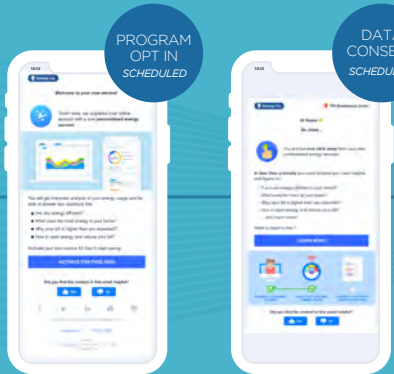


BIDGELY SMART ALERTS JOURNEY

HYPER-PERSONALIZED CUSTOMER EXPERIENCE

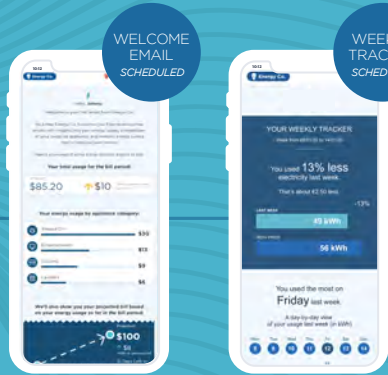
RECRUITING



PROGRAM OPT IN SCHEDULED

DATA CONSENT SCHEDULED

ONBOARDING



WELCOME EMAIL SCHEDULED

WEEKLY TRACKER SCHEDULED

ENGAGING

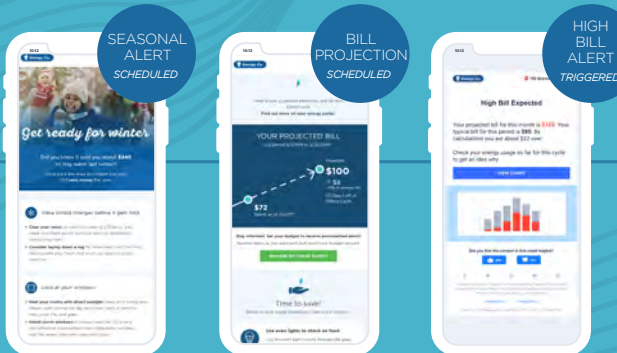


CHALLENGE ALERT SCHEDULED

WEEKLY HIGHLIGHTS SCHEDULED

SIMILAR HOME COMPARISON SCHEDULED

MONTHLY BILL SUMMARY SCHEDULED



SEASONAL ALERT SCHEDULED

BILL PROJECTION SCHEDULED

HIGH BILL ALERT TRIGGERED



HIGH USAGE ALERT TRIGGERED

BUDGET THRESHOLD ALERTS TRIGGERED

BEST RATES SCHEDULED

PEAK USAGE ALERT TRIGGERED