



Bringing Americans into the Clean Energy Future:

A Strategic Approach to Educating and Activating Homeowners to Adopt Energy-Efficient Home Upgrades

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Agenda

1. Promoting a Clean Energy Future
 - Mission
 - Key Consumer Research Learnings
 - Consumer Education Campaign Overview
2. Campaign Performance
 - Fall '24 Overview
3. Opportunities to Capitalize

Clean Energy Future

Nationwide Efficient Decarbonization

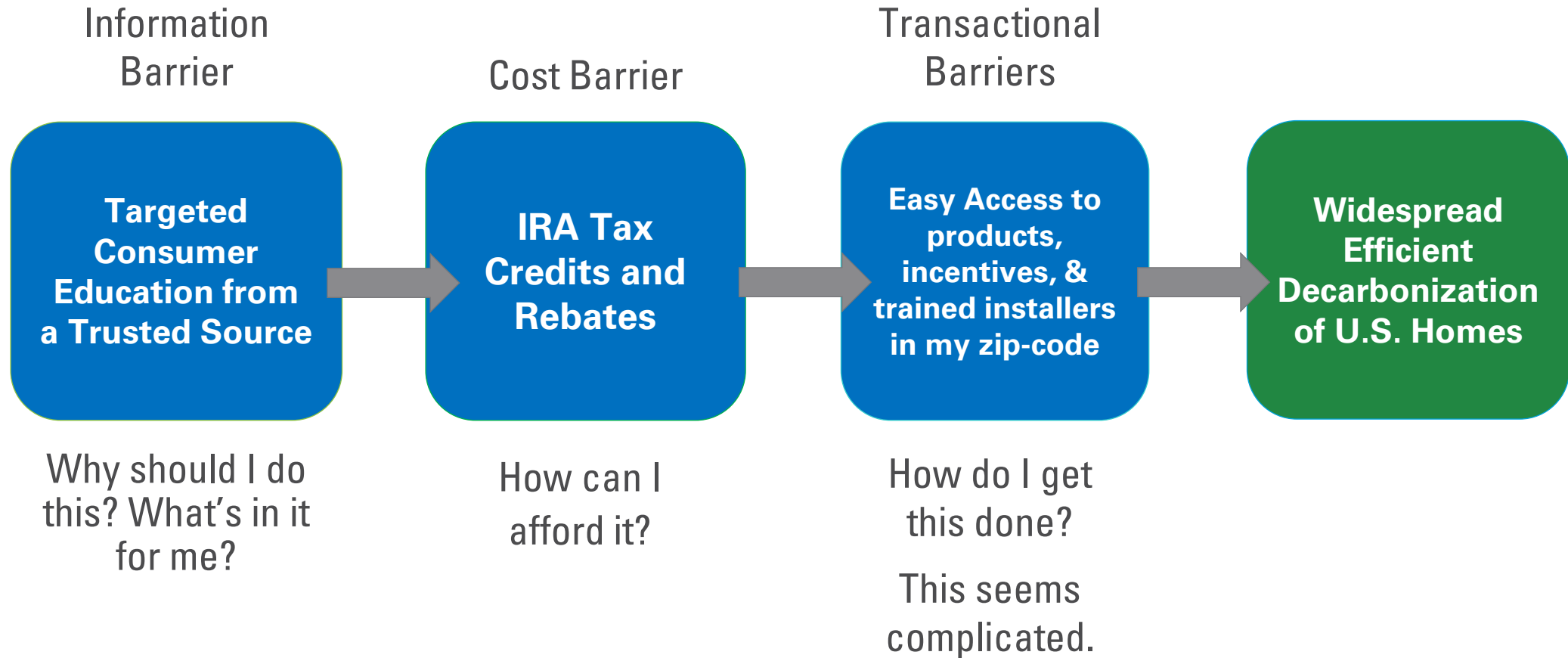


Opportunity for Efficient Decarbonization

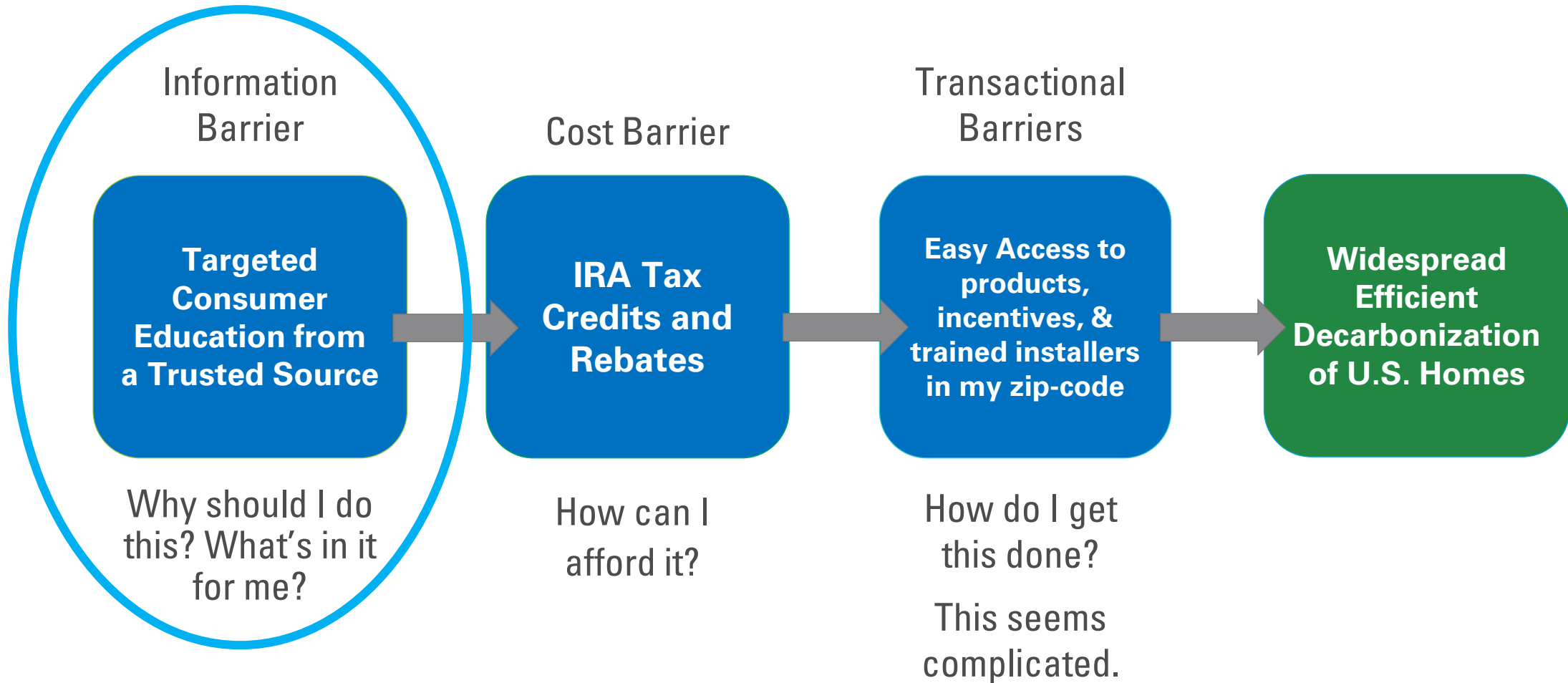


More than **70 million single family homes** in America need efficiency upgrades

Our Mission: Address Barriers to Adoption



Our Mission: Address Barriers to Adoption



Consumer Centric Research

- Gauge awareness, attitudes, and behaviors around **Home Energy Upgrades, Efficient Electrification, Heat Pump Heating/Cooling & Water Heating**
- Understand homeowners' attitudes and feelings about the **transition to the clean energy future** and **incentives**
- Inform communications, with a specific focus on **overcoming barriers relative to energy-efficient upgrades with the help of incentives**

Methodology

- **Length:** 45 minutes
- **Format:** Online qualitative discussions in C+C's proprietary MROC, *Market Research Online Community*
- **Sample Size:**
 - N=75 Homeowners
 - English- and Spanish-speakers
- **Audience:** All incomes with focus on **LMI (low-to-moderate) income** single-family homeowners

*Income limits were calculated using FY 2023 low-income limits (80% of area median income) set by the Department of Housing and Urban Development (HUD). Low-income is defined at the regional level, using averages of state level limits for both metro and non-metro areas.



