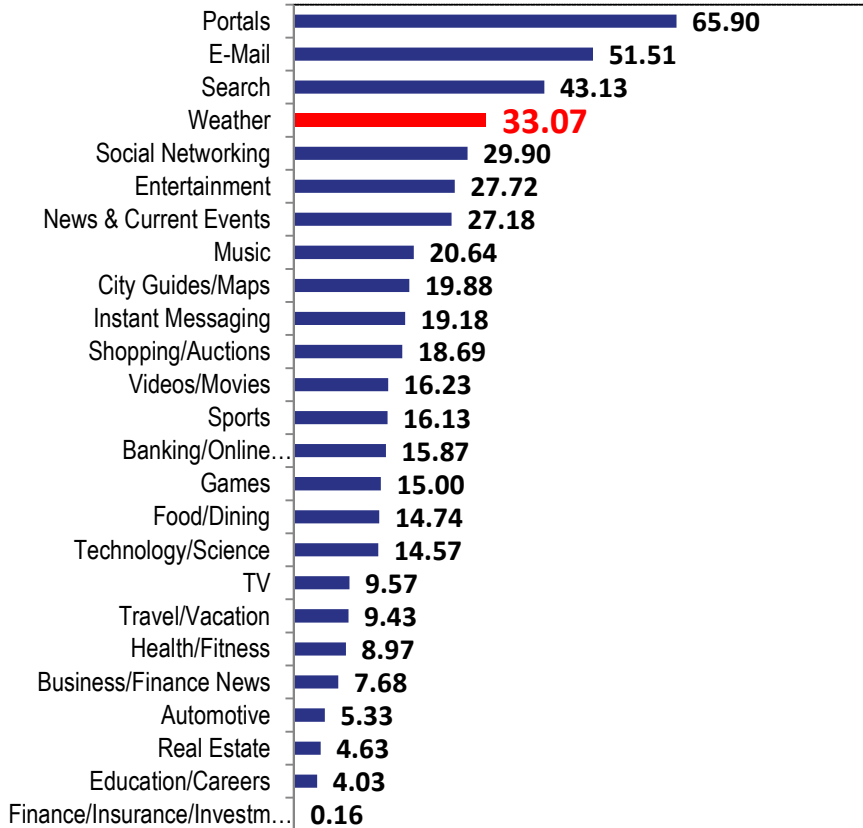
Weather matters: Weather is the biggest driver of home energy use





Established vs Emerging Categories

Weather is the #1 Mobile Content Category



CURRENTLY **10%** of all
U.S. households
HAVE AT LEAST
one smart home
device.

