



QUESTLINE

We Make Energy Engaging



# The Latest & Greatest in Benchmarks

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# 2015 Energy Utility Email Benchmarks Report

# Energy Utility Email Benchmarks

- 2015 Report includes:
  - Metrics by utility type, audience type and email type
  - Email reach over the course of a year
  - Insights from a survey of utility communicators
  - Subject line tips and best practices
  - Tips to improve your metrics
  - Insights behind the top performers
- Uses of the report
  - Where do you stand among your peers?
  - Showcase your success!





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# The Customer Journey with Utility Emails

# Customer Journey – Email Journey



# Email Journey – Welcome Series





# Welcome Series – Top performer

- Highest performing email category
  - 2 times the benchmark open rate
  - 2 times the benchmark CTOR
  - 3 times the benchmark CTR
- Welcome Series Graduates
  - **38%** more likely to open a Program Promotion email and **16.5%** more likely to click once they do
  - **19.5%** more likely to open a Newsletter and **58%** more likely to click



# Welcome Series – Overview

- Who is getting a Welcome Series email?
  - People new to your utility and transfer customers
- Why focus on this audience?
  - Customers are most receptive to communications when they are new to your utility
  - Start your relationship out on the right foot
  - Encourage interaction with your utility from the start
  - Empower customers by providing information they need and want



