

ENERGY STAR®

Smart Thermostats Marketing Toolkit





ENERGY STAR Certified Smart Thermostats

Marketing Toolkit

Welcome to the ENERGY STAR Smart Thermostats toolkit. The following slides provide an overview of available marketing materials, including messaging and creative resources, with easy links to facilitate access.

Partners are encouraged to use these materials as is or to mix and match to create your own look and feel.



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ENERGY STAR Value

- Including the ENERGY STAR certification mark as a visible feature on marketing materials lends credibility, trust, and brand awareness. It serves as an implicit seal of approval and helps differentiate the product.
 - A 2017 study found JD Power Customer Satisfaction indexes for ENERGY STAR partners increased significantly over time compared to non-partners, particularly in the areas of Corporate Citizenship, Communications, and Customer Service.
 - A/B testing conducted by Focus on Energy shows that using the ENERGY STAR logo on ads drove a 60% increase in click-through rate.
- Partners should always use the certification mark when featuring ENERGY STAR certified products.
 - If no product featured; use the Ask About or Learn More marks [available here](#).

**YOUR
AD**

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Key Messaging

Why Choose ENERGY STAR?

- For the average American household, almost half the annual energy bill goes to heating and cooling - more than \$900 a year. Being smart about how you control your temperature settings will help you save money and stay comfortable in your home.
- An ENERGY STAR certified [smart thermostat](#) can reduce your annual heating and cooling bill by more than 8%.
- A smart thermostat that has earned the ENERGY STAR label is the perfect way to control your temperature settings to save energy and money. Some can learn your family's preferences for heating and cooling without you having to program them like old programmable thermostats, and most can automatically detect when you're gone and adjust the temperature to save energy.
- Additionally, smart thermostats that are ENERGY STAR certified can help you optimize for comfort and energy savings, by allowing you to adjust the temperature in your home throughout the day to fit your needs and save money on energy bills.
- To earn the ENERGY STAR, smart thermostat service providers must collect a full year's worth of anonymized and aggregated real-world data from customers' homes to make sure the product saves energy for most households.



Key Messaging

- While a smart thermostat unit itself doesn't use a lot of energy, it controls devices that do use a lot of energy through heating and cooling. To demonstrate that the thermostat meets the energy saving criteria, smart thermostat manufacturers seeking ENERGY STAR certification must show how the presence of their model reduces the HVAC system's use in different climates across the country.
- Only smart thermostats that earn the ENERGY STAR label have been independently certified, based on actual field data, to deliver energy savings.
- ENERGY STAR certified smart thermostats are required to be able to enter a low-power standby mode when inactive, which saves you even more energy!
- Households with high heating and cooling energy use can save \$100 per year with an ENERGY STAR certified smart thermostat.
- Using an ENERGY STAR certified smart thermostat to control heating and cooling settings in a vacation home can save \$300 a year in wasted energy.
- Smart thermostats are part of an ENERGY STAR Home Upgrade – a set of six high-impact, energy efficiency improvements for your home that are designed to work together to deliver significant energy and cost savings.



Key Messaging

Buying Guidance

- Before you invest in a smart thermostat, make sure it is compatible with your heating and/or cooling system and give some thought to the features you are most interested in.
- ENERGY STAR certified smart thermostats typically include features like learning capabilities, occupancy sensors and even voice assistant integration.
- Your home's HVAC system will determine your ability to use a smart thermostat. Smart thermostats may not be compatible with the extremely efficient variable speed systems, with SEER 18 or higher. Check the manufacturers advice about controls.
- If you remove your old thermostat cover and see thicker wires for line-voltage control, that is an indicator your HVAC system may not be compatible. Most smart thermostats use thin, low voltage wires.
- Most smart thermostats function by receiving power through a C-wire, or "Common Wire", which provides a constant power source from your HVAC control board. Not having a C-wire does not necessarily mean you will be unable to have a smart thermostat, but it will likely influence the models and brands that will work for your home or may require an adaptor.



Key Messaging

Additional Tips

- Many utility companies offer incentives toward the purchase of an ENERGY STAR certified smart thermostat. Check out www.energystar.gov/rebatefinder to check for rebates in your area.





Smart Thermostats Factsheet

- Use the Smart Thermostat Factsheet to engage your customers and educate them on the energy and rebate savings of certified smart thermostats.
- The factsheet is ready to download and print as-is, or customize to incorporate your own imagery, headline, and partner logo with the ENERGY STAR mark.

Link to [Smart Thermostat Factsheet](#)



ENERGY STAR® Certified Smart Thermostats

ENERGY STAR certified smart thermostats deliver energy savings and reliable performance keeping you comfortable inside while protecting the environment outside. For the perfect climate all around, look for the ENERGY STAR label.

