

EcoRebates October Newsletter - In this ISSUE...

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## The Rebate Report

Issue 8 | October 2012

### Editor's Note

Here's a change we like. October used to be **Energy Awareness Month** but it has been renamed **Energy Action Month** (by Presidential proclamation). The difference? Focusing on action motivates us to help our clients simplify energy purchase decisions for their customers. Action drives awareness!

This issue is devoted to taking action that drives energy efficient purchase decisions (our lead article uses analytics as a starting point.)

We're proud of the efforts of our clients and partners have taken to develop the market for energy efficiency. Yet, an [AP-NORC study](#) reveals that less than 20% of the U.S. knows much about rebates for energy efficient products. We all have continued work to do. Let's get going!

-The EcoRebates Team

**The scorecard is out - what's your state**

### Analytics in Action - what can your monthly report tell you?



Every month, our clients receive an analytics report summarizing their specific program results for the prior period. Across a variety of measures,

the report identifies how often users engage with and purchase products with available rebate offers.

Using this data in team meetings or program reviews drives insight and action. These reports can help:

- Inform product and merchandising decisions
- Measure promotion strategies
- Define industry partnership opportunities

To leverage their full value, it's useful to first understand what these reports cover. Here's an overview.

**84 Million**  
Rebate Searches per month

#### Begin with the Basics

The primary metric - *Rebate Searches* - captures the total number of times across all deployments that product

SKUs with rebates displayed. In all, EcoRebates served

rank?



(Click on image for full report)

### The 2012 State Energy Efficiency Scorecard is out.

Do you know where your state ranks? The ACEEE study reports the top ten states are:

- **Massachusetts**
- **California**
- **New York**
- **Oregon**
- **Vermont**
- **Connecticut**
- **Rhode Island**
- **Washington**
- **Maryland**
- **Minnesota**

Congratulations to Massachusetts for the second year. A shout out to **Oklahoma, Montana** and **South Carolina** for their 'most improved' states recognition.

### Hey Energy Partners

Learn about how our tools can help you!

- **Request our [Utility FAQ](#)**
- **Promote programs with [Web+Mobile tools](#)**
- **Submit [program updates](#) to our team**

### Feedback

How do you promote products with incentives that drive business performance?

We welcome stories from retailers, brands and utilities on how they increase sales, enhance

up 84 million searches in September 2012.

For comparative or trend analysis, these results are filtered by *product category* (e.g., water heaters, refrigerators) and by *specific product SKU*. And, mobile results are separated from web results. With this level of detail, project managers can track exactly how specific products and offers are performing across different channels of engagement.

### Measuring Sales & Performance

Rebate incentive and offers drive increased product sales, and most retail clients want to measure exactly how much. The report tracks the incremental revenue gained on products purchased as a result of rebates and offers, giving you a snapshot of ROI.

### Enhanced Reporting Options

Clients also distribute key program data from these reports to field operations or sales teams to coordinate and measure regional promotions, ad campaigns, and partner/trade incentives. For additional geographic segmentation, product grouping, or program coverage we offer a variety of enhanced reporting options.



### Get your Analytics Action Plan

Analytics are a standard component of all EcoRebates' deployments and contain a wealth of actionable information. Using them can drive insights that improve program performance and deeper customer engagement. Interested in learning more? Give us a call.

**CONTACT US for an ANALYTICS ACTION PLAN>>**

## Your secret weapon? A 'quick-start' Mobile Tool

Mobile is changing the way we all shop. Yes, we know you know that. What you may not know is how easy we make it for you to engage customers with a mobile product promotion tool.



See if the quick-start mobile tool is right for you. Click on the [mobile image](#) or call us at 800.765.8093.

Did we mention, no IT development requirements? We securely host your branded app and can deploy in

energy savings or drive brand awareness.

[Contact us](#) for details.

weeks, not months.

More and more, your customers are using mobile to search and shop. Don't you want to have the tool that directly helps them find the products and incentives they want and take action?

## Turning Information in Action - The Green Button Initiative



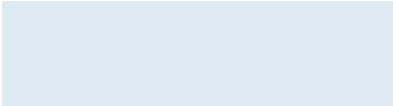
**The Green Button** - a public-sponsored, private electric power industry effort to standardize energy usage data has a **big vision**: to help consumers understand and engage with their energy usage information through a vibrant community of app development. One year into the initiative, the results show an

impressive 'first step toward standardization of electricity usage data," according to an IEE report.

Twenty utilities representing 36 million residential consumers have committed to the Green Button, motivating the development of 68 applications. The report identifies efforts from some adopting utilities, including PG&E, NSTAR and TXU Energy. More projects are underway.

**OK - but we have less than 6 minutes.** The report goes on to emphasize that the Green Button initiative will be a success if it can drive *consumers to understand their energy consumption and to take action to reduce it*. Since the average customer spends only 6 minutes per year interacting with their utility (according to Accenture data), turning attention to energy consumption into action continues to be a tough challenge. That's where we need to get creative.

**Our View.** As a model for an innovation cycle among utilities, technology developers and customers, we think the Green Button has incredible potential. We support efforts that make energy usage data easy to ACT on for consumers. In part, this will involve a continued and healthy coordination among utilities, retailers, manufacturers and government to engage consumers and help them save energy, time and money!



Can you measure whether your incentive programs are reaching consumers when they are making purchase decisions? [Contact us.](#)

**Issue 8, Vol. 2**  
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