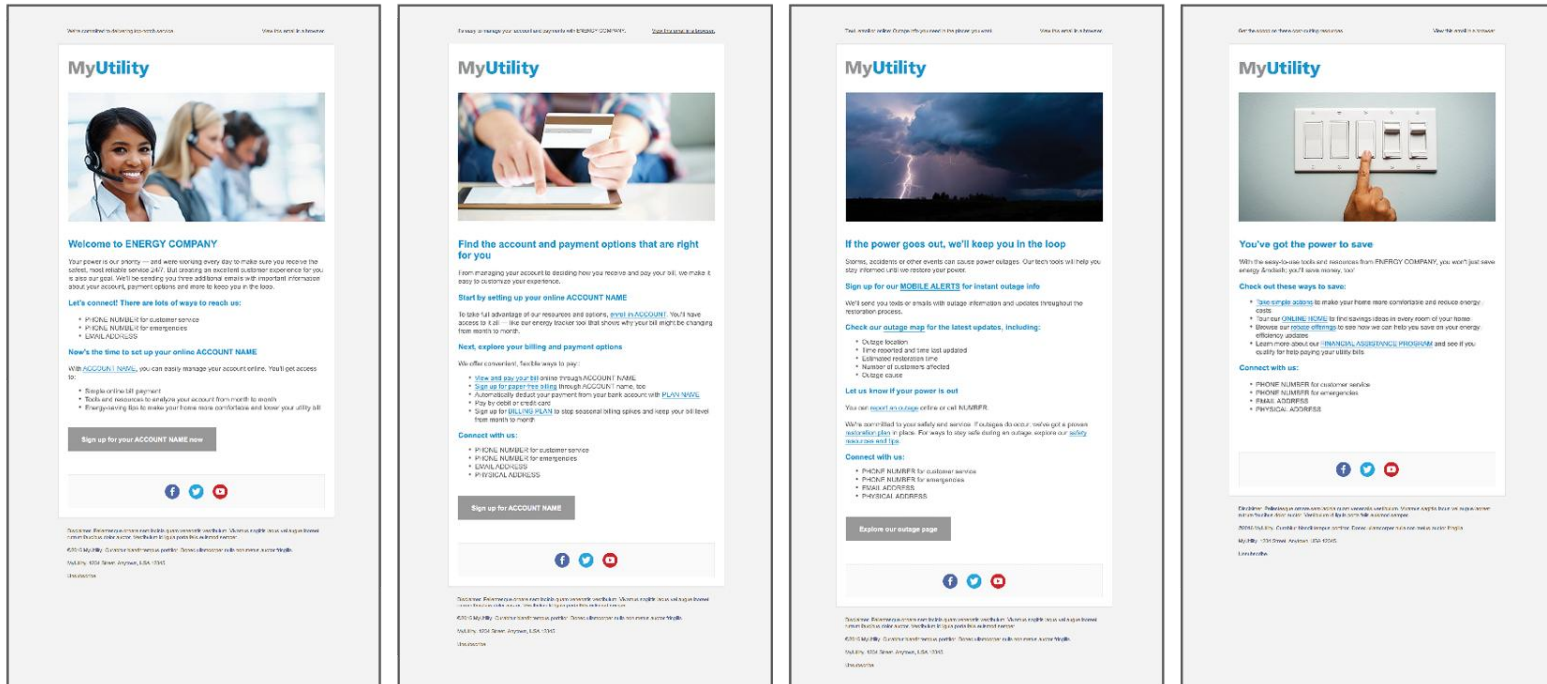


# Welcome Series – Secrets behind top performers

- First email & the email mentioning billing are the most popular
- A weekly cadence performs best
- Clear Call-to-Actions
- Easy to read, short copy



# Welcome Series — Key Takeaways



- Focus on the information customers need and want



# Email Journey – Newsletter





# Newsletter - Performance

- Second highest performing category



**42% higher** CTOR  
than the benchmark



**28% higher** CTR  
than the benchmark

- Far lower spam and opt-out rates than the other categories



# Newsletter – Secrets behind top performers

- Newsletter name in the subject line
- Monthly cadence outperforms a quarterly performance
  - Increases deliverability by **10%** over quarterly
  - Reaches **47% more** of your target audience.
  - Clicks over the course of the year increase by **38%**
- Consider sending residential newsletters on Thursday and business newsletters Tuesday or Wednesday mid-mornings



# Newsletter – Secrets behind top performers

- Most-Rated Residential Articles
  - 5 Things LEDs Can Do For You
  - Saving Energy Room By Room: The Laundry
  - What's Haunting Your Energy Bill?
  - Put a Stop to Ice Dams
  - Indoor Lighting: 5 Ways to Save
- Key Takeaways:
  - Residential customers want help solving problems
  - What's in it for me?





# Newsletter – Secrets behind top performers

- Most-Rated Business Articles
  - VIDEO: What Exactly is Power Factor?
  - Busted! 5 Energy Myths Exposed
  - Calculating Energy Cost to Operate a Compressor
