

EcoRebates Newsletter - In this ISSUE...

- **Offer-Driven Commerce:** [Consumers Want it. We provide it. Are you ready?](#)
- **Menards Goes Mobile with QR-codes:** [EcoRebates client takes Rebate Finder to the circular.](#)
- **EERS: Deciphering the Acronym:** [Key state energy savings targets drive EE program funding.](#)

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The Rebate Report February 2013

February - Freaky or Fantastic??

It's all about context. For some, February has been particularly FREAKY with storms - Blizzard Nemo in the Northeast to severe tornadoes in the Southeast - that have caused damage, inconvenience, and now efforts to re-build. And clean up from Hurricane Sandy continues with enhanced rebate incentives available in some NJ areas for high efficiency appliances and equipment.

For others, February might be FANTASTIC. Retailers predicted another bump in Valentine's Day spending - with projections targeted at \$18.6 billion. February is also notable for President's Day SALES which offer consumers even deeper discounts than Black Friday or Cyber Monday on certain products.

This month we explore what offer-driven commerce is. One critical component is context. What a homeowner digging out from the blizzard needs is entirely different from what a customer looking for a great deal on electronics wants. We all get that. But, translating that into a marketing capability that delivers context-relevant, location-specific and timely product offers is what's at stake. That's offer-driven commerce.

Blunt marketing tactics no longer will

Offer-Driven Commerce: A 2013 Marketing Imperative



A recent headline caught our eye. It read, "Marketers will have Value-Based Relationships with Consumers in 2013" and was from **Mobile Marketer**. It covered a recent **Forrester** report

on the growing imperative to provide consumers with '**contextually-relevant and personalized**' marketing.

We agree. Forrester's interactive marketing predictions call out important changes in how companies will need to interact with connected consumers. One piece of this new value-based marketing is offer-driven commerce. It's what we do.

Offer-Driven Commerce is contextually-relevant and personalized

By intersecting consumers at multiple points in the purchase cycle - from online research to mobile-enabled print ads to in-store interactions - our Rebate Finder tools deliver context-aware product offers that influence purchase decisions.

These offers are location-aware. Sally in LA doesn't receive a rebate offer available only to residents in Boston. And, these offers are for specific products. When Dan is in the market for a new washer, he's not

drive results. With the right data and tools, targeted product offers delivered to receptive consumers will transform marketing performance. How can we help?

-The EcoRebates Team

Yes, Mr. President, We Can Help Meet That Goal!

In his State of the Union address, **President Obama** signaled his support for efficiency and a clean energy future. Here's a direct quote:

"I'm also issuing a new goal for America: let's cut in half the energy wasted by our homes & businesses over the next 20 yrs"

With more than **50 million rebate incentive searches** each month, EcoRebates' tools are helping homeowners every day find savings on the energy efficient products that will help us meet that goal.

Hey Energy Partners!



Your response is tremendous! Thanks to you, we have added and updated new 2013 rebate programs faster than ever (including the reinstated Federal tax credit).

Appliance and HVAC purchases are trending up and homeowners across the U.S. are taking advantage of 2013 incentive savings!

Have an update? Submit your program

receiving an offer for a power tool.

And the product offers are varied. We are known for having the most complete database of rebate incentive offers for energy efficient products. But our platform handles an array of offer types. Recent offers include product give-aways such as free laundry detergent with the purchase of a washer/dryer pair and a free accessory with the purchase of a set of power tools. That flexible capability enables a robust set of even more personalized offers. Imagine the ability to target offers based on customers' affinities - such as social media 'likes'.

The always-addressable consumer leads the way Forrester reports that almost 50% of online adults will connect to the Internet from multiple devices at different times in a day. These 'always-addressable' consumers interact seamlessly with different channels in order to solve their needs and wants. So should marketers.

Omni-channel is table stakes for marketers. Delivering Rebate Finder in web and mobile format enables out-of-the-box access to product offers no matter whether consumers are at home, on the road or in a store. Consumers expect help to solve for their needs and wants. Marketers who move to a value-based relationship will succeed in 2013.

