

**Orange & Rockland
REV Demonstration Project: Customer Engagement
Marketplace Platform**

Q1 2017 REPORT

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Q1 2017 Report

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Q1 2017 Report

1.0 Executive Summary

Orange and Rockland Utilities, Inc. (O&R or Company) submits this quarterly report on the progress of the demonstration project it is implementing as part of the Reforming the Energy Vision (REV) proceeding, as required by the Order Adopting Regulatory Policy Framework and Implementation Plan, issued by the New York State Public Service Commission (NYPSC or the Commission) on February 26, 2015.

This demonstration project, known as the Customer Engagement Marketplace Platform (CEMP), was designed to build partnerships with a network of third-party product and service providers to help increase customer awareness and education of energy consumption, motivate customers to participate in O&R programs, increase distribution and adoption of Distributed Energy Resources (DER) and develop new revenue streams for O&R and its partners.

The beginning of 2016 was the official launch of the My ORU Store offering a selection of Wi-Fi thermostats. Since then additional energy savings products have been added to the store ranging from LED lights, advanced power strips, connected home and water-energy saving devices. By mid-year, the offerings expanded beyond the sale of products to include no cost in-home energy assessments, as well as a variety of fixed-priced services provided by local contractors in the community. Weekly messaging highlighted new product introductions, seasonal promotions and limited time offers (LTO). Efforts to build awareness of the My ORU Store continued throughout the year and in Q4 the team included media buys in radio and digital advertising in preparation for the upcoming holiday shopping season.

By the first quarter of 2017, the focus shifted beyond building the assortment and brand awareness to furthering customer engagement through more targeted messaging. A new campaign was launched for a four week customer “journey” where timing, content and the number of emails sent to a customer over a four-week period were based on the customer’s engagement, actions and purchase decisions. Initiatives continue in an effort to expand the product line, offer more LTOs, increase traffic and stimulate sales. Post-transaction engagement strategies were implemented and designed to solicit reviews and provide additional messaging that was highly customized and relevant to the recipient.

1.1 Cybersecurity and Personally-Identifiable Information Protection

Consistent with corporate instructions and Commission policy related to cybersecurity and the protection of personally-identifiable information (PII), each partner agreement executed for the implementation of the REV demonstration projects includes specific protections related to cybersecurity and PII. Assurance of this protection is critical in encouraging customers to sign up for new and innovative services offered by utilities.

2.0 Demonstration Highlights

2.1 Major Tasks Completed

Launch of Additional Products & Services

- Philips lighting products
- Emerson Sensi Wi-Fi thermostat

Seasonal promotions/Limited time offers

- Manufacturer rebates
- No cost in home assessments

My ORU Advisor

- Activity
- Engagement

Suez Water

- Platform design
- Project plan
- Launch initiatives

Marketing Strategies

- Seasonal messaging
- First-time engagement/re-engagement initiatives
- Print media
- Digital/social media
- Paid search
- Outreach and education
- Employee communications

Customer Insights

- Demographics

2.2 Activities Overview

Launch of Additional Products and Services

In an effort to expand the successful lighting category, the team introduced over twenty new Philips LED products this quarter (Appendix D). The new bulbs range from entry price points in a variety of styles, including basic 60-100w equivalents, candelabras, globes and floods, to a higher priced Wi-Fi enabled LED bulb that changes color from an app on a smartphone. New package quantities were also introduced, including singular bulbs and two packs to allow customers the flexibility to test a few new styles without the more costly commitment of purchasing an entire six pack. Lighting buyer guides were updated with the latest product information to assist customers in determining the right color, shape and brightness that would fit their room and their lifestyle (Appendix E). Upgrading to LED lighting is still an easy, low cost solution for consumers who are interested in saving energy and money. By offering a trusted

brand like Philips, recognized in the industry for quality and innovation, the My ORU Store is able to provide efficient LED alternatives at affordable prices.

The Emerson Sensi Wi-Fi programmable thermostat was recently added to the suite of smart thermostats. It is the first of the Emerson line offered on the My ORU Store. Using the free Sensi mobile app, customers can remotely set, change and schedule their home temperature from anywhere in the world. Installation guides are available on the website to guide customer through the setup process. This thermostat boasts up to 30% in HVAC related energy savings costs and does not require a C-wire like some of the competitor products. With the addition of the Emerson Sensi, the store offers a total of 9 thermostats that range from a retail price of \$90 to \$234, after instant rebate. The Emerson Sensi, at \$114, fills a void in the current price offering of smart thermostats.

