

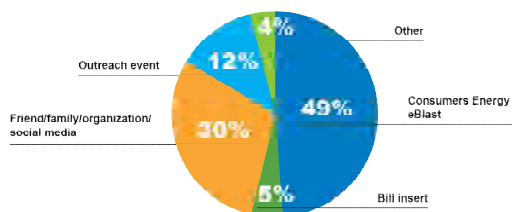
## Marketing Materials



## Website Analytics

**10 min 18 sec**Average time  
spent per login**6.56**Logins per  
registrant**32.5%**Email opt-in  
rate**7,929**Refer-a-friend  
emails

## Website Analytics

**How** did participants find out?

## Cumulative Registrations



## Website Activities and Rewards



## Impacts: First-Time Smart Energy Portal Visits

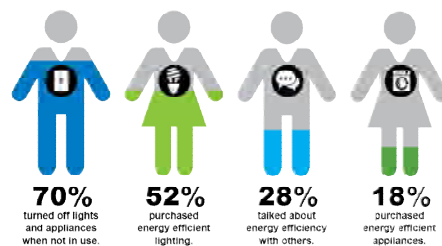
**83%** of participants  
logged on to the portal  
for the **first time**.



## Impacts: Return Visits to Smart Energy Portal



## Impacts: Behavior Change



## Impacts: Energy Efficiency Program Participation



## Impacts: Customer Satisfaction



Consumers Energy satisfaction scores are rising—and they're even higher among participants.

## People Are Saying

I learned many different ways to improve my home's efficiency.

Connection of the competition to support of local charities worked really well.

Knowledgeable. Enthusiastic. A great face for Consumers Energy.

## Everyone Can Play