Get Convenience, Insight, and Control with ENERGY STAR.
While system designs vary, common smart thermostat features include:

- Allowing you to control home heating and cooling remotely through your smartphone.
- Geofencing, 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:

- Save energy based on field data collected from more than one thousand homes over an entire year.
- Quickly enter a low-power standby mode when inactive.
- 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 \$900 a year! And with ENERGY STAR you get optimal energy savings and home comfort at the same time. Learn more at www.energystar.gov/products/smart_thermostats.

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/rebatefinder.

What is a Smart Thermostat?
A smart thermostat is a Wi-Fi enabled device that can automatically adjust heating and cooling temperature settings for optimal performance.

Did You Know?
If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 56 trillion BTUs of energy and \$740 million dollars per year, offsetting 13 billion pounds of annual greenhouse gas.

INTRODUCING ENERGY STAR HOME UPGRADE
Smart Thermostats are one of six high-impact, energy efficiency improvements for your home that are designed to work together to deliver significant energy and cost savings. Count on ENERGY STAR to help you transition from fossil fuels to a cleaner, healthier, and more comfortable home.
energystar.gov/homeupgrade

Social Media Materials

- Social media materials include messaging and imagery that you can use as-is or customize as needed.
- **Sample social media posts** are included on the following slides.
- When drafting your post, be sure to tag ENERGY STAR
 - Facebook: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public
 - LinkedIn: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list
 - Twitter: @ENERGYSTAR

Link to [Social Media Graphics](#)





Smart Thermostat Social Graphics

Link to [Social Media Graphics](#)





Sample Social Media Posts (Slide 1 of 2)

Post

General Messaging: The average household spends about half of its energy bill on heating & cooling—more than \$900/yr! Be smart about your heating with an ENERGY STAR certified smart thermostat to save money, stay comfortable, and help protect the planet. www.energystar.gov/smartthermostats

General Messaging: What is a smart thermostat? It is a Wi-Fi enabled device that can automatically adjust temperature settings for optimal performance. ENERGY STAR smart thermostats have been independently certified, based on actual field data, to save you energy & money. https://www.energystar.gov/products/energy_star_home_upgrade/smart_thermostats

General Messaging: Get smart about how to control your home's temperature control and comfort! Find an ENERGY STAR certified smart thermostat that's right for you and save energy, money, and the environment. Save more with rebates. www.energystar.gov/smartthermostats

General Messaging: ENERGY STAR certified smart thermostats use less energy to keep you comfortable inside, which helps protect the environment outside. For energy and money savings and the perfect climate all around, look for the ENERGY STAR label. Save more with rebates. www.energystar.gov/smartthermostats

General Messaging: No matter how you enjoy the season, you can count on an ENERGY STAR certified smart thermostat to save energy and money and protect the planet while keeping your home cozy. For a perfect climate inside and out, look for the ENERGY STAR label. www.energystar.gov/smartthermostats

General Messaging: Spend more time creating memories and less time worrying about your energy bill. ENERGY STAR smart thermostats save energy and keep you comfortable all year round. For a perfect climate inside and out, look for the ENERGY STAR label. www.energystar.gov/smartthermostats





Sample Social Media Posts (Slide 2 of 2)

Post

Product Features: Control your home's temperature, and your energy savings, right from your smartphone with an ENERGY STAR smart thermostat. Smart for you and the planet. www.energystar.gov/products/smart_thermostats

Product Features: An ENERGY STAR certified smart thermostat learns the temperature that you like and establishes a schedule that automatically adjusts to energy-saving temperatures when you are asleep or away. Smart for you and the planet. www.energystar.gov/products/smart_thermostats

Product Features: An ENERGY STAR certified smart thermostat provides convenience, insight, and control. Control them right from your smartphone and receive home energy use data that you can track and manage. Smart for you and the planet. www.energystar.gov/products/smart_thermostats

Environmental Benefits: If everyone used an ENERGY STAR certified smart thermostat, we would save about \$740 million dollars in energy costs and 13 billion pounds of annual greenhouse gas emissions that contribute to climate change. Make your difference today with ENERGY STAR. www.energystar.gov/products/smart_thermostats

Ask the Expert: Upgrading to an ENERGY STAR certified smart thermostat can optimize energy and money savings, while reducing your carbon footprint AND keeping your home comfortable. Let the experts at ENERGY STAR show you #HowTo choose the right model. #AskENERGYSTAR www.energystar.gov/products/ask-the-experts/how-to-choose-a-smart-thermostat



The Smart Choice: ENERGY STAR Smart Thermostats Infographic

- The Smart Choice Infographic can be integrated into your web pages to educate your audiences about the benefits of ENERGY STAR certified smart thermostats.

