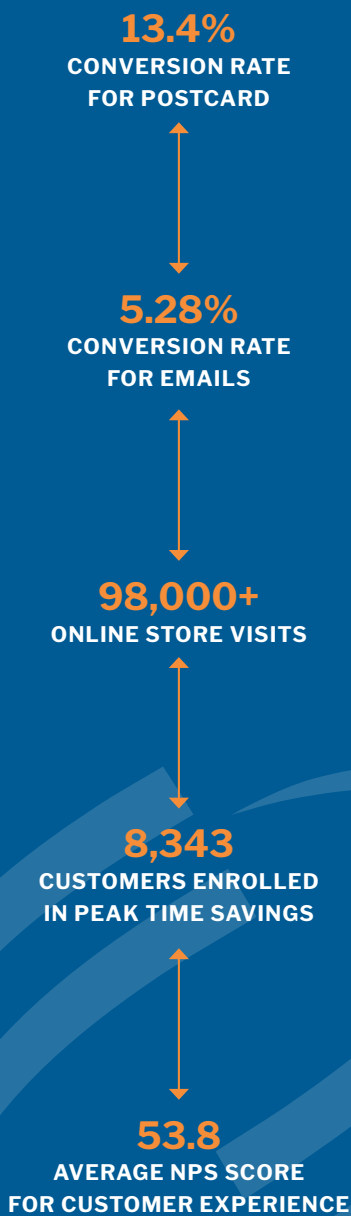




Marketplace Offering Attracts 8,000+ Customers to Enroll in Ameren Missouri's Demand Response Program

Ameren Missouri is an electric and natural gas energy provider serving customers in central and eastern Missouri. Managing energy use and maintaining customer satisfaction are top priorities for the organization, with measures for success closely watched by leadership. In 2020 and 2021, Ameren Missouri teamed up with AM Conservation (AMC) and Sensi to deliver two annual customer programs that elevated key metrics.

Electrifying Metrics



THE STORY

After two strong years of product sales on the utility's marketplace, AMC and Sensi were looking ahead to a third custom offer for Ameren Missouri customers. Expectations from Ameren were high. Long-term sustainability goals come closer each year, and customers had been exposed to compelling offers for a \$0 or \$1 Sensi smart thermostat in the previous years.

THE GOAL

AMC and Sensi needed to think outside the box for a new and creative way to catch customers' attention and drive program enrollment.

THE SOLUTION AND RESULTS

To raise the bar for year three, Emporia was added into the program. With collaboration, Ameren Missouri's first-ever bundle offer was created: Get a Sensi Classic Thermostat with an Emporia Smart Plug for \$1 – or a Sensi Touch Thermostat with an Emporia Smart Plug for \$55.99. To achieve these attractive prices, a smart thermostat rebate was stacked with a demand response rebate for participation in Ameren Missouri's Peak Time Savings program.

Layered, multi-media marketing strategy gave the offers major market presence. Ameren Missouri worked with their agency of record to deliver promotional emails, postcards with a QR code, and digital ads. Sensi added on a press release, internal emails, Facebook ads, and partnership with a community-based organization to connect with low-income audiences. AMC enhanced the program further with Google shopping ads. Traffic from all sources was captured by landing pages within the Ameren Missouri Online Store, leading to a leap in sales and Peak Time Savings sign-ups.

Coordination among AMC, Sensi, Emporia, Ameren Missouri, and their agency of record helped to ensure the best customer experience from marketing exposure to online shopping to order delivery. Valuable data for future programs was collected as well. Google Analytics for landing pages revealed that 44% of buyers were 25 to 44 years old, 54% male, with a majority in 5 key metro areas.



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