



Snohomish County PUD - Energy Advisor Marketing Campaign

Problem:

After much review of their online tools in 2013, Snohomish County PUD was eager to find ways to increase the awareness and use of their Apogee applications. After meeting with Apogee to explore ways to provide more value for their customers, they chose to expand their offering of online tools with a billing integrated version of their HomeEnergyCalculator™ called BillingInsights™. Customers now are able to view their personal electric consumption data as part of the home energy analysis and recommendations report provided by the Apogee tools.

Solution:

The new BillingInsights capabilities were implemented in February 2014, followed by an aggressive marketing campaign. As an added service to Snohomish PUD, Apogee developed a custom online marketing slider to be displayed when customers completed a home energy analysis. Snohomish PUD's Corporate Communications team mocked up a design for the slider that would fit with the campaign look and feel, and then Apogee developed it accordingly. The promotion offered customers a chance to win \$200 off their utility bill by entering their email address in the slider after completing a calculation. The online marketing slider went live in March and the offer was heavily promoted through online and traditional marketing communications channels. The marketing campaign ran from April to June 2014 and with the objective of driving traffic to the PUD website (www.snopud.com) and engagement with the tools. Snohomish PUD also wanted to capture customer email addresses and drive program participation.

"We wanted to get enough traffic that we could leverage the data it generated to do follow-up marketing to users, and we needed to gather emails to do that. The slider gave us a mechanism for capturing emails and for collecting contest entries."

– Cathy Anderson, Program Manager at Snohomish County PUD.

"With the marketing slider in place, Apogee had the capability to report the email addresses and account numbers along with the users' home profiles and recommendations. This allowed Snohomish PUD to target their follow-up marketing to fit customer needs. They sent approximately 300 follow-up emails to customers, reminding them of the recommendations they received through the application, including links and information about program incentives available to them.

Results:

Snohomish PUD was pleased with the traffic results they achieved, and the number of emails they collected.

“We typically see a seasonal trend in usage of HomeEnergyCalculator,” said Cathy. “This promotion turned that trend upside down, and significantly increased overall traffic. The slider allowed us to take advantage of this by inviting customers to enter the contest at just the right time - when they have completed their calculation. We gathered almost 700 emails over the 3-month contest period.”

The utility is currently analyzing whether their follow-up marketing efforts have had an impact on program participation.

The PUD conducted a broad-based, integrated marketing campaign that included newsletters, website banners, online ads, social media, press release, on-hold message, office banners and bill inserts. They found that the bill insert had a big impact on conversion rates, possibly because customers see it at a time when they are naturally thinking about their energy costs.

In the future, Snohomish PUD hopes to drive more traffic and simplify the user experience by integrating the Apogee tools into their online bill pay system. Would the utility take advantage of the marketing slider again to help support a marketing campaign? “In a word, absolutely,” Cathy said.



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