

*It's a Match!*



Send a Nudge

or

Keep Playing

# AN UNLIKELY MATCH

what behavior  
programs can learn  
from online dating

CADMUS

Online dating?

DOES NOT FIT  
WITH EE  
EXPECTATIONS



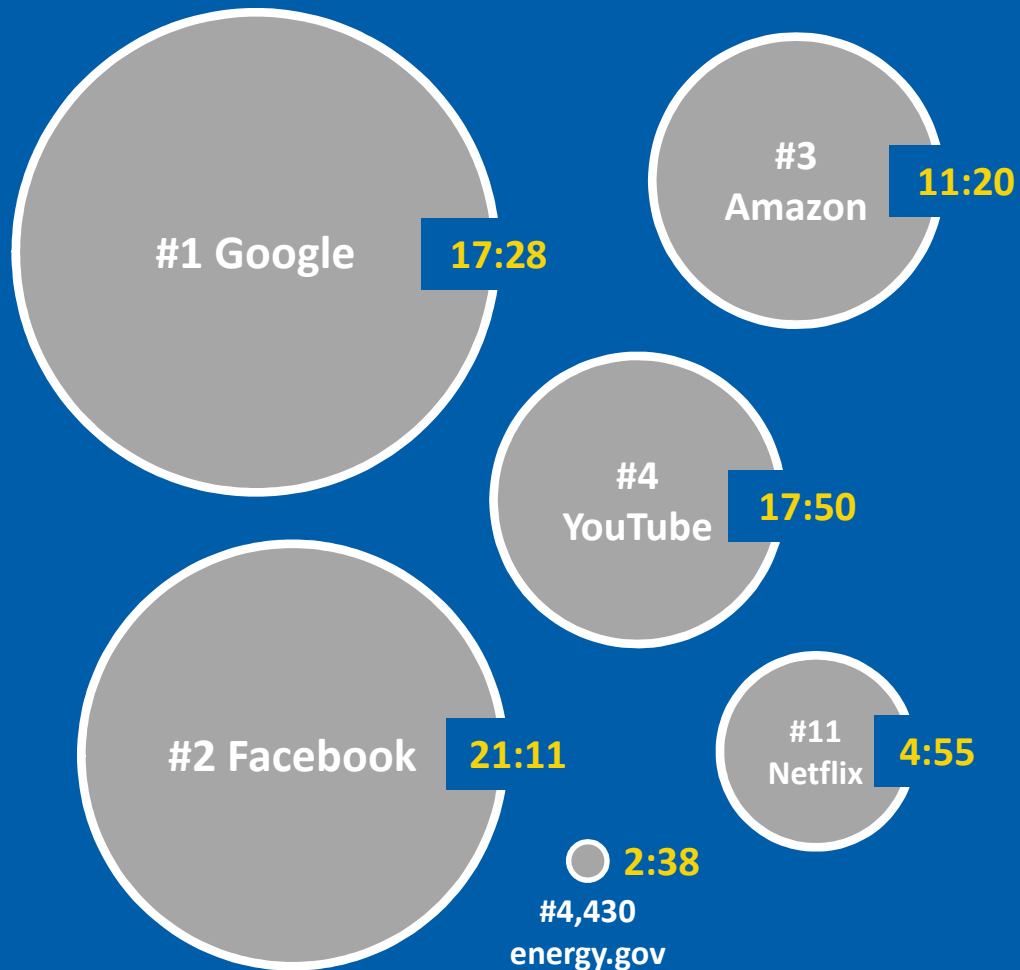
DISRUPTION



ATTENTION

# Alexa Rankings of the Web Universe

with avg. daily time on site



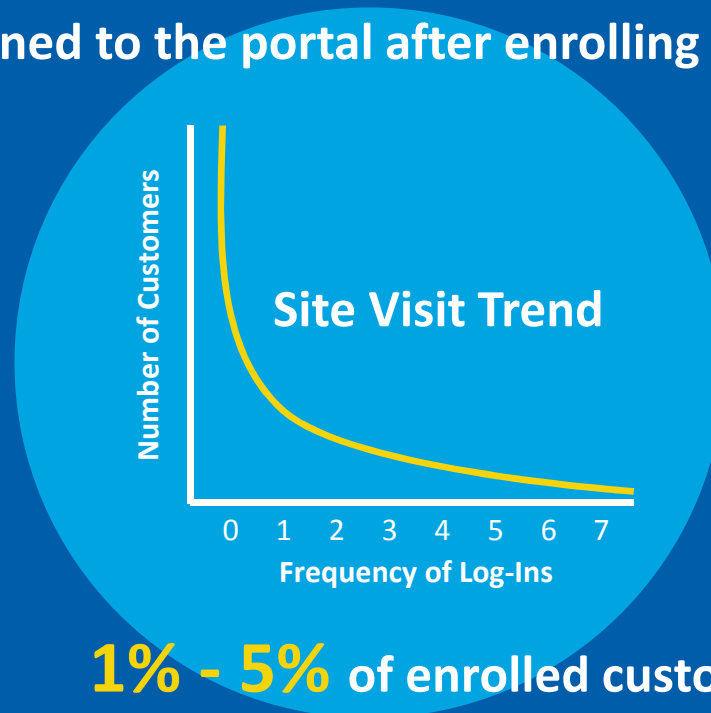
Source: Alexa.com data from Sept. 2015

## Content and competition for attention on the web is ever increasing

In the web universe, behavior EE web portals are but a **pale blue dot**.

No wonder  
behavior EE  
web portal  
engagement is  
so low

**54% - 82%** of customers never  
returned to the portal after enrolling



**1% - 5%** of enrolled customers  
went on to participate in a rebate  
program

Source: Cadmus evaluations of four behavior EE web portals from three different implementers



#168 Alexa

15:26

younger demographic



#288 Alexa

12:49

older demographic

#1 lifestyle app

1.25 hrs. average time  
a user is on Tinder in a day

VS.

6 min. average time  
customers think about  
energy consumption in a year

# Online dating is a high engagement environment

Dating motivations are different from EE motivations...

Source: Alexa.com data from Sept. 2015. App Annie data from April 2015. Tinder data from *Modern Romance* by Aziz Ansari. Thinking about energy consumption data from Opower.

# Looking outside of our industry for new ideas and solutions

It's about "thinking outside the box" and  
"seeing the box from the outside."