[LEARN MORE >>](#)

We enable Offer-Driven Commerce.

- [Web+Mobile Rebate Finder Tools](#)
- [Instant Rebate Platform](#)



EcoRebates' Client Menards Expands Rebate Finder Tools

Menards® and EcoRebates recently announced the expanded availability of energy efficiency rebate savings tools deployed across Menards' ecommerce

info and updates to data@ecorebates.com.

**INSTANT Rebates
Online & In-store**



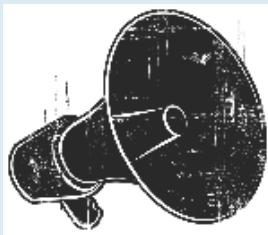
Double program participation.

Boost sales of high-efficiency products.

GET STARTED >>

Joint Marketing Programs

We've seen some exciting ways our clients are using **Rebate Finder** tools in their marketing campaigns - tweet-ups, QR-codes in weekly ads, targeted emails, and display ads to name a few.



Have an idea for how you'd like to use Rebate Finder? Social Media? Re-targeting email? Webinar? The opportunities are endless. Let us know - we're here to help.

Contact us.

website, and with QR-codes for mobile devices in-store and in weekly print sale flyers.

“Menards is a great customer and we’re thrilled to be working with them to continue to embed our tools into their consumer shopping experiences,” said Brett Battles, CEO of EcoRebates.

The Menards team really understands the value of leveraging the Rebate Finder in a variety of ways - not just on their website but also with QR-codes and mobile tools that help consumers at home, in the store or on the go as they seek relevant product savings information and recommendations that they can trust as they make complex purchase decisions.

Energy efficiency investment in the Midwest is expected to increase to nearly \$1.7 billion by 2015.

Read the complete [Press Release>>](#).

We've Got You Covered Rebate Finder Tools Include Federal Residential Energy Efficiency Tax Credits



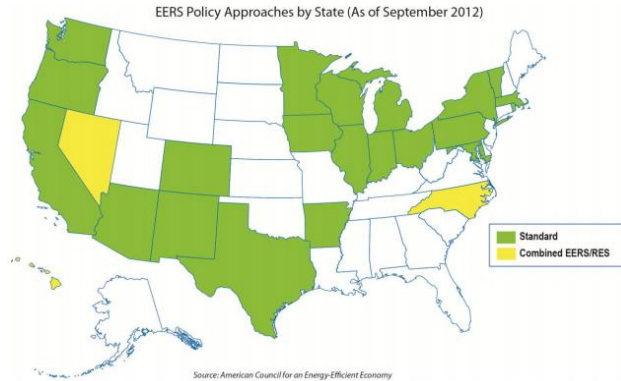
Interest is high with the renewal of the federal tax credits available for the purchase of a range of energy efficient home equipment. We've fielded many information requests for details of qualifying equipment, credit amounts and necessary documentation.

We've got you covered. Our web and mobile Rebate Finder tools include applicable tax credit amounts which vary by product type (\$ or % of equipment cost and/or total investment) as well as important details on how to file for the credit. Links to necessary forms, documentation or product certificates are also included.

Another benefit? Federal tax credits can be combined with available utility program rebates. This allows consumers even more savings for qualifying purchases. Sweet!

Questions? Contact data@ecorebates.com.

State Energy Efficiency Resource Standards (EERS) - Why They Matter



A policy brief from the American Council for an Energy Efficient Economy (ACEEE) provides a concise state by state snapshot of energy savings targets called EERS. **These state level commitments are considered one of the key drivers in energy efficiency program spending.** And, rebates are a component of that portfolio spending.

Our Takeaway

With aggressive EERS targets, program sponsors will be on the hook to drive increased consumer engagement that achieves savings. **A 2013 priority will be to transition rebate programs from traditional 'mail-in' style to instant at point of sale, and target an evolving mix of high-efficiency products.**

Read the Full [Blog Post](#)

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

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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.