© PARKS ASSOCIATES



8 PERCENT
of U.S. broadband households
own a SMART THERMOSTAT

© PARKS ASSOCIATES



SES2015.com | @SmartEnergySmt

Mobile Subscriber Penetration (%) among content sites



<http://www.weatherbughome.com>



Consumer Weather Engagement

Utility Bill
Engagement



<1
Minute Per Month

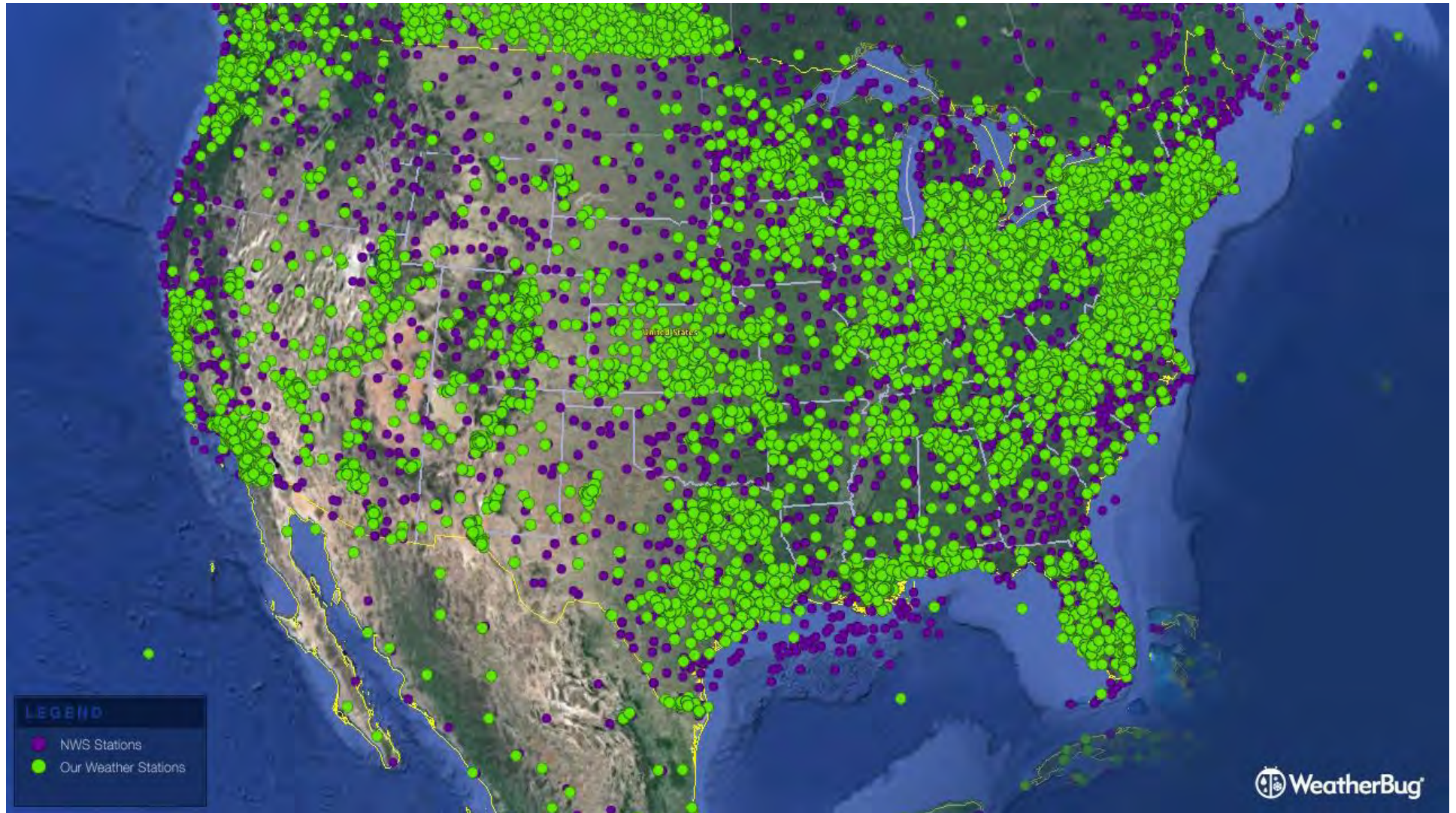