Seasonal Promotions/Limited Time Offers

My ORU Store ran two significant promotions during the first quarter of 2017. The first was a cross promotion of two widely known Wi-Fi thermostats and the Bring Your Own Thermostat (BYOT) Demand Response program. The email sent to O&R customers featured the Ecobee3 and the Nest 3rd Generation Learning thermostats, along with a side-by-side price comparison (Appendix B). Multiple rebates were offered, one instantly at point of purchase and another upon enrollment in the BYOT/Demand Response program. By driving down the cost through combined rebate offerings, customers were more likely to respond positively to this email message. Sales for the Ecobee3 thermostat rose 100% and accounted for 41% of the entire sales revenue generated in the month of February. In the BYOT program, customer enrollments increased by 50%. The team expects to test a variety of similar cross-promotional opportunities in the near future based on this success.

Also, in March, the team decided to promote one of the new Philips LED lights with a LTO of six bulbs for \$6 during a four day promotional period (Appendix D). Similar to a successful campaign of the TCP brand during the holidays last year, this time additional color options, such as warm, bright and daylight white, were available at the same low price. With all three styles combined, this LTO generated more than 70% of the revenue for March and accounted for almost 40% of consumer traffic to the website. With more customers visiting the website additional interest was generated for other products and relationships with new customers were formed. Based on results, the project team is exploring additional price driven promotions to implement throughout the remainder of 2017.

Holidays and seasonal events provide a great opportunity to develop creative campaigns that stimulate customer interest. The Super Bowl themed email campaign featured familiar sports images to draw in the reader's attention. The "Never Miss a Play" theme displayed the Nest Wi-Fi Camera and connected the email content to a product offerings. This campaign was successful in increasing customer engagement and driving new customers to the My ORU Store. On Ground Hog's Day, a ground hog was featured in an email reminding customers that while

winter remains, there is still time to invest in an energy savings learning thermostat to control the heat and comfort in your home (Appendix B). For Valentine's Day, another email demonstrated how LED lighting can save energy and be adjusted to reflect your mood (Appendix B). The primary benefit of these promotions is to create attention at an opportune time to increase sales. Additionally, increasing interest at unique times of the year offers various chances of converting one-time customers into loyal patrons. This type of messaging provides an experience that is memorable to consumers, boosting the brand and delivering quality results.

My ORU Advisor

With slightly less than a year since launch, the My ORU Advisor continues to gain followers by providing insightful custom usage data reports and personalized recommendations for reducing energy consumption. In February, emails were sent to customers based on previous tips completed through the My ORU Advisor. Educational emails which focused on the value of Energy Star, explained the uses of advanced power strips, and identified habitual energy hogs in the home.

This quarter, click and open rates increased compared to Q4 2016 by approximately 2%. Various themes such as "Value of the Engagement Portal" and "Home Profile Level Up" messages drove interest with participants (Appendix H).

The My ORU Advisor has attracted over 4,400 customers to login to the online portal and engage in various activities. Nearly 5,400 energy saving tips have been completed, more than 2,200 badges earned, 150 rewards redeemed, and almost 600 home profiles completed.

Suez Water

In 2017, significant progress has been made to advance the collaboration of Suez Water New York, Inc. (Suez) and O&R on the My ORU Store. A project plan was developed along with a clear timeline of deliverables and objectives to keep the team on target for a projected June launch. The team reviewed preliminary layouts for the co-branding of marketing materials, including creating a logo design and brand book. Several workshops were conducted to review strategy and mutual objectives. Opportunities have been identified to co-fund rebates for water-energy saving products, as well as develop new educational materials to be sent to mutual O&R and Suez customers.

Marketing Strategies

In 2017, the project team has focused on analyzing the extensive amount of data collected throughout last year to establish strategic direction for future objectives. One of the marketing initiatives recently implemented was to classify efforts in customer engagement into four parts; learn, engage, activate and reach. Each of these areas listed below plays a critical role in the evaluation and implementation of future marketing plans.

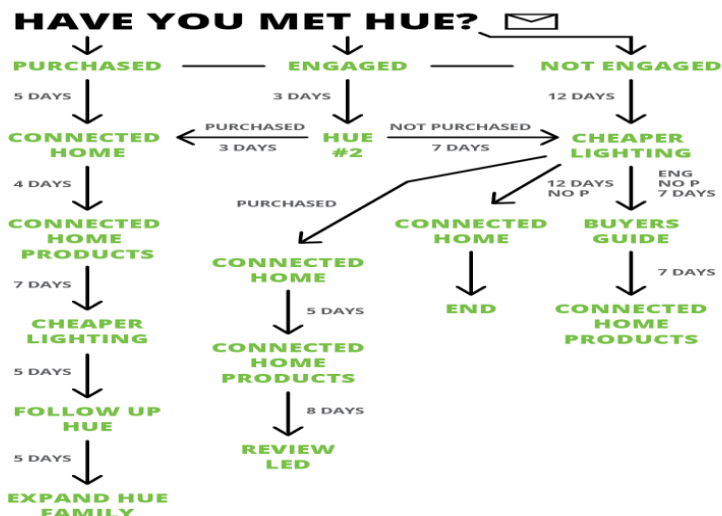
Learn: The team continues to review data from the previous year in an effort to search for key performance indicators and execute actions to achieve current and future objectives. Some of these learnings include determining the optimal frequency to influence customers and determine the appropriate time of day to obtain the highest engagement. These learnings will help the project team to make the necessary changes to achieve the desired results.