  - How Do They Do That? Touchscreens
  - Beware! Wasted Energy May Be Haunting Your Facility
- Key Takeaway:
  - Combination between articles that are interesting and articles that help their business



# Newsletter Readers — Increased Engagement

- Newsletter Readers (customers who open your newsletter) have:



**60% higher** open rate than non-readers.



**10% higher** click-through rate than non-readers, on average.

- **Spam Rate** Newsletter readers have a lower complaint rate than non-readers.



# Email Journey – Program Promotions





# Program Promotions – Overview

- What are Program Promotion Emails?
  - Appliance Rebates
  - Energy Efficiency Programs
  - Lighting
  - Online Account Promotion
  - Paperless Billing
  - Payment Options
  - Rebates/Incentives
  - Storm Prep



# Program Promotions – Overview

- Who is receiving Program Promotion Emails?
  - Residential Customers
  - Business Customers
- What is the goal of the emails?
  - Conversions
  - Customer Satisfaction
- How are they receiving these emails?
- How are they engaging with these emails?



# Program Promotions – Reading Environment

- **Mobile**

- Email opens made via a smartphone or tablet
- Webmail opens on smartphones are classified as mobile

- **Webmail**

- Email clients viewed in a web browser such as Gmail, Yahoo!, Outlook.com and AOL

- **Desktop**

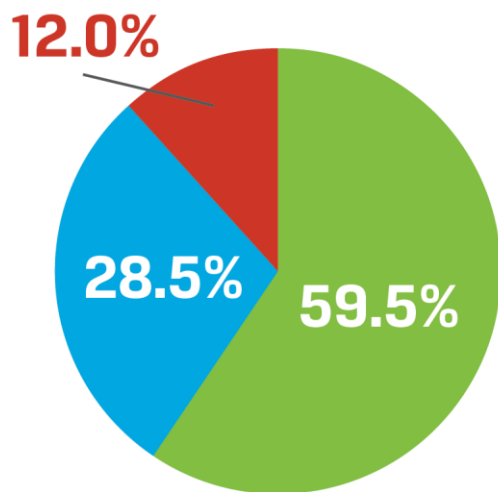
- Email clients that are installed software and are viewed by opening a program on a Mac or Windows PC such as Outlook, Apple Mail or Thunderbird



