Bridging the Gap Between Awareness and Action
1,345 Homeowners in the US
How We Move Customers

1. Context
2. Content
3. Connections
Context Matters:
Making E.E. fit into the lives of customers
It’s not about energy efficiency.
It’s about improving my home.
46% made EE improvements last year

18% participated in utility EE programs
Content Matters:
Providing tools and visualization that increase understanding
When I see it with my own eyes
I’m more confident.
85% want visual information
Connections Matter:
Personalizing touch points to be customer-centric
My home is unique. Like me.
10x More effective click-through rate*

70% More likely to convert*
Believes utility could do more to encourage EE

<table>
<thead>
<tr>
<th>Ages</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-34</td>
<td>59%</td>
</tr>
<tr>
<td>35-44</td>
<td>51%</td>
</tr>
<tr>
<td>45-54</td>
<td>45%</td>
</tr>
<tr>
<td>55-64</td>
<td>40%</td>
</tr>
<tr>
<td>65+</td>
<td>37%</td>
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</tbody>
</table>
How We Move Customers

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Let’s stay in touch.

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