

EcoRebates Newsletter - In this ISSUE...

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The Rebate Report March 2013

Engaging the Consumer - it's a Shared Goal

With home energy awareness on the rise, now is the time to renew efforts to engage consumers with the right offers at the right time to help them opt for efficiency.

A recent study from the Association of Energy Services Professionals (AESP) revealed some good news: **55 percent of homeowners are actively pursuing energy efficiency in their homes.** The three most popular measures included:

- Switching lightbulbs to CFLs or LEDs (68%)
- Buying energy efficient appliances (43%)
- Installing insulation/hi-eff windows (37%)

Yet, the not so good news: a much smaller percentage of homeowners were participating in utility-

The Power of Mobile Product Offers: How One Client Saved Customers \$\$Millions



The mobile revolution...you're familiar with the stats. Cisco predicts there will be more internet-enabled devices worldwide than people by the end of the year (7+bn). And, consumers are using these devices to transform the retail shopping experience, influencing billions in sales.

But, let's make the mobile story more specific. One EcoRebates' client integrated our location-aware, SKU-specific product offer tools directly into their consumer mobile app. The results - in just the first six months - exceeded expectations, highlighting the power of the potential for mobile-enabled commerce tools.

Here's a snapshot of the first six month results:

- Consumers were presented with **\$55 million in savings** available on over 300,000 specific products
- Given the dynamic nature of product offers, the average offer value each month ranged from \$100 to **over \$500 per product**
- Consumer engagement with offers, as measured by 'click through' rates, **reached**

sponsored programs to decrease their energy use.

That's where we see a tremendous opportunity. EcoRebates' technology enables retailers, brands and utilities to join hands and partner successfully to achieve their shared energy efficiency program and product goals.

And the consumer wins. Compelling and customized offers - jointly sponsored by utilities, brands and retailers - will be the next wave in the growing residential energy efficiency market.

We're ready to make that happen.

-The EcoRebates Team

INSTANT Rebates Online or In-Store

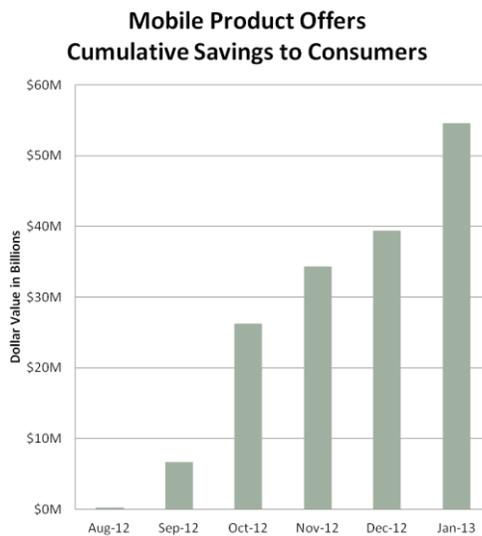


Double program participation.

Boost product sales 10%.

GET STARTED >>

nearly 10% in some months.



Launch Mobile Product Offer Tools.

[**LEARN MORE >>**](#)

2013 ENERGY STAR Award Recipients - An Impressive List

While the official 2013 ENERGY STAR Awards Ceremony is on March 26th in Washington DC, news of the organizations that EPA will be recognizing is trickling out. Some of these winners include EcoRebates clients - two have made official announcements to date (we're sure there will be more):

Sears Holdings Corporation will be recognized with a 2013 ENERGY STAR Partner of the Year - Sustained Excellence Award. This year, the company is being recognized both for its role as a retailer of ENERGY STAR certified products and for energy management in its stores.

Whirlpool Corp. celebrates in 2013 with a record number of ENERGY STAR Partner of the Year Awards. The appliance manufacturer reports 22 awards and seven consecutive Partner of the Year Sustained Excellence Awards.



Over the past 20 years, with help

The History of Smart Appliances



The smart-appliance category seems poised (finally?) to make an entrance into kitchens and laundry rooms.

Here's a fascinating three-part series on the history and promise of these 'smart' appliances.

- [What are Smart Appliances](#)
- [The History of Smart Appliances](#)
- [The Business of Smart Appliances](#)

(Source: www.oveninfo.com)

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.](#)

Interested in DATA?

from ENERGY STAR partners, American families and businesses have saved about \$230 billion on utility bills and prevented more than 1.7 billion metric tons of carbon pollution.

Shifting U.S. Residential Energy Use - Heating & Cooling No Longer Majority of U.S. Home Energy Use



The U.S. Energy Information Administration (EIA) tracks and publishes data in a Residential Energy Consumption Survey (RECS). Data from the most recent survey show that 48% of U.S. home energy in 2009 was for

heating and cooling, down from 58% in 1993. Reasons include increased adoption of more efficient equipment, better insulation, more efficient windows, and population shifts to warmer climates.

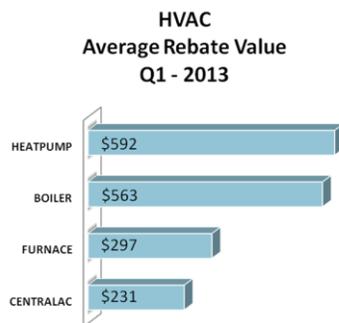
But, the survey reports that while energy used for heating and cooling has declined, energy consumption for appliances and electronics continues to rise. Even though appliances such as refrigerators and clothes washers are subject to federal efficiency standards and have become more efficient, **the increased number of devices that consume energy in homes has offset these efficiency gains.** As a result, non-weather related energy use for appliances, electronics, water heating, and lighting now accounts for 52% of total consumption, up from 42% in 1993.

How many more devices?

According to survey, in 1993 only 22% of households had three or more televisions, and less than 45% used central air-conditioning. By 2009, nearly half of all homes contain three or more televisions, and more than 60% use central air-conditioning.

Other notable trends in household energy consumption

- The average U.S. household consumed 11,320 kilowatt-hours (kWh) of electricity in 2009, of which the largest portion (7,526 kWh) was for appliances, electronics, lighting, and miscellaneous uses.



Our standard deployments come with detailed monthly reports summarize rebate results by product SKU.

[Find out more.](#)

- On average, residents living in homes constructed in the 1980s consumed 77 million Btu of total energy at home. By comparison, those living in newer homes, built from 2000 to 2009, consumed 92 million Btu per household, which is 19% more.
- Space heating accounted for 63% of natural gas consumed in U.S. homes in 2009; the remaining 37% was for water heating, cooking, and miscellaneous uses.

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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.