## INSIDE

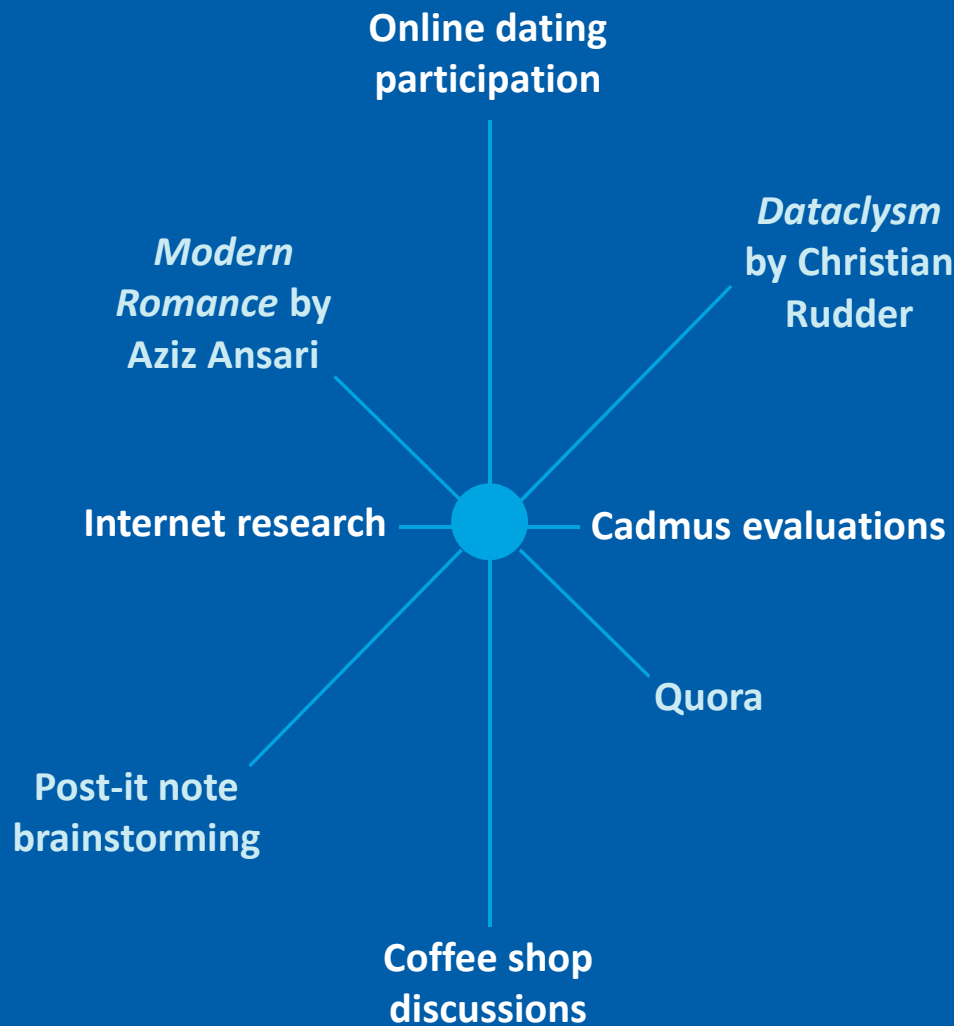
theories & framework

Behavior EE Web  
Portals

benchmarking

## OUTSIDE





## Explored online dating to find new solutions to two problems:

1. Low user engagement to behavior EE web portals
2. Lack of effective cross-program marketing

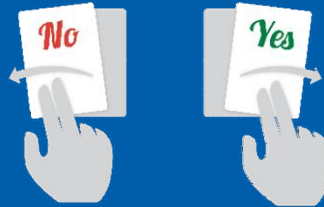
# Lessons learned from online dating



1. LEAD WITH A  
PHOTO TO ATTRACT



2. CURATE CONTENT  
TO SIMPLIFY



3. SWIPE =  
DATA + PERSONALIZATION



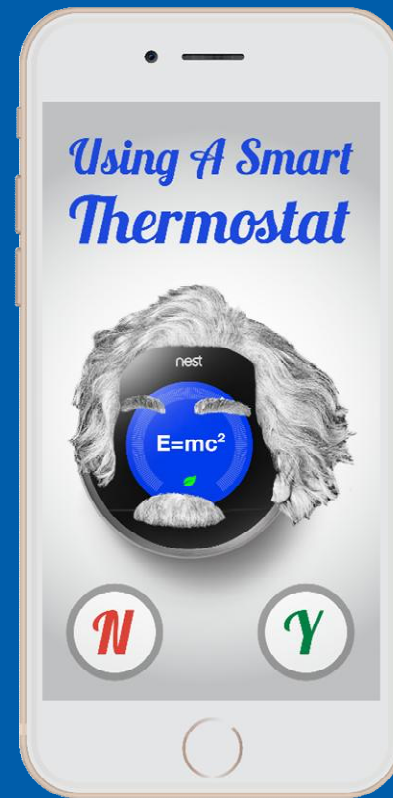
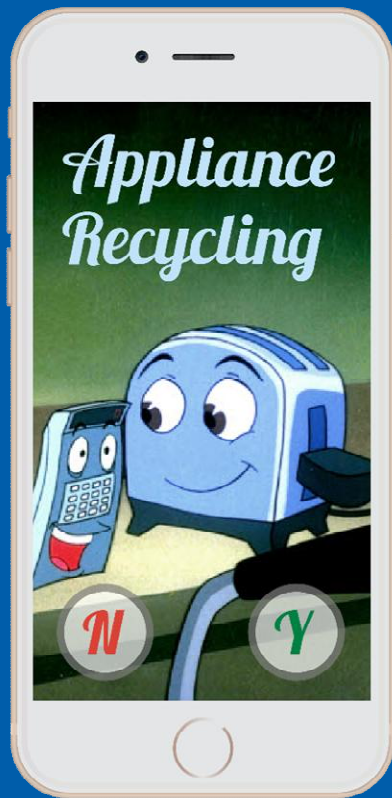
4. BORROW FROM  
MOBILE TO DESIGN



# Solution concept:

## “curation meets tinderfication”

Personalization + gamification that utilizes the Tinder UX/UI



present 3 things and swipe

# 7 Minutes Not Enough? Contact Us



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BECC 2015