



# Customer Acquisition



UTILITY RENEWABLE PROGRAM SOLUTIONS

*Reach program enrollment goals on time and on budget*

Grow your renewable energy program's participation and impact by partnering with 3Degrees for customer acquisition campaigns. Whether you have a short-term quota or are working toward a multi-year enrollment goal, 3Degrees will develop a targeted strategy and deploy multi-channel tactics to reach and enroll new customers in your renewable energy programs.

## 3Degrees Services



### MARKETING AUDIT & CUSTOMER SEGMENTATION

Audit past and current marketing results against national benchmarks and identify new opportunities to gain customers. We'll also analyze your customer base against 3Degrees' proprietary green power participant profile and fine-tune target segments to optimize customer outreach campaigns.



### STRATEGY & PLANNING

Use all available data and national best practices to develop a customer acquisition strategy, forecast response rates, and complete an action plan to achieve targets. Once campaigns are deployed, we'll deliver reports on progress toward KPIs and recommend ongoing improvements.



### CUSTOMER ACQUISITION CAMPAIGNS

Connect, engage, and enroll new customers through proven direct sales and marketing campaigns. Select a multi-channel, sustained approach to program growth or employ one tactic for a short-term and predictable enrollment boost.

*3Degrees helps utilities build, launch, and grow successful voluntary renewable energy programs.*

- + Serving utilities since 2002
- + Trusted partner for 6 of the Top 10 NREL Utility Green Power Programs and the nation's best-selling utility carbon offset program
- + Solutions for every customer segment and program type
- + Best-in-class marketing and outreach capabilities, including digital marketing, direct mail, courtesy call, and more

## KEY BENEFITS

- ✓ **NATIONAL EXPERTISE:** As leaders in helping utilities gain customers for their green power programs, we apply nationwide best practices to meet your specific needs.
- ✓ **FLEXIBILITY:** Develop a strategy and deploy select tactics in a matter of weeks when needed.

## WE DELIVER

- ✓ A simple, straightforward planning process to ensure enrollment campaigns are set up for success and deployed quickly.
- ✓ Full-suite customer acquisition tactics to support short- and long-term awareness and enrollment goals, whether you need results in months or you're working toward a multi-year vision.



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