Weather
Engagement



40–100
Minutes Per Month

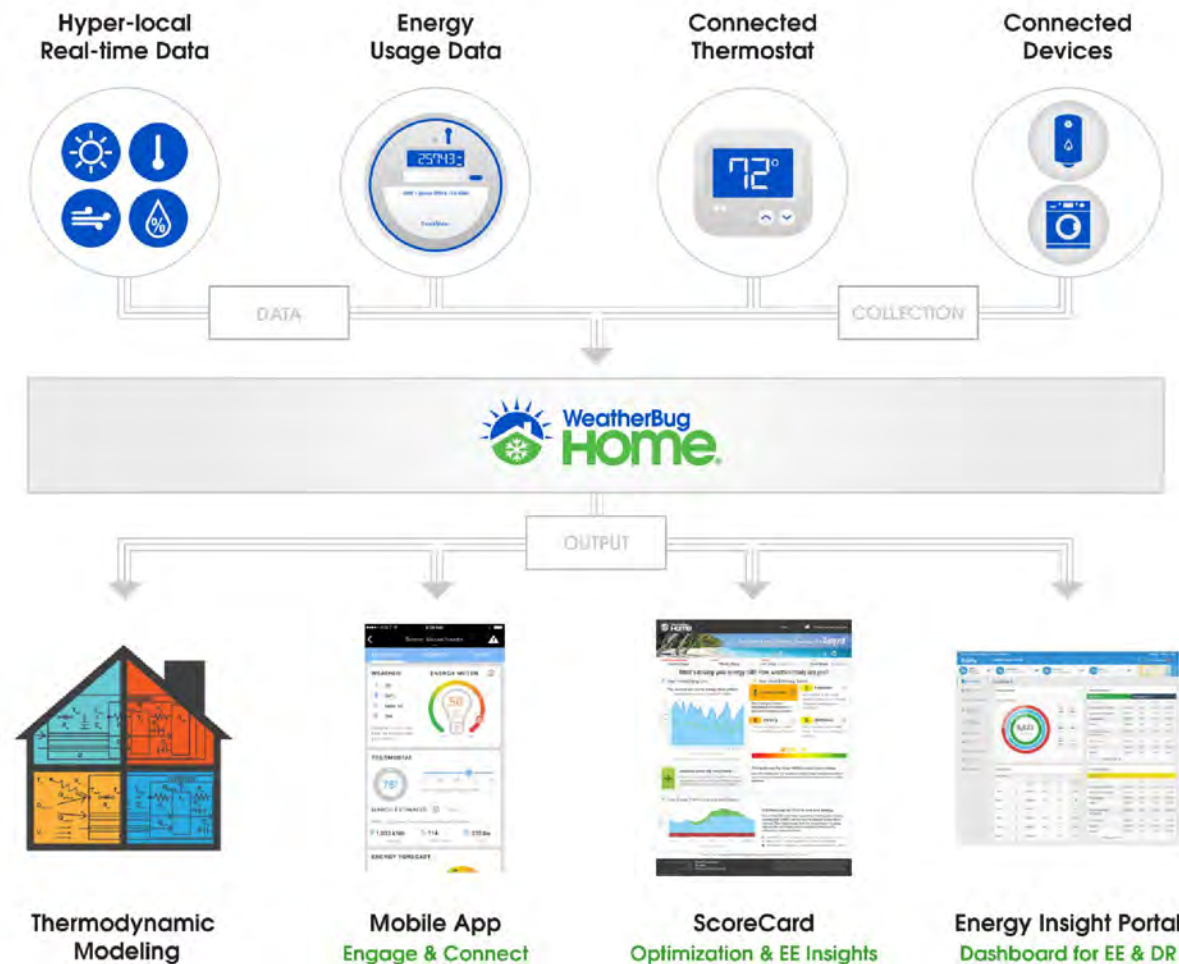
Better Data, Better Analytics

WeatherBug Network: 5x the Stations of NWS!

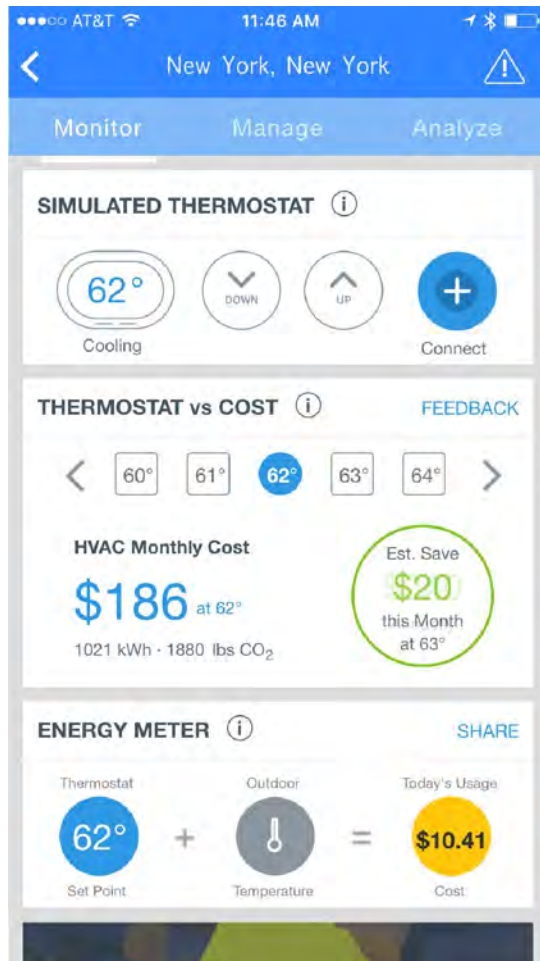


WeatherBug Home

For Integrated Demand Side Management



3.7M Consumers Engaged with WeatherBug Home (April – October 2015)