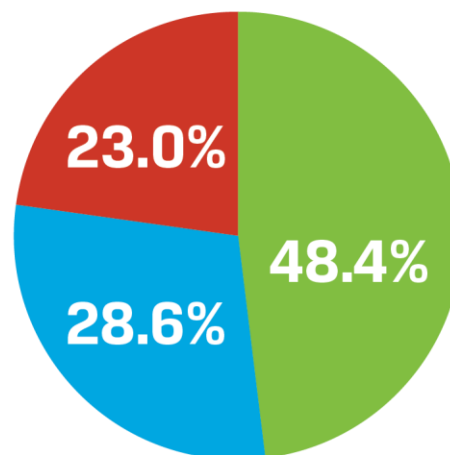


# Program Promotions — Reading Environment

Residential



Business



Desktop



Webmail

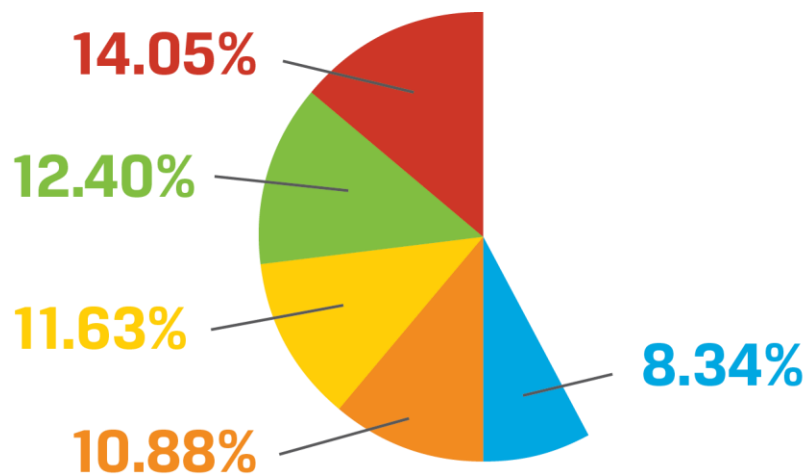


Mobile

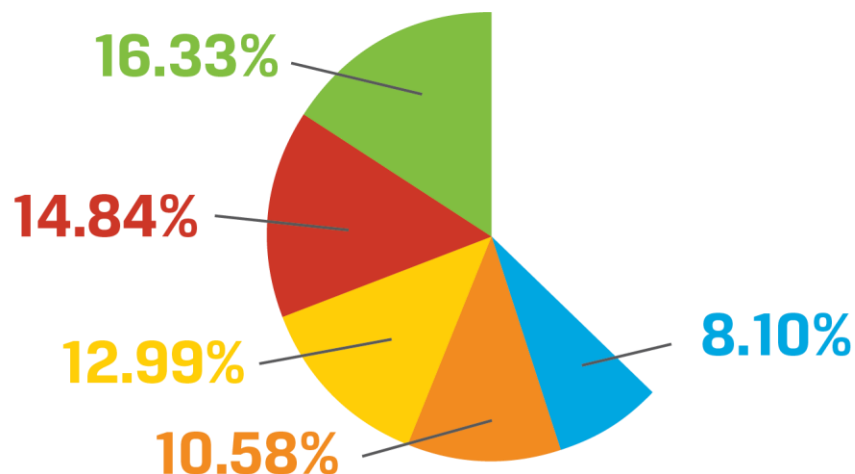


# Program Promotions — Email Clients

## Residential



## Business



Apple Mail



Outlook



Apple iPhone



Apple iPad



Google Android



# Program Promotions — Engagement Report



## Read

- **8 or more** seconds

