

Finding Your Online Marketplace Match

<https://www.xcelenergystore.com/>

Colin Lamb, Product Strategy & Development

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Why an Xcel Energy Store?

**Lead the Clean
Energy
Transition**



**Enhance
Customer
Experience**



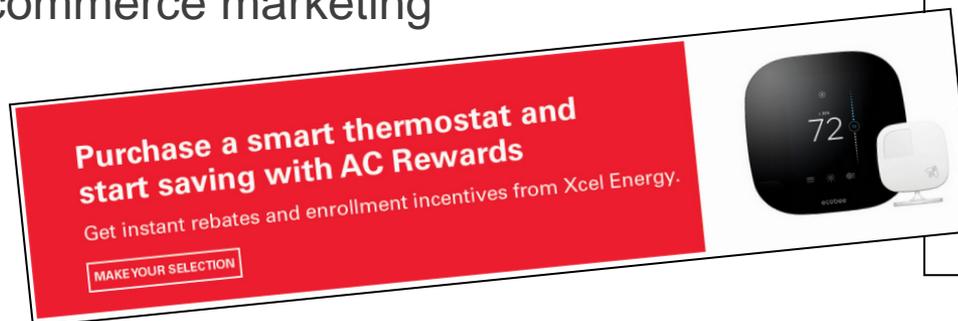
Keep Bills Low



**Dependable
Easy &
Enjoyable
Personal**

Marketplace and Xcel Energy DSM/DR

- Instant rebates (with verification)
- Customer engagement
- Increased program reach via new channel
- Potential for better cost effectiveness and attribution across DSM and DR portfolios
 - Smart thermostats & other smart home
 - Program enrollments
 - Ecommerce marketing



Purchase a smart thermostat and start saving with AC Rewards
Get instant rebates and enrollment incentives from Xcel Energy.

MAKE YOUR SELECTION



Xcel Energy | STORE MENU

We do the work. You get the savings.
Schedule an Xcel Energy Home Energy Squad visit to make on-the-spot energy efficiency improvements.

HOME ENERGY SQUAD

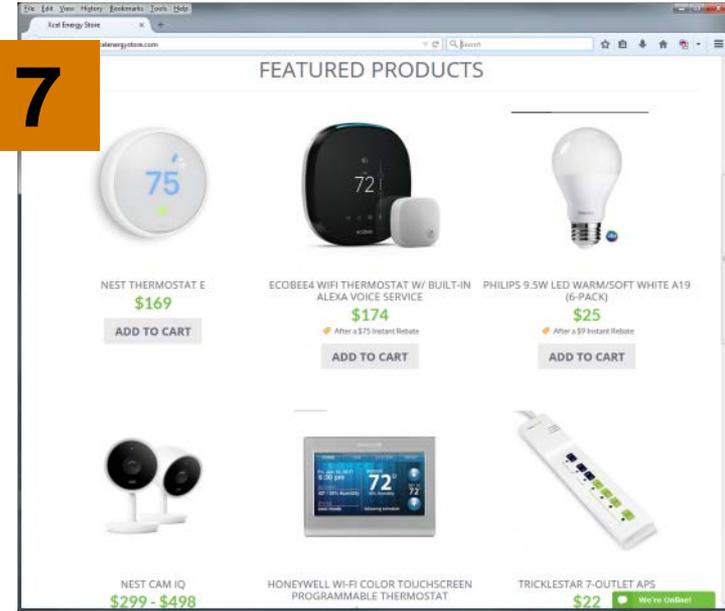
Leave a message

 GARA EARTH SHOWERHEAD - BRUSHED NICKEL WaterSense Meets EPA Criteria \$8 After a \$6 Instant Rebate ADD TO CART	 EVOLVE SINGLEFUNCTION SHOWERHEAD WaterSense Meets EPA Criteria \$13 After a \$6 Instant Rebate ADD TO CART
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Marketplace Evolution



2017



services

Get up to \$700 off a cooler instantly at Lowe's.

CLAIM REBATE

retailers

Platform evolution

Began as a new DSM program channel

- Instant rebating
- Easy enrollments
- Operational benefits

Evolving to enterprise functionality

- Customer data integration
- Ecommerce approach beyond DSM
- Emerging opportunities



My Account [Forgot Username or Password](#) | [Register](#)

Thank you

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