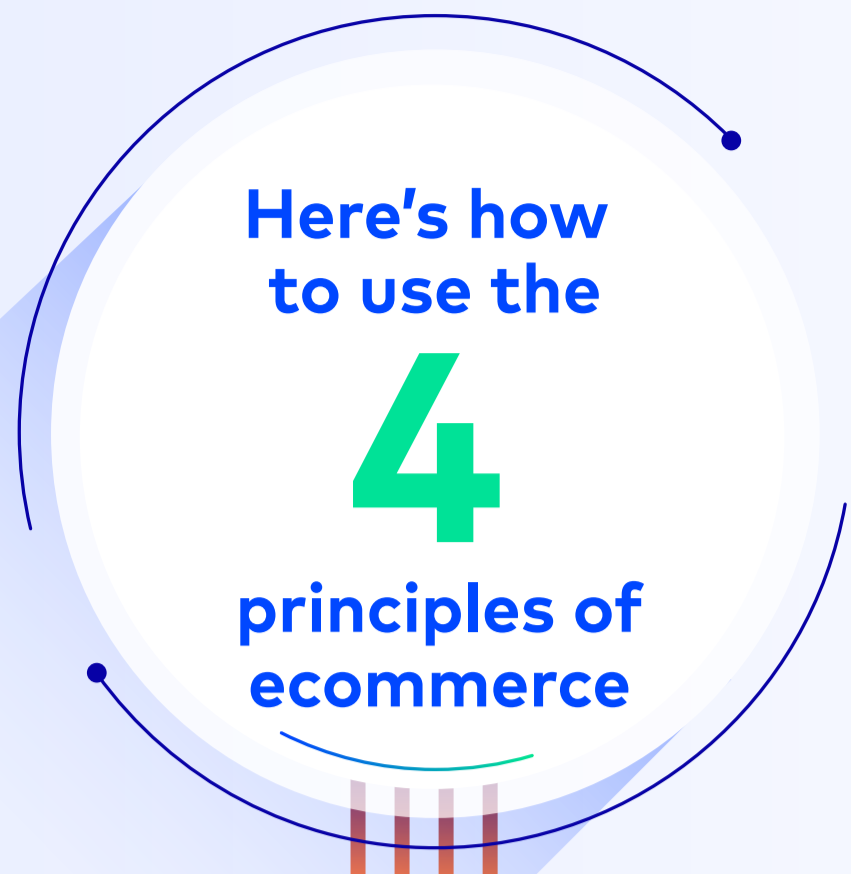


# Supercharge Your Utility Marketplace with Four Principles of Ecommerce

As ecommerce options increase, and customers have more energy choices, it's becoming even harder for utilities to stay top of mind when it comes to energy decisions.