Key Learnings: Electrification Attitudes & Framing

- There is **broad support** for the concept of Electrification, and an **interest in learning more**.
- Given high interest and questions, a **trusted resource will be critical** to answer questions and build broad-based consumer confidence and support.
- Messaging should be **clear and free of jargon**, leveraging concepts related to a strategic **transition** toward a **clean energy future**.
- ENERGY STAR's **environmental mission** and **energy expertise** make it a **trusted resource on electrification**.



Key Learnings: Barriers/Motivators

Barriers

Informational: Lack of Awareness/Interest/Skepticism

Cost: Product & Installation Costs, particularly first cost

Transactional: Project overwhelm; Lack of supporting installers

Motivators

Benefits: Energy savings, home comfort, reliability, health, environment

Incentives: Rebates, tax credits; Instant rebates most incentivizing

Resources: Information from trusted messengers; Access to supporting contractors

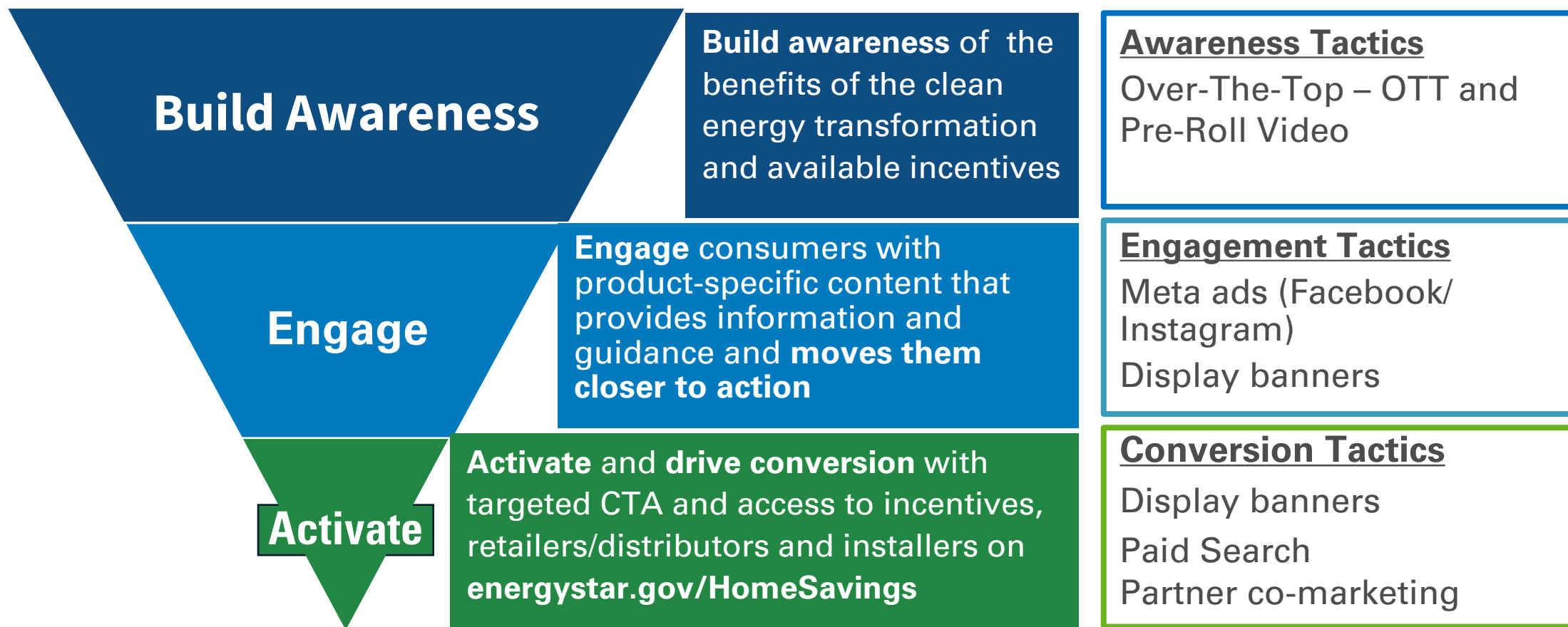


Clean Energy Future Campaign

- **An overarching consumer education campaign** that builds off of the excitement around the **clean energy future** and **access to new incentives** to inspire audiences to **learn more** and **take action**.