## Skimmed

- **2 or more** seconds, but less than 8 seconds

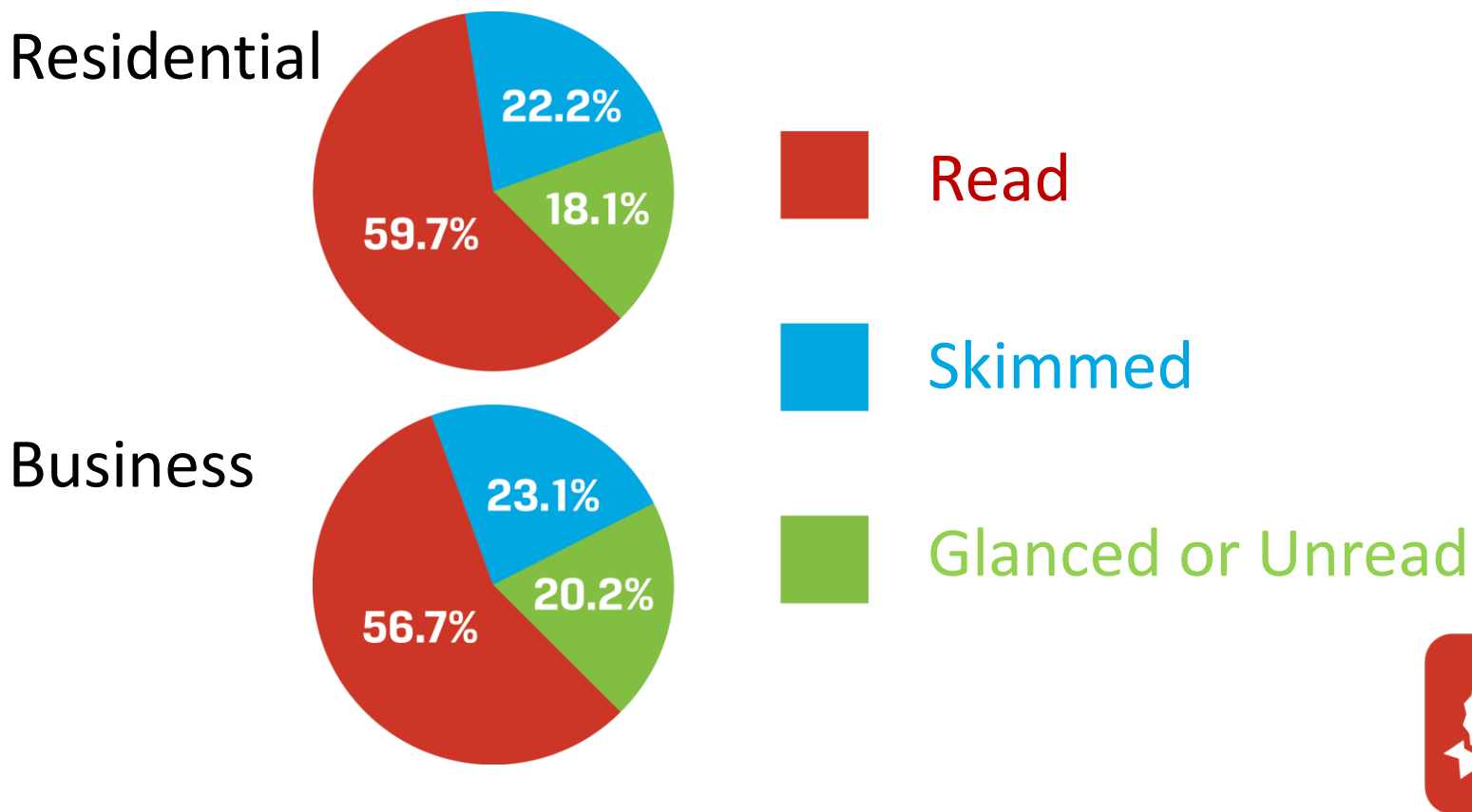
## Glanced/Deleted

- **Less than 2** seconds





# Program Promotions — Engagement Report

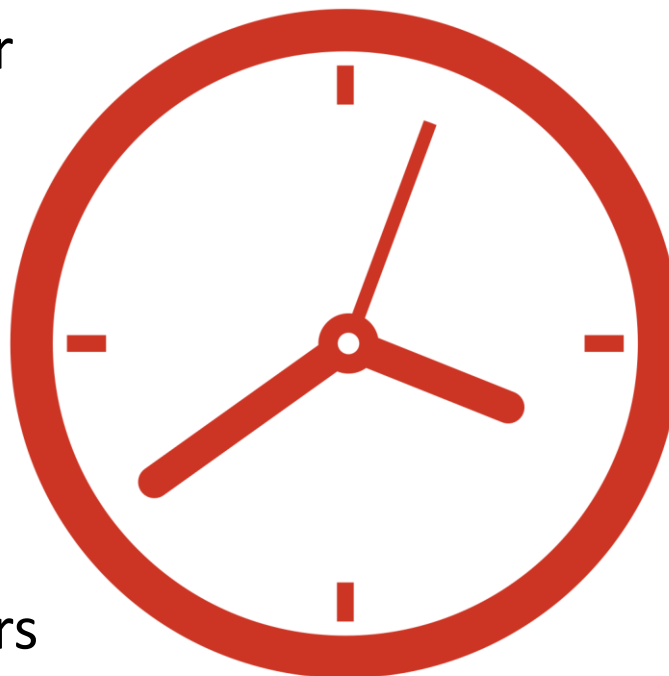


# Program Promotions — Engagement Report

You have to get their attention quick!

Customers opening your email and closing or deleting it within 8 seconds

- **40.3%** of your Residential customers
- **43.3%** of your Business Customers



