CONTENT “TO GO”!

Enriching Your Online Consumer Experience

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Have You Seen Our Content Lately?
Content At Your Fingertips

- Product Content
  - Product Data Sets
  - Educational content
    - Overviews (savings facts, buying guidance etc.)
    - Blogs
    - Tools
    - Digital content
- New Product Finders
- Other Consumer Tools
- Marketing Materials
- Wait There’s More…
Product Content
ENERGY STAR Certified Product Data Sets and APIs

- A convenient list of online tools that provide access to certified product information in multiple formats:
  - Product Finder Web-based search tools
  - Product Finder API
  - API Google Group

energystar.gov/productfinder/advanced

ENERGY STAR Certified Product Data Sets and APIs

**Product Data Sets**
In addition to the consumer product finders for ENERGY STAR certified models, EPA maintains 50+ related product data sets at data.energystar.gov that are updated daily. The interface for these data sets allow users to generate a variety of reports, to create accounts for saving and sharing their work and to export data in a variety of different formats. EPA offers a guide on how to analyze these data sets and create data visualizations.

**Product Finder API**
Developers can access the information in these data sets via API at data.energystar.gov/developers and link to other databases, build apps, and more. More information about updates to data sets and EPA's approach to API versioning is available here.

**Keep Up with Changes**
Want to know about changes to the ENERGY STAR data sets and API? Want to connect with other developers who are using the API? Sign up for the ENERGY STAR Products API Google Group.

**PRODUCTS**

**Appliances**
- Dehumidifiers (Finder) (Dataset) (API)
- Residential Clothes Dryers (Finder) (Dataset) (API)
- Residential Clothes Washers (Finder) (Dataset) (API)
- Residential Dishwashers (Finder) (Dataset) (API)
- Residential Freezers (Finder) (Dataset) (API)
- Residential Refrigerators (Finder) (Dataset) (API)
- Room Air Cleaners (Finder) (Dataset) (API)

**Electronics**
- Audio/Video (Finder) (Dataset) (API)
- Set-Top Boxes (Finder) (Dataset) (API)
- Telephones (Finder) (Dataset) (API)
- Televisions (Finder) (Dataset) (API)

**Heating & Cooling**
- Boilers (Finder) (Dataset) (API)
- Commercial Boilers (Finder) (Dataset) (API)
- Furnaces (Finder) (Dataset) (API)
- Geothermal Heat Pumps (Finder) (Dataset) (API)
- Light Commercial HVAC (Finder) (Dataset) (API)
- Room Air Conditioners (Finder) (Dataset) (API)
- Smart Thermostats (Finder) (Dataset) (API)

**Building Products**
- Roof Products (Finder) (Dataset) (API)
- Windows, Doors, & Skylights (NFRC Directory) (API)
- Insulation (Seal & Insulate Page)
- Orientation (Seal & Insulate Page)

**Office Equipment**
- Computers (Finder) (Dataset) (API)
- Data Center Storage (Finder) (Dataset) (API)
- Displays (Finder) (Dataset) (API)
- Enterprise Servers (Finder) (Dataset) (API)
- Imaging Equipment (Finder) (Dataset) (API)
- Large Network Equipment (Finder) (Dataset) (API)
- Small Network Equipment (Finder) (Dataset) (API)
- Uninterruptible Power Supplies (Finder) (Dataset) (API)

**Other**
- Electric Vehicle Supply Equipment (Finder) (Dataset) (API)
- Lab Grade Refrigerators and Freezers
ENERGY STAR Certified Product Data Sets and APIs

- Updated daily
- Custom filter options for retailers, partners, others
- Export options including Excel, .csv, APIs
- One portal where stakeholders access certified products – data.energystar.gov
  - Note: Excludes Windows, Non-AHRI CAC/ASHPs
Educational Content

- Content covering all 75+ types of products that carry the ENERGY STAR label!
  - Category pages
  - Product Pages
Ask the Expert

Have questions about how best to save energy in your home? Well, Ask the Expert! Here you can find the energy efficiency advice you need on ENERGY STAR certified products and home improvement projects by viewing articles, videos and more created by the experts at EPA’s ENERGY STAR program.

