

EcoRebates Monthly Newsletter - In this ISSUE...

- **Lowe's Superstar Award:** [Retailer recognized for Rebate Center tools on in-store mobile devices.](#)
- **Spreading the Word:** [Shopping is an 'all of the above' experience with online, mobile, in-store.](#)
- **Green Building Growth:** [Demand drives opportunity for enhanced product incentive awareness.](#)

[View this email in a web browser](#)

[CONTACT US](#)



The Rebate Report

Issue 7 | September 2012

Editor's Note

This month, we're featuring stories about **Customer Engagement** initiatives.

The National Retail Federation reported that Customer Engagement was high on retailers' 'to-do' list for 2012.

So how are retailers doing? We're excited that **Lowe's** was just recognized for its innovative approach to customer engagement. (See our lead article.)

Other EcoRebates' clients know the customer engagement imperative and are also leveraging our product offer tools to help them implement cross-channel initiatives, personalized shopping efforts, and customer service enhancements.

We look at customer engagement as the difference between what a **customer expects** and what is **actually delivered**. And, today's consumers are expecting a shopping experience that is personal, relevant, and simplified. Are you delivering on expectations?

Lowe's Wins Store Operations Superstar Award - *Innovation in Customer Engagement with Mobile Product Offers powered by EcoRebates*



Congratulations to Lowe's! The world's second-largest home improvement retailer was recently named a 2012 Store Operations Superstar by Retail

TouchPoints, a go-to content source for retail executives. Lowe's was recognized with a gold award for deploying locally available product offers - through its Rebate Center - both online and in-store with mobile tools for sales associates and customers.

Technology that empowers people

We've always advocated that shopping is a social experience - especially for 'big ticket' items like appliances or water heaters. So we wholeheartedly support Lowe's vision to put mobile tools into the hands of associates and customers to help find specific and local product offers that drive purchase decisions.

If we've sparked some ideas - give us a call.

-The EcoRebates Team



Did you Know?

Thermostats have gotten smarter and, dare we say, sexier. It's no wonder there are more incentives to purchase them. Here are some current thermostat incentive stats:

- **\$25** - the current national average rebate savings available
- **30%** - U.S. population eligible for these incentive programs

With fall around the corner, are your customers asking about products to help manage the cooler temps?

Source: EcoRebates data

Hey Energy Partners

Learn about how our tools can help you!

- Request our [Utility FAQ](#)
- Simplify validation with our [Instant Rebate Solution](#)
- Submit [program updates](#) to our team

Feedback

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

Mobile Rebate Tools - a winning strategy

“Retail TouchPoints conducted an in-depth look at today’s most significant challenges facing store operators and identified the key issues and statistics in the industry,” said Debbie Hauss, Editor-in-Chief of Retail TouchPoints. “Winning strategies run the gamut from mobile workforce management and a new mobile rebate program to video analytics and a chain-wide RFID implementation” Hauss noted.

Powered by EcoRebates

How exactly does it work? [Lowe's Rebate Center](#) - powered by EcoRebates - is a searchable, aggregated offer database that includes rebates, trade promotions, manufacturer incentives, and more for any product SKU. Consumers and sales associates access the easy-to-use Rebate Center online or on mobile devices as they research and shop for products. In-store signage and QR codes/tags further activate awareness and access.

Consumers want to know about product availability and to find the best deal. The opportunity to 'web-enable' the in-store experience with mobile tools that help inform purchases is a retail innovation that creates a personalized shopping experience.

[READ THE REPORT >>](#)

Spread the word... it's about driving incremental sales



Our web+mobile product offer tools help our clients drive sales of high efficiency products. So we were thrilled to be invited to speak at a sales meeting of one of our most recent clients,

Electrolux (and Frigidaire).

Our demonstration provided the team with a simple 'how-to' guide for using their branded online and mobile product offer tools. The response was tremendous. Sometimes customer engagement is as much internal as external!

