CONTENT “TO GO” PART II:

Getting Into the Marketplace Trenches

Jill Vohr, EPA
The Age of Marketplaces

- Channel for direct delivery of rebates and other EE offerings
- Income stream from referrals
- Valuable customer service
ENERGY STAR: The Quintessential Ingredient Brand

• Serves as implicit seal of approval
  – Enhances Partner brand though association
• Provides short cut to understanding your brand’s full value proposition
  – Differentiates product
  – Builds consumer willingness to invest in premium product
• Forges deeper connection with customers
  – Functional: quality, performance
  – Emotional: confidence, trust, loyalty
Content At Your Fingertips

- Product Content
  - Product Data Sets
  - Educational content
    - Savings facts
    - Buying guidance
    - Product tools
      - Water Heater Replacement Guide
      - Choose a Light Guide
      - NEW! Heating and Cooling Guide
      - Calculators
        » Lighting, Water Heaters next up!

- Product Finders
- Marketing Materials
  - Infographics
  - Widgets
  - Videos
  - More...
Product Tools & Calculators

- Refrigerator calculator
- Choose a Light
- Room AC proper sizing
- Water Heater Replacement Guide
Infographics

- Pool Pumps
- Refrigerators
- Room Air Conditioners
- Lighting
- Clothes washers
- Dryers
- Water Heaters
- Smart Thermostats
- More Coming!
Widgets

Energystar.gov/marketing_materials
ENERGY STAR on YouTube

- Ask the Expert
- How-to’s
- Educational / Promotional Spots
- More!
Enhance Your Marketplace

- Our Goal?
  - Make it easy for you to educate and engage your customers leveraging the ENERGY STAR brand and content – ultimately to market energy efficiency.

- Marketplace Enhancement Opportunities
  - Product data sets and APIs
  - ENERGY STAR certification mark
  - Educational content

- Build your own Marketplace
Opportunity #1: 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

• 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
Opportunity #2: Leverage the ENERGY STAR logo at POS

- Valuable enhancement to existing product information.
- Plans to build it into our existing API feeds.
Opportunity #3: Educational Content

- Content covering all 75+ types of products that carry the ENERGY STAR label!
  - Savings tips
  - Buying guidance
  - General education/benefits
**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.

**Dynamic Content Widgets**
- Ways To Save Tips Web Service
  - Provides an ongoing stream of ENERGY STAR branded, energy-saving tips.

energystar.gov/waystosavetips

**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.
Energy Saving Tips

WAYS TO SAVE TIPS

Choose a new ENERGY STAR certified smart thermostat

Energy Star certified smart thermostats provide convenience, insight, and control. If every ENERGY STAR certified smart thermostat, savings would grow to $30 billion and save $400 million dollars per year.

Change your HVAC system air filter

Check your air filter monthly, especially during heavy use months. If the filter looks dirty, change every 3 months. A dirty filter slows down airflow and makes your system work harder to keep your home at a comfortable temperature. buildup. A clean filter reduces energy use by up to 10%.

Seal your attic hatch or door

Weather strip and insulate your home's attic hatch or door to help keep your home more comfortable, reduce sound from outside your home, and prevent air from entering or leaving your home.

Insulate hot water pipes

Install hot water pipes to conserve energy by reducing heat in the water that is in the pipes. Until 20% of your energy bill.

Ways to Save Tips

Select Your Community to Start Saving Energy

Choose your community:

Gallup, Oklahoma
Georgetown, Ohio

Your Guide to Energy Savings

Efficiency Smart helps residents, businesses, and communities use less energy and save money. Select your community to see how we can help.

Sign up for our e-newsletter

Stay connected to Efficiency Smart and receive energy tips, promotions, and news sent directly to your inbox.