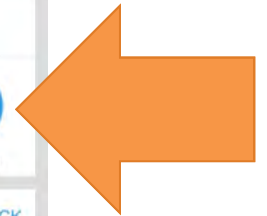
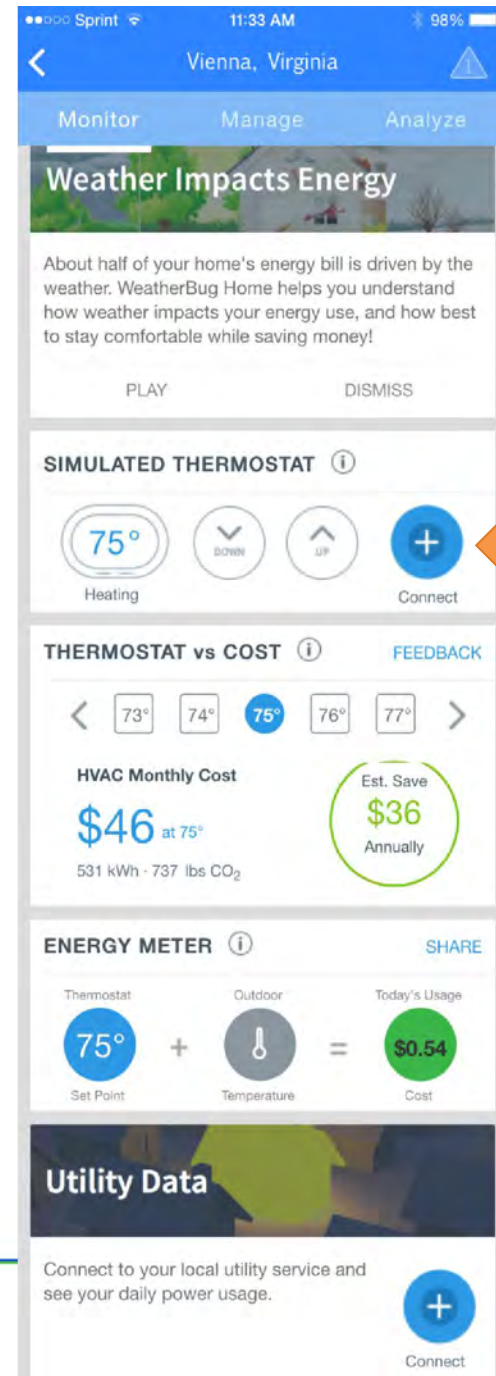
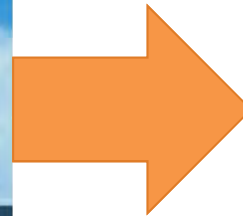
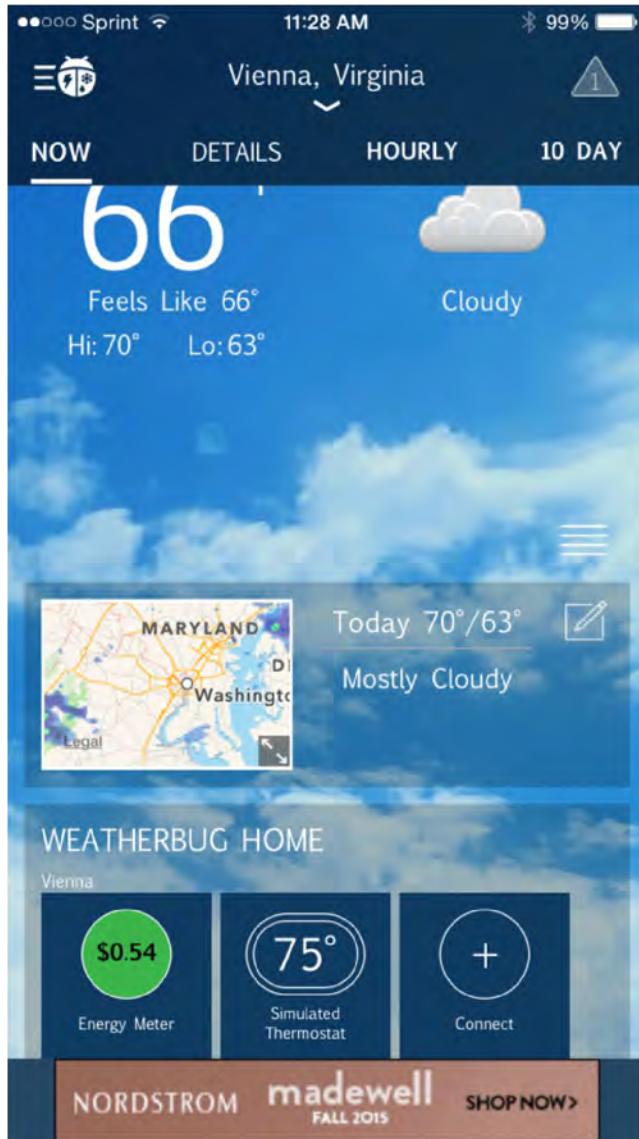
Energy Monitor (engaged users)

