

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

Q4 2016 REPORT

Submitted
1/31/2017

Q4 2016 Report

Contents

1.0	Executive Summary.....	1
1.1	Cybersecurity and Personally-Identifiable Information Protection.....	2
2.0	Demonstration Highlights	2
2.1	Major Tasks Completed	2
2.2	Activities Overview	3
3.0	Key Metrics.....	6
3.1	My ORU Store Metrics	6
3.2	My ORU Advisor Metrics.....	7
3.3	Demand Response Metrics	7
4.0	2017 Strategic Objectives	8
5.0	Checkpoints/Milestone Progress	9
6.0	Work Plan & Budget Review.....	9
6.1	Expected Changes	9
6.2	Issues.....	10
7.0	Work Plan & Budget Review.....	10
7.1	Phase Review	10
7.2	Updated Budget	10
7.3	Lessons Learned	10
7.4	Recommendations	12
8.0	Appendices.....	12
	Appendix A: Marketing Email Samples – Seasonal Focus	13
	Appendix B: Marketing Email Samples – New Products	14
	Appendix C: Marketing Email Samples - Black Friday and Cyber Monday	15
	Appendix D: Marketing Email Samples – Shipping	16
	Appendix E: My ORU Store - Holiday Shopping Guide.....	17
	Appendix F: My ORU Store - Bill Insert/Newsletter Sample	18
	Appendix G: Internal Employee Communications Sample.....	19
	Appendix H: My ORU Store – Digital Ad Campaign	20
	Appendix I: My ORU Advisor Home Energy Report Samples	21

Q4 2016 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.

In Q1 2016, O&R and Simple Energy launched the Marketplace, or the My ORU Store, as one of the first components of the CEMP. This e-commerce website was launched to O&R New York residential customers. By the end of Q1, a range of products were introduced on the My ORU Store such as Wi-Fi thermostats, LED lighting, advanced power strips, and water/energy saving devices.

During Q2, additional products were offered including a selection of Wi-Fi connected home LED lights, air conditioning modlets, no cost in-home energy assessments and fixed-priced services with contractors in the local community.

In Q3, the project team continued to explore new promotions and drive sales through various limited time offers (LTO). These attractive offers helped increase customer traffic to the website and build awareness of the available DER and energy efficient products and service offerings. Additionally, the online engagement portal, or My ORU Advisor, was launched to 80,000 of O&R's New York residential customers. Individuals were provided with personalized home energy reports (HER) and interactive tools that would help them better manage their energy use and ultimately lead to reduced consumption and bill savings.

In Q4, the project team was busy preparing for the upcoming holiday selling season. Plans were well underway to provide a suite of new products and services, including seasonal offers such as holiday LED lights and furnace tune ups. The special promotions and limited time pricing on Black Friday and Cyber Monday drove traffic and sales to record high levels for the year. Marketing initiatives were expanded to include radio and digital advertising in an effort to raise a broader awareness with customers not typically targeted through the weekly emails. Rotating banner ads were seen on the homepage of the ORU website, mobile application and intranet. Along with weekly emails, a newly designed tri-fold color holiday catalog replaced the traditional one sided bill insert.

The My ORU Advisor continued to see a steady increase in user logins with customers taking energy saving actions, completing tips, earning badges and reducing their overall energy use.

The combination of the My ORU Advisor and the My ORU Store has enhanced O&R's engagement with customers. Both provide valuable information and tools to help customers make informed energy choices. Customer data and behavioral analytics are used to target and motivate customers to take action on both the engagement and marketplace platforms. Through these efforts, O&R has demonstrated its commitment to be recognized as a trusted energy advisor.

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

- Lighting Products
- Connected home products
- New rebates
- Furnace Tune ups

Special Promotions and Limited time offers

- Black Friday/Cyber Monday
- Manufacturer rebates
- \$6 six pack LEDs
- Limited time offers (LTO)
- Free shipping
- No cost in home assessments

My ORU Advisor

- Activity

Suez Water

- Contracts

Marketing Strategies

- Holiday/Seasonal messaging
- Print
- ORU website
- Digital
- Radio

- Paid search/Social media
- External outreach and education
- Internal employee communications

2.2 Activities Overview

Launch of Additional Products and Services

In Q4, the My ORU Store introduced a number of new products, including decorative LED holiday lights just in time for the festive season. The connected home collection was expanded to include new Wi-Fi enabled smoke and carbon monoxide alarms, indoor and outdoor cameras, and smart locks (Appendix B). Many of these new high tech devices offer customers control and convenience in addition to energy savings, safety and security. Buyer guides, product videos and customer reviews all empower customers to make informed purchase decisions. Instant rebates were also added to showerheads and faucet aerators in an effort to encourage customers to save both energy and water.