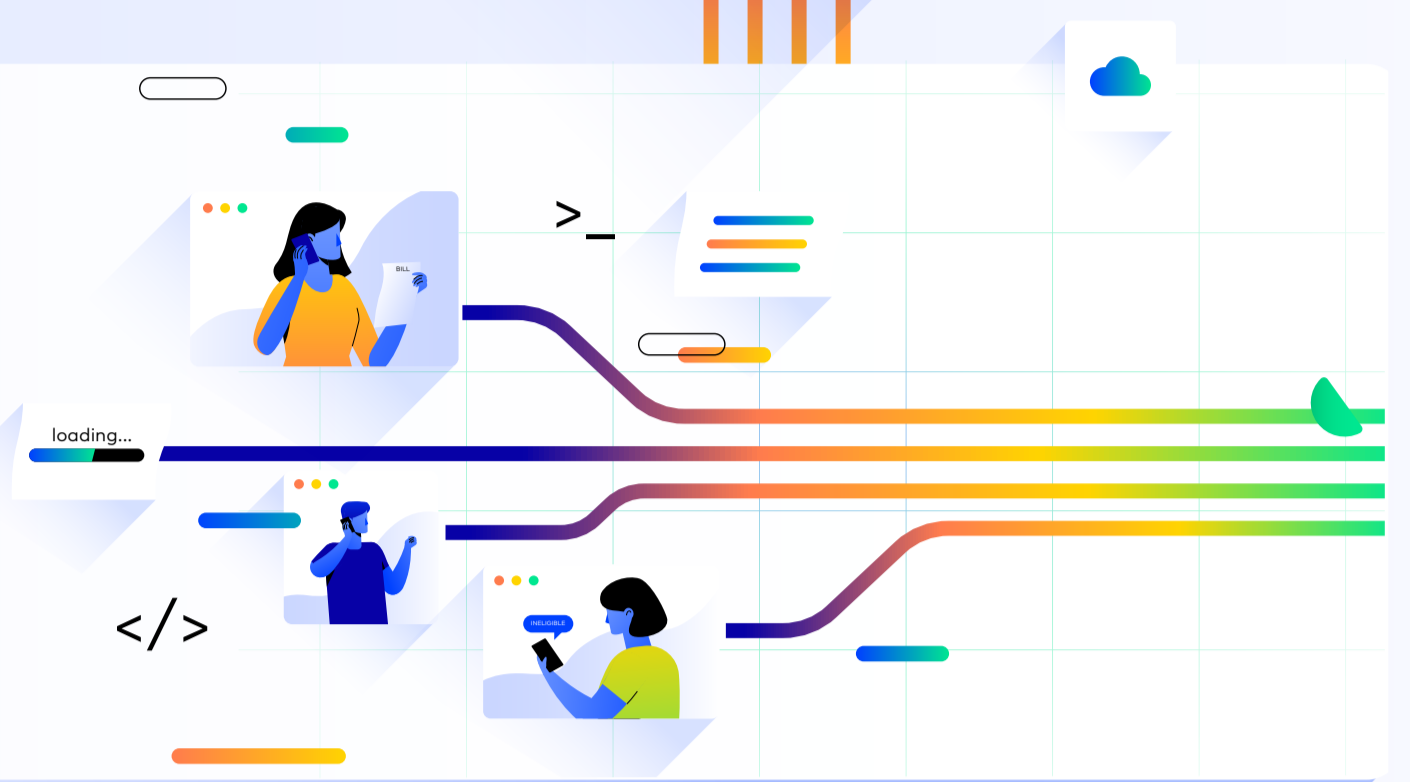
What lessons can energy providers learn from retailers to remain trusted energy advisors to their customers?



1

## Proactively engage customers.

Utilize all available data to target customers with the most relevant recommendations for them—through every channel.



44%

of customers buy from Amazon's personalized product recommendations.



### Tip

Offer personalized recommendations on every customer touchpoint.



2

## Improve conversion by directing customers to the best options for them.

Provide a curated set of products and services for your customers.

Uplight's utility partners have driven 3-5X higher conversions with personalized landing pages.



### Tip

Product comparison charts can help customers understand what is right for them in an unbiased, straightforward way.

Compare with similar items

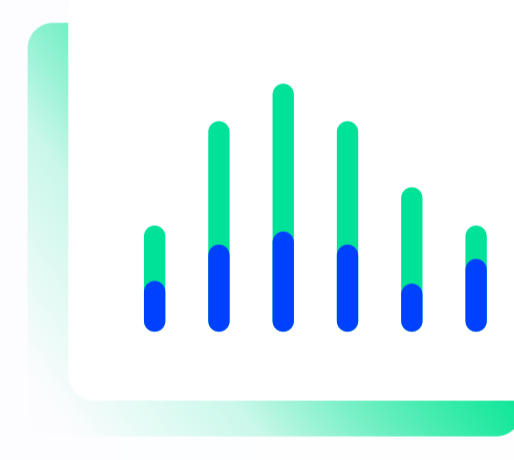
Product	This Item: Google Nest Learning Thermostat Stainless Steel	ecobee SmartThermostat With Voice Control	ecobee3 lite Thermostat
Price	\$249.00	\$249.00	\$169.00
Rebate	\$75.00	\$75.00	\$75.00
Average rating	★★★★★	★★★★★	★★★★★

3

## Enhance the value that customers are getting from each interaction

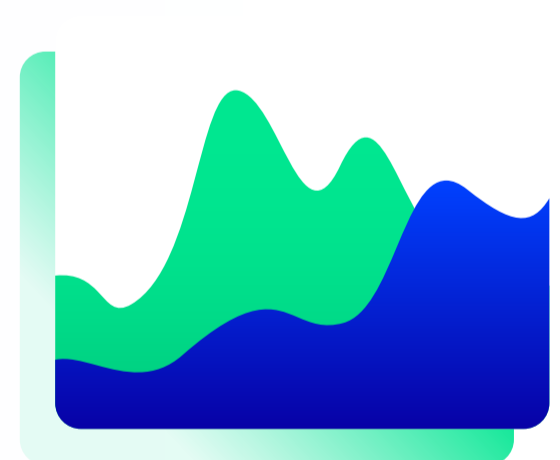
Find opportunities to up-sell, cross-sell, or bundle related products and services.

