

# ANALYTICS WORKBENCH FOR MARKETING & MEASUREMENT

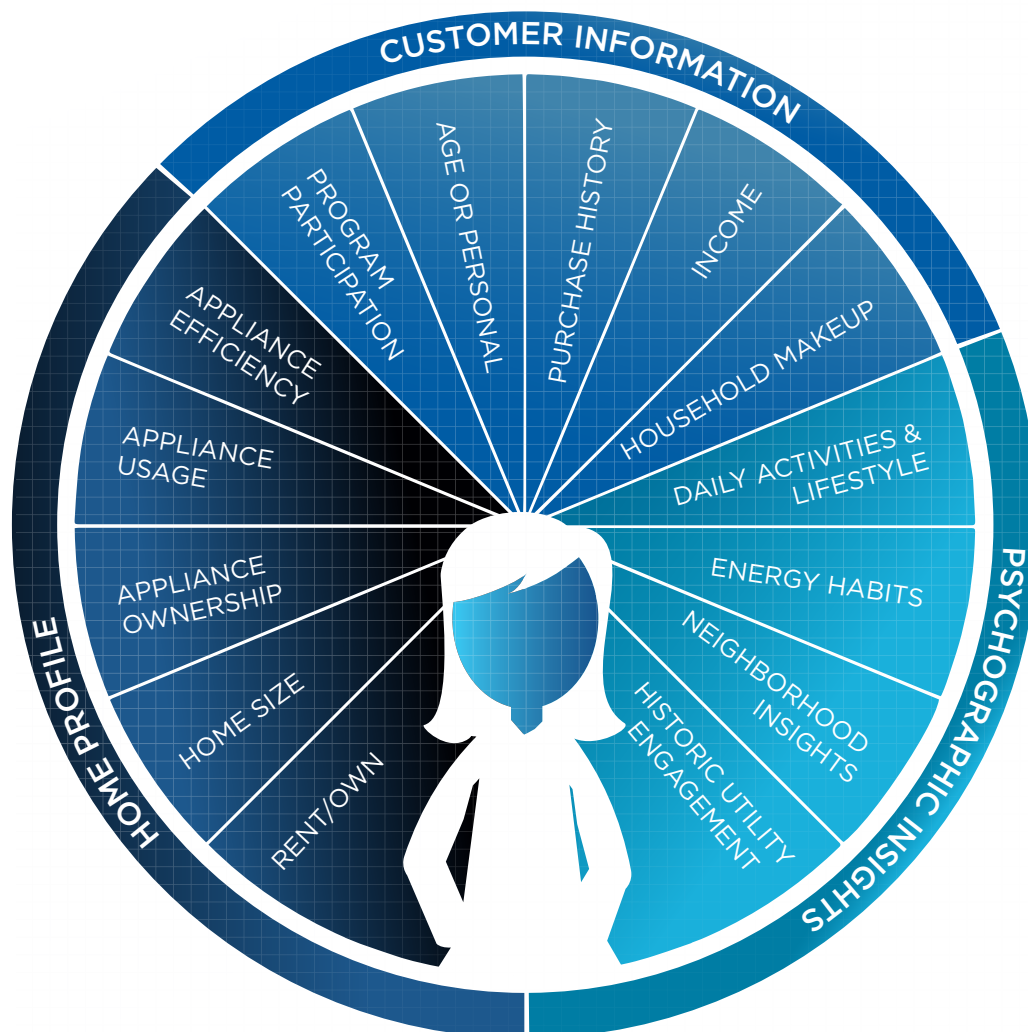
Augmenting Customer  
Segmentation with the Power of AI



Historically, one of the greatest challenges to successful demand side management (DSM) and other customer-centric programs has been that when it comes to making better energy decisions, there is no universal motivator or set of rules that applies to all customers.

The concept of segmentation is useful, but with so much variation in customer personas and energy habits, even segment-tailored programs and outreach sometimes miss the mark because customers rarely fall neatly into one distinct segment.

That's why the most effective utility marketing and rate design programs today are leveraging AMI data insights to empower a new era of personalized marketing -- harnessing the potential to engage each customer as a segment of one.






Conventional tools such as mass surveys, focus groups and manual utility population data collection take time, are static, lack granularity, don't update consistently and fail to account for behavioral and lifestyle aspects in their models.

Using a more accurate and real-time approach, Bidgely's Analytics Workbench builds a 360-degree profile of every customer by analyzing raw energy consumption data using sophisticated machine learning and statistical solutions to tap into essential attributes that describe people's behavior, lifestyle, income and other characteristics.