Link to [Smart Thermostat Infographic](#)



THE SMART CHOICE Made Simple

ENERGY STAR[®] SMART THERMOSTATS 70

Smart thermostats that earn the ENERGY STAR label are independently certified to deliver reliable performance and energy savings.

FEATURES ENERGY STAR certified smart thermostats provide convenience, insight, and control. Features include the ability to:

- Learn your home's unique preferences and schedule to adjust to energy-saving temperature when you're not at home.
- Provide home energy use data that you can track and manage.
- Give you control of home heating and cooling from anywhere through your smartphone.

CERTIFIED ENERGY STAR smart thermostats are third-party certified to do the following:

- Track and report equipment use and temperature data to the manufacturer.
- Quickly sense and respond to daily modification requests.
- Save energy based on home data collected from over one thousand homes over an entire year.

SAVINGS ENERGY STAR certified smart thermostats enhance comfort and energy savings.

If everyone used an ENERGY STAR certified smart thermostat, savings would grow to:

- 56** BILLION KWH TO SAVE
- 740** MILLION LBS OF CO₂ PREVENTED
- 13** BILLION GALLONS OF WATER SAVED

Save Even More with Utility Rebates: Utilities or efficiency programs in your area may offer rebates on ENERGY STAR certified smart thermostats.

In addition, in some areas, homeowners with smart thermostats can participate in utility programs that support renewable power investments, and earn financial rewards for it.

Look for ENERGY STAR certified smart thermostats with a 14-day warranty. For a full list of smart thermostats, visit [ENERGY STAR](#).

Optimized Energy Savings
Reliable Performance
Environmental Benefits
Convenience, Insight, and Control

The Simple Choice for Energy Efficiency. ENERGY STAR smart thermostats are a new way to save energy. They're smart, they're simple, and they're certified to save energy and protect the environment. For the full story, visit [www.energystar.gov](#).



Ask the Experts Article: How to Choose a Smart Thermostat

- If you have a manual or programmable thermostat and are considering an upgrade, there are plenty of reasons you should choose a “smart” thermostat for your home. Here’s what you need to know to make the right choice for you!
- Share the article on your website! Use the ENERGY STAR Ask the Expert identifier and hyperlink it directly to the article: [How to Choose a Smart Thermostat](#)



Link to [Download Ask the Expert Identifier](#)



Ask the EXPERTS

Your go-to resource for the latest advice from ENERGY STAR experts on saving energy at home and work.

How-To Did You Know? Innovation & Tech

How to Choose a Smart Thermostat

If you have a manual or programmable thermostat and are considering an upgrade, there are plenty of reasons you should choose a “smart” thermostat for your home. Here’s what you need to know to make the right choice for you!

What is a Smart Thermostat?

A “smart” thermostat is a Wi-Fi enabled thermostat that allows you to control your home’s heating and cooling temperature settings from your “smart” devices (phone, tablet, or computer). Smart thermostats offer greater convenience, energy savings, and control than manual or programmable thermostats.

Why Should You Choose an ENERGY STAR Certified Smart Thermostat?

While all smart thermostats allow you to set your desired temperature at pre-programmed times from anywhere on your smart device, only ENERGY STAR certified smart thermostats offer all of that, plus energy savings, cost savings, and environmental protection.

THERMOSTAT FEATURE COMPARISON	MANUAL THERMOSTAT	PROGRAMMABLE THERMOSTAT	SMART THERMOSTAT	ENERGY STAR CERTIFIED SMART THERMOSTAT
Allows you to set your desired temperature	✓	✓	✓	✓
Allows you to pre-program your desired temperature at set times		✓	✓	✓
Wi-Fi enabled, allowing you to control your thermostat through your smartphone			✓	✓

Ask the Expert: How to Stay Warm When the Weather Cools Down

- As the days and nights get cooler here, now is the perfect time to get your home ready for the coldest months of the year. Let ENERGY STAR show you how to save energy, save money, and protect the environment all winter long. Use this fun video to engage your customers and educate about top heating tips and the benefits of asking for ENERGY STAR.
- Share the video on social media or embed it on your website!



Link to [Ask the Expert Heating Video](#)



Questions & Additional Information

If you have questions, please reach out to your ENERGY STAR account manager.

- Utilities and Energy Efficiency Program Sponsors can contact their ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov.
- If you are a retail or manufacturer partner, please reach out to Jill Vohr, Consumer Marketing Team Lead at Vohr.Jill@epa.gov