1. Educates on benefits to overcome information barrier
2. Delivered from a trusted source to engage
3. Leverages key motivators to drive demand
4. Strategically targeted to optimize adoption
5. Multi-phased to take advantage of ripe markets for adoption

Multi-year outreach effort leveraging paid media to build awareness, engage, and activate consumers around efficient electric home upgrades



Video to Raise Awareness

- OTT (Over-The-Top) & Pre-Roll video best known for increasing awareness/driving interest by reaching audiences at home via streaming content across a variety of devices
 - Mobile phones, Set-Top Boxes, Desk/Lap Tops, etc.
- Network and show inventory is curated based on where the audience watches
 - Premium inventory: Discovery, A&E, etc.

Example Creative



Discovery
CHANNEL

A&E

FOX
NETWORKS GROUP

hulu

ROKU

amazon fireTV

PLUTO[®]

Bloomberg
Media

newsy

scrippsnetworks
interactive

apple tv



SAMBA TV

sling
TELEVISION




DIRECTV

Start Your Clean Energy Future Today
ENERGY STAR Video Link



Social Media to Engage

Example Creative (Static – Facebook)

**ENERGY STAR**
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Start your clean energy future today with thousands in tax credits & rebates.

Get comfy with energy and money savings



Heat Pump HVAC
Get tax credits & rebates

Learn more

 Like  Comment  Share

**ENERGY STAR**
Sponsored · 🌐

Unwind with energy and money savings



Heat Pump Water Heaters
Get tax credits & rebates

Learn more

 Like  Comment  Share

Example Creative (Static – Instagram)

**ENERGY STAR**
Sponsored

Unwind with energy and money savings



Learn more

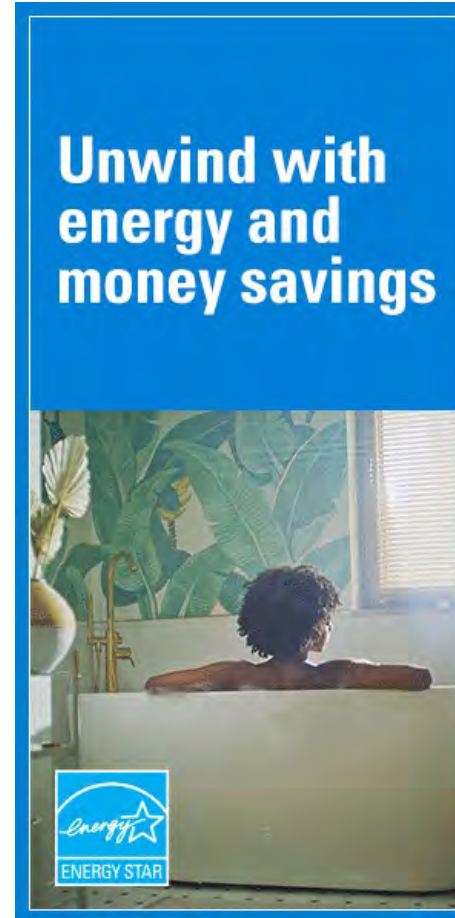
Start your clean energy future with heat pump water heater tax credits & rebates.

**ENERGY STAR**
Sponsored   

Standard Display Banners to Incent Clicks



Heat Pumps





Heat Pump Water Heaters



Responsive Display to Optimize Messages

Heat Pumps







**Save with Tax Credits,
Rebates**

Replace your cooling system with an ENERGY STAR certified heat pump to save energy & money

[Close](#) [Learn More](#)

Heat Pump Water Heaters





**Upgrade to ENERGY
STAR & Save**

Energy-saving water heaters are now more affordable with special government incentives

[Close](#) [Learn More](#)

Paid Search to Drive Action on Landing Page

- Keyword Categories

- Clean Electric
- Tax Credits
- Rebates
- Home Upgrades
- Heating and Cooling/HVAC
- Heat Pump
- Heat Pump Water Heater

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www.energystar.gov/HomeSavings ⋮

ENERGY STAR Certified Products | Save Energy & Money

Choose Products with the ENERGY STAR Label & Help Make A Clean Energy Future Possible.

