

Data, Feedback, Behavior

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Opower



**How do we engage
home occupants with
real-time feedback?**

**How do we engage
home occupants with
real-time feedback?**

Answer 1:

**How do we engage
home occupants with
real-time feedback?**

Answer 1:

We don't.

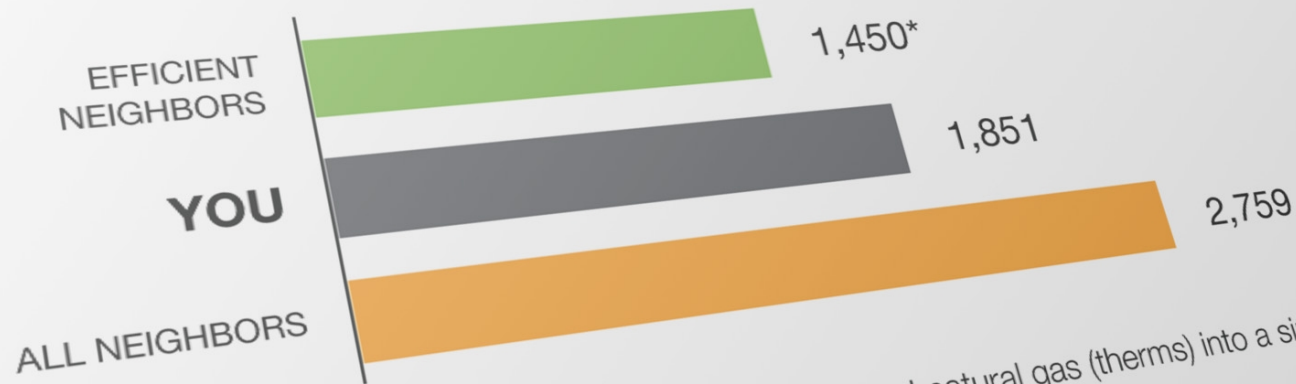
6 minutes

Boring

Confusing

November Neighbor Comparison

You used **28% MORE** energy than your efficient neighbors



* This energy index combines electricity (kWh) and natural gas (therms) into a single measurement.

WHO ARE YOUR "NEIGHBORS"?

ALL NEIGHBORS

Approximately 100 occupied nearby homes that are similar in size to you (avg 2,023 sq ft) and have both electricity and natural gas service.

Neighbor Comparison

You used **74%** more energy than your efficient neighbors
This costs you more

Opower's Reach

70+ Utility Clients, 10M+ Households on Platform, date from 40M homes



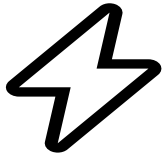
Not Shown

CA	MN
» Anaheim	» MERC
» a	» Lake
» Glendale	Country
» Pasadena	Power
» Palo Alto	» Owatonna
CO	» Austin
» Loveland	» Rochester
IN	» Shakopee
» Hoosier	» Otter Tail
9» NIPSCO	

1.5% - 3%

Opower savings

Delivering on our bottom line



>1 Terawatt-Hour (1,000,000,000 kWh)



