

Advanced Power Strip Pilot Program

Residential Program Marketing



CASE STUDY / Rocky Mountain Power

Targeted marketing reaches new heights

To help Rocky Mountain Power meet their annual kWh savings goals, CLEAResult launched a pilot program and direct marketing campaign offering free advanced power strips to high-potential customers.

The challenge

Based in Salt Lake City, Rocky Mountain Power provides electric service to over a million customers across Utah, Idaho and Wyoming. After year-end forecasts indicated a savings gap in the portfolio, Rocky Mountain Power and CLEAResult collaborated on a gap strategy to boost the non-lighting kWh savings in Wyoming and Idaho to reach the ambitious savings goals.

The solution

Targeting the most high-potential customers, CLEAResult sent a select group of previous participants in Rocky Mountain Power's Wyoming and Idaho residential programs a series of automated emails and direct mailers offering free advanced power strips worth \$80 each. Warm, appreciative messaging helped shape the offer into a personalized thank you gift for their participation.

The email included a link to a simple landing page that made it easy for customers to claim the offer. "Limited-time only" messaging provided a sense of urgency, and friendly follow-up emails encouraged further engagement with step-by-step installation instructions. The results blew away all expectations, with an incredible 24 percent conversion rate leading to the distribution of over 7,200 energy-saving power strips.

Results at a glance

24%

conversion rate, compared to 2.5–3% conversion rate of Energy Kit campaigns within this territory

7,200+

total orders received

1.56+

million kWh saved

5 weeks

campaign time period

"The campaign was a great success. The savings achieved had a positive impact on reaching our kWh savings targets and valuable lessons were learned for push marketing in our service territory."

Jill Fredrickson

Program Manager at Rocky Mountain Power

Keys to success

The strategic marketing mix paid off with conversion rates beyond our expectations. Key elements of the campaign included:



High-value offer

Valued at \$80, the advanced power strip was seen as a desirable, worthwhile offer.

Warm, personal message

Friendly, appreciative messaging helped the power strip be perceived as a thank you gift rather than a random offer.

Urgency (limited offer)

Making the offer available for only a limited time instilled a sense of urgency to act.

Simple user experience

A simple landing page form with pre-filled email addresses streamlined the process and prevented the offer from being forwarded to non-customers.

High-propensity audience

Targeting previous participants meant these users were already engaged—and more likely to participate again.