“Thanks to EcoRebates for demonstrating to our sales organization the immediate value

We welcome stories from retailers, brands and utilities on how they increase sales, enhance energy savings or drive brand awareness using our web+mobile tools.

[Contact us](#) for details.

of using both online and mobile tools to surface locally available rebates and incentives that help consumers save energy and money across our many product offerings,” remarked Tom Anderson, National Manager - Dealer Sales, Electrolux Major Appliances.

“Not only did the presentation create buzz within the sales organization, it also generated cross-functional conversations that will result in some exciting promotional collaborations,” Anderson noted. (Stay tuned for more about these efforts.)

We're here to help. [Engage us to speak with your sales, marketing, or merchandising teams](#) on how to use EcoRebates' tools to make the customer path to purchase more personal, relevant and simplified.

Online research even more critical in path to purchase



According to Google's Zero Moment of Truth study, today's shoppers are increasing their use of online research. (We would add that this trend is particularly important for 'considered purchases' and complex shopping decisions.)

Here are some stats from the research:

- 10.4 in 2011 versus 5.27 in 2010 is the average number of research sources
- 17% in 2011 versus 9% in 2010 is the average time with these sources

Customers are looking for - and expecting - product information that helps them solve specific challenges. Online search that is product specific influences their purchase decisions and should be a piece of a comprehensive customer engagement strategy.

Source: www.zeromomentoftruth.com

Learn how to integrate product offers into your customer engagement strategy. Call 800.765.8093 or [Email us](#).

Green Building demand grows -

driven by energy efficiency successes



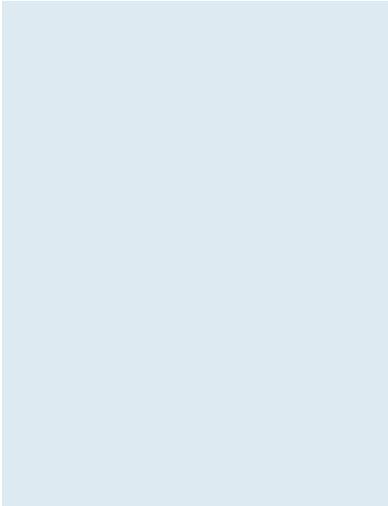
Click on image to view. Source: [Institute for Market Transformation](#).

Green building is a bright spot in the slowly recovering housing market according to a survey report by McGraw-Hill Construction. The upswing is driven by green standards becoming mainstream, especially in the area of energy efficiency. As builders respond, utilities, retailers and manufacturers also have an opportunity to drive increased energy awareness and action by helping homeowners *simplify* and *personalize* the important purchase decisions they make about the products and systems in their homes.

A five-fold increase in green home market. The report estimates that by 2016, nearly 40% of new homes will be built to green standards, up from 8% in 2008. And, 'green' will capture 90% of the remodel/retrofit market. More than 60% of builders and remodelers surveyed finding customers willing to pay more for green. In fact, one-third of builders report that by 2015 they will be dedicated to green (i.e., building more than 90% of their projects green).

What's in it for homeowners? As a result of advances in building energy codes from 1983 to 2012, houses built today are 44% more efficient and can save a family \$400 dollars per year on energy costs. The infographic above from the Institute for Market Transformation (IMT) captures the story. It show the product standards and efficiency requirements that are driving these changes.

Our View. The national discussion on energy is about the big picture, especially in this election year. There's growing recognition that energy policy is linked with economic recovery and job growth, but



consumers lack a basic understanding of many energy issues.

Homeowner's are interested in engaging at a more tangible level. There's increased demand for green homes and improvements that make them more energy efficient and cost less.

Those in the energy efficiency ecosystem have an opportunity to personalize the efficiency message and intersect consumers with product recommendations as they make home improvement purchase decisions.

Are your energy efficient products and incentives reaching consumers when they are making purchase decisions? [Contact us.](#)

Issue 6, Vol. 2
1-800-765-8093
Connect with us