Ways to Save Tips

Choose a new ENERGY STAR certified smart thermostat

Energy Star certified smart thermostats provide convenience, insight, and control. If everyone used an ENERGY STAR certified smart thermostat, savings would grow to $30 billion and save $400 million dollars per year, offsetting 1.5 billion pounds in annual greenhouse gas reductions.
Dynamic Content Widgets

- Product-specific content
  - Education
  - Savings
  - Buying guidance

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.
Opportunity #4: Get your own marketplace “light” with ENERGY STAR

- **Marketplace “Light” How-to**
  - Build your own marketplace home page.
  - Link to our Product Finders.
  - **DONE!**

- **Advanced Product Finders**
  - Lighting
  - Smart Thermostats
  - Clothes washers / dryers
  - Water Heaters
  - Room air conditioners
  - **NEW! HVAC**

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### ENERGY STAR Product Finder

Find all the information you need to start shopping for ENERGY STAR certified products, including product details, rebates, and retailers near you. Products that earn the ENERGY STAR label meet strict energy-efficiency specifications set by the U.S. EPA helping you save energy and money while protecting the environment.

#### Select a product category to begin.

Looking for more information about how to save with ENERGY STAR products? Learn More About Products

<table>
<thead>
<tr>
<th>Appliances</th>
<th>Data Center Equipment</th>
<th>Lighting &amp; Fans</th>
<th>Office Equipment</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dehumidifiers</td>
<td>Data Center Storage</td>
<td>Ceiling Fans</td>
<td>Computers</td>
<td>Electric Vehicle Supply Equipment</td>
</tr>
<tr>
<td>Residential Clothes Dryers</td>
<td>Enterprise Servers</td>
<td>Decorative Light Strings</td>
<td>Displays</td>
<td>Lab Grade Refrigerators and Freezers</td>
</tr>
<tr>
<td>Residential Clothes Washers</td>
<td>Large Network Equipment</td>
<td>Light Bulbs</td>
<td>Displays</td>
<td>Pool Pumps</td>
</tr>
<tr>
<td>Residential Dishwashers</td>
<td>Small Network Equipment</td>
<td>Light Fixtures</td>
<td>Imaging Equipment</td>
<td>Ventilating Machines</td>
</tr>
<tr>
<td>Residential Freezers</td>
<td>Uninterruptible Power Supplies</td>
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<td>Water Coolers</td>
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<tr>
<td>Residential Refrigerators</td>
<td></td>
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<td></td>
<td>Water Heaters</td>
</tr>
<tr>
<td>Room Air Cleaners</td>
<td></td>
<td></td>
<td></td>
<td>Commercial Water Heaters</td>
</tr>
</tbody>
</table>

### Building Products

- Roof Products
- Storm Windows
- Windows, Doors & Skylights
- NFRC Directory
- Insulation
- Seal & Insulate Page

### Commercial Appliances

- Commercial Clothes Washers

### Commercial Food Service Equipment

- Commercial Coffee Makers

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EPA
Advanced Product Finders

- ENERGY STAR’s own “Marketplace”, includes:
  - Dynamic, searchable product lists with information on performance and functionality.
  - Product purchase information and product-specific rebate information.
  - Product-specific educational information in an easily accessible, but not interruptive, carousel.
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’s how to find guidance on choosing the right bulbs for your fixtures and locating a convenient retailer.

For an interactive learning experience, check out the Choose a Guide.

- Light Bulb Purchasing Guide (PDF 652 KB)
- ENERGY STAR certified bulbs use less power (watts) than incandescent bulbs.
- Learn more about brightness!
- ENERGY STAR certified bulbs are available in a variety of shapes.
- 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.

Find Local Retail Locations for 20031

Change ZIP Code

Locate Nearby Lowes

3.6 miles

Click for Product Details

90+ LIGHTING - SE-RCD11 1407G

Bulb Type: Reflector (Flood/Spot)

Technology: LED

Brightness (lumens): 200

Wattage Equivalence (watts): 20

Efficacy (lumens/watt): 100

Price:

Filter Your Results

Sort by:

Price:

Under $5 (50)

$5-$10 (48)

$15-$25 (42)

$25-$50 (90)

$50-$100 (3)

$100-$200 (2)

$200-$500 (1)

$500-$1000 (1)

$1000-$2000 (1)

$2000-$5000 (1)

$5000-$10000 (1)

$10000-$20000 (1)

$20000-$50000 (1)

$50000-$100000 (1)

$100000-$500000 (1)

$500000-$1000000 (1)

$1000000-$2000000 (1)

$2000000-

$5000000 (1)

$5000000-
Marketplace “light” How-To:

- It’s as simple as 1-2-3.
  1. Build your own marketplace home page. This could even be an existing rebate program home page like this one from PECO.
  2. Link to our Advanced Product Finders.
  3. DONE!