This is the preheader area where the preheader goes.

[View this email with images](#)

**MyUtility**

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Thanks to ENERGY STAR®, today's refrigerators and freezers are more efficient than ever. | [Read more](#)

April 15, 2016



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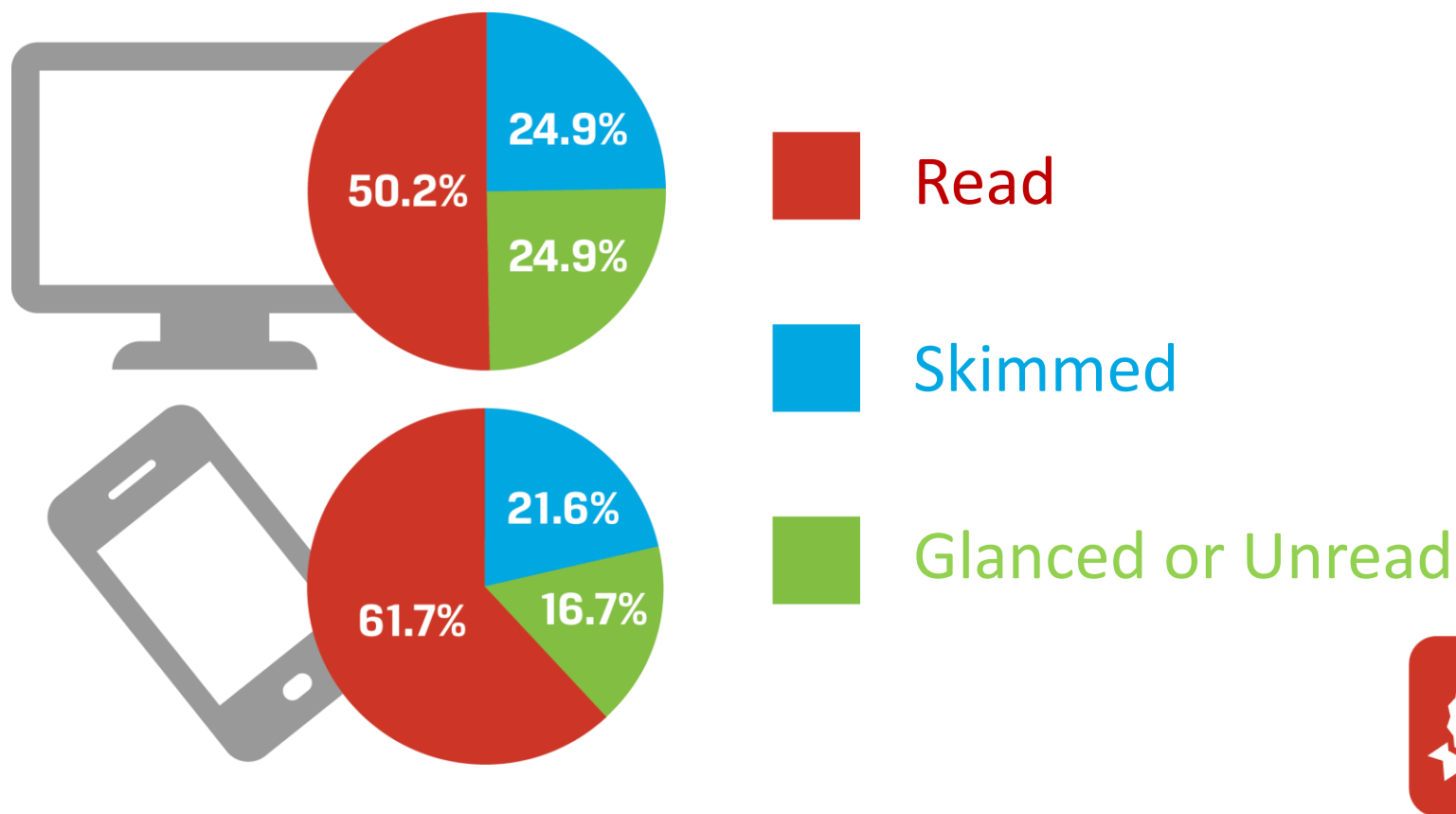
[Unsubscribe](#) | [Update Email](#) | [Privacy Policy](#)