- ~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!

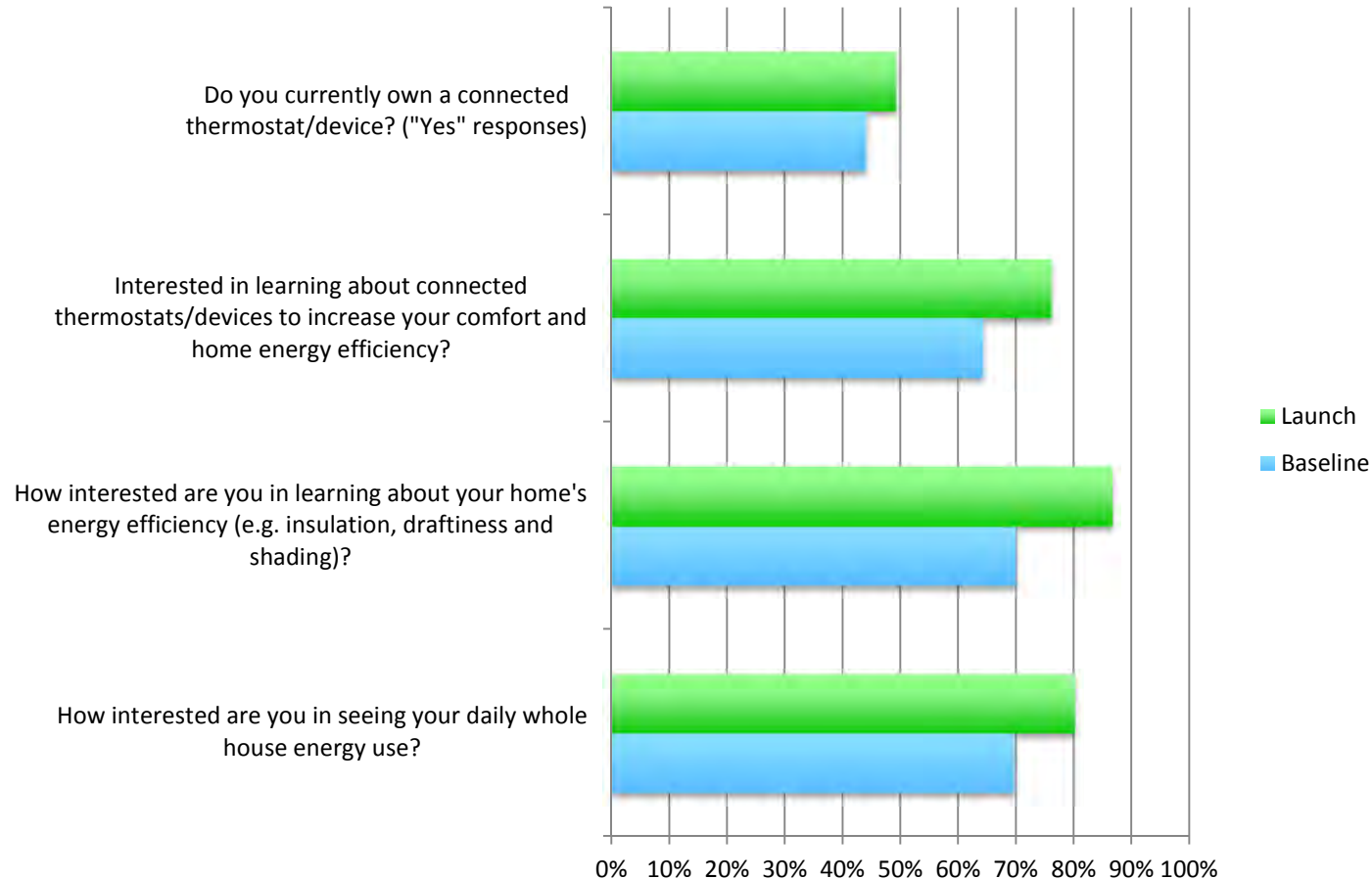




Linking Weather with Energy