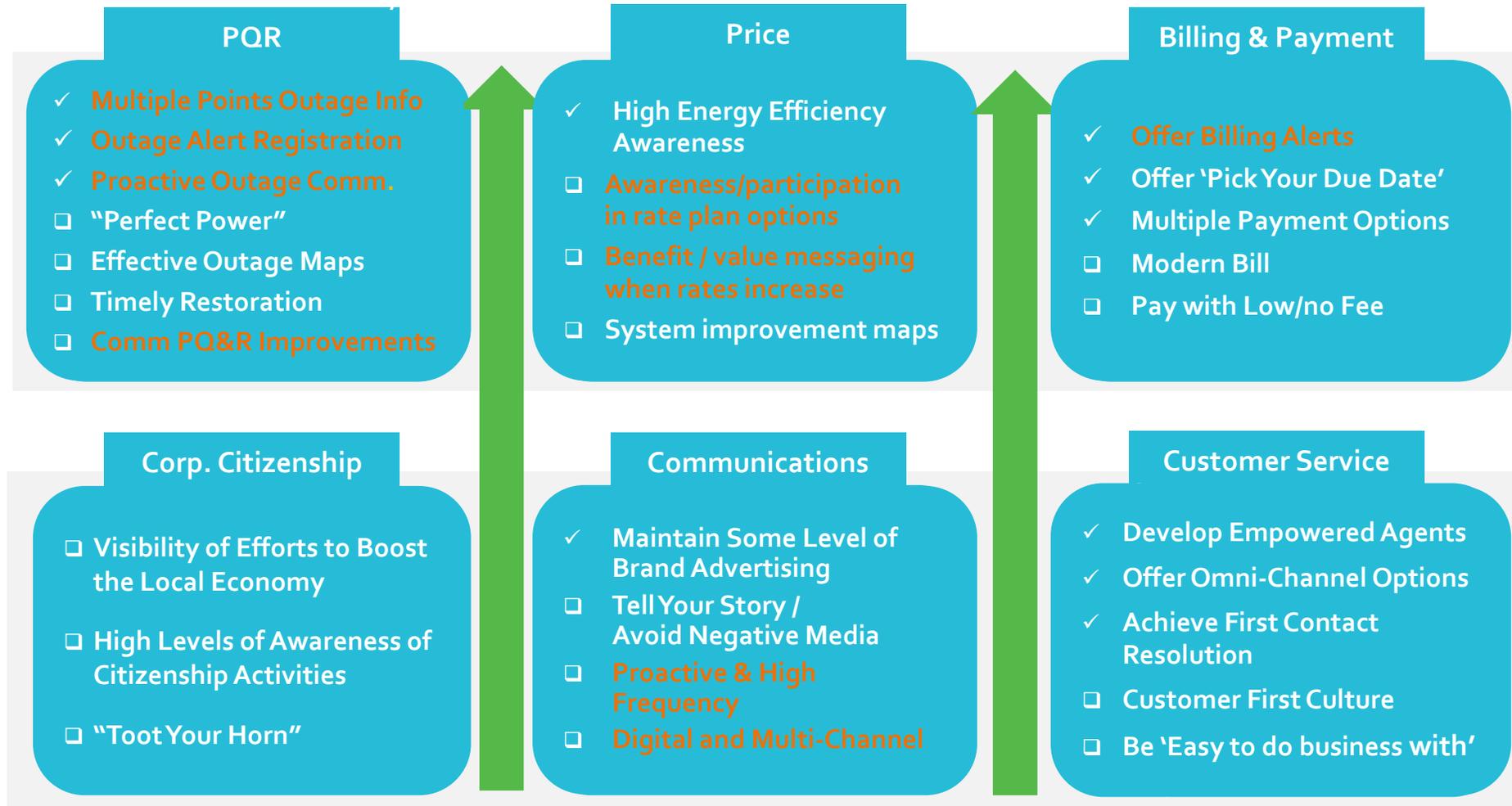


Email Acquisition

Getting Good at the Basics

No Stone
Unturned



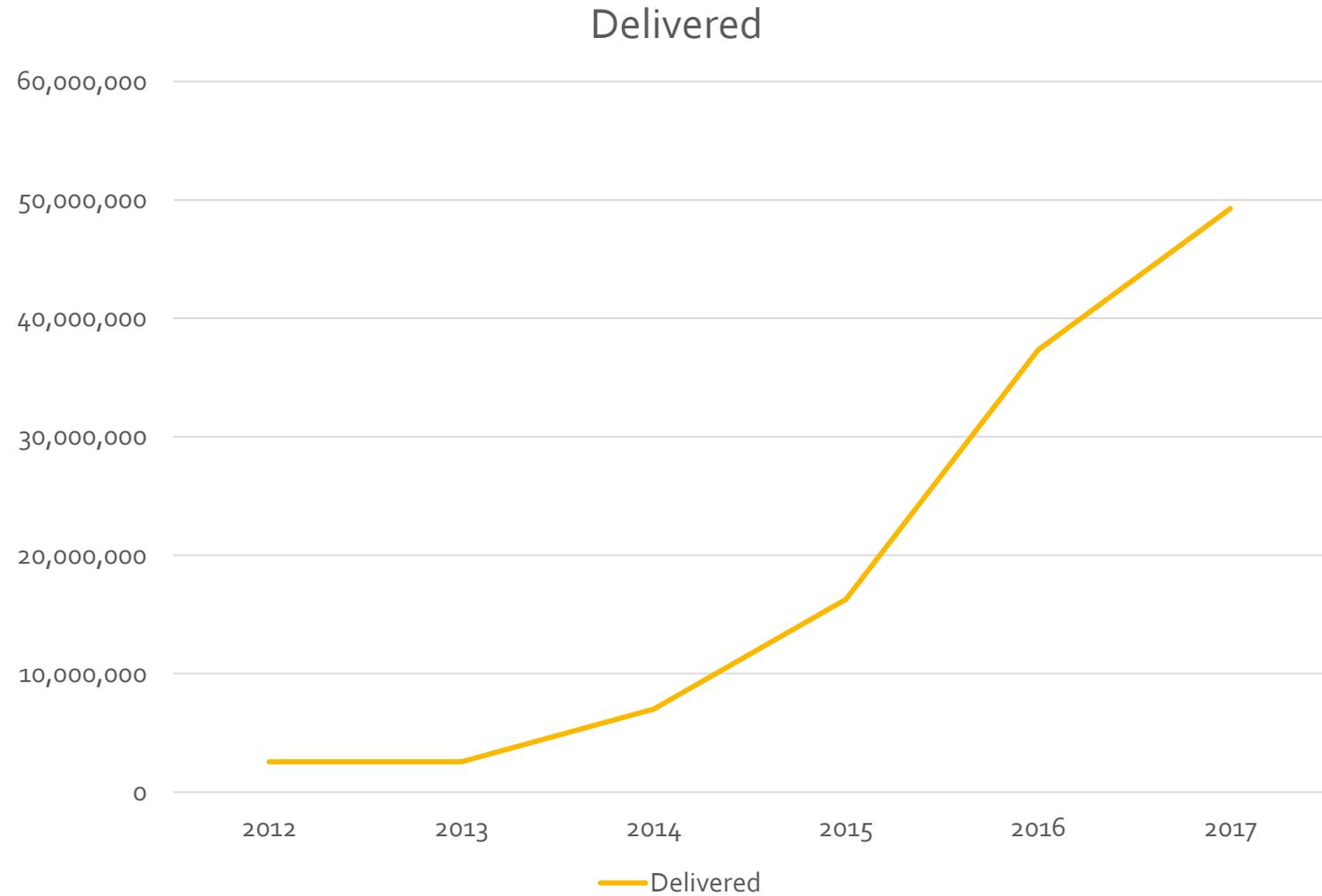


Top Performers excel at the basics and strive to continuously improve

Benefits of Email Marketing

- Low cost
- Deliver targeted messages
- Easy to measure
- Increased brand awareness
- Preferred communication channel for promotional content

Exponential Growth in the Email Channel



Email Acquisition Tactics Used

- Capture email address when customer calls including Start Service Calls
- Provide easy capture of email address on public website
- Social Media Campaigns
 - Facebook External – customer provides email address through Duke Energy Website
 - Facebook Internal – customer provides email address within Facebook
- Email address required for login on My Account
- Employee engagement
- Utilize secondary email addresses
- Email append through third party vendor

Social Media Samples

TO DO LIST
(Content Engagers)

Duke Energy
Sponsored · 48

Here's something easy to check off your to-do list. Share your email with us, and we'll send you valuable info and energy-saving tips.

TO DO

- Connect
-
-

Easiest thing you'll do all day.
Quick, one-step process.

[Sign Up](#)

LINK
(Content Engagers)

Duke Energy
Sponsored · 48

Staying connected with us has advantages. Give us your email address, and we'll send you valuable info and energy-saving tips.

GET CONNECTED

It pays to connect with us.
Easy, one-step process.

[Sign Up](#)

HAMMOCK
(Age 55+)

Duke Energy
Sponsored · 48

Do we have your current email address? If not, you may be missing out on valuable info and energy-saving tips.

Don't miss out.
Easy, one-step process.

