

CASE STUDY

Increase Enrollment in EV Programs up to 98% with BlastPoint's Customer Intelligence Platform

A large, Mid-Atlantic, investor-owned electric utility* used BlastPoint's CI platform to amplify customer awareness of electric vehicle programs quickly. By targeting the right customers at the right time, the company increased enrollment in their EV rebate program by 55% and in their EV variable rate program by 98% after a single targeted campaign.



RESULTS

98%

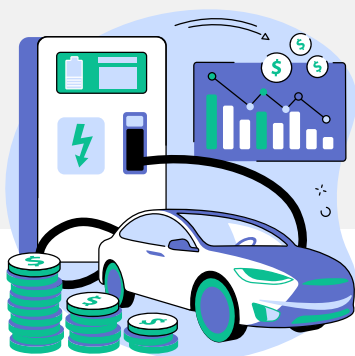
Enrollment Increase in EV Variable Rate Program

55%

Increase in EV Rebate Enrollment

500%

Increase in EV webpage views



OVERVIEW

BlastPoint's partner is growing their residential EV programs and wanted to **drive awareness of and enrollment in EV Rebate and Variable Rate offers**. Additionally, they wanted to get more engagement with their web-based EV purchasing tool. They utilized BlastPoint's data-driven customer insights to understand which customers are most likely to own or be interested in owning EVs. They then targeted those customers with messaging that resonated, and immediately saw engagement and enrollment numbers soar.

OBJECTIVES



Identify customers most likely to engage with EV offers



Increase enrollment in residential EV programs



Target high-propensity EV customers with messaging that resonates



Increase engagement with EV website content

SOLUTION

Activate Data-Driven Insights

BlastPoint enriched the utility's customer data and applied our proprietary AI-powered technology to identify three customer segments for EVs: those ready to buy EVs now, soon, and much later. The EV and Customer Experience teams were then able to compare multiple data attributes for these segments and understand their motivations for taking action on EVs. Based on these insights, they designed an effective campaign aimed at the highest propensity segment.

Target the Right Customers in the Right Way

With BlastPoint's Customer Intelligence Platform, the utility discovered the high propensity EV segment was already very engaged with emails and their website. They then designed an email campaign with CTAs for EV web resources, including easy, low-friction links to enroll in variable rate and rebate programs. As a result, they saw email CTRs well exceed benchmarks, a 500% increase in EV webpage views and, most importantly, a huge boost in EV program enrollment.