>1,520,210,000 lbs CO₂



>\$100,000,000 saved on energy bills

Per Oployee per year



 **5,474,000 kWh**

 **8,074,000 lbs CO₂**

 **\$602,000**

Opower's customer engagement platform

CUSTOMER FACING

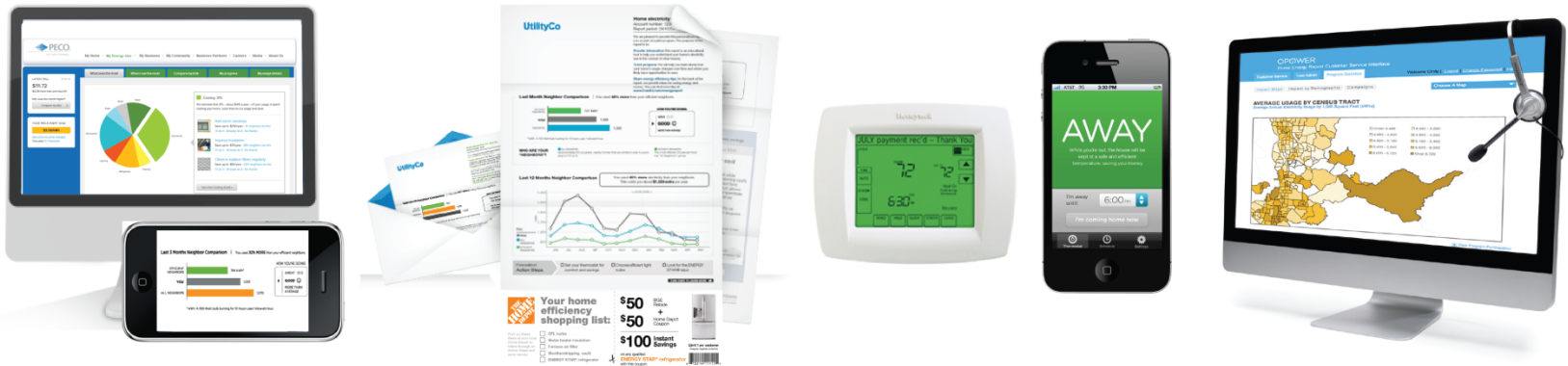
UTILITY FACING

INFORMATION &
ANALYSIS

ENERGY DATA-DRIVEN
MARKETING

ENERGY MANAGEMENT
DEVICES

CUSTOMER SERVICE
REPRESENTATIVE TOOLS



INSIGHT ENGINE™

Targeting
Engine

Pricing
Engine

Usage
Analytics

Normative
Analytics

Alert
System

DATA STREAMS

UTILITY SOURCED

- Monthly & AMI Meter Data
- Program Participation
- Rebate Redemptions
- Billing & Account Data

THIRD-PARTY SOURCED

- Housing (sq. ft., age, pool, etc.)
- Demographics
- Weather
- GIS (geographic) Data

**How do we engage
home occupants with
real-time feedback?**

Answer 2:

**How do we engage
home occupants with
real-time feedback?**

Answer 2:

**In a very targeted
manner**

20%

**“Halo effect” on
other utility
EE programs**

UtilityCo

Home Energy Report

Account number: 1234567890

Report period: 11/09/09 – 12/09/09

We are pleased to provide this personalized report to help you save energy.

The purpose of the report is to:

- Provide information
- Help you track your progress
- Share energy efficiency tips



This information and more is available at
UtilityCo.com/reports

BOB SMITH
414 NICOLLET MALL GO 6
MINNEAPOLIS, MN 55401



**Your home loses
25% of its heat
through the roof.**

It's time to bundle it up! Improve the comfort of your home this winter by installing attic insulation. It's easy and it will save you money and energy year round.

**Bring this coupon to Home Depot to save
up to \$170 on insulation.**

In-store only. Use by 02/01/2012. Coupon cannot be used in conjunction with any other coupon or discount. This coupon is good for a single receipt purchase of items listed on this coupon. Coupon is not redeemable for cash, is nontransferable and cannot be replaced if lost or stolen. Minimum purchase required. No change given if total purchase is less than coupon value. Void if altered, copied, transferred, or sold through any online auction. Not valid on sales via homedepot.com.

\$150
up to

Instant Rebate
from UtilityCo

+

\$20

Bonus Savings
from Home Depot



\$170 Instant
Savings
up to

on any **Home Depot** insulation
with this coupon.

Limit 1 per customer
Coupon expires 02/01/12



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Honeywell **OP@WER**



Save energy with your friends.

See how your energy use stacks up against friends and homes across the US. Join groups and discover how you can save even more.

See how your home stacks up!

or

Try the home comparison without connecting to Facebook

750
kWh

480
kWh

310
kWh



See how your energy use stacks up against similar homes. Try it!



Check how your energy use ranks against your friends' each month.



Share and explore great energy saving tips and advice.



Work with your friends to compete and hit savings goals.

**How do we engage
home occupants with
real-time feedback?**

Answer 1:

We don't.



Thank you

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