Launch of Services

In preparation for the heating season, furnace tune-ups became available to customers through local third party service providers (TPS). This new fixed price service was intended to encourage customers to have their heating equipment serviced by a qualified professional of their choice. Throughout Q4, no cost in-home energy assessments continued to attract customers to the website looking for solutions to make their home more comfortable and more efficient during the cold winter months.

Special Promotions/Limited Time Offers

O&R collaborated with Simple Energy to create a variety of holiday promotions specifically for Black Friday and Cyber Monday weekend. See Appendix C for examples. Select product collections were available for a limited time, many with instant rebates. Additional manufacturer discounts on specific Wi-Fi thermostats and security cameras provided more attractive price points for customers considering whether or not to purchase. Retail prices were reduced on connected home lighting, advanced power strips, and showerhead devices. Given the proven success of the \$6 LED light 6 pack in Q3, the team decided to repeat this limited time offer as the Cyber Monday special. This one item alone generated over twenty thousand dollars in sales and accounted for 36% of the total month's revenue in just one day. Lighting continues to remain the strongest product category overall, accounting for 66% of the unit sales and 35% of the revenue.

Black Friday pre-sale offers on Ecobee Wi-Fi thermostats included additional manufacturer instant rebates to drive interest with customers and to make energy efficient products more

affordable. See Appendix C for email example. Through partnerships with Sealed, O&R offered in home no cost energy assessments with special discounts on whole home project improvements in addition to a \$100 gift card for the My ORU Store. Targeted emails promoted holiday deals and limited time free shipping which allowed the marketplace to remain competitive with other ecommerce websites during the holiday season.

My ORU Advisor

Since the original launch in Q2, the My ORU Advisor continues to provide customers updated individual usage data reports as well as personalized tips and recommendations for reducing their usage. By using a progressive customer profiling approach, data is continuously collected from customers based on their interactions with the portal, their response to outreach, and any answers to questions or information they may provide. This data is then used to dynamically tailor any messaging and guide their customer experience. Energy usage and behavioral analytics help provide personalized recommendations.

Over the past few months this portal has continued to make saving energy fun and engaging through a unique points and rewards system. Points are given to customers as a reward for reading and adopting energy conservation tips, completing home profile questions, enrolling in utility programs and purchasing energy efficient products or services offered through the My ORU Store. Many customers have redeemed points for gift cards to a wide range of available merchants. The project team continues to monitor customer engagement and provide the latest educational content focused on promoting energy savings and efficiency. The My ORU Advisor messaging generated in Q4 was focused on converting customers from paper insight reports to email reports.

The My ORU Advisor continues to see a steady increase in user logins and customers taking energy saving actions, earning badges and reducing overall energy usage. Year to date, the My ORU Advisor has attracted over 7,700 customers to log in to the portal and engage in various activities. Nearly 9,000 energy saving tips have been completed, with over 6,000 badges earned, and more than 1,700 home profiles completed. The My ORU Advisor was also instrumental in cross-promoting the Marketplace during the holiday season. Several personalized emails were utilized and examples can be seen in Appendix I.

Suez Water

O&R's discussions with SUEZ Water progressed rapidly during Q4 and preliminary contracts were drafted between the parties. Each outlined the specific intentions of a joint utility collaboration between Suez and O&R on the My ORU Store in 2017. Some of the opportunities described in the proposal included adding specific water conservation products to the marketplace, co-funding rebates, and providing relevant conservation tips and educational materials to mutual O&R and Suez Water customers.

