





26% Website Traffic









Average Email **Open Rate**



80% "Likes" for Digital Her Communications





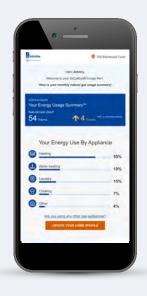
565K+ **Therms Saved** in First Program Year



50% Average Email **Open Rate**



80% "Likes" for Digital Her Communications



Columbia

A NiSource Company

Grew and Diversified **Customers Served from**

450K →600K With No Additional Spend

DSM Savings

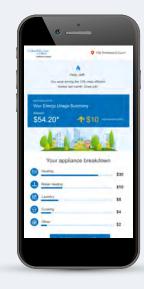


Budget Savings of

vs. Legacy Oracle Program



Average eHER **Email Open Rate**



Surpassed Target for Program Year By

~33.3%



85% "Likes" for Digital Her Communications

TEPCO



40% Improvement in **Customer** Retention



66% **Followed** Recommendations to Maintain or Switch Rates





91% of Customers **Find Bidgely Reports Useful**





100% Increase in Non-commodity



Rated Digital Communications as "Useful"

95%



Of Customers Opted in to Continue Receiving Bidgely Personalized Communications

97%



HydroOttawa 12%



For Bidgely Mobile App

Usage Rate

Achieved



Email Open Rate and a **10%** Click-through Rate

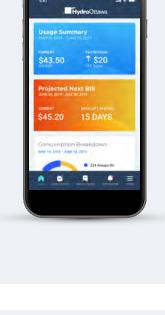
>60%





"My Account" **Penetration**

Bidgely-informed



VVEnergy

Customers Who Received HER 2.0 Paper + Email Reports

Savings for



3 Years 80% **High Customer**

Satisfaction

40 GWh

Savings From

Bidgely HER 2.0 Program in First

> Ratings as Assessed By Third Party **Evaluators**



Bidgely Emails

Consistently Opened

63%

of Customers







37%

Email Open Rates



85% Satisfaction Rating As Assessed By Third Party **Evaluators**



18,233 MWh