Engage: It is paramount to sustain and grow engagement with current and future customers. To enable successful engagement, the team is testing a personalized customer journey. This is a multi-layered marketing approach to messaging customers through a level of automation. After the initial email is sent to the customer, the next message content and timing is determined by the action of the customer. For example, if the customer placed an order, then the next promotional email is sent based on the previous order, suggesting perhaps a complementary product for purchase. If, however, a customer neither opens the email nor places an order, then messaging content and frequency will be modified. There are a total of 9 email variations that will go out to consumers to maintain automation. The goal is to understand each customer's preference, group them into sub-categories (homogenously) and then email them accordingly for better campaign conversion rates.

Activate: In this phase the goal is to create first-time engagement by those unengaged customers who the team has been unsuccessful at reaching through existing marketing channels. The team is testing subject lines to determine what grabs the reader's attention and stimulates immediate interest. The team also recognizes that LTO's can play a critical role in this effort and is planning future offers.

Reach: Lastly, ongoing focus on initiatives to increase marketplace reach to untapped customers, particularly those not reached regularly by email campaigns. Through this on-going initiative, we are trying to aggressively build store recognition through broad awareness campaigns, social media, and education and outreach events, such as home shows and local community events.

Below is a chart demonstrating an automated personalized customer journey in which the initial email message introduces the Philips Hue personal wireless LED lighting system.



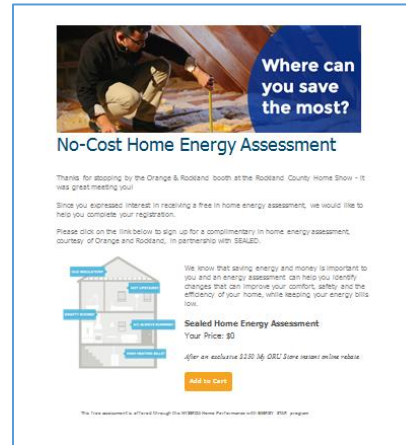
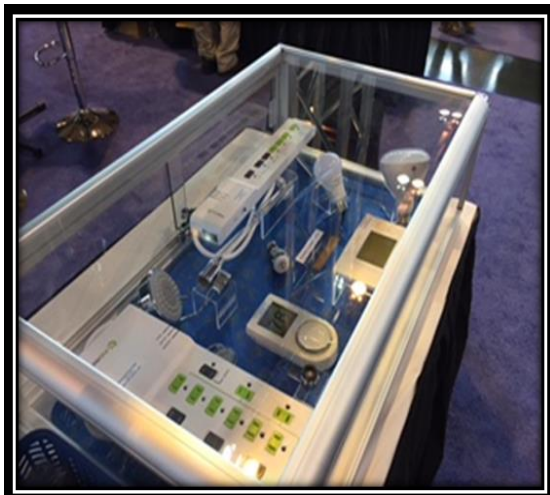
Ongoing education and outreach events provide an in-person opportunity to inform and engage customers by building awareness of the products and services offered on the My ORU Store. So far this year, O&R has already participated in various student engineering expos, business association council events, and local county home shows.

In February and March of 2017, the project team participated in two consumer home shows in the O&R service territory. At both shows, the MY ORU Store was prominently featured at the front of the booth with top selling energy efficient products displayed in a store style glass caseline. Large signage promoting free in home energy assessments and sign-up sheets were available for customers to request more information about this free service. As a result there were more than 100 customers providing their contact information, including email addresses, which were later used to contact them to complete their no cost energy assessment registration. During both shows, promotional gift cards were given to the first 500 visitors to the O&R display booth. Redemption rates continue to rise and the team continues to measure success. Preliminary results indicate that email address collection increased by .11% and at least 12% of the promo cards have already been redeemed. Additional highlights are provided below for each event.