to Drive Engagement



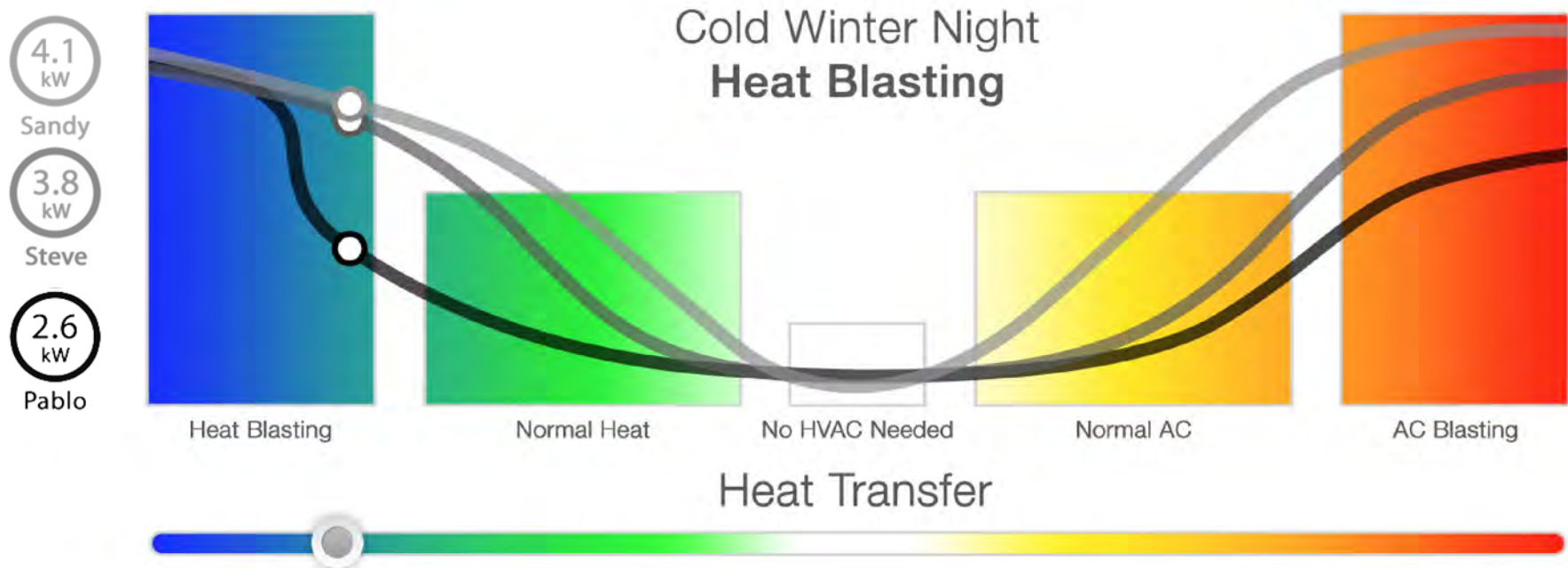
Tremendous Interest in Energy and Connected Home Solutions!