Marketing Strategies

In Q4, the team expanded advertising initiatives with a primary focus on promoting Black Friday and Cyber Monday offers. In addition to weekly targeted email messaging, a newly designed holiday tri-fold catalog was included in each customer's monthly bill. See Appendix E for example. Banner ads were seen on the homepage of the ORU website, mobile app and intranet. A seven-week marketing campaign using digital and radio advertising, helped to build awareness and expand O&R's reach to more customers, specifically those not targeted through email. See sample in Appendix H.

Throughout the year, targeted emails focused on matching products with seasonality. Some themes this quarter focused around loss of daylight with a tie to outdoor lighting, cold temperatures connected with Wi-Fi thermostats and furnace tune-ups, Halloween/vampire theme related to elimination of phantom power through the use of advanced power strips, and finally, the latest tech gadgets as great gift ideas for the family and home. See Appendix A for examples. Email messaging continues to be the primary driver of traffic to the My ORU Store. In 2016, it accounted for 70% of the total number of user logins. Looking ahead to 2017, messaging will begin with resolutions to be more energy efficient.

Paid search optimization, through Google AdWords, created awareness and drove customer traffic to the My ORU Store. Direct searches accounted for 11% of all website traffic to the My ORU Store. Customers visiting the site through direct search are spending twice the amount of time browsing, view more pages, and are three times more likely to purchase based on conversion rate statistics.

Facebook retargeting ads continued to be an effective option based on its low cost and broad customer reach. Tracking customer purchases and browsing history has allowed further segmentation and the opportunity to send more personalized emails with products and information relevant to each customer.

Other marketing efforts included articles in direct mail newsletters and various community events all helping to raise awareness of the My ORU Store. See Appendix F for examples. Some of the outreach events that O&R participated in this quarter included school fairs, safety days, Girl Scout meetings, local community days, NYPA Innovators Summit, Orange County Partnership events, Rockland County Business Association events, and the NY Green Bank and NY Utilities working group. Employee communications were sent out providing early access to pre-sales, e-boards and news articles, which kept employees informed of the latest offers on the My ORU Store. See Appendix G for examples.

Some of the recent and planned changes to the O&R company website will provide opportunities to further promote the My ORU Store. The newly redesigned site now includes tips for saving energy and reducing energy bills as well as direct links to the My ORU Store. Additionally, an updated version of the energy calculator is set to launch in the next few

months and is expected to provide a more streamlined, flexible survey that allows for more customization if preferred. Personalized recommendations will be provided to customers along with product and service suggestions available on the My ORU Store.

3.0 Key Metrics

As discussed in detail in previous reports, the original product launch plan was delayed. Revised sales forecasts will be provided after year one data has been fully analyzed in order to have sufficient historical data available to create a forward looking forecast.

Looking back at 2016, the My ORU Store and the My ORU Advisor sent over 2.8 million targeted messages in 125 unique campaigns to New York O&R customers. During the more than 62,000 visits to the My ORU Store, over 36,000 customers purchased more than 5,000 energy efficient products and services. Over one million home energy reports (HER) were distributed to customers through email and paper. More than 8,000 customers logged on and engaged with the My ORU Advisor portal, completing 9,300 energy saving tips. Through partnerships with third parties such as Sealed and several local contractors, more than two hundred customers received in home energy assessments, thirty whole home project improvements were completed and twenty five fixed priced services were performed for customers in the O&R service territory.

3.1 My ORU Store Metrics

My ORU Store					
Ecommerce Metrics	Q1	Q2	Q3	Q4	YTD
Sessions	13,561	13,343	16,611	19,319	62,834
Users	9,456	8,449	10,563	11,758	36,610
New Users	70%	55%	57%	54%	58%
Page Views	27,024	36,236	54,710	57,061	175,031
Transactions	87	431	1,345	734	2,597
Units Sold	111	686	3,126	1,451	5,374
Conversion Rate	64%	3%	8%	4%	4%

My ORU Store					
Savings Metrics	Q1	Q2	Q3	Q4	Total
kWh	7,966	48,913	266,413	151,798	475,090
kW	0.3	4.7	23.3	11.3	39.6
Therms	2,772	5,166	6,731	3,613	18,282
Rebate dollars paid	\$ 1,428	\$ 8,933	\$ 50,540	\$ 28,038	\$ 88,939
Total # of Rebates paid	83	333	1,271	748	2,435

