AN UNLIKELY MATCH
what behavior programs can learn from online dating

Send a Nudge
or
Keep Playing
Online dating?

DOES NOT FIT WITH EE EXPECTATIONS

DISRUPTION

ATTENTION
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.

Source: Alexa.com data from Sept. 2015
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
Online dating is a high engagement environment

Dating motivations are different from EE motivations...


#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
Looking outside of our industry for new ideas and solutions

It’s about “thinking outside the box” and “seeing the box from the 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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