



QUESTLINE

OUTREACH. EVOLVED.



QUESTLINE eNEWSLETTERS

MORE FLEXIBILITY.

MORE INSIGHT.

MORE ENGAGEMENT.

In 2018, the number of customers receiving eNewsletters from their utility increased by 25%, with an Open Rate of 21.43%.*

CUSTOMER ENGAGEMENT JUST GOT EASIER...

Questline's eNewsletters have long been a cornerstone in the engagement strategy of hundreds of energy utilities. In our mission to make energy engaging, we've successfully provided best-in-industry content, utility program promotions, digital channel deployment and engagement strategy to our clients.

Now Questline has launched the next evolution of our Questline eNewsletters, leveraging the power and benefits of our Engage platform. Through an extensive research and interview process, we identified our energy utilities' expectations, needs and preferences for next-level technologies. Utilities spoke and we listened.

What?

Questline eNewsletters are now seamlessly integrated into our Engage platform to provide a more robust user experience and enhance your ability to reach your customers. We've also introduced a more flexible approach to how we package Engage Content by providing energy- and audience-specific asset options from which you can select.

How?

You'll work directly with Questline's experienced professionals already familiar with utility communication needs. Your new eNewsletter implementation project will be managed collaboratively with our Account Service, Operations and Development teams to ensure a smooth, timely launch.

Why?

Questline is the leading digital communications agency dedicated to the pursuit of engaging energy utility customers. We focus solely on energy consumers by providing content solutions that matter to them.

To fulfill this mission, we are constantly improving the products and services we offer to enhance the communications reach of our energy utilities.

In speaking with our utility clients and observing our own best practices and industry data, we identified opportunities to strengthen our offerings and improve our utilities' communications. By evolving our eNewsletters, Questline is bringing a stronger set of communication tools, more flexibility and better analytics insights to fuel your customer engagement.



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KEY BENEFITS

Innovative upgrades are now available with Questline eNewsletters, powered by our Engage platform:

- Product and technology enhancements driven by Questline utility focus groups to determine expectations, needs and preferences
- eNewsletters feature fully responsive, mobile-friendly email and article landing page templates
- Content landing pages offer a cleaner, more modern look to social sharing functionality
- Enhanced video and multimedia viewing
- Reviewing, requesting changes and approving eNewsletters is now easier than ever via a convenient, user-friendly administrative portal
- Flexibility and convenience with custom deployment schedules to ensure your automated distribution fits your communication timing needs
- Improved reporting and analytics, aligned with our email services offering on the Engage platform
- Simpler, more comprehensive views of your customer activity
- Easier access to detailed engagement reporting, including clicks, click maps, bounces and unsubscribes
- Consistency of data sets and integration ability for preference centers with all lists conveniently housed in one place
- Customization of preference centers to keep customers engaged with the content most meaningful to them
- Convenient full API and file automation functionality, enabling synchronization of subscriber and engagement data with a CRM or other systems
- Enhanced customer targeting capabilities with multi-level, real-time list segmentation and dynamic list matching by attributes

Questline is the innovative digital communications agency dedicated solely to the energy utility industry. We are strategists, creators and problem-solvers for over 480 energy utilities across all 50 states.

Our mission is to provide unparalleled customer experience through communications that engage, educate and inspire action.

* Questline 2018 Annual Energy Utility Email Benchmarks Report

DO YOU QUESTLINE?

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