Rockland County Home Show (2/24-2/26)
7.4% increase in traffic from prior week
127% increase in new visitors
50 potential leads for in home audits

Orange County Home Show (3/17-3/19)
224% increase in traffic vs. prior week
30% increase in MTD sales of Philips LED \$6/6pk
Almost 50% of YTD sales of Tricklestar power strips

Poster on display at Home Show

Follow up Email to Interested Customers

Home Show Photos of O&R Booth


The project team handed out promotional gift cards for \$10 off their next purchase, as well as branded educational materials and fun giveaways. Customers were provided information about energy efficiency and how to incorporate everyday household items into their lives that will help them save energy and money. Sign-up sheets were on hand for customers who expressed interest in receiving more information about the free in home assessments available to them on the My ORU Store. Customers were contacted within a week by email to complete their registration. This initiative not only increase audit numbers but helped obtain new email addresses. These qualified leads provided an 86% deliverability rate, 45% open rate (vs. industry average (IA) of 19%), 9% click rate (vs. IA of 1.4%) and a click to open rate of 20% (vs. IA 7%). The most probable cause for a deliverability rate less than 100% could be due to invalid addresses, possibly due to human error in deciphering customer handwriting.

Both O&R and Simple Energy are building a library of social media content that can be readily available for posts as we explore more opportunities to publically engage customers in a more casual, social environment. The team is utilizing industry best practices to capitalize on optimal timing opportunities. For example, Sunday Facebook posts and Monday Tweets seem to garner the most interest. Additional content posts focus on promoting buyer guides, customer reviews, and home safety (through indoor/outdoor cameras and locks provided by widely known manufacturers such as the Nest and August).

The team took the opportunity to promote the My ORU Store with employees during a company-wide safety day conference. Products that promoted safety features, such as the Wi-Fi Nest Protect (fire and carbon monoxide detector) and internal and external cameras were on display for employees to learn more about each product's benefit.

Customer Insights

While much of the focus of 2016 was to build awareness of the My ORU Store and the My ORU Advisor, a key focus for 2017 is to segment our customers through data analytics to design and implement creative content that is more personal, customized, and relevant to each individual. The team uses Google Analytics to collect high level demographic and interest information and user app activity. Segments are created based on this data and tailored marketing strategies are developed for each segment.

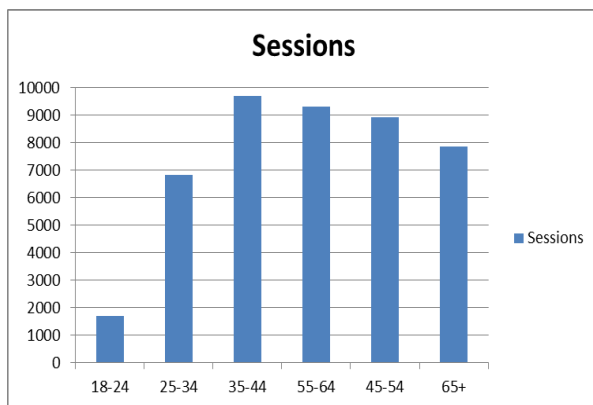
Understanding the best time of day to send messages is imperative to increase engagement and conversions rates. Optimal shopping times for customers in the O&R service territory is between the hours of 8 and 11 am. Most traffic is driven by email messages sent in that time period, but the highest conversion comes from store sessions that are derived from direct traffic, or customers searching specifically for the My ORU Store.

The team continues to explore opportunities to change the frequency of email messages based on the level of engagement. For example, decisions to send active customers messaging one time per week and less for those who opened very few emails or never opened any. Improved

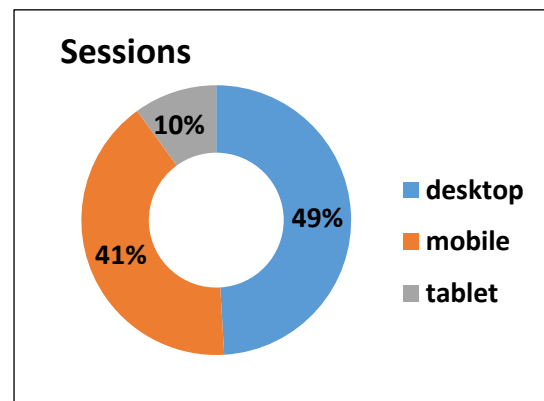
buyer guides were created to provide a better user experience with more visuals and expandable product content that is easier to understand (Appendix E).

In addition, as opposed to sending identical email blasts out to all customers, a new campaign has been developed that is configured into a four week journey, where timing, content and the number of emails sent to a customer will be based on that customer's engagement and purchase decisions. This series is designed to test a hypothesis that this engagement-based marketing approach will yield increased email engagement rates, conversions and customer satisfaction. This journey, which entails identifying the motivators that cause a consumer to make a purchase, has been launched in the month of March and we are eager to evaluate the results. Below is some of the specific data we collect and analyze to better understand our customers and their habits.

