

EcoRebates Monthly Newsletter - In this ISSUE...

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The Rebate Report January 2013

Editor's Note

Happy 2013! In our stories this month, we couldn't help notice a few similarities between the retail industry and the energy (efficiency) industry.

Both 'sectors' have the scale and capacity of driving significant economic benefits and job growth. Yet, the differences are stark, too. Retail is scrambling to catch up to the empowered digital consumer whose behavior is driving a sea-change in how we research and buy products.

The utility sector, on the other hand, is in the early phases of effectively engaging the consumer on energy use issues in order to drive systemic and valuable behavior change.

As a service provider to both retail and utility clients, we see an opportunity for retail to show utility how to engage customers and for utility to show retail how to deliver more value along the purchase path. Our multi-channel Rebate Finder tools and Instant Rebate platform delivers exactly that cross-sector value.

It's a new year - what are you waiting for? Find out how we can help you drive your retail or utility

Retail's BIG Show - a snapshot of what trended at the NRF's annual event



The National Retail Federation's annual convention - aptly named Retail's BIG show - attracted over 25,000 global retailers in its 102nd year. What was the buzz at the show? To answer that, the

EcoRebates team took a social approach, curating a list of research and tweets from the show. It's not comprehensive but we hope you find it an interesting snapshot of what's on retailers' minds as they head into 2013.

Research from the Conference Confirms Growing Consumer Empowerment in Retail

The consulting firm Deloitte LLP posted a white paper, "How to survive in the new retail environment: A race to the bottom." This [paper](#) is the best we've seen in describing the competitive shift in retail as well as framing a concise strategic response of optimizing around **price, service** or **exclusive products**. Each strategy drives different tactics - including how and where technology (like Rebate Finder) is effectively used. Here are a few quotes:

- *Virtually any durable product and many consumables*

business forward.

-The EcoRebates Team

Quote of the Year:

It's not often you find a gem like this. Here's how the regulatory and cost-benefit analysis expert Cass Sunstein described the value of energy efficiency standards in a New York Times OpEd piece last November:

"...Recent rules from the Department of Energy are requiring greater energy efficiency from appliances like refrigerators, washing machines and small motors.

*For these rules as well, **the monetary benefits dwarf the costs**, and they include large savings to consumers as well as pollution reductions.*

There is a lot more to achieve in the area of energy efficiency, especially as technologies advance and continue to transform the once-impossible into the eminently doable."

- Cass Sunstein, Former Administrator, U.S. Office of Information and Regulatory Affairs, Office of Management and Budget (source: [NY Times OpEd](#))

Hey Energy Partners

Put a smile on your customers face! 2013 is here which means rebate program changes. Here's how you can help:

- Add your name to our [Energy Partner distribution list](#).
- Submit [Program Updates](#) to our team.

Your customers will thank you when your 2013 program information helps them purchase an efficient product!

can be found online and competitively priced from anywhere, including the aisle.

- With unprecedented growth in mobility, location is more about where the customer is physically than where the store is located.

IBM announced the results of its study of 26,000 shoppers from 14 countries - one of the largest surveys of its kind - designed to better understand their attitudes. The [survey](#) points to some clear shopping trends. Here are a few findings:

- "Showroomers" accounted for only 6% of all shoppers, but their impact on online sales was striking. Nearly 50% of all online buyers in the retail categories covered by our study were showroomers.
- Over 80% of shoppers chose the actual retail store to make their last non-grocery purchase, but only 50% are committed to returning the next time they have to make a purchase.
- Shoppers are in a transitional state and broadening the way they research and buy products. 35% said they were unsure whether they would next shop at a store or online.

The Tweets Tell a Story of Urgency for Retailers



Whether about omnichannel strategy, store experience or customer behaviors, these tweets impart a heightened sense of urgency. Retailers are recognizing the enormous shift and the necessity to put the empowered consumer at the center. Here are a few (the whole collection is on our [blog](#).)