My ORU Store					
Email Performance	Q1	Q2	Q3	Q4	IA*
Email Open Rates	26.0%	18.8%	16.7%	17.7%	18.2%
Email Click Rates	2.8%	1.2%	1.4%	1.5%	1.3%
Email Click to Open Rates	10.9%	6.1%	8.4%	8.6%	7.0%
<i>* Industry average (IA) -2016 Epsilon Email Benchmarks - Retail Specialty</i>					

My ORU Store Product Performance		
Product Categories	% Total Sales Units	% Total Sales Dollars
Advanced Power Strips	11.6%	4.6%
Connected Home	0.2%	0.5%
LED Lighting	66.2%	35.1%
Home Services	8.3%	31.6%
Wi-Fi Thermostats	10.9%	27.7%
Water Saving Devices	2.9%	0.5%

3.2 My ORU Advisor Metrics

My ORU Advisor					
Email Performance	Q1	Q2	Q3	Q4	IA*
Email Open Rates	n/a	n/a	21.9%	20.9%	21.3%
Email Click Rates	n/a	n/a	2.7%	1.6%	1.5%
Email Click to Open Rates	n/a	n/a	12.4%	7.8%	7.2%
<i>* Industry average (IA) -2016 Epsilon Email Benchmarks - Retail Specialty</i>					

3.3 Demand Response Metrics

To date, smart thermostats purchased from the MY ORU Store represent 11% of the total enrollments in O&R's Bring Your Own Thermostat Program, with 159 customers connecting 187 smart thermostats. This is an 82% increase since last quarter. The energy savings of these thermostat resources represent up to 159 kW of demand reduction when a load reduction event is called.

Demand Response/BYOT					
Metrics	Q1	Q2	Q3	Q4	YTD
# of Customers Enrolled	18	32	37	72	159
# of Connected Devices	22	44	42	79	187
kW Savings	18	32	37	72	159

4.0 2017 Strategic Objectives

Since the launch of the My ORU Store, the project team has worked together with Simple Energy to expand the product offerings and develop a more comprehensive marketing plan using a variety of mediums. Specific strategies geared to promote Black Friday and Cyber Monday allowed the team to expand the product line in to other categories, such as security and safety, as well as test customer response to additional promotions including manufacturer rebates, free shipping, and limited time special prices. The continual roll-out of the home energy reports and the My ORU Advisor portal provided customers with individual usage comparisons from month to month, allowing them to see the impact of their energy saving actions.

In 2017, Simple Energy and O&R are committed to a more robust offering of new products and services. Last year there were delays with vendor fulfillment and executing contracts with manufacturers which prolonged product launches. Direct distribution and fulfillment from a Simple Energy owned warehouse rather than through middle line distributors will help to leverage costs, increase profit margins and provide timely order fulfillment. The team is exploring opportunities to offer product bundles which would provide customers comprehensive home energy saving solutions through recommended product groupings, or collections, many with combined rebates or discounts.






















Opportunities to analyze the extensive amount of data gathered in 2016, particularly Q4, will provide guidance and strategic direction for future initiatives. Immediate plans are in progress to grow engagement and long-term value with active customers by providing a more customized experience. In this way, each customer's unique journey is shaped by their individual responses to specific content in the email messages. Customer action, or lack of action, will determine the next steps in the flow of targeted communication. Testing of this new messaging method will begin in March and will provide for a newly defined automated customer journey. Additionally, personalized messaging based on products previously purchased will influence post transaction engagement and help to determine the most appropriate items to recommend to customers, leading to greater conversion rates.

In Q4 2016, O&R explored other advertising media, in digital and radio, to build a broader awareness of the My ORU Store and increase reach to an untapped customer base not receiving weekly emails. Results in Q4 indicate that over 400 new customers visited the site. O&R expects to deploy components of this media plan at specific times throughout 2017. The

team has also identified numerous opportunities to cross-promote the marketplace on the redesigned company website and is exploring new methods to encourage more customers to provide email addresses.

