



Customer Acquisition



VOLUNTARY GREEN PROGRAM SOLUTIONS

Reach program enrollment goals on time and on budget

Grow your voluntary green 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 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.



STRATEGIC PLANNING & REPORTING

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 enrollment boost.

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

- + Serving utilities since 2002
- + Trusted partner for many of the nation's top voluntary programs for electric and gas utilities
- + 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 voluntary programs, we apply proven best practices to meet your specific needs.
- ✓ **FLEXIBILITY:** Develop a strategy and deploy tactics that meet both your utility and your customers' needs.

WE DELIVER

- ✓ A simple, straightforward planning process to ensure acquisition campaigns are set up for success.
- ✓ Full-suite customer acquisition tactics to support short- and long-term awareness and enrollment goals that boost participation rates and customer satisfaction.



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