Blogs

- Ask the Expert
  - New on-going content for you to leverage.

energystar.gov/ask-the-expert
Product Tools

- Refrigerator calculator
- Choose a Light
- Room AC proper sizing
- Water Heater Replacement Guide
ENERGY STAR on YouTube

- Ask the Expert
- How-to’s
- Educational / Promotional Spots
- More!
New and Improved Product Finders!
NEW! ENERGY STAR Product Finders

- ENERGY STAR a trusted resource for identifying efficient products
- Dynamic, searchable product lists with information on performance and functionality
- Includes product purchase information and product-specific rebate information
- Consistent links from Product overview pages make it easy for consumers to find more information

www.energystar.gov/productfinder
What to look for when buying ENERGY STAR certified light bulbs

Choosing between the various types of ENERGY STAR certified light bulbs and deciding where to use them can be daunting. Here are some guidelines to help you choose the right bulb for your fixtures and location.

- Light bulb purchasing guide (PDF: 52K)
- ENERGY STAR certified bulbs use less energy (watts) than incandescent bulbs.
  - Learn more about brightness.
  - ENERGY STAR certified bulbs are available in a variety of shades.
  - Learn more about color and mood.
- Not all ENERGY STAR certified bulbs are dimmable.
  - If you need a dimmable bulb, please check the packaging before you make your purchase.

Pricing is from a Sample of Retail Websites

Find Online

I PLEDGE TO LIGHT MY MOMENTS WITH ENERGY STAR

If all Americans replaced their inefficient light bulbs with ENERGY STAR certified LED bulbs, we would save 5.5 billion dollars a year on energy bills, and prevent 17 billion pounds of annual carbon pollution.

First Name
Last Initial
Zip Code
Email

COMPLETE YOUR PLEDGE
ENERGY STAR Product Finder Goes Mobile!
Other Consumer Tools
More Tools!

- Rebate Finder
- ENERGY STAR Most Efficient
- Best Value Finder
Best Value Landing Page

• Describes what the Best Value Finder offers
• Provides compelling facts for why users should visit the product pages
• Offers more ways to save – focused on areas where you can save the most money.
ENERGY STAR Best Value Finder
Marketing Materials
2019 Outreach Plan: ENERGY STAR® PRODUCTS

FEBRUARY
- Pool Pumps
- National Promotion

MARCH
- Materials Available: MARCH
  - Water Heaters

APRIL
- Materials Available: APRIL
  - Lighting
  - Smart Thermostats
  - HVAC

MAY
- National Promotion
  - Lighting

JUNE
- National Promotion
  - Room A/C

JULY
- National Promotion
  - Cooling

SEPTEMBER
- Materials Available: SEPTEMBER
  - Pool Pumps

OCTOBER
- Materials Available: OCTOBER
  - Flip Your Fridge
  - Lighting
  - Smart Thermostats

NOVEMBER
- Materials Available: NOVEMBER
  - Room A/C
  - Laundry

EPA
Fact Sheets for Every Promotion

- Pool Pumps
- Refrigerators
- Room Air Conditioners
- Lighting
- Laundry
- Water Heaters
- Smart Thermostats
- More Coming!

ENERGY STAR® Certified Smart Thermostats Deliver:

- Demonstrated Energy Savings
- Environmental Benefits
- Reliable Performance
- Convenience, Insight, and Control

Get Convenience, Insight, and Control with ENERGY STAR
Whole system designs vary, common smart thermostat features include:
- Allowing you to control home heating and cooling remotely through your smartphone.
- Geo-fencing, which allows your smart thermostat to know when you’re on the way home and automatically adjusts your home’s temperature to your liking.
- Learning your temperature preferences and establishing a schedule that automatically adjusts to energy-saving temperatures when you are asleep or away.
- Updating software periodically to ensure your smart thermostat is using the latest algorithms and energy-saving features available.

