



QUESTLINE

ENGAGEMENT MADE SIMPLE

QUESTLINE CONTENT: CUSTOMER-CENTRIC SOLUTIONS THAT CONNECT

Reach your customers without overreaching. We eliminate the resource-intensive, time-consuming challenge of creating high-quality, original 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 2,000 digital content assets developed exclusively for energy utility customers.

ONE PLATFORM. ENDLESS OPTIONS.

- **Brand, edit and digitally deploy 2,000+** energy-focused content assets to your residential and business customers.
- **Explore a variety of engaging 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 HTML to reach your customers through social media, emails, your website and more.
- **A secure self-service, cloud-based publishing platform** gives you the flexibility to manage content on your schedule.
- **All content is mobile-responsive** and optimized for smartphones and tablets, allowing you to connect with customers anywhere and everywhere.
- **Discover popular topics** through keyword search and content filtering functionality that make it easy to select and publish relevant energy efficiency, safety, electric vehicles, solar power and other content.
- **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. We will demonstrate and train you on how to successfully use our platform. We can also guide you on how to best plan your engagement strategy.
- **Convenient pricing options** enable you to pay as you go or purchase tailored content packages to meet your business needs. 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 51% of small business customers and 44% 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.



Solutions-Driven, Research-Based

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



Always Relevant

All content is reviewed by our energy expert to ensure accuracy before publication, then updated annually.



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 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.

DO YOU QUESTLINE?



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* Questline 2018 Annual Benchmarks Report

** Questline 2016 Utility Communicators Survey