



Advancing the Smart Thermostat

Knox W. Cameron
Project Lead- Operations
August 3, 2017

Regulatory Environment

- Michigan Public Service Commission provides deemed energy savings per unit, based on 1,000 sq. ft. of conditioned space
- First year IRAF value for Advanced thermostats is 1
- Net to Gross conversion factor for Advanced thermostats is 1

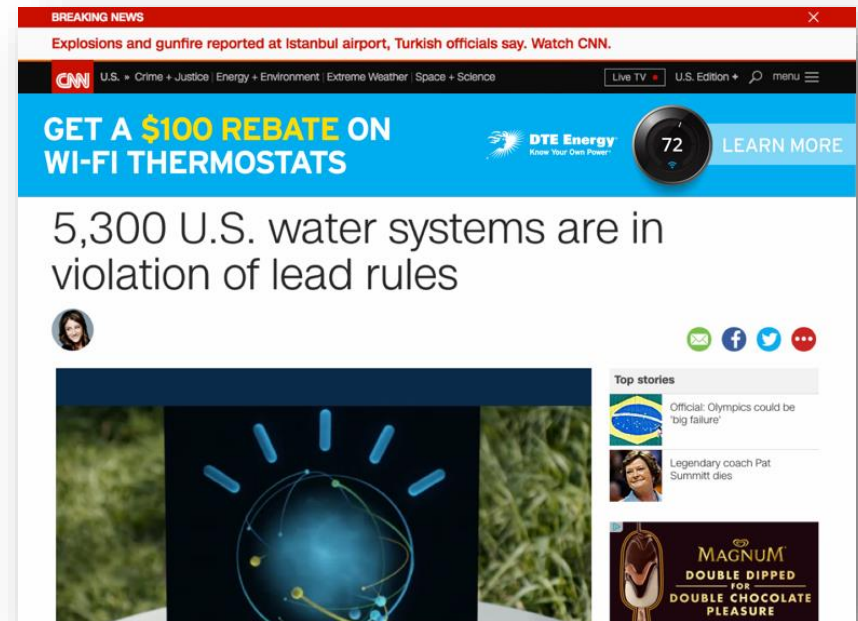


Advanced Thermostat Rebate

- Down-stream rebate: \$75
- Leverage instore Point of Purchase materials and Events
- Collaborative, targeted marketing campaigns
- Instore **Instant** coupon

DTE Appliance MCF contribution compared to broader portfolio

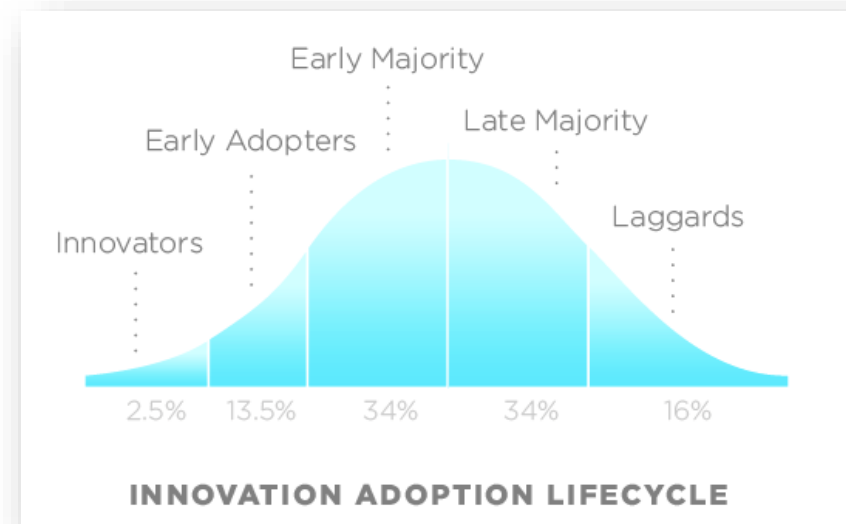
2014	2015	2016	2017
6%	7%	26%	15%



The screenshot shows a CNN website interface. At the top, there is a 'BREAKING NEWS' banner with the headline 'Explosions and gunfire reported at Istanbul airport, Turkish officials say. Watch CNN.' Below this is a navigation bar with the CNN logo and various news categories. A prominent blue banner advertises a 'GET A \$100 REBATE ON WI-FI THERMOSTATS' with the DTE Energy logo and a 'LEARN MORE' link. Below the banner, a news article headline reads '5,300 U.S. water systems are in violation of lead rules'. To the right, there are social media sharing icons and a 'Top stories' section featuring articles about the Olympics and a coach's death. At the bottom right, there is an advertisement for Magnum Double Dipped Double Chocolate Pleasure.

The Customer Experience

- Beyond energy savings; customer engagement and customer satisfaction
 - Different than your standard rebate
 - Great opportunity for ongoing conversations
- Moving past early adopters
- Engaging customers
 - Over 200 instore events were Advanced Thermostat focused



Instant Discount Coupon Events

- Promotion Term: July-November 2016
- In-store instant coupon \$100 rebate for select Best Buy stores in DTE gas and combo territory
- Strategy: DTE Field Service events and targeted emails
- Completed Coupons surpassed program forecasts
- Total customer interactions: 12,981
- 1,246 instore coupons completed
- Targeted marketing emails: 7



DTE Energy

LIMITED TIME OFFER: \$100 WI-FI THERMOSTAT INSTANT DISCOUNT!