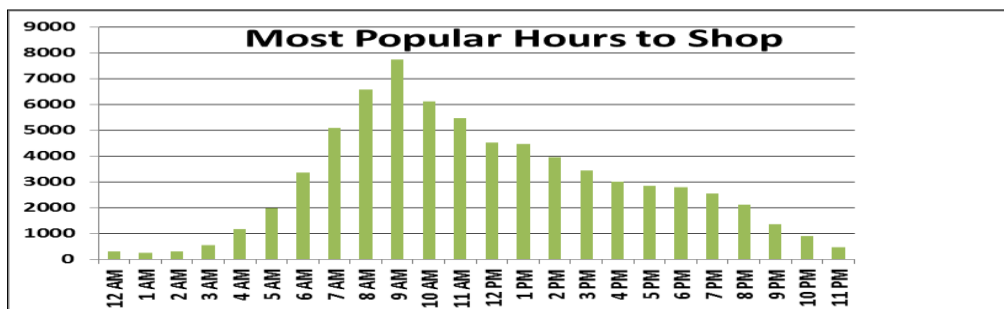
Sessions (traffic to site) by Age Group



Engagement Levels by Computer Device



High Traffic Hours of Day (Sessions per Hour)



3.0 Key Metrics

In the first quarter of 2017, there were more than 13,000 visits to the My ORU store and more than 500 purchases. Fifty-five percent of visits were from new customers indicating that the recent outreach efforts, home shows, social media posts, and email campaigns are all working well to drive traffic. Although email messaging leads to the largest number of site visits, higher conversion rates stem from customers going directly to the website and searching specifically for the MY ORU Store through an online search engine. Those customers who take time to seek out the website, or go directly to the store by web address, are more inclined to purchase based on their high level of interest and engagement.

3.1 My ORU Store Metrics

My ORU Store		
Ecommerce Metrics	Q1	vs. LY *
Sessions	13,260	15,709
Users	9,242	11,045
New Users	56.2%	56.0%
Page Views	40,655	43,758
Ecommerce Conversion Rate	1.0%	3.9%
Transactions	552	649
Unit Sales	1083	1344
* Comparison to LY based on avg monthly sales x 3		

My ORU Store		
Email Performance	Q1	IA*
Email Open Rates	21.5%	19.7%
Email Click Rates	1.4%	1.4%
Email Click to Open Rates	6.5%	6.9%
* Industry average (IA) -2016 Epsilon Email Benchmarks - Retail Specialty		

My ORU Store	
Visits by Channel %	Q1
Email	62%
Direct	18%
Referral	10%
Organic Search	9%
(Other)	1%

My ORU Store		
Product Categories	% Tot Sales Units	% Tot Sales Dollars
Advanced Power Strips	16%	8%
Connected Home	0%	1%
LED Lighting	72%	45%
Home Services	6%	30%
Wi-Fi Thermostats	3%	15%
Water Saving Devices	1%	0%

3.2 My ORU Advisor Metrics

Since the launch in June of 2016, more than 8,200 customers logged in to the My ORU Advisor engagement portal, completing tips, earning badges and redeeming rewards. First quarter 2017, email messaging drove most traffic to the portal with click and open rates trending well above industry averages.

My ORU Advisor		
Ecommerce Metrics	Q1	Total LY
Logins	4,426	8,247
New Users	962	3,594
Tips Completed	5,410	9,333
Badges Earned	2,236	6,485
Home Profile Completed	594	1,707
Reward Redemption	150	7
Unsubscribes	392	1,101
* Total LY based launch in June '16		

My ORU Advisor		
Email Performance %	Q1	IA*
Email Open Rates	23%	18%
Email Click Rates	2%	1%
Email Click to Open Rates	9%	5%
* Industry average (IA) -2016 Epsilon Email Benchmarks - Retail Specialty		

My ORU Advisor	
Visits by Channel	Q1
Email	88%
Direct	6%
(Other)	4%
Organic Search	1%
Referral	0%

3.3 Demand Response Metrics

To date, smart thermostats purchased from the MY ORU Store represent 14% of the total enrollments in O&R's Bring Your Own Thermostat Program, with 186 customers connecting 228 smart thermostats. The energy savings of these thermostat resources represent up to 186 kW of demand reduction when a load reduction event is called.

Demand Response/BYOT		
Metrics	Q1	YTD
# Customers Enrolled	27	186
# of Connected Devices	41	228
kW Savings	27	186

4.0 Strategic Objectives for 2017

Since the launch of the My ORU Store, the project team continues to work on building a more robust assortment of products and services that meet the needs of customers. By exploring new technologies and manufacturers in the market, the My ORU Store can provide innovative product alternatives that can help customers save energy and money and find convenience, control and comfort in their homes.