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ENERGY STAR

www.energystar.gov/HomeSavings ⋮

Tax Credits with ENERGY STAR® | Join the Clean Energy Future

Save Energy & Money on Efficient Home Upgrades with ENERGY STAR and Federal Tax Credits

Example Creative



Home Improvement Savings

Start your clean energy future, today.
Energy-saving home upgrades are now more affordable than ever. With new federal, state and local incentives, you can save thousands of dollars and enjoy a more comfortable, energy-efficient home, today.

Use this tool to:

- Identify and learn about eligible products.
- Develop a plan to maximize your savings.
- Find available financial incentives (tax credits, rebates and discounts).
- Find resources for income-based assistance for upgrades.
- Get connected to installation professionals and retailers in your area.



Start Here

Enter your zip code and select a product to find incentives available to you.

Enter zip

Featured Products:

☐

Heat Pump HVAC

☐

Insulation

☐

Heat Pump Water Heaters☐☐

Find Incentives

[Explore incentives for other products](#)

What Incentives Are Available?

Tax Credits: Save up to \$3,200 a year on your federal income taxes for making energy efficiency improvements to your home. Tax credits are available now to all Americans nationwide.

Rebates/Discounts: Available now from utilities in many parts of the country, and coming soon from most states as part of the Inflation Reduction Act starting in 2024. Eligibility may be limited based on income.

Am I Eligible for Income-Based Assistance?

Unprecedented funding from federal, state, and utility programs now provides more opportunities for low- and moderate-income families to make energy saving home upgrades. Eligibility varies by program, but income, household size, and location are key factors: Percent of Area Median Income (AMI) is the metric used for Inflation Reduction Act programs. You may also qualify based on participation in other federal programs for low-income households (e.g. SNAP, Medicaid, Head Start).

What Products Are Eligible for

Heat Pump HVAC Savings

[SEE OTHER HOME IMPROVEMENT SAVINGS](#)

Visit the [HUD Income Limits Tool](#) to find out if you may qualify for income-based assistance.

If you think you may qualify for income-based assistance in upgrading your home, [learn more about available programs and eligibility](#).

Tax Credit and Rebate Summary

The Inflation Reduction Act of 2022 provides multiple incentives to make energy efficient upgrades to your home that will help you benefit from the [clean energy future](#). Clean energy is generated from renewable sources without producing any pollution, which helps to improve the health of the environment and reduces the amounts of harmful emissions we are exposed to. The Energy Efficiency Home Improvement tax credit provides a federal income tax credit of 30 percent (up to \$2,000), to lower the cost of an air-source (electric) heat pump HVAC upgrade. Coming in 2024, through the Home Energy Rebates Program for States and Tribes, additional discounts will be available in most states, depending on your income. These include a discount of up to \$8,000 for installing an ENERGY STAR certified electric heat pump (except when it's replacing existing electric heat) or up to \$4,000 if you install a heat pump as part of an upgrade that delivers a 35% reduction in your energy use. Electric utilities in many parts of the country offer rebates or buy-downs that can be combined with the tax credits and state discounts. These incentives make it more affordable for you to make energy efficiency upgrades that will lower energy bills, while transitioning from fossil fuels for a cleaner, healthier and more comfortable home. Heat pump HVAC incentives available in your zip code are highlighted below, along with links to find eligible product lines.

Combine Tax Credits and Rebates for Maximum Savings

Enter zip

53532

CHANGE ZIP

Typical Project Costs:	Heat pump installation costs, on average, range from \$10,000-\$25,000	
State Rebates:	3 rebate available in your State.	SEE STATE REBATES
Tax Credit:	30% of project cost, up to \$2,000	SEE TAX CREDITS
Utility Rebate:	1 available rebates for 53532.	SEE UTILITY REBATES

Combine Tax Credits and Rebates for Maximum Savings

Enter zip 53532

CHANGE ZIP

Typical Project Costs:

Heat pump installation costs, on average, range from \$10,000-\$25,000



State Rebates:

3 rebate available in your State

SEE STATE REBATES

\$ Point-of-Sale Discount

Income Eligible - Low

Whole-Home Energy Improvement

100% of project costs up to \$5000-\$10000 depending on energy savings achieved

Wisconsin Home Efficiency Rebates (HOMES) Program

Wisconsin offers a point-of-sale discount to income eligible households for home upgrades that achieve a minimum of 20% energy savings and undertake at least one major upgrade to an ENERGY STAR certified heating and cooling system, ENERGY STAR certified water heater, or insulation. Offer valid from August 1, 2024. Other restrictions may apply.

