

Energy Smart Program Accelerates Energy Efficiency Engagement

Simply Conserver Air Purifier Replaces LED Rebates To Boost Savings & Health For Energy New Orleans Customers

SALES AND IMPACT OVERVIEW

JUNE 2024:

60
ORDERS

JULY 2024:

800
ORDERS



AUGUST 2024:

2,800
ORDERS

(WITHIN 6 DAYS)

TOTAL UNITS ORDERED:

3,980

GENERATED SAVINGS:

910,275 KWH

THE STORY

As rebates on LED lighting were discontinued, Entergy New Orleans' Energy Smart program faced a serious challenge: finding a replacement product capable of cost-effectively driving significant customer interest and program savings. In their search for an innovative measure with strong customer appeal, Entergy turned to AM Conservation's Simply Conserve® Tabletop Air Purifier. It stood out not only for its efficiency, but also for resonance with customers by easily and conveniently enhancing their health and wellness.

Recognizing this potential, Entergy New Orleans launched the free air purifier promotion on their Energy Smart Marketplace in June 2024. This strategic move aimed to achieve multiple goals:



delivering substantial electric savings



enhancing indoor air quality



fostering new customer relationships



highlighting the importance of energy-efficient solutions throughout the home

THE GOAL

Entergy New Orleans' primary objective was achieving 229 kWh in energy savings per unit while maintaining the program's historical \$0.40/kWh savings target. Entergy knew the air purifier would be a more expensive offering, but they also believed overall budgets could be maintained by combining strong product uptake with reduced marketing expenses. To achieve these results, they chose to offer the Simply Conserve Tabletop Air Purifier at \$0 cost to customers— a \$99.99 value. It was a strategy balancing cost-effectiveness with impactful results to ensure the program met or surpassed savings targets within budget.

OUR INITIAL STRATEGY

The free air purifier launch was enacted through a series of strategic marketing tactics, delivering impressive outcomes:

- **Community Outreach:** In June 2024, Energy Smart shared handouts at community outreach events, promoting the air purifier offer and cross-promoting other Energy Smart programs aimed at improving indoor air quality. This initial effort led to the order of 60 units.
- **Email Marketing:** In July 2024, AM Conservation launched a targeted email marketing campaign, reaching segmented customer groups, resulting in an 8.5% conversion rate and an additional 800 units ordered.



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KEY HIGHLIGHTS



VIRAL GROWTH:

The air purifier's popularity surged in August, with 2,800 units ordered in just 6 days.



GOAL ACHIEVEMENT:

This rapid increase in sales propelled the program from 20% of its goal in June to over 80% by September.



BEYOND ENERGY SAVINGS:

Unlike traditional products like LED lighting, the Simply Conserve Air Purifier offers substantial non-energy benefits, focusing on health and wellness, which contributed to its viral success.

COMPREHENSIVE MARKETING AND VIRAL SUCCESS

In August 2024, Entergy New Orleans and AM Conservation implemented a multifaceted marketing strategy that significantly boosted sales:



Direct Mail Campaign: Continued community outreach and email marketing were supplemented with direct mail postcards sent to 2,703 segmented customers who couldn't be reached via email. This comprehensive approach contributed to significant sales growth.



Organic Social Media Success: The promotion gained substantial traction, going viral across social media platforms such as Reddit, Meta, and X in late August. This surge in social engagement was driven by Entergy's strategic decision to offer a high-value, appealing product at no cost to the Entergy New Orleans' customer. Recognizing the value, people shared it on social media, leading to over 2,800 units ordered within just six days, bringing the total units ordered to 3,980.



Classroom and Community Engagement: The timing of the offer proved crucial, coinciding with the return of college students, rising COVID concerns, and seasonal air quality impacts. Additionally, the initiative attracted attention from community groups advocating for clean air. A research study conducted by Tulane University provided another promotional channel by distributing the air purifiers to participants.

RESULTS AND COST-EFFECTIVENESS

The promotion not only hit its initial savings targets but also quickly generated an impressive 910,275 kWh in energy savings. Due to its viral explosion many of the purchases came from new program participants, highlighting the initiative's success in expanding the program's reach. **By early September 2024, a total of ~3,600 units were placed, achieving 81% of the program's energy savings goal for the year.** Viral engagement on social media platforms rapidly scaled the promotion, minimizing the need for paid advertising. This organic growth significantly boosted the campaign's reach and cost-effectiveness, keeping the program on budget despite an air purifier savings cost of \$0.48/kWh—a 20% increase vs. LED light bulbs.

FUTURE PLANS

Entergy New Orleans plans more promotions later this year to build on the air purifier's success and enhance the program's performance. The air purifier not only replaces LED lighting rebates but also attracts strong customer interest, helping Entergy New Orleans reach a new market-rate customer base and cross-promote other programs.

CONCLUSION

The Simply Conserve Air Purifier's ability to deliver meaningful savings and significant health and wellness benefits has driven its viral growth and substantial impact. This success story underscores the potential for innovative products to achieve rapid market penetration and exceed program goals.



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