We continue to explore opportunities to provide additional service offerings and increase our partnerships in the community. The team held meetings with solar companies to discuss opportunities for advertising and lead generation on the My ORU Store. Contract negotiations are progressing with Suez Water to define a partnership on the My ORU Store. Providing combined water/energy saving devices with enhanced rebates for our mutual customers could increase adoption of energy efficiency measures and support both utilities to achieve their goals.

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 Issues

Due to higher than expected sales during the Black Friday/Cyber Monday weekend, there were some challenges with regard to order fulfillment. Some of the product vendors had difficulty keeping up with the large volume of orders, which resulted in delayed shipments. In the future, the team has determined that proactively providing preliminary inventory forecasts to suppliers in anticipation of expected spikes in sales may help to minimize low stock situations. Clear and timely communication to customers was instrumental in managing their expectations and overall satisfaction. An example of an email sent to customers notifying them of their order and providing shipping updates can be seen in Appendix D.

The challenges with fulfillment and delivery of larger home appliances continue to delay the launch of these products on the My ORU Store. The team continues to reach out to various product manufacturers and retailers to explore potential solutions. In an effort to expand the contractor network, O&R plans to work closely with its advertising agency to discuss new methods to engage with additional TPS installers.

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 currently running under budget at this time due to lower than projected payroll expenses because two positions remained vacant for longer than anticipated in 2016.

7.3 Lessons Learned

Creating stimulating offers and promotions is vital to keeping customers engaged and continuously returning to the My ORU Store. The team is working on an extensive product roadmap that allows for more frequent product launches and unique promotional offerings.

As part of a pilot, O&R launched a special promotion on the My ORU Store for the Lux/Geo Wi-Fi thermostat. This limited time offer which provided multiple rebates at the point of purchase was designed to stimulate sales and increase enrollment in the Demand Response - Bring Your

Own Thermostat (BYOT) program. More specifically, a \$15 instant rebate was offered from the energy efficiency program and \$85 from the BYOT program upon enrollment, which was applied at checkout for a total discount of \$100.

O&R launched this LTO for the Lux thermostat in the middle of September and limited this promotion to the first 100 thermostats. Upon checkout, the customer was automatically enrolled in the BYOT program and required to answer some brief qualifying questions to ensure eligibility and to acknowledge and agree to the terms and conditions of the program. The customer is considered enrolled in the BYOT program once the device is installed and confirmed to control the central air conditioning in their home. Initial results show that although 100 units were sold within a few weeks, the majority in the first few days, only 50 customers successfully installed the thermostat to control their central air conditioning system.

There were a number of takeaways from this pilot that can be implemented in future promotions. First, the streamlined enrollment process removed the additional steps required to complete a formal enrollment application in the BYOT program and eliminated the waiting period for the \$85 rebate that is generally issued post-enrollment via mail. The instant rebate and auto-enrollment can certainly provide a better overall customer experience just as long as the conditions of the program are made clear initially and customers meet the program commitment.

Secondly, this valuable offer helped increase sales and enrollments in the BYOT program as demonstrated in the results. The 50 enrollments through this LTO represents 31% of total BYOT customers enrolled to date and 27% of total devices enrolled to date. The enrollments generated by this LTO exceeded program enrollment in each of the previous quarters. Sales after only a few weeks were higher than sales year to date for this particular brand, representing more than a 60% increase in units sold for 2016.

After further evaluation of the remaining 50 Lux thermostats, 16 were successfully installed, with 4 units partially setup and 12 not controlling central air conditioning, all of which do not qualify for the \$85 instant rebate. To mitigate the financial risk, the team reached out to those customers who did not install the device but received the instant BYOT rebate. Based on responses from phone surveys, several customers indicated that they still plan to install the device but have not had an opportunity to do so. Several customers indicated that they will install it once the weather gets warmer and they turn on the central air conditioning. Given the late timing of this test, there is a potential that some of the remaining customers will enroll the device at a later date.

