



TARGETER

Powered by disaggregation, Bidgely's Targeter solution identifies customers based on their appliance-level usage, enabling utilities to optimize program results, reduce budgets, and increase customer satisfaction.



CHALLENGE

In today's environment of elevated consumer expectations, utilities are faced with a number of challenges in optimizing their programs for success:

- **Identifying which customers are the best candidates for each offer**
- **Personalizing the offers to each customer**
- **Achieving program goals while minimizing cost**

Ultimate success requires utilities to move beyond traditional demographics and segmentation techniques, like financial vs. environmental motivations, and instead utilize modern tools, like Artificial Intelligence and Machine Learning, to leverage their customer data.

INTRODUCING TARGETER

As the established industry leader in disaggregation, Bidgely has developed an analytics solution called Targeter, which identifies and segments utility customers based on their *individual appliance* energy usage. Unlike basic segmentation techniques, Targeter leverages Bidgely's disaggregation and customer metadata to provide utilities with a laser-focused means to identify the most viable target customers.

EXAMPLE: A/C PROGRAM

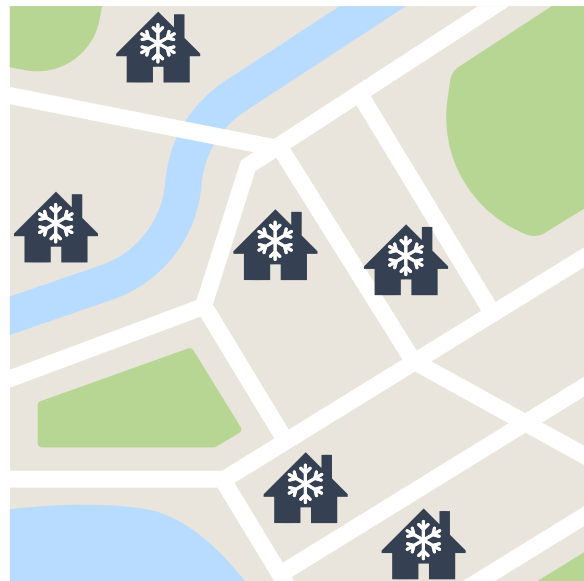
TRADITIONAL APPROACH

Identifies homes by total consumption, including those that don't use A/C.



BIDGELY TARGETER

Identifies inefficient homes strictly by A/C consumption



IDENTIFYING THE RIGHT CUSTOMERS

1. LOCATION

Start by targeting the right customers. Bidgely enables utilities to segment based on monthly start and end dates, as well as location by state, city, zip code, and more.

2. USAGE

Put disaggregation to work by searching for appliance type, appliance energy consumption, and appliance energy efficiency. Utilities can now target the largest and most inefficient users of a particular appliance.

3. HOME DATA

Further refinement takes home information into account: home type, home size, own/rent, and more.

4. FINE TUNING

Dive deeper into the output across elements like engagement channel, past program participation, income-level, and presence of DER.

By leveraging Bidgely's disaggregation, Targeter enables numerous filtering capabilities across the most relevant customer parameters



IMPACT

REDUCE BUDGET SPEND FOR A GIVEN SAVINGS GOAL

For an Air Conditioner Tune-Up program with a goal of saving 0.5 GWh, Targeter can help the utility hit the goal with fewer homes by identifying the homes with highest AC usage. This reduces both outreach and incentive/admin costs, resulting in an overall budget savings of 25%.

| PROGRAM SAVINGS | TRADITIONAL PROGRAM | BIDGELY TARGETER PROGRAM |
|---|---------------------|--------------------------|
| TARGET HOMES | 19,000 | 11,400 |
| AVERAGE AC CONSUMPTION PER HOME | 5226 kWh | 6220 kWh |
| A/C REDUCTION / HOME (ASSUME 10%) | 523 | 622 |
| PARTICIPATION RATE | 5% | 7% |
| NUMBER OF HOMES REQUIRED TO HIT GOAL | 950 | 798 |
| SAVINGS GOAL | 0.5 GWh | 0.5 GWh |
| PROGRAM BUDGET | | |
| OUTREACH COST (\$6/HOME) | \$114,000 | \$68,400 |
| INCENTIVE + ADMIN COST (\$200/HOME) | \$190,000 | \$159,600 |
| TOTAL PROGRAM COSTS | \$304,000 | \$228,000 |
| TARGETER REDUCTION IN BUDGET SPEND | | 25% |

IMPACT

MAXIMIZE SAVINGS FOR A GIVEN BUDGET SPEND

To run a Baseload reduction program by providing smart power strips to target customers, Targeter can help make that budget go much further with improved participation and better savings per home, resulting in a 46% increase in total GWh saved.

| PROGRAM BUDGET | TRADITIONAL PROGRAM | BIDGELY TARGETER PROGRAM |
|------------------------------------|---------------------|--------------------------|
| OUTREACH COST (\$3/HOME) | \$120,000 | \$107,000 |
| INCENTIVE + ADMIN COST (\$25/HOME) | \$50,000 | \$63,000 |

BUDGET SPEND

\$170,000

\$170,000

PROGRAM SAVINGS

| | | |
|--|----------|----------|
| TARGET HOMES | 40,000 | 35,790 |
| AVERAGE BASELOAD CONSUMPTION / HOME | 5128 kWh | 5977 kWh |
| BASELOAD REDUCTION / HOME (ASSUME 25%) | 1282 | 1494 |
| PARTICIPATION RATE | 5% | 7% |
| NUMBER OF HOMES PARTICIPATING | 2,000 | 2,505 |
| TOTAL GWH SAVED | 2.6 GWh | 3.7 GWh |

TARGETER IMPROVEMENT IN SAVINGS

46%

GUIDANCE TO UNCOVER OPPORTUNITIES

As part of the introduction of our Utility Analytics Suite, Bidgely will work with you to analyze how disaggregation can optimize utility operations, resulting in a proposal with customized recommendations and next steps.



WORKSHOP

ANALYSIS

PROPOSAL

ABOUT BIDGELY

As the premier enterprise energy analytics and consumer engagement platform provider, Bidgely applies artificial intelligence and machine learning to utility meter data to help utilities solve challenges related to demand management, customer satisfaction, and operational efficiency.

Contact us for a demo, or for more information:
info@bidgely.com or visit bidgely.com