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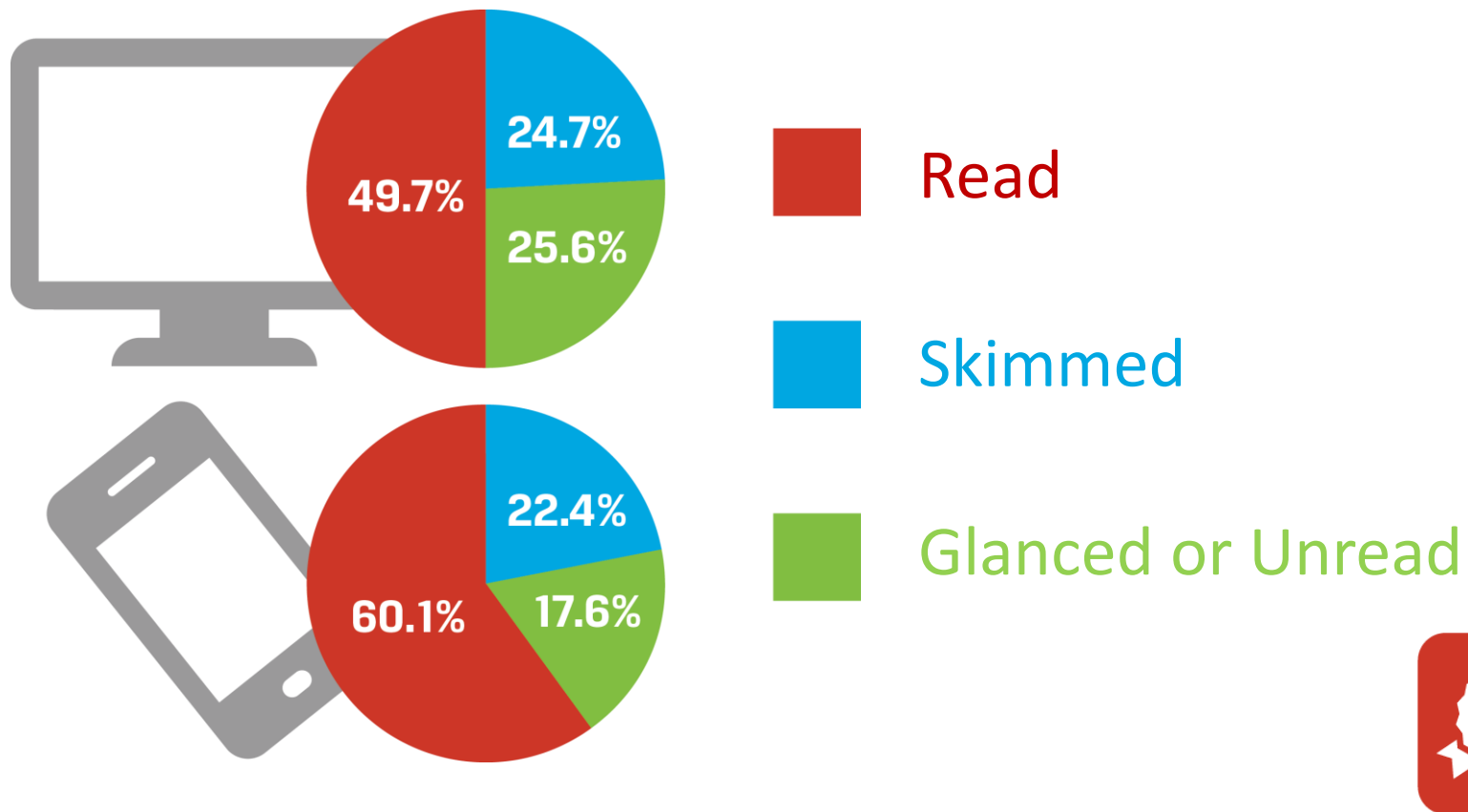