LEARN MORE

\$ Point-of-Sale Discount

\$ Mail-in Rebate

Income Eligible - Moderate

Whole-Home Energy Improvement

50% of project costs up to \$2000-\$4000 depending on energy savings achieved

Wisconsin Home Efficiency Rebates (HOMES) Program

Wisconsin offers a point-of-sale discount or mail-in rebate to income eligible households for home upgrades that achieve a minimum of 20% energy savings and undertake at least one major upgrade to an ENERGY STAR certified heating and cooling system, ENERGY STAR certified water heater, or insulation. Offer valid from August 1, 2024. Other restrictions may apply.

LEARN MORE

\$ Point-of-Sale Discount

\$ Mail-in Rebate

Whole-Home Energy Improvement

50% of project costs up to \$1500-\$3000 depending on energy savings achieved

Wisconsin Home Efficiency Rebates (HOMES) Program

Wisconsin offers a point-of-sale discount or mail-in rebate for home upgrades that achieve a minimum of 20% energy savings and undertake at least one major upgrade to an ENERGY STAR certified heating and cooling system, ENERGY STAR certified water heater, or insulation. Offer valid from August 1, 2024. Other restrictions may apply.

LEARN MORE

Utility Rebate:

1 available rebates for 53532

SEE UTILITY REBATES

\$ Mid-Stream Rebate

Air-Source Heat Pump - Split Systems

\$300 - \$600

Focus on Energy

Focus on Energy offers special pricing on the purchase and installation of select air-source heat pump - split systems. Offer valid 06/01/2024 through no current end date. Other restrictions may apply; please visit the website for additional details.

LEARN MORE

Heat Pump HVAC and Energy Efficiency

Heat pumps HVAC is more efficient than furnaces or boilers and serves double duty with heating and cooling, making this investment usable year-round. Ducted air source heat pumps use your home's existing ductwork to deliver heating and cooling. In most homes, depending on factors like the climate zone, these units can be installed as a drop-in replacement for your central air conditioner or furnace. "Mini split heat pumps" are ductless heat pump alternatives to replace window cooling units (room ACs) and radiator or baseboard heating, meaning they can replace a traditional HVAC system without the need to add ducts. All heat pumps use the difference between outdoor and indoor air temperatures to cool and heat your home. Because a heat pump moves heat rather than converting it from fuel, as combustion heating systems do, it can deliver up to three times more heat energy to a home than the electrical energy it consumes.

Learn about the benefits of upgrading to [a clean heating and cooling system](#) as part of an ENERGY STAR Home Upgrade, and see if an electric air-source heat pump is right for your home.

Guidance to Get You Started

Decide what kind of heat pump is best for your home. Whether you select a ducted air-source heat pump or a ductless mini-split, you will be choosing the latest clean technology for year-round energy efficiency. Here are other things to consider when choosing the right equipment for your home:

Proper Sizing : Bigger is not better! Make sure your contractor verifies the proper size system for your home using a tool called "Manual J" - a calculation of the amount of heating and cooling your home requires to keep you warm in the winter and cool in the summer. Higher efficiency equipment with variable speed compressors does a better job of compensating for any over-sizing.

Cold Climate Considerations : An ENERGY STAR certified cold-climate heat pump is specifically designed to operate at low outdoor air temperatures, using advanced compressors and refrigerants that allow for improved low temperature performance. Sometimes called "extended capacity," these units are intended to supply enough heat for your home without the need for a furnace or other fossil fuel heating source.

Dual Fuel : If you have a relatively new furnace with an older central AC, or if you are planning to add a new central AC to the furnace, consider an ENERGY STAR certified heat pump. This creates a dual-fuel system for a modest extra cost over an AC system. Dual fuel systems allow for the flexibility of heating with a heat pump or with a more traditional gas or oil furnace and enables you to use each system optimally based on cost and performance.