 Rebates & Discounts

- **Appliance Rebates**: Choose ENERGY STAR® home appliances and save.
- **Pool Pump Rebates**: Install a variable-speed pool pump and start saving.
- **Heating & Cooling Rebates**: Upgrade your heating/cooling and boost your home’s energy efficiency.
- **Lighting Discounts**: Get instant in-store discounts on select ENERGY STAR® certified lighting.
- **Water Heating Rebates**: Save now by upgrading to a high-efficiency water heater.
- **Energy-Efficient Homes**: Enjoy the increased comfort and savings of a high-efficiency home.
ENERGY STAR in Uplight’s Marketplace
Agenda

• What is Uplight?
• Marketplace & ENERGY STAR
• Where are we going?
One Company Built From Six Leaders

- **Tendril**
  - EE at Scale
  - Home Energy Management
- **Simple Energy**
  - Leading Marketplace
  - EV & Renewables Advisors
- **FirstFuel**
  - Non-Residential
  - Complex Building Analytics
- **EnergySavvy**
  - Utility Personalization
  - Next Best Action
- **EEme**
  - Device Level Disaggregation
- **Ecotagious**
  - BEE player
  - CA Customers
  - Additional Disaggregation
What is Uplight?
An end-to-end system, for energy users and providers, to power the customer energy experience and motivate customers into action.
<table>
<thead>
<tr>
<th>Key Uplight Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Behavioral Energy Efficiency</strong></td>
</tr>
<tr>
<td><img src="image1.png" alt="Image" /></td>
</tr>
<tr>
<td><strong>Demand Management</strong></td>
</tr>
<tr>
<td><img src="image5.png" alt="Image" /></td>
</tr>
</tbody>
</table>
Marketplace and ENERGY STAR
Uplight has the market-leading turnkey utility marketplace & transactional platform.
**Customer Journey**

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
<th>Step 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer receives email</td>
<td>Directs to Marketplace</td>
<td>Customer selects product</td>
<td>Verifies instant rebate</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Step 5</th>
<th>Step 6</th>
<th>Step 7</th>
<th>Step 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rebate instantly applied</td>
<td>Enroll in related program</td>
<td>Proceeds to checkout</td>
<td>Receives email receipt</td>
</tr>
</tbody>
</table>
With proven results across 30+ utilities

- More transactions than competing solutions
- Uplift in cost-effectiveness
- Net Promoter Score for participants

>10x
35%
72
Uplight leverages ENERGY STAR in Marketing Campaigns

**July Campaign**

- Launched at 18 utilities
- Sold 11,278 light bulbs across utilities
- 4.05% of visitors to the Marketplace from this email purchased lightbulbs
  - Higher than industry average of a 3% conversion rate
Where are we going?
Expanding marketing campaigns

- Using “Light the Moment” campaign material
- Planning next campaign in October
Launching Marketplace 2.0

• Provide a streamlined experience that makes it easy for customers to find what they’re looking for:
  • Mobile-first responsive design
  • Search, sort, and filter
  • Comparison tools

• Create a personalized experience for customers

• Educate buyers seamlessly to improve conversion rate
  • Integrated buyer’s guide content
  • Energy savings data: potential or personalized
  • Comparisons & reviews
New design
Customers want educational content embedded in shopping experience
Customers want educational content embedded in shopping experience

- Introduce savings-drivers first
- Phrased to emphasize benefit first, a behavioral science practice
- Each stat is graphic, visually tied to “rebate green” and “money green”
Customers want educational content embedded in shopping experience

User Testing Representative Quotes:

- "See I can save up to $75 a year – which makes me more confident in what I'm about to purchase."

- "I can see the evidence of energy savings up top."

- "This page makes me feel very confident right off the bat purchasing something that's maybe outside my comfort zone a little bit.”

- "Makes me want to look and see if my utility has a site like this!"
Adding filters for ENERGY STAR products and making logo more visible
Thank you!

Lauren Laustsen
VP, Strategy & Corporate Development
Lauren.Laustsen@uplight.com
Come and Get Your Marketplace Happy Meal With Us!

Q&A