

iMPACT LTV™ Case Study: BUNDLING



SUMMARY: A competitive electric retailer achieved 1% penetration of smart thermostats in 3 months using iMPACT LTV™.

CLIENTS: Regional retailer with 40,000 residential customers.

GOAL: Determine feasibility of selling and installing smart thermostats.

PROGRAM: Used iMPACT LTV™ for a smart thermostat campaign. Deployed text messaging, online engagement, dial outbound and web-based order fulfillment, including inventory management, installation and customer service.

RESULT: 1% of targeted customers ordered a smart thermostat within the first 3 months. Inventory management and third-party installations updated automatically for each order.

ROI: The retailer's annual net margin per customer doubled for those acquiring a thermostat.*

*Avg. net margin on kwh only vs. avg. net margin with thermostat in year 1 after program costs. Excludes value of retention, brand-building, DSM, etc.