



E SOURCE

Residential Market Service

MEMBERSHIP BENEFITS

The *E Source Residential Market Service* provides essential information and data-driven analysis for developing, implementing, and effectively managing residential marketing approaches. We supply our members with the tools they need to adopt best-practice methods for creating and promoting residential programs, thereby increasing participation, outreach, revenue growth, and customer satisfaction.

WHAT YOU GET WITH THE RESIDENTIAL MARKET SERVICE

Member Inquiries. Get just-in-time answers and consulting assistance from our experts by asking us your questions, bouncing ideas off of our researchers, or contacting us whenever you need an unbiased, third-party perspective. We'll save you time and answer your questions about segmentation or marketing programs, products or services to your residential customers.

Marketing Leaders Group Conference Calls. We host interactive calls on topics such as utility segmentation and targeting, behavior change program marketing/outreach, and event marketing.

Research findings. You'll have access to our library of research and analysis, including detailed reports and reference materials that focus on actionable profiles of innovative marketing programs, energy-efficiency segmentation, and residential energy use.

Utility Advertising Database. We have over 300 examples of utility marketing advertisements - including bill inserts, magazine/newspaper ads, postcards, billboards, and more. We can show you the strategies and quantitative results behind these utility ads to help you build a better campaign.

E Source Utility Marketing Executive Council. Our member organizations are invited to nominate one high-level marketing leader to be part of our exclusive executive-only council held twice per year. Council members come together to share wisdom and war stories and to tackle strategic and management issues in a closed-door, peer-group setting where frank conversations can take place. Topics, chosen by council members, focus on the most recent and pressing issues affecting utility marketers today.

Web conferences. Our web conferences give you a unique opportunity to collaborate and interact with industry experts and your peers without having to travel to a meeting or conference, saving you time and money.

E Source Forum. In this exclusive annual event for E Source members, we offer a special Marketing and Communications topical track as well as tracks in Customer Service, Demand-Side Management, End-Use Technologies, and Intelligent Grid. Past session topics have included community partnerships and energy competitions. We also convene a utility marketing experts panel. Membership includes one seat.

Monthly newsletter. Each month you'll receive an insightful article with best practices for increasing program participation and improving outreach, along with top picks from recently released residential marketing resources.

ANSWERING YOUR RESIDENTIAL MARKETING QUESTIONS

Here's a sample of some Member Inquiry questions we've been answering for our *E Source Residential Marketing Service* members:

- Do you have any recent research showing what consumers' attitudes are toward energy efficiency or conservation?

- What are the best practices in utility residential market segmentation?
- What are some best practices in reaching customers through the point-of-sale displays at retailers?
- Regarding utility marketing, which specific utility ads are viewed as having the greatest impact?

DEEP AND ACTIONABLE RESIDENTIAL CUSTOMER MARKET RESEARCH

To help you better understand what your customers' energy-use patterns and trends, program needs, and attitudes, we've developed two National Residential Energy-Use Studies available to members of the *E Source Residential Market Service*. This research is based on the annual Nielsen Claritas survey of over 32,000 U.S. respondents. The survey focuses on products and services as well as the saturation and trends of appliances and equipment.

- **Residential Products and Services Survey**—We asked residential customers about their current and planned participation in more than 20 programs, products, and services, including efficiency programs, load management, utility billing options, and value-added services.
- **Residential Appliance and Equipment Survey**—We conducted an exhaustive analysis of 50 energy-using home appliances and equipment, including computers, entertainment equipment, major appliances, HVAC equipment, and other less-common equipment such as well pumps and backup generators.

LEARN FROM YOUR RESIDENTIAL MARKETING PEERS

We host topical bi-monthly Leaders Group Calls that are open to your entire team and specifically designed to help your staff stay current on the latest industry marketing information and share insights with utility marketing peers. We have the following groups:

- Behavior Change
- Event Marketing
- Segmentation and Targeting
- Canadian Marketers
- Gas Utility Marketing

Residential Market Services members also have the opportunity to send one representative from their company to the Utility Marketing Executive Council, a twice-yearly meeting to share best practices, effective techniques, common problems, and solutions with residential and business marketing peers from across the U.S. and Canada.

IMPROVE YOUR RESIDENTIAL MARKETING EFFECTIVENESS

Our timely research and analysis is focused on providing you with best practices and utility case studies for improving the effectiveness of your residential marketing efforts. Recent reports include:

- Social Marketing Insights from the Experts
- Energy-Efficiency Segmentation
- Partnering with Municipalities to Market Efficiency Programs
- Low-Income Weatherization Marketing and Outreach

USE OUR READY-TO-GO CUSTOMER DIRECT CONTENT

E Source Customer Direct (ESCD) Passthroughs. Get trusted E Source content you can share with your residential customers. Each ESCD pamphlet can be printed or e-mailed to your customers, posted to your public web site, or used in your company newsletters. You can also customize the materials by adding your company name.

Customer Direct Residential Briefs. Residential Briefs can be used in your communications with your customers. You are encouraged to copy all or any part of the content for use on your web site, in your newsletters (print or electronic), in e-mails, or in printed handouts for customer events.