Overall, O&R did find value in this LTO and identified several lessons learned from this test. First, further clarification in the marketing and verbiage associated with the enrollment process would help reduce the amount of customers that did not qualify because they do not have central air conditioning. This is a basic requirement and it may not have been stressed enough

early on in the transaction. Next, timing may play a critical role in the success of this offer. If O&R offers this LTO during the cooling season, customers will be more likely to install the device immediately to control their central air conditioner. Another factor that may play a key role in how long a customer holds on to the device before installing it is the actual cost of the thermostat. Sales show that customers prefer premium thermostat brands. Knowing this, if the LTO is offered on a higher priced item, then perhaps a customer would install the thermostat sooner to start benefiting from their higher product investment cost. Finally, O&R needs to identify a mechanism to reduce risk associated with the \$85 cost for customers that do not install the device or are not qualified for the program. Several strategies are being considered for future LTOs.

7.4 Recommendations

The project team suggests the following recommendations:

- 1) Enhance the customer experience by providing a more personalized journey through customized messaging determined largely from customer responses and actions.
- 2) Utilize in-house advertising agency to maximize market penetration and customer base.
- 3) Explore additional opportunities to promote the My ORU Store to a wider audience through additional outreach and education efforts.
- 4) Hold focus groups with local contractors to discuss interest in participating with O&R on its current offerings, determine new service offerings, and explore the potential for recruiting solar providers.
- 5) Develop viable strategies to increase email addresses and reduce email unsubscribe rates.

8.0 Appendices

Appendix A: Marketing Email Samples – Seasonal Focus

Appendix B: Marketing Email Samples – New Products

Appendix C: Marketing Email Samples – Black Friday/Cyber Monday

Appendix D: Marketing Email Samples - Shipping

Appendix E: My ORU Store – Holiday Shopping Guide

Appendix F: My ORU Store – Bill Insert/Newsletter Sample


Appendix G: Internal Employee Communications Sample

Appendix H: My ORU Store – Digital Ad Campaign


Appendix I: My ORU Advisor – Home Energy Report Samples

Appendix A: Marketing Email Samples – Seasonal Focus

Don't let the vampires sink their teeth into your bill. [No Images? Click here](#)

 **Orange & Rockland** | STORE


Where are the **vampires** hiding in your home?



Halloween isn't the only day vampires visit your home. They may be lurking behind your television or in your home office right now!

We're talking about vampire energy - a big power waster in your home.

[Slay Your Energy Vampires](#)



Vampire energy loss occurs when plugged-in electronics, like kitchen appliances, continue to draw

Get ready for winter with a furnace tune-up. [No Images? Click here](#)

 **Orange & Rockland** | STORE

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



Don't be left in the cold from a broken furnace

Brace Yourself, Winter is Coming

Your furnace is gearing up to keep you warm all winter long. Before you put it to the test during a blizzard, make sure it is ready to keep you safe and comfortable.

Be prepared with a furnace tune-up from My ORU Store. This service will check your system for safety risks and ensure your furnace is running efficiently.


Don't delay - [get a tune-up](#) before the weather changes from crisp to cold.

[Take Action](#)

Appendix B: Marketing Email Samples – New Products

Light up your nights with efficient LEDs. [No Images? Click here.](#)


Orange & Rockland | STORE



Replace Lost Daylight with LEDs

Daylight savings time ends at 2 a.m. this Sunday, Nov. 6. Don't let the time change leave you in the dark.

Light up your nights with a variety of energy-efficient lighting products from My ORU Store, like the OSRAM LIGHTIFY LED Gardenspot Mini RGB + Wireless Gateway system below.




OSRAM LIGHTIFY LED Gardenspot Mini RGB

Make your front walk welcoming and secure with the Wi-Fi-controlled, multi-color OSRAM LIGHTIFY LED Gardenspot Mini RGB system.

The next step in home security. [No Images? Click here.](#)

Orange & Rockland | STORE




Enjoy Peace of Mind

With the **Nest Protect**™ smoke + carbon monoxide detector and the **Nest Cam**™, your home is in good hands – your own.

Get real-time access to your home with Nest® smart devices and the free, easy-to-use Nest app. Worry less about your home security and safety; upgrade your nest with Nest.

[Protect Your Home](#)




Take safety to the next level
Nest Protect Smoke + CO Detector

Product Features:

- Senses smoke and carbon monoxide
- Provides early warning before sounding an alarm
- Too much smoke from cooking? Instantly silences smoke alarm from your phone

[Learn More](#)



The power of home security in your hands
Nest Cam Outdoor

Order now, get your holiday lights in time. [No Images? Click here.](#)

Orange & Rockland | STORE



ADD A FESTIVE GLOW WITH HOLIDAY LEDS

Light Up Your Home, Not Your Bill

Enjoy the beauty of a Griswold-style holiday without spinning up the cost of your electricity bill.

