About the Presenter

• Donna Bambrough
• More than 30 years of marketing experience in a variety of industries, including the last six years in energy-efficiency
• Marketing and program manager for Focus on Energy’s Home Performance Program since 2011
• Oversees marketing staff in home performance and other energy-efficiency programs in Michigan, Indiana and Ohio
Home Performance
‘Big Red Door’ Campaign
A/B Test

Donna Bambrough, Marketing Manager
Home Performance Program
What is Focus on Energy?

- Wisconsin utilities’ statewide energy efficiency and renewable resource program since 2001

- Funded by the state’s investor-owner energy utilities and participating municipal and electric cooperative utilities -- 108 utilities across the state

- Helps implement energy saving projects that
  - Wouldn’t otherwise be possible, OR
  - Completed sooner than scheduled
Residential Programs

- **Appliance Recycling**
  - Recycling old refrigerators or freezers

- **New Homes**
  - Building a new, energy-efficient home

- **Retail Products**
  - Lighting discounts and smart thermostat incentives

- **Simple Energy Efficiency**
  - Energy efficiency kits including light bulbs, aerators, etc.

- **Home Performance**
  - Air sealing/insulation, heating and cooling, renewables
# Home Performance Program

## Contractor (Trade Ally) Market-Based Program

<table>
<thead>
<tr>
<th>Program details</th>
<th><strong>Whole Home Improvements</strong></th>
<th><strong>Home Energy Score</strong></th>
<th><strong>Heating &amp; Cooling Improvements</strong></th>
<th><strong>Renewable Energy</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Investment</strong></td>
<td>+ Energy assessment</td>
<td>Home Energy Score Report</td>
<td>Heating equipment</td>
<td>Solar electric systems</td>
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<tr>
<td><strong>Incentives</strong></td>
<td>Customized report</td>
<td>Coolng equipment</td>
<td>Geothermal systems</td>
<td></td>
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<tr>
<td><strong>Description</strong></td>
<td>Air sealing and insulation</td>
<td></td>
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</tbody>
</table>

- The perfect starting point for ultimate home comfort and highest savings.
- Basic facts about your home and its estimated energy use.
- Need just heating and cooling improvements? This is the spot.
- Reach next-level savings by producing your own renewable energy.

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*focus on energy®
Partnering with Wisconsin utilities*
Marketing Roles & Responsibilities

- Increase awareness of home performance and encourage action and participation in the program
- Educate individuals about the benefits and value of making home energy efficiency improvements
- Collaborate with participating utility companies
- Provide tools and resources to contractors to generate leads and projects for the program
‘Big Red Door’ Campaign Assets
Digital Ads
Call-To-Action: A/B Test
ENERGY STAR®
Logo: A/B Test
A/B Banner Ad Test Process

Google Adwords Platform

- Display contextual campaign
- Display remarketing campaign
Content of a digital ad is in direct correlation to the content of the web page the user is viewing.

- Targeted specific keywords with highest results

Websites with ‘energy savings’ content
Target past visitors to encourage them to return to the Focus on Energy website
A/B Test Process

Total

172,788 Impressions

Display Contextual Campaign

Display Retargeting Campaign
A/B Banner Ad Test Results

Without ENERGY STAR® Logo
CTR: .33%

With ENERGY STAR® Logo
CTR: .53%

60% increase
Other Campaigns

‘Get the Feels’ Campaign

‘Be Chill, Not Chilly’ Campaign

‘Enjoy Summer All The Way’ Campaign
Responsive Ads
A/B Test
Process

Google Display Network

Total

268,292 Impressions
Responsive Ads
A/B Test

**Without ENERGY STAR® Logo**

CTR: 0.36%

**With ENERGY STAR® Logo**

CTR: 0.40%

12% increase
Contact Information

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