Clean Energy Future Campaign Launch

- May 30th launch geo-targeted to where there are the most favorable market conditions for efficient electric upgrades
 - **Warm** vs cold climate
 - Higher consumer acceptance hurdle for heat pumps in cold climates
 - Higher first cost for cold climate heat pumps
 - **Electric heat/water heating** dominates
 - Simpler transaction without fuel switching
 - Prevalence of homes with **central A/C + existing duct work**
 - CAC and heat pump technology are basically interchangeable with limited added cost
 - **Energy bill savings** realized with upgrades
 - Electric space and water heating replacement: up to \$1277/yr.
 - Gas space and water heating replacement: up to \$652/yr.



Campaign Performance

Insights to Inform Fall Campaign



Top Line Performance (all channels)

- The ENERGY STAR Clean Energy Future (CEF) campaign delivered **54% more impressions and 20% more clicks than planned**, which is attributable to insight-informed messaging that resonated with our audience, coupled with strong media strategy and effective audience targeting that enabled a highly cost-efficient reach.

Metric	Planned	Actual	Difference
Impressions	29,275,000	45,191,909	54.37%
Clicks	557,250	671,344	20.47%



Spring CEF Campaign Performance all Channels

Platform	Impressions	Clicks	CTR	Video Views	Web Engagement
ALL MARKETS					
Paid Search	73,565	9,104	12.38%		35.92%
OTT/Pre-Roll Video	2,351,573	1,717	0.07%	2,067,378	22.20%
Meta Video	361,730	89,551	4.96%	102,715	7.50%
HEAT PUMP					
Google Banners	7,841,302	104,220	1.33%		42.57%
Google Responsive	6,045,458	152,158	2.52%		25.82%
Meta Image Ads	6,628,121	35,758	0.54%		6.60%
HPWH					
Google Banners	8,327,687	102,053	1.23%		25.52%
Google Responsive	6,487,831	140,924	2.17%		21.96%
Meta Image Ads	7,074,642	35,859	0.51%		6.00%
CAMPAIGN TOTAL	45,191,909	671,344	1.49%	2,170,093	



Top Performing Channels: Video

- **Over-The-Top & Pre-Roll Videos**

- Generated **2.3 mm video views**
- Achieved exceptional **Video Completion Rates (VCR) of 98% and 83%**, exceeding benchmarks of 90% and 80%



Top Performing Channels: Display

- **Standard & Responsive Display Banner Ads**

- Drove nearly **500,000 clicks** and high engagement rates on **energystar.gov/HomeSavings**
- Achieving up to **6X the .49% Click-Through-Rate benchmarks** with Heat Pump Responsive Display at **2.52%**



Top Performing Responsive: Heat Pump

Photos



Best



Good



Good

Headline	Performance
Improve Home Comfort & Health	Best
Upgrade to ENERGY STAR & Save	Good
Save with Tax Credits, Rebates	Good
Reduce Your Climate Impact	Good

Description	Performance
Find incentives on super-efficient heat pump HVAC with the ENERGY STAR home savings tool	Best
ENERGY STAR certified heat pumps are super efficient and provide year-round savings	Good
Energy-saving heating & cooling is now more affordable with special government incentives	Good
Replace your cooling system with an ENERGY STAR certified heat pump to save energy & money	Good



Top Performing: Heat Pump Water Heater

Photos



Best



Good



Good

Headline	Performance
Upgrade to ENERGY STAR & Save	Best
Save with Tax Credits, Rebates	Good
Get Hot Water & Hot Savings	Good
Reduce Your Climate Impact	Good

Description	Performance
Energy-saving water heaters are now more affordable with special government incentives	Best
Choose an ENERGY STAR certified water heater & save \$1,000's in energy costs + incentives	Good
Get fast pay back with an energy-saving ENERGY STAR certified water heater + incentives	Good
Find incentives on super-efficient water heaters with the ENERGY STAR home savings tool	Good

Top Performing Paid Search Keywords

- **Paid Search drove highest CTRs**, particularly terms related to **incentives and specific products**
 - 12+% CTR, **4x higher than the benchmark** of 2.4%.
 - Tax credit
 - Energy efficient HVAC
 - Energy efficient appliances
 - Heat pump water heater
 - Air source heat pump
 - Energy efficient heating and cooling
 - Energy efficient kitchen appliances
 - Energy efficient home improvements
 - Electric heat pump
 - Electric water heater
 - Energy saving solutions
 - Heat pump HVAC
 - Energy rebates



Key Performance Takeaways

1. **OTT & Pre-Roll:** High engagement indicates that the content is highly captivating and retains viewer interest until the end.
 - Continue video ads to draw audience into the funnel
2. **Display:** High click rate well above the industry standard indicates that the ads are highly relevant and engaging to the target audience.
 - Continue display prioritizing best-performing images/messaging
3. **Paid Search:** Product-related keywords performed better indicating users are actively seeking information about products and incentives.
 - Focus on high-intent keywords like "energy efficient HVAC" to attract more users who are in the market
4. **Display & Paid Search** resulted in highest engagement on energystar.gov/HomeSavings vs Meta.
 - Prioritize to drive more conversion
5. Consider additional tactics to reach **in-market consumers**.



