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Simplifying 100 Million Product Offers

In a recent webinar presentation, we were asked to share our perspective on trends affecting utility sponsored rebate programs. **Online Instant Offer Fulfillment** at point of sale is top of mind - as evidenced by the Sears story at right.

But, there's something more fundamental going on here. We see key drivers fueling the interest in instant rebates as part of larger consumer shopping trends.

Consumers crave simplicity and convenience, especially given the dizzying array of shopping choices. Yet, they also expect a consistent online to mobile to in-store experience.

We serve up over 100 million offer opportunities each month on behalf of our clients. Our goal is to help our clients present the one offer that is relevant to each consumer when he or she is shopping. And then provide

Sears Delivers Online Instant Rebates - Giving Customers Savings with Digital Convenience

sears[®]

Imagine if available rebate savings automatically applied to qualifying product purchases. Now it

does with **Online Instant Rebate fulfillment**. Since 2009, Sears and its award-winning Green Leadership Team has used EcoRebates' cloud-hosted product offer tools to present customers with 3rd party sponsored offers, personalized by product SKU and zip code location.

Now, the retail giant - in collaboration with utility partners - is again turning to EcoRebates to **transform these offers into instant savings**. As part of its integrated retail strategy, Sears is giving customers a hassle-free way to participate in these additional savings opportunities right at the **store register** or in the **online shopping cart**. No more claim forms, hassles or delays. It's a shopping innovation where 'save more' translates to 'sell more', benefiting everyone.

[Read the Success Story >>](#)

Product Promotions that Drive Sustained Engagement - 4 Ways to Transform Offer Delivery & Fulfillment

Product promotions continue to be a relevant tool to

the tools that make that transaction as frictionless as possible - in other words, INSTANT.

Consumers act on these instant savings opportunities - especially if they can combine offers from manufacturers, retailers and utilities into one savings bundle. And, it's no longer true that there's a bias against online purchases. Consumers are becoming more and more comfortable buying durable goods like appliances or home products online.

Instant offer fulfillment removes the complexity inherent in 3rd party product offers, giving consumers an exceptional purchase experience that is simple and easy. We see that as a trend with long-term implications.

-The EcoRebates Team

Accelerating Energy Efficiency - Challenge & Opportunity

In a speech last month, President Obama announced specific steps his administration will take to tackle climate change. It's encouraging that energy efficiency initiatives play a prominent role.

But, the ACEEE also published a report tracking national progress on energy efficiency last year and found generally small improvements. In other words - we are not realizing

engage customers and drive sales. Brands and retailers know this. Shopper behavior confirms it. But are your promotions working hard enough to create sustained value beyond the 'quick hit'?

Improve your return on marketing investment and make your promotion dollars generate an unparalleled brand experience and sales response. Here are four ways EcoRebates' multi-channel product offer platform helps retail and brand clients transform product offer delivery and fulfillment:



1. Help customers make purchase decisions at the product level Some purchases require research. Do your offers intersect people when they are viewing specific products and convey information about valuable features or attributes - such as its energy efficiency level? Offers presented at relevant decision making points - web, mobile or in-store - help customers make purchases quickly and effectively.



2. Aggregate available 3rd party offers and become a trusted source of offer inventory for busy shoppers. Brands, retailers and other third parties such as utilities all have product and location specific offers. Present qualified offers

together to enable customers to obtain the best possible savings.



3. Make offers available online, in-store and on mobile Don't talk about your omni-channel strategy - just deliver it. Make discovering and redeeming offers a consistent process with one offer platform

(EcoRebates) no matter whether your customer is on a website, mobile device or in-store.



4. Make it drop-dead easy to take advantage of the offer with instant fulfillment This may seem obvious - but it's surprising how often offers are presented in a way that makes it inconvenient or impractical for a customer to redeem. Remove the hassle with instant redemption that takes place during the purchase transaction.

The key ingredient for achieving a better return on your product offer investment? Make consumers lives and

our full energy efficiency potential.

To meet the national goals set by the President, we will have to pick up the pace of investment in energy efficiency. It's a challenge we're ready to take on - are you?

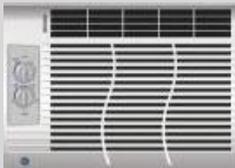
Learn more:

[President Obama's Climate Action Plan: FACT Sheet](#)

[ACEEE's Energy Efficiency: Is the United States Improving?](#)

[Dept. of Energy's EERE office Webinar on energy efficiency aspects of the President's Climate Action Plan](#)

Beat the Heat- Room AC Rebate Savings



There are literally thousands of ENERGY STAR qualified window air conditioner units to choose from, sized to cool 1-2 rooms quite efficiently. With this intense summer heat, keeping units in stock can be a challenge.

Another selling point? Nearly **40% of the U.S. population** is eligible for a typical **\$50 REBATE** on the purchase of a window unit.

Are you set to serve up these cool savings to your

their shopping experience simple and easy.

[Contact us for a Demo >>](#)

Utilities and Energy Efficiency: A Review of Leading Programs



The American Council for an Energy-Efficient Economy (ACEEE) recently completed its third annual review of exemplary customer energy efficiency programs - publishing a hefty 300 page report, *Leaders of the Pack:*

ACEEE's Third National Review of Exemplary Energy Efficiency Programs.

Energy efficiency has grown rapidly over the past ten years, with billions of dollars and programs now available to most all utility customers across the U.S. That trend is likely to continue, with measurable economic and environmental benefits as well as continued legislative policies seeking to achieve high energy savings.

The report recognizes and profiles 63 individual programs across a wide spectrum of categories. The report also observed a number of common trends and characteristics across programs, many involving managing program growth and focusing on participation.

One trend really stood out. It resonates because it echoes exactly we hear from our clients and many program sponsors with whom we talk. Leading programs are:

Simplifying processes to make participation simpler for customers is important to increase the number of program participants.

We wholeheartedly agree and have designed our platform and instant rebate solution to do just that!

[Read the Report >>](#)

customers - on Room A/Cs and
hundreds of other products?

Source: EcoRebates data

<http://ecorebates.com> | 1-800-765-8093 | Twitter @ecorebates

EcoRebates works with retailers, brands and 3rd parties to deliver rebate and incentive offers directly to consumers as they shop for appliances, heating and cooling systems, electronics, and other home products. Using our national database of programs, millions of customers use our web and mobile Rebate Finder tools as they shop, purchase and redeem these savings offers. The purpose of this newsletter is to communicate with industry partners and potential partners in order to enhance and promote consumer participation in all types of rebate and trade incentive based promotions.