Energy-efficient, decorative LED light strands are now available on My ORU Store – order today and they'll be delivered and waiting for you to hang them when you emerge from your Thanksgiving turkey coma. With a \$2 rebate for eligible customers, these lights are a deal.




ENERGY STAR® certified indoor and outdoor LED light strands

- Use up to 75 percent less energy than conventional light strands
- Last up to 10 times longer
- Safer and more durable

Appendix C: Marketing Email Samples - Black Friday and Cyber Monday

The early bird gets the deal. No images? [Click here](#)

Orange & Rockland | STORE



BLACK FRIDAY
DEALS CAME EARLY
SAVE \$65 ON
THE ECOBEE3

We heard you like deals, so we are offering early access to our biggest sale yet on the **ecobee3 Wi-Fi thermostat**.

Shop My ORU Store now to claim these monumental savings.

[Save Now](#)

*Instant rebates available exclusively to qualified Orange & Rockland residential customers. Sale prices are valid through 11:59 p.m. ET Friday, 11/25/16. Select offers may be extended through Cyber Monday, 11/29/16.

The link provided will take you to the website of our authorized program implementer, Simple Energy. The Terms of Service and Privacy Policy on that website, <http://www.MyORUStore.com>, will apply.

Important Note on Privacy: Your personal information will not be disclosed in any way. Maintaining your privacy is our priority.

Sender's business address is 1212 Spruce Street, Ste. 301, Boulder, CO 80302.


©2016 Simple Energy
All trademarks belong to their respective owners. Some materials used under license, with all rights reserved by licensor.

Unsubscribe

Monday got you down? We can help. No images? [Click here](#)

Orange & Rockland | STORE

Today Only: Free shipping on all Cyber Monday deals!



CYBER MONDAY
SIX BULBS FOR SIX BUCKS
MORE SAVINGS

Weighed down by your Thanksgiving feast? Start your week with a six-pack you'll want to flex.

Today only, get six LED bulbs for just \$6.* These efficient bulbs will save you money, and, at up to 83% off, how can you resist?

[Don't Delay - Save Now](#)

*Instant rebates available exclusively to qualified Orange & Rockland residential customers. Cyber Monday collection pricing is valid today only, through 11:59 p.m. ET.

The link provided will take you to the website of our authorized program implementer, Simple Energy. The Terms of Service and Privacy Policy on that website, <http://www.MyORUStore.com>, will apply.

Important Note on Privacy: Your personal information will not be disclosed in any way. Maintaining your privacy is our priority.

Sender's business address is 1212 Spruce Street, Ste. 301, Boulder, CO 80302.

©2016 Simple Energy
All trademarks belong to their respective owners. Some materials used under license, with all rights reserved by licensor.

What are you waiting for? No images? [Click here](#)

Orange & Rockland | STORE

Today Only: Free shipping on all Cyber Monday deals!



LAST CHANCE TO SAVE
ACT NOW. CYBER MONDAY DEALS END TODAY

Our biggest sale of the year ends tonight!

Six LEDs for six bucks? \$65 off best-selling Wi-Fi thermostats? It doesn't - and it won't - get better than this.

[UP TO 83% OFF](#)

[\\$65 OFF](#)

Select LED six-packs

Select Nest® and ecobee Wi-Fi Thermostats

[Buy Now to Save](#)

Shop our Cyber Monday collection now for huge markdowns on your favorite home and energy-efficiency products.*


There's NO better time to buy!

NEW **21% OFF** **\$30 OFF**

Appendix D: Marketing Email Samples – Shipping

View and best-selling products. [No images? Click here.](#)

Orange & Rockland | STORE




FREE SHIPPING
ACT NOW. ENDS TOMORROW.


SHOP NOW

Expires tomorrow, Dec. 16 at 11:59 PM ET.


Explore our most popular products and take advantage of our free shipping offer, before it ends tomorrow.



Nest Learning Thermostat™
Control your home's temperature on the go from your smartphone or tablet.