Clean Energy Future Campaign: Fall Overview

Campaign Objective

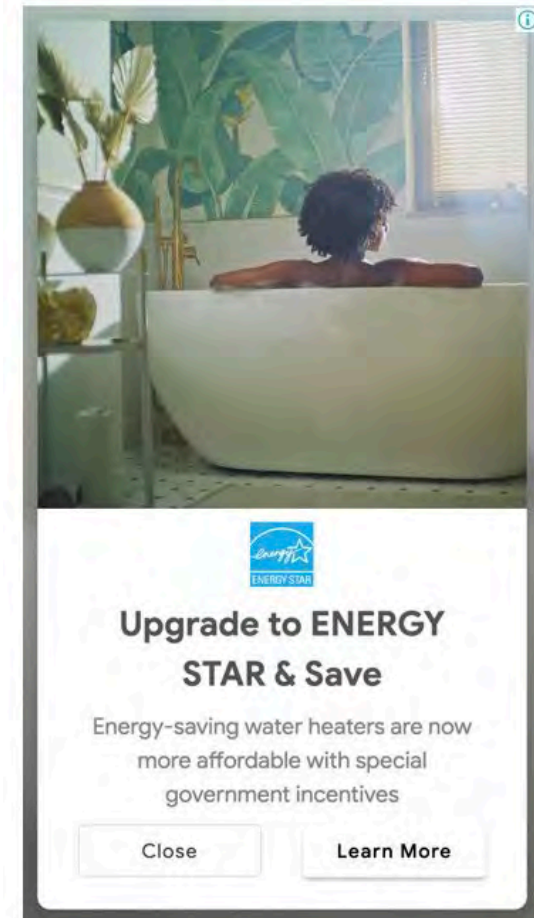
Drive consumers to the new *Home Improvement Savings* web tool to access available incentives/resources and **take action**.

Target Audience

Focus on lower in the funnel **moderate to upper income homeowners** who are in market/interested in **home improvement, heating & cooling equipment**, and **energy efficiency**.

Approach

Leverage high-performing tactics from the spring campaign to target decision makers via **OTT, Google Paid Search, Display**, and **NEW: Nextdoor** to increase reach among homeowners



Nextdoor

Nextdoor is a powerful platform for reaching middle and upper-income homeowners

- Engage homeowners interested in home maintenance, safety, and neighborhood services.
- Influence homeowners who value local recommendations and community-focused products.

77%

- 77% of Nextdoor users are homeowners

90%

- 90%+ of Nextdoor users are the main or joint shopper for their house.

*** Metrics from Nextdoor**



Sample Nextdoor ad

Opportunities to Capitalize

For Partners and Other Stakeholders



*Integrate Offerings Into
Home Savings Web Tool*

Optimize Program Design

*Integrate Offerings Into
Home Savings Web Tool*

Optimize Program Design

*Arm Sales Associates/Pros
with Sales Tools*

*Increase Work Force/Pro
Training*

*Integrate Offerings Into
Home Savings Web Tool*

Optimize Program Design

*Arm Sales Associates/Pros
with Sales Tools*

*Increase Work Force/Pro
Training*

*Leverage for
Increased Consumer
Engagement*

Feature ENERGY STAR

Nationwide Efficient Decarbonization





Thank you!

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ENERGY STAR® Day is **October 9th**

Join your fellow **ENERGY STAR Partners** in promoting the equitable access to the benefits of energy efficiency and help **all Americans** take part in the **Clean Energy Future**. Let's leverage our collective outreach power to **make a difference!**



Email voehr.jill@epa.gov
If you're participating!



Scan QR Code
to download the
ENERGY STAR
Day Toolkit