NYSEG saw a 38% increase in overall demand response (DR) program enrollment and a 365% increase in smart thermostat sales after launching DR Bundling on their Marketplace.



38% ↑  
in overall DR enrollment

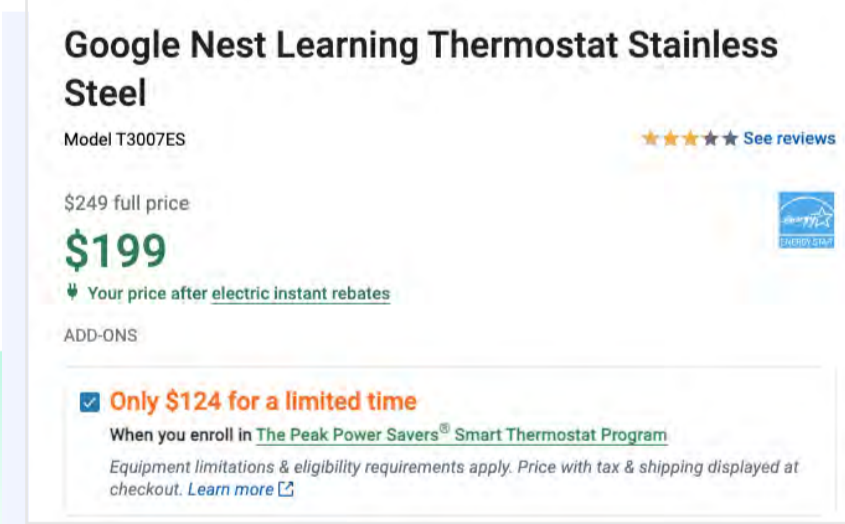
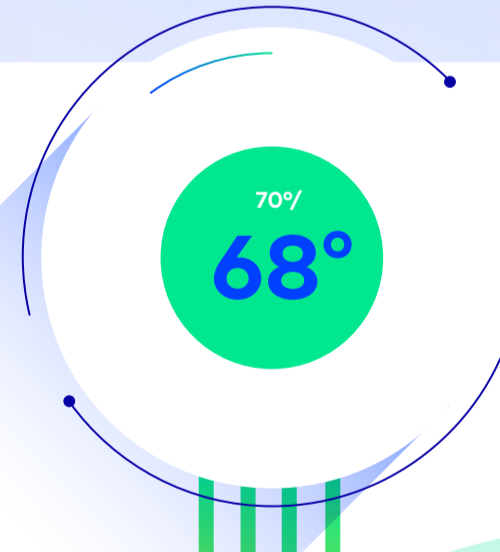
365% ↑  
in smart thermostat sales



### Tip

Offer Demand Response Program enrollment alongside smart thermostat purchases to increase enrollment by

4-5X



4

## Satisfy customers with a seamless transaction process.

Make it easy for customers to transact by enabling guest check-out processes and a variety of payment options.

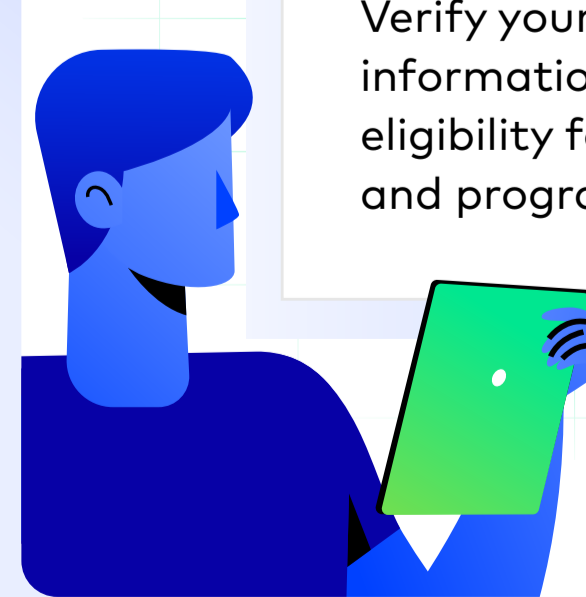
Forcing customers to register before completing a purchase causes 35% of them to abandon the purchase altogether.

### Tip

Automatically check rebate eligibility and validate rates on your Marketplace to remove one big hurdle for customers.

### Claim Instant Rebates

Verify your utility account information to check your eligibility for instant rebates and program enrollment.



In addition to these four steps, utilities can continue to use data to optimize the customer experience—creating a feedback loop to enable even more personalization.