

26%
Increase in Website Traffic

25%
Cost Savings vs. Conventional HERS

41 GWh Savings

38%
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

450K → 600K
Customers Served from Grew and Diversified With No Additional Spend

~33.3%
DSM Savings Surpassed Target for Program Year By

25%
Budget Savings vs. Legacy Oracle Program

32%
Average eHER Email Open Rate

85%
"Likes" for Digital Her Communications

40%
Improvement in Customer Retention

66%
Followed Recommendations to Maintain or Switch Rates

91%
of Customers Find Bidgely Reports Useful

95%
Rated Digital Communications as "Useful"

97%
Of Customers Opted in to Continue Receiving Bidgely Personalized Communications

100%
Increase in Non-commodity Sales

12%
Usage Rate For Bidgely Mobile App

50%
of 12-month CDM Target Participation in Only 4 Months

>60%
Email Open Rate and a **10%** Click-through Rate

62%
Bidgely-informed "My Account" Penetration

1.8x More Savings for Customers Who Received HER 2.0 Paper + Email Reports

80%
High Customer Satisfaction Ratings as Assessed By Third Party Evaluators

40GWh Savings From Budget HER 2.0 Program in First 3 Years

63%
of Customers Consistently Opened Bidgely Emails

Deployed in **<4 MONTHS**

18,233 MWh Saved in First Year

37%
Email Open Rates

85%
Satisfaction Rating As Assessed By Third Party Evaluators