



DTE Energy[®]

DTE Energy Marketplace

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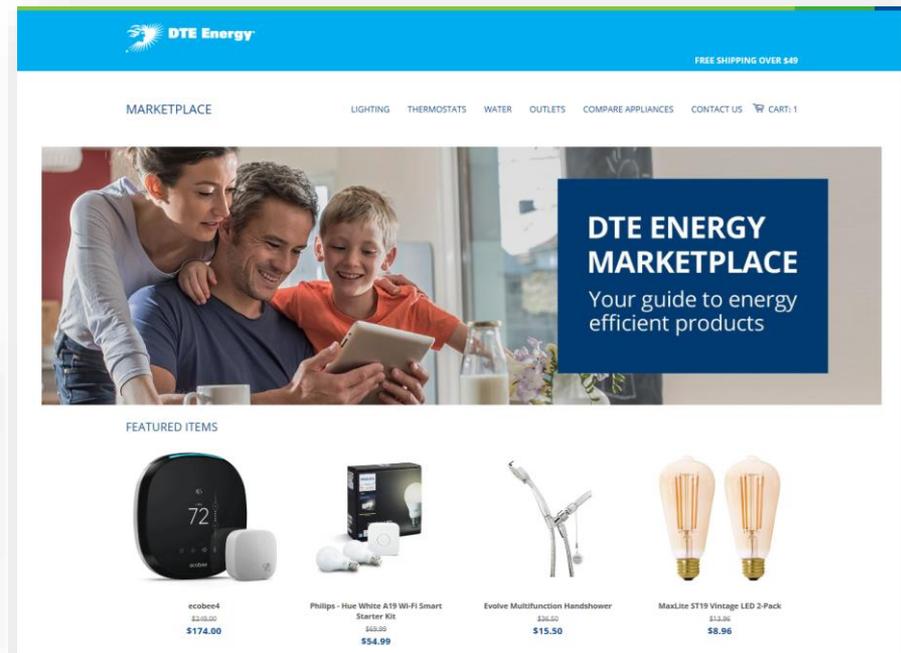
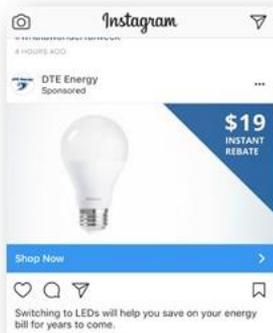
Agenda



- What first attracted you to this marketplace?
- What were initial signs that you should / should not keep going?
- What's working well in the relationship? What are some pain points?
- When you brought home "the one" to meet your family and friends, how did they respond?
- What would you recommend to others looking to partner with a marketplace?

What first attracted you to this marketplace?

- Reach customers in a growing segment
- Capture additional savings
- Offer new customer experience with instant rebates
- Expand product mix
- Introduce less known EE products



What were initial signs that you should / should not keep going?

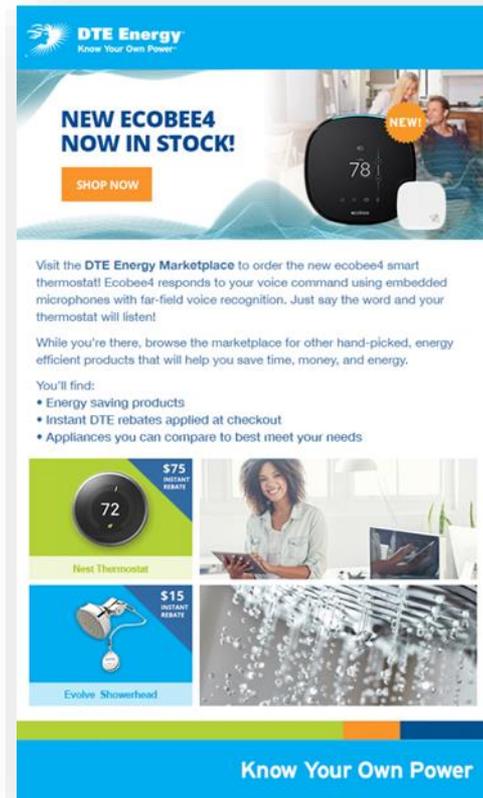
- Very positive reaction from DTE Energy employees during initial launch
- Initial surveys with strong results
 - 96% overall satisfaction
 - Ease of use
 - Advantageous pricing
 - Instant rebate
 - Trusted source for EE products



What's working well in the relationship? What are some pain points?