TrickleStar Advanced Power Strips
Use an advanced power strip to stop inactive devices from continuing to draw power.




Nest Protect™ smoke + CO alarm
This alarm has an industrial-grade sensor, tests itself automatically and lasts up to a decade.

[Shop Our Best](#)

Updated shipping info. [No images? Click here.](#)

Orange & Rockland | STORE



Shipping Update

Your recent order from My ORU Store has been delayed. With so many customers, like yourself, taking advantage of this great deal, we got a little backlogged. We apologize for the inconvenience and are jumping over hurdles to get to your front door.

Your order is expected to ship by 12/07/2016

If you would prefer to cancel your order, please visit our [returns page](#).

~Hannah, My ORU Store Customer Support Specialist

The link provided will take you to the website of our authorized program implementer, Simple Energy. The Terms of Service and Privacy Policy on that website, <http://www.MyORUStore.com>, will apply.

Important Note on Privacy: Your personal information will not be disclosed in any way. Maintaining your privacy is our priority.

Sender's business address is 1215 Spruce Street, Ste. 301, Boulder, CO 80302.

©2016 Simple Energy
All trademarks belong to their respective owners. Some materials used under license, with all rights reserved by licensee.

[Unsubscribe](#)

[Like](#)

[Tweet](#)

[Share](#)

[Forward](#)

Appendix E: My ORU Store - Holiday Shopping Guide

Grab all your favorites!

Act now to save big on light bulbs, advanced power strips, smart home devices and more.

Treat yourself, your family and friends on products that save money and energy all year.

Smart savings

Shop now to enjoy the biggest sale yet on the ecobee3 smart thermostat.

Take safety to the next level with nifty Nest safety companions – the Nest Protect Smoke Detector and Nest cameras.

Buy a bundle. Save a bundle.

Check out all our **Black Friday** deals and get **free shipping** on the whole collection.

Enjoy great deals and instant rebates.



Orange & Rockland

**EVERYTHING
MATTERS**

MyORUstore.com



Orange & Rockland

Nab our lowest prices ever on the latest must-have efficiency products for your home.

Now's the best time to check out O&R's store for deals on Black Friday, Cyber Monday and all season long.

MyORUstore.com

MyORUstore.com



Printed on recycled paper and is recyclable.

161102 1610-0115-R

Appendix F: My ORU Store - Bill Insert/Newsletter Sample

October 2016
 Orange & Rockland





NY

Your Guide to Energy Services and Information

Change with the season

As leaves start to fall and temperatures cool, make a few changes to save money on your energy bill.

- Adjust your thermostat to 68 degrees during the day and 60 degrees at night, health permitting. Each degree over 68 can increase by three percent the amount of energy you use for heating.
- Schedule a furnace tune-up to ensure you're heating efficiently. Go to services.MyORUStore.com for a list of customer-recommended contractors who can do the job.
- Seal up cracks around doors and window frames inside your



home to keep warm air in and cold air out this winter.

 oru.com/100tips

Web shortcuts

Go to oru.com to do business with us, learn about energy savings, use our online tools, and more.

oru.com/projectcenter
Planning a construction project? Apply online for electric and gas service needs and check the progress of your project 24/7.

oru.com/lse
Our Life Support Equipment (LSE) program is designed for customers who are dependent on specific electrically operated medical equipment. When interruptions in electric service occur, the program provides information and notifications to

Appendix G: Internal Employee Communications Sample

Shop our **Black Friday Sale**

My ORU Store is offering huge Black Friday markdowns on home and efficiency products. O&R is giving you, our employees, the first look at this sale.

Take advantage of Black Friday offers, including \$65 off the ecobee3 Wi-Fi thermostat. Check back on Friday and Cyber Monday as we continue to add deals.



Appendix H: My ORU Store – Digital Ad Campaign

SAVE ENERGY.
SAVE MONEY.
SAVE ENERGY
SAVING MONEY.



Introducing O&R's
MY ORU Store, an
online marketplace
where you'll find
energy-saving
products and rebates.



Orange & Rockland

EVERYTHING
MATTERS

CLICK FOR
LIMITED TIME OFFERS

Appendix I: My ORU Advisor Home Energy Report Samples