## DSM TARGETING

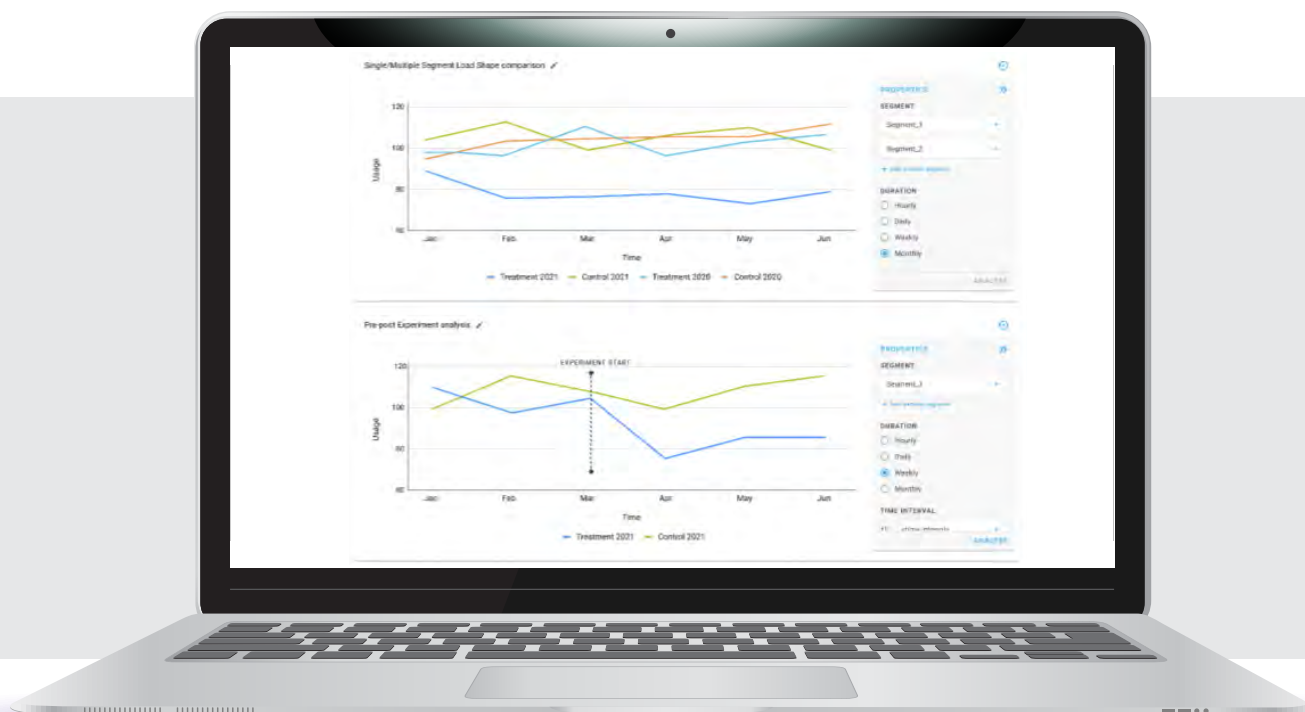
Analytics Workbench transforms the substance of DSM initiatives from generalities into precise and profoundly relevant energy saving advice that more effectively influences behavior. Our technology captures essential aspects of a customer's lifestyle over time, and reflects variations in customer behavior or occupancy at different points during the year and in response to unexpected environmental and societal events. Bidgely's targeting can even pinpoint the time of the day a customer is most likely to be present at home to improve utility outreach, amplify conversion rates and lower acquisition costs.

New Appliance Rebates & Target Audience	Managed Charging Programs	Free or Low-Cost Programs That Support CO2 Reduction
 <b>TARGET AUDIENCE:</b> HOMEOWNERS WITH INEFFICIENT APPLIANCES	 <b>TARGET AUDIENCE:</b> EV OWNERS WHO CHARGE ON-PEAK	 <b>TARGET AUDIENCE:</b> ENVIRONMENTALLY CONSCIOUS LMI CUSTOMERS
RENT/OWN	RENT/OWN	RENT/OWN
HOME SIZE	HOME SIZE	HOME SIZE
APPLIANCE OWNERSHIP	APPLIANCE OWNERSHIP	APPLIANCE OWNERSHIP
APPLIANCE USAGE	APPLIANCE USAGE	APPLIANCE USAGE
APPLIANCE EFFICIENCY	APPLIANCE EFFICIENCY	APPLIANCE EFFICIENCY
PROGRAM PARTICIPATION	PROGRAM PARTICIPATION	PROGRAM PARTICIPATION
AGE OR PERSONAL	AGE OR PERSONAL	AGE OR PERSONAL
PURCHASE HISTORY	PURCHASE HISTORY	PURCHASE HISTORY
INCOME	INCOME	INCOME
HOUSEHOLD MAKEUP	HOUSEHOLD MAKEUP	HOUSEHOLD MAKEUP
DAILY ACTIVITIES & LIFESTYLE	DAILY ACTIVITIES & LIFESTYLE	DAILY ACTIVITIES & LIFESTYLE
ENERGY HABITS	ENERGY HABITS	ENERGY HABITS
NEIGHBORHOOD INSIGHTS	NEIGHBORHOOD INSIGHTS	NEIGHBORHOOD INSIGHTS
HISTORIC UTILITY ENGAGEMENT	HISTORIC UTILITY ENGAGEMENT	HISTORIC UTILITY ENGAGEMENT

## PROGRAM MEASUREMENT & TRACKING

Measurement and Verification (M&V) is a critically important function, but it has historically been left to the post-completion program phase. As a result, utilities have not been empowered to course-correct during program implementation in order to improve outcomes.

Leveraging Analytics Workbench, program managers are able to use data to drive more agile, successful programs. Utilities can monitor program performance in semi-real-time and make program adjustments to align outcomes with defined program goals. The platform also provides daily and monthly insights into how programs are performing against control or self (pre-treatment) groups and allows for proactive intervention for non-performing programs.



With patented load disaggregation and an intuitive, easy-to-use platform, Analytics Workbench makes possible more versatile, accurate and impactful customer segmentation and outreach to yield greater customer engagement and optimized marketing spend.

## GET STARTED

Interested in learning more about how Bidgely's UtilityAI platform and Analytics Workbench product can benefit your utility?

Contact one of our representatives at [utilityai@bidgely.com](mailto:utilityai@bidgely.com) to schedule a demo and see how UtilityAI can drive more value for your customers and your business.

Learn More at <https://www.bidgely.com/resources/resources-ami-driven-insights-report/>