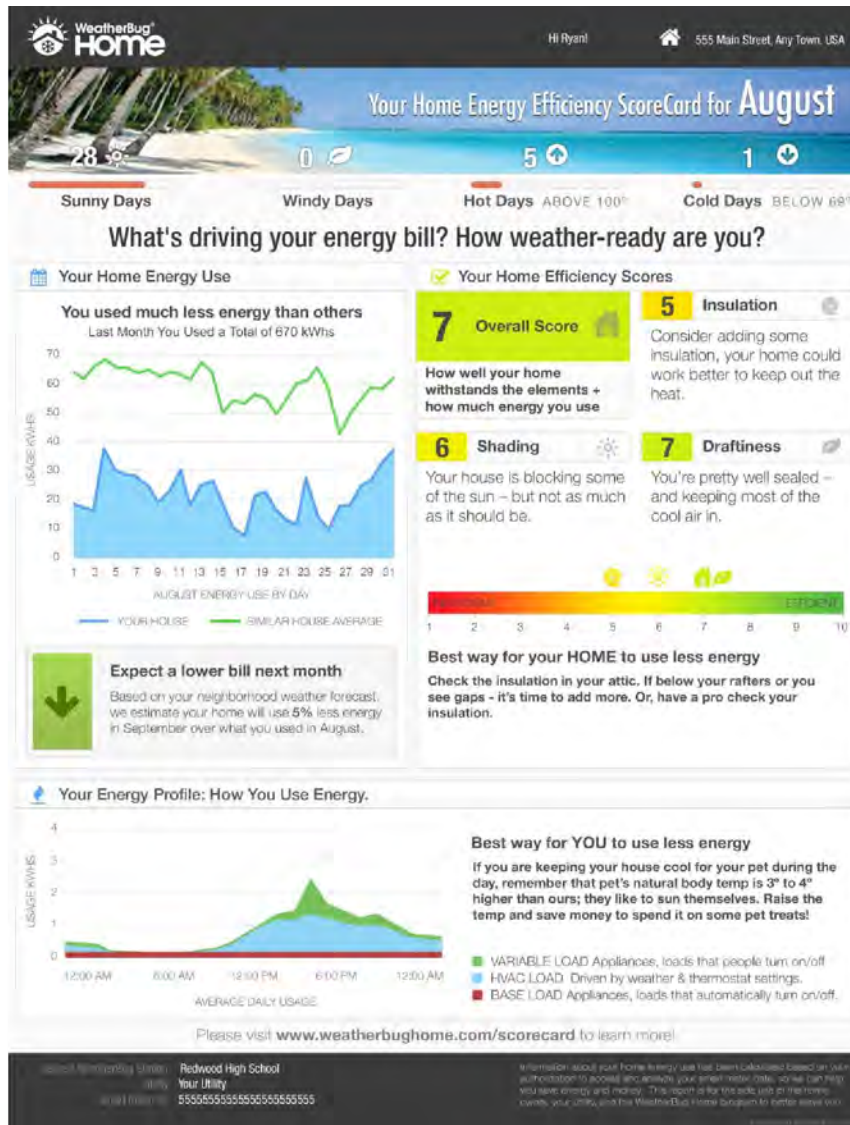
Comparing Baseline (9/24 to 9/28) against Launch (10/1 to 10/5) , launch n=203, baseline n = 250