When Choosing a Smart Thermostat, Look for the ENERGY STAR
Smart thermostats that earn the ENERGY STAR are third-party certified to:
1. Save energy based on field data collected from more than one thousand homes over an entire year.
2. Quickly enter a power-saving mode when inactive.
3. Track and report equipment use and temperature data to the homeowner.

Save Money and Stay Comfortable in Your Home
Smart thermostats that have earned the ENERGY STAR are a smart investment since almost half of the average household energy bill goes to heating and cooling. That’s more than $600 a year! And with ENERGY STAR you get optimal energy savings and home comfort at the same time.

Save Even More with Utility Rebates
Utilities or efficiency programs in your area may offer rebates on ENERGY STAR certified smart thermostats, as well as other financial rewards for homeowners with smart thermostats: www.energystar.gov/leadersfinder.

Did You Know?
If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 96 million BTU’s of energy and $140 million dollars per year, offsetting 13 billion pounds of annual greenhouse gas emissions.
Widgets for Every Promotion

Make sure your new smart thermostat is ENERGY STAR® certified to ensure:
- Demonstrated Energy Savings
- Reliable Performance
- Environmental Benefits
- Convenience, Insight, and Control

Add our widget to your site:
<iframe src="https://www.energystar.gov/sites/default/files/assets/images/resolve_300x300.png" alt="The Smart Choice Made Simple"></iframe>

DID YOU KNOW?
If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 56 trillion BTUs of energy and $740 million per year.

For the average American household, almost half of the annual energy bill goes to heating and cooling.

ENERGY STAR certified smart thermostats provide enhanced comfort in your home by allowing you to control temperatures— and still save energy.

Learn more at energystar.gov
But Wait. There’s More!
**Ways to Save Tips** is a web service that provides an ongoing stream of ENERGY STAR® branded, energy-saving tips to external websites that adopt the service.

### Tips include:
- All ENERGY STAR vetted, energy-saving tips for certified consumer products. Tips for commercial products are not available ... yet.
- Content from national product promotions.
- Any and all additional content, as available.
- Links back to energystar.gov for more educational information.

You can customize the tips in your web feed based on specific product categories relevant to your program. The tips in the feed will automatically refresh with each visit to your site.

### Partner Benefits
- **Fresh and Frequent Content**
  - Increase the amount of content that changes on your page(s) to show search engines that your page is worthy of receiving a boost in the search results.
  - Increase the frequency of the changes to give search engines a reason to crawl your site more often.
  - Give visitors more options for engaging with your page.
- **ENERGY STAR Brand Affiliation**
  - ENERGY STAR is a trusted brand that provides credibility to your site and confidence to your site visitors.
  - Displaying ENERGY STAR branded content next to your own content creates a connection that can add value to your content.
- Once the web service is adopted, you’re done! You do not have to think about it again.

[energystar.gov/waystosavetips](http://www.energystar.gov/waystosavetips)
Way to Go on Ways to Save!
Product Content Widgets

- A web service that delivers product educational content
  - Content automatically updates
  - One and done!

ENERGY STAR® certified smart thermostats deliver:
- Demonstrated energy savings
- Reliable performance
- Environmental benefits
- Convenience, insight, and control

Smart thermostats that earn the ENERGY STAR are third party certified to:
- Save energy based on field data collected from more than one thousand homes over a year
- Quickly enter a low-power standby mode when inactive
- Track and report equipment use and temperature data to the homeowner

ENERGY STAR certified smart thermostats are a smart investment since almost half of the energy household bill goes to heating and cooling. That’s more than $900 a year! And with ENERGY STAR you get optimal energy savings and home comfort at the same time.
Our Goal

- Make it easy for you to educate and engage your customers – ultimately to market energy efficiency.
  - Utility or municipality
  - Collaborative Supporting Member Utilities, municipalities, etc.
  - Implementer
  - Online Marketplace developers
  - Etc.
- Come and get your fries with that!
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