

SAVINGS AT THEIR DOORSTEPS

When FirstEnergy Ohio's kit program goals were accelerated, AM Conservation Group moved quickly and leveraged an integrated campaign rooted in digital marketing tactics to ultimately achieve even their stretch goals ahead of schedule.

187,000+

TOTAL KITS ORDERED (152% OF GOAL)

317% ABOVE

BENCHMARK (ORDER CONVERSION RATE)

Their story: FirstEnergy Ohio includes three operating companies: Ohio Edison, Toledo Edison and the Illuminating Company.

Their goal: Initially, FirstEnergy's Ohio utilities were looking to achieve a total of 123,250 opt-in kit orders by the end of 2020, but due to pending regulatory changes, that timeline was accelerated shortly before the program launched on January 1st.

FirstEnergy required us to target customers who had not previously received a kit in recent years, which meant reaching a new audience within a long-running program. In order to comply with brand standards, usage of the word "free" in marketing materials was prohibited, which presented an additional conversion barrier.

The solution and results: AM Conservation Group proposed 2 custom-designed kits filled with energy efficiency measures to reach residential customers throughout the utility's service territory. Based on the customer's hot water heat source (electric or gas), the kits contained a combination of the following products:

- 2 Simply Conserve® LEDs
- 3 Simply Conserve® LED night lights
- 1 Simply Conserve® filter whistle
- 1 Simply Conserve® 7-outlet advanced power strip
- 1 Niagara Conservation showerhead
- 1 Niagara Conservation kitchen aerator

The eligible customer list was segmented and outreach was deployed based on communication preferences and past participation data. This digital-first campaign incorporated emails and behavior-based email nurture workflows with dynamic content, Facebook and Google retargeting ads, postcards, business reply cards (BRC) and various cross-program marketing print materials. Tracking URLs, pixels and dedicated phone order lines were used on every tactic and integrated into a reporting dashboard for real-time transparency into lead attribution and conversion rate.

Customers requested the kits via online order form, phone orders with live agents or mail-in BRCs. Once the orders were received, AM Conservation Group quickly shipped kits directly to the customers' doorstep.

Due to the rapid success of the program, FirstEnergy's Ohio utilities increased their kit order goals to 184,000. With additional targeted marketing, we were able to achieve and surpass this goal by March 17th, satisfying the utility, engaging customers across the service territory and helping them achieve their target savings.



Contact us today
to learn more.



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