



ENERGY STAR® Product Promotions: Pool Pumps



Dear ENERGY STAR Partners,

The U.S. Environmental Protection Agency (EPA) is pleased to announce the availability of marketing materials for the 2019 ENERGY STAR Pool Pump promotion—**Make a Savings Splash with ENERGY STAR Pool Pumps.**

This year's promotion is particularly exciting, as above-ground pool pumps and booster pumps are now eligible to become ENERGY STAR certified. Pool pumps that have earned the ENERGY STAR use up to 65% less energy than conventional pool pumps, saving your customers up to \$445 per year in energy bills. Join EPA in educating consumers about this energy-saving product and show your customers how to save big on one of the top energy users in their home.

ENERGY STAR Pool Pump Specification Version 2.0 will go into effect in January 2019. Version 2.0 includes three new categories of pool pumps—doubling the number of pool pumps eligible for certification! These include above-ground pool pumps, small in-ground pool pumps, and booster pumps used for pressure cleaning applications. To learn more, view the [Version 2.0 fact sheet](#).

In case you missed our September webinar, "[Jump Into Savings: New Opportunities for ENERGY STAR Certified Pool Pumps](#)," the slide deck is now available. Learn how ENERGY STAR pool pump partners—Hayward (a pool pump maker), Leslie's Pool Supplies (a pool supply retailer), and Mass Save (which has a midstream pool pump incentive program)—are planning on incorporating Specification 2.0 into their sales and marketing efforts.

[Get Materials](#)

The 2019 promotion builds on the success of this year's efforts, with marketing materials updated to reflect the addition of above-ground and booster pumps. These assets include everything from in-store signage and fact sheets, to video and graphic content for social media.

EPA's 2018 Pool Pump promotional effort was very successful, with media elements in ten markets that included:

- Google Display Network (GDN) ads targeted to pool owners in states with utility rebates: **2.3 million impressions**
- Boosted content on YouTube featuring the [Pools of Our Lives](#) video: **More than 40,000 views**

EPA will enhance this year's promotion by implementing a YouTube/GDN remarketing strategy to drive even more clicks to the ENERGY STAR promotions page. The plan is to again run the very successful pool pump videos in the first week and follow that up with similarly-themed, re-marketed digital banner ads to increase conversion rates. The YouTube/GDN remarketing strategy will be geo-targeted to regions where there are active

programs promoting ENERGY STAR. All of this will be supplemented by boosted social media on our Facebook and Twitter accounts.

EPA's 2019 Pool Pump promotion kicks off in March, and we look forward to aligning our efforts with our partners to best educate consumers on how they can save big with ENERGY STAR certified pool pumps. Please let us know your interest in participating, as well as your promotional plans, so we can best coordinate our efforts.

The ENERGY STAR Communications Team

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ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, people across America have looked to EPA's ENERGY STAR program for guidance on saving energy, saving money, and protecting the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Visit www.energystar.gov today.



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