WBH Models Each Home - Winter



Home Energy Insight for Consumers



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

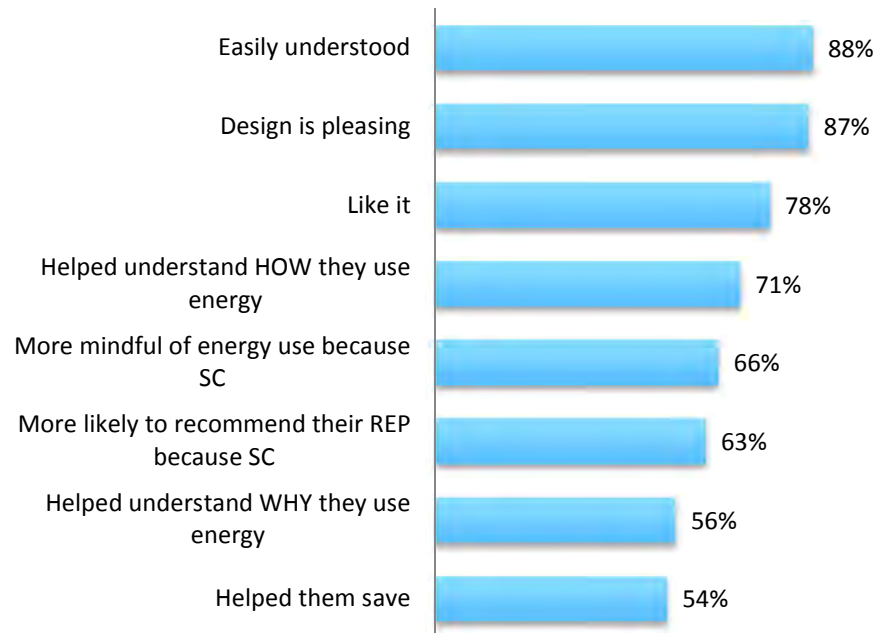
HOW weather impacts their energy use

WHY they are using more energy than peer houses

WHAT they can do with home specific tips to reduce their energy consumption

WeatherBug Home Consumer Feedback

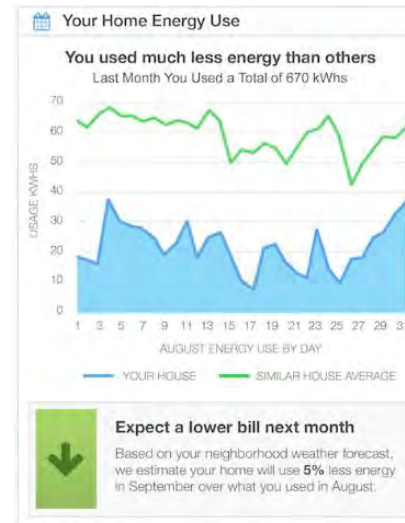
Top two box rating (scale of 1-5) on the ScoreCard:



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

Most Helpful Sections:

#1



#2



#3



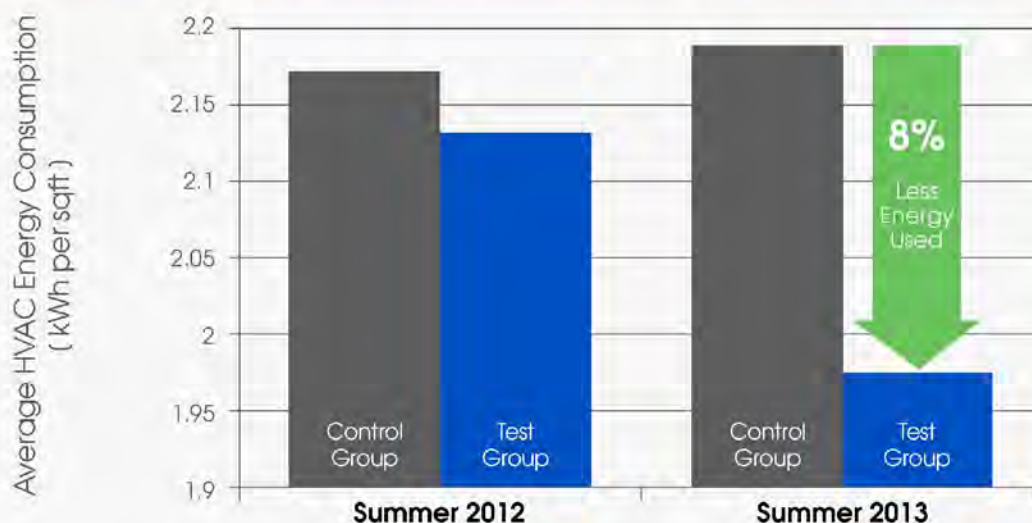
Company Confidential

Saved avg. \$100/yr from our EE

Energy Efficiency: 2013 Texas Pilot Results



Weather Optimization Reduced HVAC Energy Use by 8%



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

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



Thank You!

www.weatherbughome.com

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