# Program Promotions — Residential Engagement

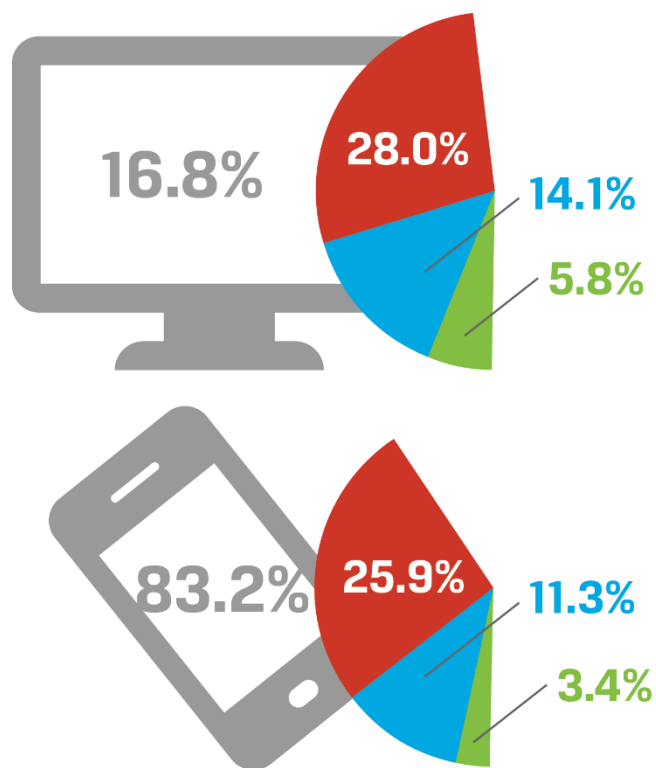


# Program Promotions — Business Engagement



# Program Promotions — Environment & Metrics

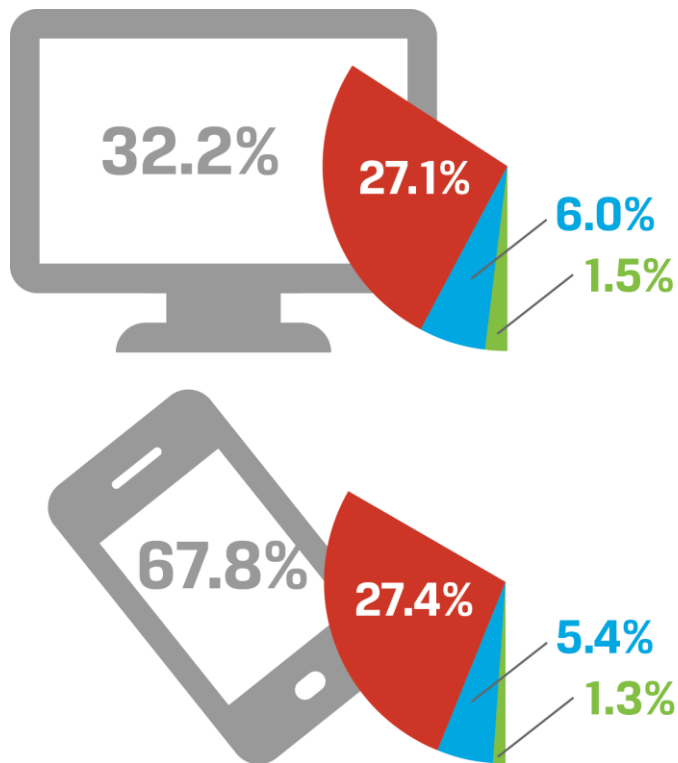
## Residential:





# Program Promotions — Environment & Metrics

Business:



Average Open Rate



Average CTOR



Average CTR



# Program Promotions — Key Takeaways

- Create for mobile
  - Business customers too!
- Grab their attention quickly
  - 2 out of 5 customers are closing your email within 8 seconds

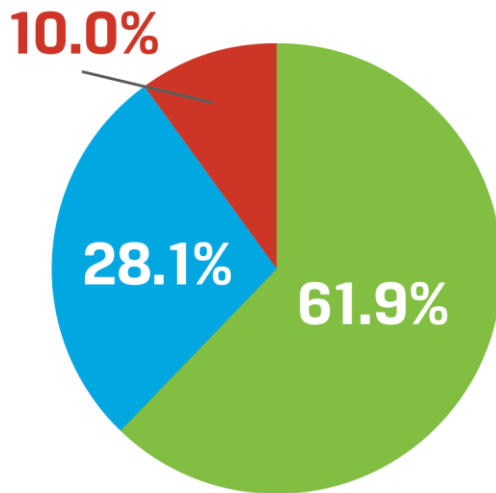


# Email Journey – Outage Communications

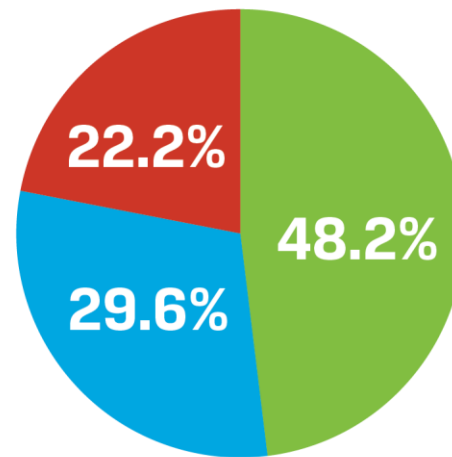


# Outage Communications — Environment

Residential



Business



Desktop



Webmail



Mobile





# Outage Communications - Engagement



- **25% higher** open rate than overall benchmark rate

## Residential



88.9% of those who read the email, read it on a mobile device.

## Business



73.3% of those who read the email, read it on a mobile device.



# Outage Communications - Engagement

- Average time to open the outage communications email for residential customers:
  - Mobile - 3:42 minutes
  - Desktop - 8:26 minutes

- Average time to open the outage communications email for business customers:
  - Mobile - 3:16 minutes
  - Desktop - 31:57 minutes



# Outage Communications — Key takeaways

- Plan in advance!
  - Get the information to your customer quickly
- Mobile, but not just for emails
  - Outage maps, text alerts, landing pages



# Email Journey – Customer Satisfaction





# Email Journey – Final Thoughts



# Email Journey — Final Thoughts



- Start off strong by getting your customer to engage with email early.
- Provide regular email communications of content they are interested in.
- Send emails in a format they can read and get the information when they need it. Think Mobile.



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Questions?