

## CASE STUDY

# Grow Customer Engagement with Energy Efficiency Programs and Surpass Industry Benchmarks



An electric utility serving western Pennsylvania\*, utilized BlastPoint's Customer Intelligence Platform to enhance customer awareness of energy efficiency programs. By harnessing customer segmentation insights, email campaigns yielded enrollments 16% higher than industry benchmarks while engagement rates exceeded 300%!

## RESULTS

### Engagement Rates

82%

Open rate from a single campaign  
329% Higher than Industry Benchmarks

### Enrollment Rates

18.7%

Of target customers  
enrolled in EE Programs  
17% Higher than Industry Benchmarks

## OVERVIEW

To reduce energy consumption and meet environmental goals, our Partner sought BlastPoint's help to increase engagement with and enrollment in the various EE programs and incentive offerings the utility offers to its customers.

But first, they needed to understand customers at a household level. In order to match customers with EE initiatives, they required the ability to segment customers by energy values, housing types, technology affinity, demographics, and more.

By utilizing BlastPoint's data-driven customer intelligence and segmentation tools, they were able to understand which customers are most likely to enroll in specific EE programs and target those customers with messaging that resonates; thereby reaching them through the channels they were most likely to respond to.

## OBJECTIVES



Increase awareness of and engagement in Energy Efficiency Programs & Incentives



Understand customer motivations for enrolling in Energy Efficiency Programs



Target high-propensity customers with messaging that resonates



Uncover additional areas of opportunity from customer segmentation insights

## SOLUTION

### Targeted Engagement Through Segmentation Tools

BlastPoint's technology identified six distinct segments within our Partner's customer base. Then, by categorizing them based on income level we were able to calculate the propensity of each customer to enroll in the various EE initiatives offered by the utility.

Business teams were able to segment customers further by only the attributes that aligned with each initiative, including energy values, technology readiness, home type, demographics, channel preferences, and more.

Targeted segmentation enabled communication teams to tailor campaigns to reach customers with the right EE information and messaging - garnering campaign performance rates far exceeding industry benchmarks!

### Customer Intelligence Data Reveals Areas of Opportunity

Our data uncovered opportunities to further grow EE initiatives with hard-to-reach customers. More than 29,000 LMI (Low-to-Moderate Income) customers were identified, displaying strong predictive factors for high propensity – such as CAP enrollment history, social media engagement, account age, and more - positioning them as prime candidates so teams can continue the expansion of EE programs in the future.