

# Advanced Power Strip Pilot Program

## Residential Program Marketing



CASE STUDY / Rocky Mountain Power

### Targeted marketing reaches new heights

To help Rocky Mountain Power meet their annual kWh savings goals, CLEAResult launched a pilot program and direct marketing campaign offering free advanced power strips to high-potential customers.

#### The challenge

Based in Salt Lake City, Rocky Mountain Power provides electric service to over a million customers across Utah, Idaho and Wyoming. After year-end forecasts indicated a savings gap in the portfolio, Rocky Mountain Power and CLEAResult collaborated on a gap strategy to boost the non-lighting kWh savings in Wyoming and Idaho to reach the ambitious savings goals.

#### The solution

Targeting the most high-potential customers, CLEAResult sent a select group of previous participants in Rocky Mountain Power's Wyoming and Idaho residential programs a series of automated emails and direct mailers offering free advanced power strips worth \$80 each. Warm, appreciative messaging helped shape the offer into a personalized thank you gift for their participation.

The email included a link to a simple landing page that made it easy for customers to claim the offer. "Limited-time only" messaging provided a sense of urgency, and friendly follow-up emails encouraged further engagement with step-by-step installation instructions. The results blew away all expectations, with an incredible 24 percent conversion rate leading to the distribution of over 7,200 energy-saving power strips.

Results at a glance

**24%**

conversion rate, compared to 2.5–3% conversion rate of Energy Kit campaigns within this territory

**7,200+**

total orders received

**1.56+**

million kWh saved

**5 weeks**

campaign time period

*"The campaign was a great success. The savings achieved had a positive impact on reaching our kWh savings targets and valuable lessons were learned for push marketing in our service territory."*

**Jill Fredrickson**

Program Manager at Rocky Mountain Power

#### Keys to success

The strategic marketing mix paid off with conversion rates beyond our expectations. Key elements of the campaign included:



##### High-value offer

Valued at \$80, the advanced power strip was seen as a desirable, worthwhile offer.

##### Warm, personal message

Friendly, appreciative messaging helped the power strip be perceived as a thank you gift rather than a random offer.

##### Urgency (limited offer)

Making the offer available for only a limited time instilled a sense of urgency to act.

##### Simple user experience

A simple landing page form with pre-filled email addresses streamlined the process and prevented the offer from being forwarded to non-customers.

##### High-propensity audience

Targeting previous participants meant these users were already engaged—and more likely to participate again.