



QUESTLINE

ENGAGEMENT MADE SIMPLE

QUESTLINE CONTENT: CUSTOMER-CENTRIC SOLUTIONS THAT CONNECT

Reach your customers without overreaching. We eliminate the resource-intensive, time-consuming creation of from-scratch digital content. Leave the heavy lifting to us – we are your copywriters, your designers, your video producers. From interactive infographics and quizzes to top-rated articles and videos, Questline gives you access to over 1800 digital content assets developed exclusively for energy utility customers.

ONE ANNUAL SUBSCRIPTION. **ENDLESS OPTIONS.**

- **Brand, edit and digitally deploy 1800+** energy-focused content assets to your residential and business customers.
- **Explore a variety of content types and formats**, including infographics, quizzes, slideshows, videos and more.
- **Customize to your brand** and integrate seamlessly into your digital content marketing and program promotion campaigns.
- **Utilize across multiple channels** with content assets you can link to, share or embed to reach your customers wherever they are.
- **A secure self-service, cloud-based publishing platform** gives you mobile-friendly access to the assets you purchase and the freedom to choose exactly when and where to connect with your customers.
- **Keyword search and content filtering functionality** make it easy to select and download content in HTML format or publish to a branded microsite.
- **Package and deploy content** with Questline's eNewsletters from our Engage platform.
- **Built-in analytics reporting** equips you with powerful performance metrics you can use to assess and adjust your utility communications.
- **Implementation is hassle-free** with Questline's experienced, highly responsive team. A comprehensive demonstration will train you on how to successfully use our platform. We can also guide you on how to best plan your engagement strategy.
- **Two convenient pricing options** allow you to pay as you go or receive upfront and unlimited access to the entire content catalog. An annual subscription fee is included with both options.



63%

of residential customers now access their energy utility's content **by smartphone or tablet**. Up to 53% of small business customers and 43% of key accounts do the same.*

94%

of utility communicators find email highly or somewhat effective when it comes to achieving their **corporate objectives**.**

54%

of utility communicators say **customer satisfaction** is the most important objective of email marketing strategies.**

ENSURING FRESH CONTENT



On the Cutting Edge

Content assets are continuously being developed each month based on customer behavioral data and industry trends.



Solution-Driven

Our unparalleled energy utility experience enables us to determine what content best resonates with customers.



Always Relevant

After creation and inclusion in our catalog, all content is edited, updated and refreshed or removed to ensure relevance.



Choose Segmentation by Audience and Fuel Type

- Residential and business-focused content
- Electric and natural gas content options
- Content customization available to optimize for region or audience

Questline is the leading content and communications company dedicated to the pursuit of understanding and reaching energy utility customers. Serving more than 480 energy utility clients in all 50 states, we deliver content that engages, educates and entertains.

DO YOU QUESTLINE?



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* Questline 2017 Annual Benchmarks Report

** Questline 2016 Utility Communicators Survey