New strategies are being explored to implement a comprehensive marketing plan using a variety of mediums. O&R team is working with internal design team to develop marketing materials that can be distributed at events to promote the My ORU Store and the products and services available. Opportunities to market the store through radio and digital advertising continue as these initiatives stimulate general awareness and drive search traffic to the site. In Q2, there are continual plans to capitalize on seasonal themes that incorporate specific messages to promote My ORU Store and those targeted through the My ORU Advisor. Some of the preliminary concepts focus on Earth Day, summer sales, and prep for cooling seasons. Another strategy involves driving engagement with two types of less responsive customers; those customers who have never opened an email and those who have not opened an email in a long period of time. The messaging involves testing subject lines to draw attention and

stimulate action to open the email. Customers who are engaged will receive emails with energy savings products that are relevant to their past purchases and help maintain and drive future engagement.






















Opportunities still exist to enhance the customer's experience through the O&R company website. The DCX (Digital Customer Experience) is designed to educate customers to better manage their energy use. Useful information is provided to customers in the form of tips and suggestions for ways to save energy and money. The My ORU Store is a perfect complement to the newly designed site, and the team will periodically evaluate how best to cross-promote it from the DCX portal.

Specific strategies are in progress that are designed to better understand customers and their motivation to respond or engage with My ORU Store and My ORU Advisor. High engager surveys are in development to solicit feedback from customers participating in the Advisor to better serve their needs and increase the level of interest in this online engagement portal. The team hopes to identify opportunities for improvements to the insight reports, messaging content and the portal's overall user experience rating. Information gathered can be used to help retain customers and attract new ones to participate.

Email marketing plans for Q2 are in development to present special promotions around Earth Day and summer seasonal messaging including central air conditioning tune-ups and BYOT enrollment. Additional LTO's are scheduled for June to drive customer engagement, transactions and adoption of energy efficient products and services. Product bundles may be offered with discounts for customers purchasing a variety of connected home products.

The project team is in the initial phase of planning external meetings with solar providers in the O&R service territory. The team has already partnered with cross functional departments that work closely with solar companies in the area to gain valuable insight into the process of connectivity and the regulatory framework/requirements. There are also extensive opportunities expected when AMI is rolled out to leverage timely customer data.

5.0 Checkpoints/Milestone Progress

Checkpoint *	Projected Date	Completion Date	Progress Status
Marketplace Launch	1/15/2016	2/2/2016	  
Add Additional Products	2/5/2016	3/30/2016	  
Add Fixed Price Services	2/5/2016	6/29/2016	  
Marketplace Quarterly Check in	3/22/2016	5/1/2016	  
Launch HERs and Engagement Platform	5/7/2016	6/12/2016	  
Add Variable Priced Services	4/1/2016	In Progress	  
* These timelines are pending and subject to change as the program evolves			
 Complete  In Progress  Delayed			

6.0 Work Plan & Budget Review

The project team continues to evaluate customer and contractor interest with variable priced home services. The work flow process on the My ORU Store is still in development.

6.1 Expected Changes

	2015		2016												2017												2018				
Phase	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May
Phase 0: Implementation - Design and develop program components																															
Phase 1: Launch – Implement marketplace with limited offerings																															
Phase 2: Category Expansion – integrate data analytics and implement complete line of product and offerings.																															
Phase 3: Decision on Project Expansion – evaluate program performance to determine next steps.																															
Phase 4: Revenue Optimization – streamline product and service line to maximize revenue opportunities.																															
Phase 5: AMI Integration – upon implementation of AMI evaluate rate design plans for peak time rebates, TOU analytics, integrate TOU enrollment.																															
Project Schedule																															
Completed																															

The deployment of AMI has been moved to Phase 5. The scheduled rollout of AMI to the O&R service territory will not be available for integration into the marketplace until 2018.

6.2 Challenges

Logistics around the challenges of fulfillment and delivery of larger home appliances directly from the Simple Energy warehouse continue to pose launch delays on the My ORU Store. Both the O&R and Simple Energy project teams continue to work together to evaluate this potential business opportunity and explore possible solutions to the existing obstacles. In an effort to expand the contractor network, O&R plans to work closely with its advertising agency to discuss new methods to engage additional third party suppliers and collaborate with cross-functional departments that have existing relationships with contractors in the O&R community.

The low volume of email addresses that are available for residential customers present barriers to increasing the My ORU Store customer base through traditional email messages. Initiatives are being developed to incentivize customers to sign-up for newsletters and mailing lists.

7.0 Work Plan & Budget Review

Actual costs to date will be filed confidentially with the NYPSC concurrently with the filing of this document.