- Team focus on achieving seamless customer experience
 - Eligibility
 - Instant rebate
 - Satisfied customers
- Marketing
 - Product specific campaigns
 - Brand attribution
 - Awareness
- Pain points
 - Lower than anticipated organic traffic
 - Amazon level expectations
 - Impact of EISA standards?



When you brought home “the one” to meet your family and friends, how did they respond?

- Introduced to DTE Energy employees first to a very positive response
- Thanksgiving / Holiday season the real test
 - Successful
 - Be prepared for significant increase in traffic and orders
 - (Good) Communication is key



Hey DTE customers!
Guess what's new?

THE DTE ENERGY MARKETPLACE IS NOW OPEN!

SHOP NOW
dteenergymarketplace.com

Visit the DTE Energy Marketplace and browse hand-picked, energy efficient products that will help you save time, money, and energy. You'll receive exclusive pricing, just for being a DTE customer!

- Shop for energy-saving products
- Receive DTE customer pricing.
- Compare appliances

Get rebates on products like these – applied instantly at checkout.

Save \$75 on a Nest Thermostat.

Get nearly \$20 off on a pack of A-99 Philips LED Bulbs!

Visit dteenergymarketplace.com today!



THE DTE ENERGY MARKETPLACE

NOW OPEN!

Shop energy-efficient products to save energy and money. Rebates discounted instantly!

The first 500 customers get a FREE smart power strip!
Promo Code: freestrip



dteenergymarketplace.com



Visit our new marketplace and browse hand-picked, energy efficient products that will help you save time, money, and energy!

Features of this site include:

- Energy-saving products
- Instant DTE rebates applied at checkout
- Compare appliances to best meet your needs

\$19 LED Bulbs

\$75 Nest Thermostat

\$15 Philips LED Bulbs

Know Your Own Power



What would you recommend to others looking to partner with a marketplace?



- Clear path for participation
 - Awareness
 - Promotion/Marketing
 - Product selection
 - Cart experience simple and unobtrusive
- Be fully prepared before launching to full audience
 - Test, test and test some more
- Promote name brands
- Utility branding opportunities
 - Shipping boxes
 - Cross promotion
 - Other utility services?



WELCOME TO THE WORLD OF ENERGY EFFICIENCY!

You've taken an important first step toward saving energy and money.

Now, take the next step and explore all the DTE programs designed to help you reduce energy use, save money and improve your home's comfort.

See back for details.
dteenergy.com/saveenergy
866.796.0512

SO MANY WAYS TO SAVE!

- LED LIGHTING DISCOUNTS**
Get instant discounts on ENERGY STAR® certified light bulbs at participating retailers.
Learn more at dteenergy.com/lightingdiscounts.
- DTE ENERGY MARKETPLACE**
Shop for energy efficient products and get discounts applied instantly at checkout.
Learn more at dteenergymarketplace.com.
- ENERGY ASSESSMENT**
Schedule a Comprehensive Energy Assessment and save all year round!
Learn more at dteenergy.com/ea.
- HEATING AND COOLING REBATES**
Get rebates up to \$1000 when you upgrade to a high-efficiency furnace, boiler, air conditioner, or water heater.
Learn more at dteenergy.com/hvacrebates.
- INSULATION AND WINDOWS REBATES**
Get rebates for adding insulation and upgrading to energy efficient windows.
Learn more at dteenergy.com/insulationrebates.
- ENERGY STAR APPLIANCE REBATES**
Get rebates from \$20 to \$75 on qualifying clothes washers, room air conditioners, dehumidifiers, and Wi-Fi enabled thermostats.
Learn more at dteenergy.com/appliancerebates.
- DTE INSIGHT APP**
The DTE Insight app links your smartphone to the smart meter to show your energy usage patterns and more. Download for free today!
Learn more at dteenergy.com/dteinsightapp.

For more information, visit dteenergy.com/saveenergy or call 866.796.0512.

DTE Energy
Know Your Own Power®



Questions?



- Thank you!
- Contact Information
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