

MAILER:

Potomac Electric Power Company (Pepco)

OBJECTIVE:

Potomac Electric Power Company (Pepco) faced the challenge of promoting their Home Performance with ENERGY STAR Program and increasing online registrations for their home energy assessment appointments.

SOLUTION:

eTargetMedia planned and managed a strategic email marketing campaign for Potomac Electric Power Company that reached homeowners in targeted zip codes who have a household income of over \$75k per year. The campaign selected homeowners between the ages of 35 to 64 years old who have specified that they have an interest in saving energy and saving money on their energy bills. The homeowners included in the email campaign were currently in the market for home improvement products and specified an interest in green living and eco-friendly products and services. The creative featured Pepco's Home Performance with Energy Star Program and offered rebates up to \$7,500 for energy-saving upgrades. The creative also featured the benefits of scheduling a Pepco home energy assessment.

OUTCOME:

The email campaign was very successful and helped Pepco reach a new audience of energy conscious consumers. The campaign had a very strong open rate and delivered a high click through rate with many people visiting the site to learn more about the energy saving program.



GET REBATES UP TO \$7,500 ON ENERGY-SAVING HOME UPGRADES

Through our Home Performance with ENERGY STAR® Program, we can help you find ways to save on your monthly energy costs. Plus, we offer rebates up to \$7,500 for energy-saving upgrades that will help make your home more comfortable for years to come.

[LEARN MORE](#)

Get Started Today

- Schedule your Home Energy Assessment for just \$100 (a \$400 value)
- A Participating Contractor will evaluate your home's efficiency and give you a detailed report with recommendations
- You'll get energy-efficient products installed—LED bulbs, smart power strips, and more at no additional cost
- You decide which recommended upgrades make sense for your home and budget
- Complete upgrades with a Participating Contractor and get rebates up to \$7,500

Ask an Energy Coach

Questions? Our independent Energy Coaches can help provide answers—at no additional cost. These trained home performance experts can provide a helpful outside perspective on your recommended upgrades and assist you with the rebate process.

EmPOWER MARYLAND



pepco
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