7.1 Phase Review

The program has met key milestones described in the work plan exhibited in previous reports.

7.2 Updated Budget

The program is still running under budget because one position remained vacant for longer than anticipated in 2016.

7.3 Lessons Learned

In terms of overall metrics, LED lighting LTOs have been the strongest drivers of sales and traffic to the My ORU Store. Product introductions have continually generated interest and delivered high customer engagement. The team continues to research the latest technology and manufacturers in the market to expand the current product assortment.

Google Analytics can be further utilized to better understand our customer's demographics, including gender, age, lifestyle preferences, what devices they use most often and their preferable shopping hours. This data can be compiled into segments or customer profiles and target messaging is created and sent to those segments. Also, utilizing compelling triggers through various email subject line tests can enhance customer engagement.

The project team has begun to review some initial data from the Hue Series of automated email messaging and is comparing results to past performance of key indicators such as click/open rates, conversions, purchases and average order value. Preliminary findings indicate that there are inconsistencies with regard to the impact of the landing page on transactions and the team suggests further testing is necessary to draw any useful conclusions. Overall, the Hue series resulted in lower conversion rates compared to the previous two months and first quarter benchmarks. One possible explanation of why metrics did not meet expectations may be due to the higher price point of the Hue wireless lighting system. Data suggests that introducing a less expensive product at first may drive up initial engagement levels and the best method is to gradually fold in other higher priced offers once engagement begins.

The team will be reviewing the redemption rates of promotional gift cards given out at the various home shows and the number of customers who signed up for a Sealed home energy assessment to determine if these initiatives were successful. Codes are still active as the validation dates have not expired.

Featuring product samples in glass caseline and using interactive displays to engage customers have proven to be a successful approach at home shows and other community events. Crowds were seen gathered around the case with customers asking specific product questions.

7.4 Recommendations

The project team suggests the following recommendations:

- 1) Continue to utilize consumer data and insights to personalize the customer journey and individual experience when possible.

- 2) Utilize in-house advertising agency to maximize market penetration through a variety of broad based mediums.
- 3) Continue social media campaigns and explore opportunities for Google media partnerships that will allow the team to execute additional marketing strategies on the Google Platform.
- 4) Promote the My ORU Store to a wider audience through additional outreach and education efforts by maintaining a presence at events and develop store specific marketing materials.
- 5) Partner with cross-functional teams to arrange focus group discussions with local contractors to measure interest and increase enrollment.
- 6) Develop viable strategies to increase email addresses and reduce unsubscribe rates. Work with the Customer Service team and front line/customer facing employees who can impact these numbers. Provide education, and determine realistic goals to be met through a variety of new initiatives, i.e. internal contests with CSRs.
- 7) Optimize the newly redesigned O&R website to promote the My ORU Store by providing a prominent space on the home page and incorporating links throughout in various informational sections.

8.0 Appendices

Appendix A: My ORU Store: Homepage Banner

Appendix B: My ORU Store: Marketing Email – Seasonal Focus

Appendix C: My ORU Store: Marketing Email – Home Efficiency

Appendix D: My ORU Store: Marketing Email Sample – New Product/LTO

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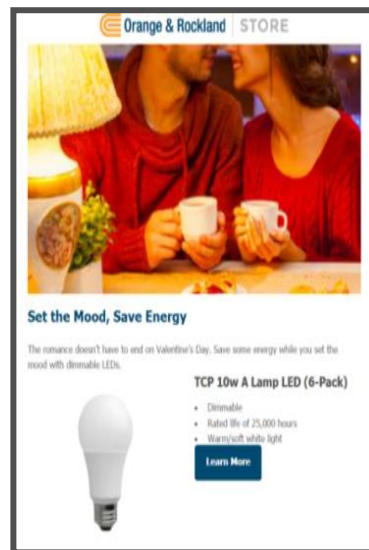
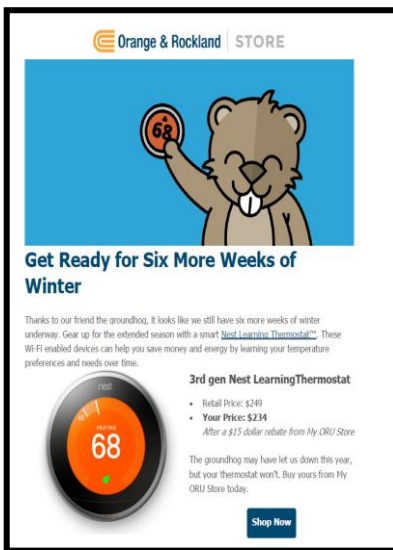
Appendix H: My ORU Advisor – Email Sample

Appendix I: My ORU Store: Q2 Marketing Samples


Appendix A: My ORU Store: Homepage Banner



Appendix B: My ORU Store: Marketing Email – Seasonal Focus



Appendix C: My ORU Store: Marketing Email - Home Efficiency


 **STORE**

You've received this email because you're eligible to participate in My ORU Store, Orange & Rockland's online energy efficiency store.