- @NRFnews Companies today don't need to choose between their website and their physical stores. They need both. #nrf13
- @CRM The great "convergence" of retail- there are no channels anymore, this is about you and the #customer #NRF13
- @karincaifaCNN Touch was everywhere at CES last week. This week seeing touch screens all over #nrf13 as retailers aim for more in-store interaction.
- @IBMSmrtCommerce From #NRF13: Merchandisers need tools to help customers find/buy products #ecommerce #smartercommerce
- @DeloitteUS Deloitte anticipates #smartphone influence to grow to 19% of total store sales by 2016, amounting to \$689 billion. #nrf13

Our Rebate Finder sales tools are omnichannel. Find out how to give your customers an interactive experience from any online, in-store or mobile

Did you get your calendar?

It is not too late. [Request one here](#). We'll mail it right out.



Marketing Programs

How do you plan to promote incentive programs and products in 2013?

We can help you! Our team can design and execute marketing programs that leverage Rebate Finder tools and Instant Rebate Capabilities to increase sales, drive program participation or enhance brand awareness.

[Contact us](#) for details.

location. [CONTACT US.](#)

Federal Tax Credits - Reinstated



The passage of the *American Taxpayer Relief Act of 2012* retroactively renewed tax credits for certain energy efficient existing home improvements as well as the purchase of heating, cooling and water-heating equipment. Any qualified equipment installed in 2012 or 2013 is eligible for this credit.

Products covered include, Water Heaters, Furnaces, Boilers, Heat pumps, Central Air conditioners, Building Insulation, Windows, Roofs, and Circulating fans used in a qualifying furnace.

Stay tuned for additional details and applicable IRS forms. If you have immediate questions, please contact data@ecorebates.com.

Charting a Promising Course - Next Generation of Energy Efficiency Programs



In a new report "*Frontiers of Energy Efficiency: Next Generation Programs Reach for High Energy Savings*", the ACEEE outlines a comprehensive case for how utility-sponsored energy efficiency programs will achieve

and sustain high energy savings. These programs having grown and matured over the last decade must continue to meet increasing savings targets using an arsenal of new technologies, program designs and marketing approaches.

The report summarizes that the, "common thread of next generation program is high performance ... and how these leading-edge programs are responding to the challenges of achieving great savings for each participating customer and also reaching a greater numbers of customers."

The whole report is well worth a read, but here are a few highlights from the residential program section.

Promising New Technologies

While some programs are looking to target system efficiencies, the report identified seven areas where future device savings look promising, including:

- LED lighting
- Ductless heat pumps
- High-efficiency clothes dryers (esp heat pump units)
- High-efficiency clothes washers
- Advanced power strips
- Home energy displays and smart meters

Residential Lighting - Remaining a Focus

Even with new standards reducing the energy savings attributable to residential lighting programs, savings potential for lighting still exists. The report says next generation programs will take into account rapid technology changes (a la LEDs) and more narrowly focus on those products that meet the highest performance standards. Look for more new marketing programs developed in collaboration with retailers in this space.

Appliance Programs - Narrowing the Target

The good news is that energy efficiency of many residential appliances has steadily increased over the last 20 years thanks in part to standards, incentive programs, and ENERGY STAR labeling. The challenge is to find additional savings. While technology can still drive greater efficiency in clothes dryers (and washers, too) look for the biggest changes in program design that fosters deeper and broader participation across customer segments and leverages retail and manufacturer relationships.

(Source: <http://aceee.org/research-report/u131>)

Our Takeaway?

We agree - significant potential savings remain across energy efficiency programs. But, as the report points out, programs must evolve and advance. In some cases technology will drive efficiency, but in others it will need to come from better program design. And that's where we can help. No matter whether you are a manufacturer, retailer or utility/ program administrator, our technology platform can help you fine tune the design, delivery and tracking of next generation energy efficiency programs to drive the savings targets and sales results you need.

Place targeted and compelling rebate

incentive offers directly in the hands of your customers with EcoRebates web+mobile tools for location-aware and product specific rebates and incentives. [Contact us to get started.](#)



Did you miss our [article](#) on how easy it is to add Energy Cost Savings Calculators?

[Contact us](#) - we'll help you work calculators into your 2013 product & program promotion plans to boost savings & sales!

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EcoRebates works with retailers, brands and utilities to deliver residential rebate and incentive offers directly to consumers as they shop for energy efficient household appliances, heating and cooling systems, and home improvement 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 retail, brand and energy industry partners and potential partners in order to enhance and promote consumer participation in all types of rebate and trade incentive based promotions.