[Sign Up](#)

PROFESSIONAL
(Age 55+)

Duke Energy
Sponsored · 48

Share your email address with us to have valuable info and energy-saving tips sent right to your inbox.

It pays to stay in touch.
Quick, one-step process.

[Sign Up](#)

KITCHEN FAMILY
(Age 40-55)

Duke Energy
Sponsored · 48

Staying connected has its advantages. Give us your email address and we will send you valuable info and energy-saving tips.

Stay in the loop.
Connecting is a snap.

[Sign Up](#)

COUNTER
(Age 40-55)

Duke Energy
Sponsored · 48

Make your life easier. Share your email address and we will send you valuable info and energy-saving tips.

Connecting is a snap.
Quick, one-step process.

[Sign Up](#)

COUCH
(Age 40-55)

Duke Energy
Sponsored · 48

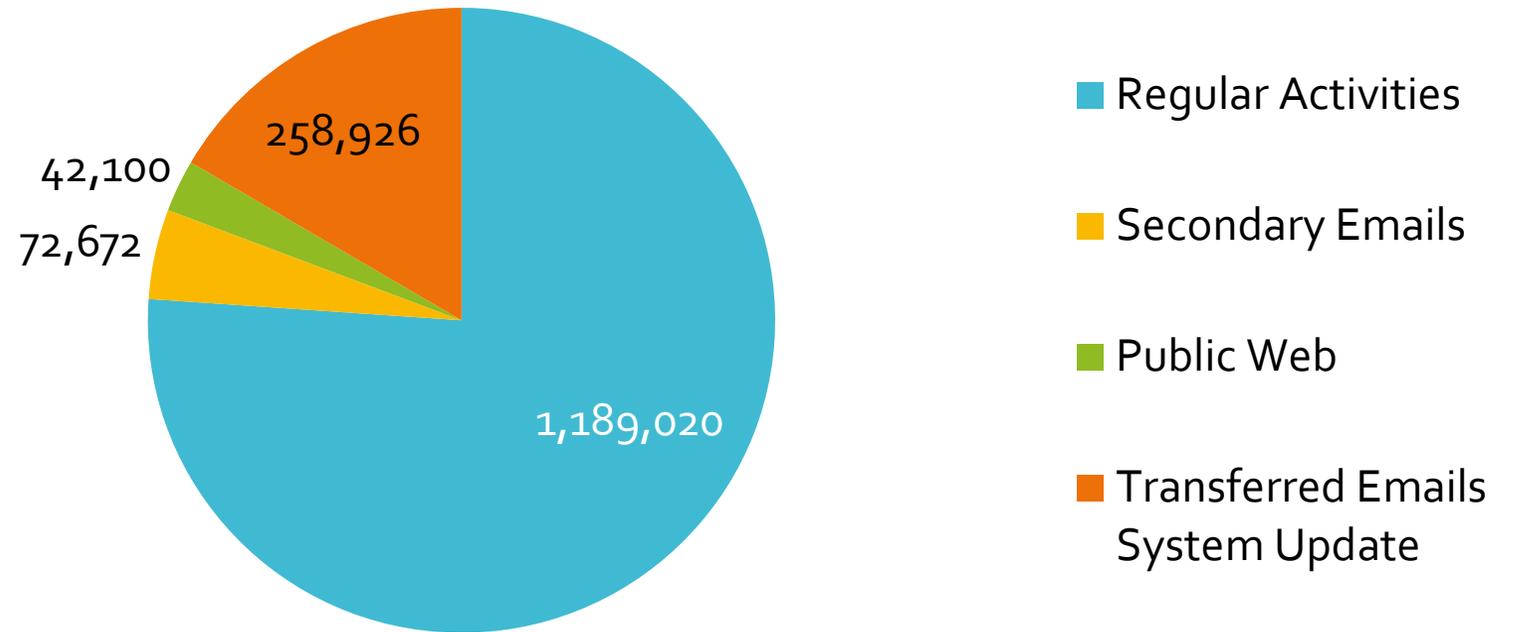
Make your life easier. Share your email address and we will send you valuable info and energy-saving tips.

Connecting is a snap.
Quick, one-step process.

[Sign Up](#)

2017 Email Acquisition

Added net new – 1,562,718



Lessons Learned

- **NEVER EVER PURCHASE AN EMAIL LIST!**
- Make it easy for customers to give and update an email address
- 2-step email collection if taken over the phone reduces errors
- Most meters have one or more customers “attached” who want information
- Customers who receive timely, targeted information via email are happier 😊

Next Steps

- Updating call center email collection process to reduce errors
- Enhancing preference center to provide customers with multi-channel – multi-device capabilities
- Data hygiene campaign

Questions?