What is a Connected Home?

A connected home is a network of smart devices that allows you to remotely access and control important appliances in your home, from wherever you are. These smart devices can talk to each other, so the more you have, the smarter your home will be!

ADVANTAGES OF A SMART HOME



Convenience

Control what's happening at your home anytime from anywhere with your smartphone or tablet. Program your smart lock to open the door for the house cleaner or turn off your smoke alarm when you burn the popcorn.

Security


Connected homes can prevent or minimize costly damages. Monitor your security camera for activity or use the doorbell cam to see who is knocking even when you're away from home.

[Learn More](#)


You Have Hue, Here's What's Next

Nest Protect Smoke + Carbon Monoxide Alarm™

The Philips Hue and Nest Protect Smoke + Carbon Monoxide Alarm™ work together to

 **STORE**

Is Your Home Smart and Efficient?




Whether you're looking for a quick energy-efficiency investment or the latest tech that controls your home from your smartphone, My ORU Store is your go-to resource for products that help manage your home.

Smart and Learning Thermostats

Heating accounts for 29% of the average U.S. household's annual utility bill.*


A smart thermostat can go a long way in helping you save energy and money.



[Read the Buyer's Guide](#)

Appendix D: My ORU Store: Marketing Email – New Product/LTO

New Products

 **STORE**




HAVE YOU MET HUE?

Philips Hue combines brilliant and energy-efficient LED light with intuitive technology.

[LEARN MORE](#)

Introducing Philips Hue

Easily control your light from a mobile device and create the right ambience for every moment. Meet the world's most connected light - check out the Philips Hue lighting collection now available at My ORU Store.


[Philips Hue White and Color Ambiance A19 Starter Kit](#)


[Philips Hue White Ambiance A19 Starter Kit](#)

[Philips Hue White A19 Starter Kit](#)

[View Collection](#)


LTO

 **STORE**



New Bulb, Same Great Deal

The \$6 six-pack deal is back for a limited time! We are rolling back prices on the new Philips 9.5w A-19 LED six-pack until Sunday, March 19 at 11:59 p.m.



Philips 9.5w A-19 LED (6-Pack)

- Retail Price: \$36
- Your Price: \$6**

Offer ends 3/19 at 11:59 p.m.

[Add to Cart](#)

[Learn More](#)

Appendix E: My ORU Store: Marketing Email – Reviews/Buyer Guides

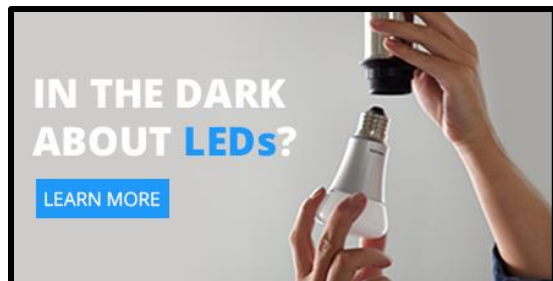


Appendix F: My ORU Store: Bill Insert



Appendix G: My ORU Store: Social Media Posts

Facebook



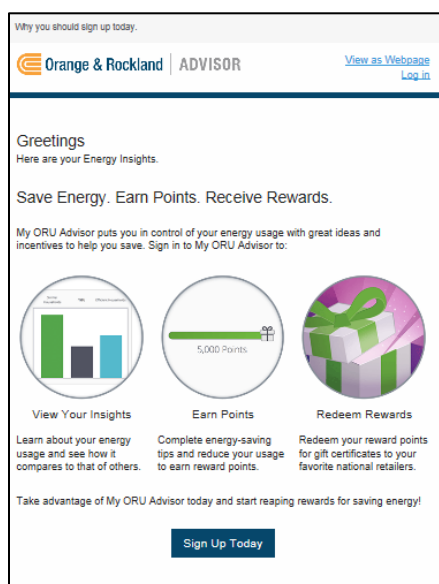
Are you in the dark about the benefits of #LED lighting? Read our updated buyer's guide to learn how LEDs can move you out of the Dark Ages and into the light. <https://goo.gl/Ftjn29>

Twitter



Shopping for a smart thermostat but don't know which one is best for you? Read customer reviews to help you decide. <https://goo.gl/4Xif10>

Appendix H: My ORU Advisor: Email Sample



Appendix I: My ORU Store: Q2 Marketing Samples

Email



Banner