Save money and energy this summer by switching to **Wi-Fi Enabled Thermostats**. By using a Wi-Fi enabled thermostat, you can save up to \$180 a year in energy costs by properly maintaining your settings.

Look for a Wi-Fi Enabled Thermostat Special Event Near You!
This month receive a **\$100 instant discount** when you purchase a Wi-Fi enabled thermostat at one of the following DTE Special Events. Remember, these events are **only during these dates at participating Best Buy stores!** See below to find a store near you:

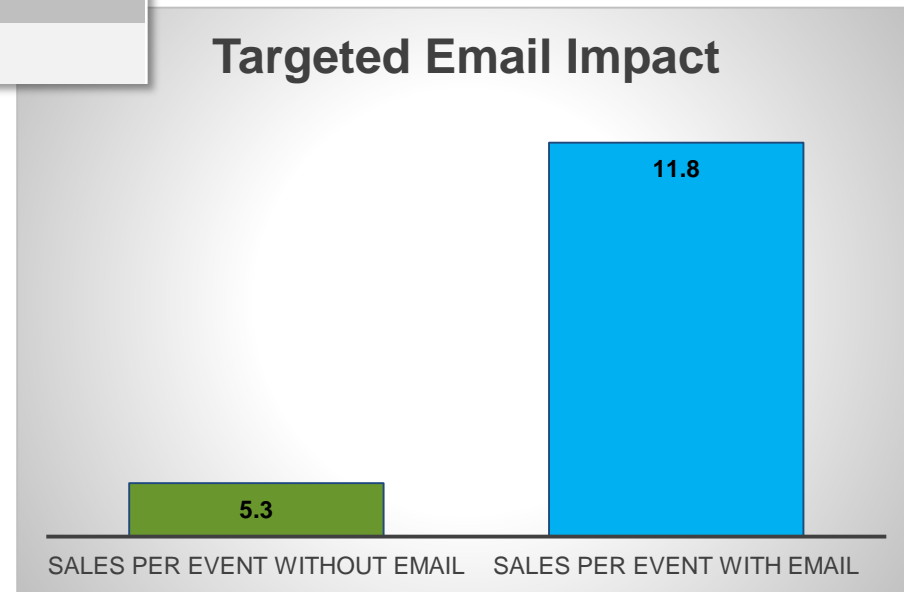
DTE Thermostat Events		
Friday, August 26, 2016	1:00 PM-5:00 PM	4830 Wilson Ave SW, Grandville, MI
Friday, August 26, 2016	1:00 PM-5:00 PM	2650 E Beltline Ave SE, Grand Rapids, MI
Saturday, August 27, 2016	10:00 PM-2:00 PM	5425 Harvey St., Muskegon, MI
Saturday, August 27, 2016	2:30 PM-6:30 PM	5425 Harvey S, Muskegon, MI
Saturday, August 27, 2016	10:00 PM-2:00 PM	4830 Wilson Ave SW, Grandville, MI
Saturday, August 27, 2016	2:30 PM-6:30 PM	4830 Wilson Ave SW, Grandville, MI
Saturday, August 27, 2016	2:30 PM-6:30 PM	2577 N US HIGHWAY 31 S, Traverse City, MI
Saturday, August 27, 2016	10:00 PM-2:00 PM	2577 N US HIGHWAY 31 S, Traverse City, MI
Sunday, August 28, 2016	11:00 PM-3:00 PM	3410 Alpine Ave NW, Grand Rapids, MI
Sunday, August 28, 2016	3:30 PM-7:30 PM	3410 Alpine Ave NW, Grand Rapids, MI
Sunday, August 28, 2016	11:00 PM-3:00 PM	2577 N US HIGHWAY 31 S, Traverse City, MI
Sunday, August 28, 2016	3:30 PM-7:30 PM	2577 N US HIGHWAY 31 S, Traverse City, MI
Sunday, August 28, 2016	11:00 PM-3:00 PM	2650 E Beltline Ave SE, Grand Rapids, MI
Sunday, August 28, 2016	3:30 PM-7:30 PM	2650 E Beltline Ave SE, Grand Rapids, MI

Learn more at dteenergy.com/energystar or call 866.796.0512.

Know Your Own Power

Marketing Email Impact: 1 week comparison

Marketing Impact: 9/29/2016-10/15/2016		
	W/O Targeted Email 9/29-10/12	Targeted Email 10/13-10/15
Sales	64	118
Events	12	10



Marketing Email Impact: Big Picture

Total	Percent of Total Sales	Events	Sales by Events
Marketing	80%	85	11.8
W/O Marketing	20%	121	2.1





LIMITED TIME OFFER: \$100 WI-FI THERMOSTAT INSTANT DISCOUNT!

Save money and energy this summer by switching to **Wi-Fi Enabled Thermostats**. By using a Wi-Fi enabled thermostat, you can save up to \$160 a year in energy costs by properly maintaining your settings.

Look for a Wi-Fi Enabled Thermostat Special Event Near You!

This month receive a **\$100 instant discount** when you purchase a Wi-Fi enabled thermostat at one of the following DTE Special Events. Remember, these events are only during these dates at participating Best Buy stores! See below to find a store near you:

DTE Thermostat Events

Friday, August 26, 2016	1:00 PM-5:00 PM	4830 Wilson Ave SW, Grandvillens, MI
Friday, August 26, 2016	1:00 PM-5:00 PM	2650 E Bellline Ave SE, Grand Rapids, MI
Saturday, August 27, 2016	10:00 PM-2:00 PM	5425 Harvey St., Muskegon, MI
Saturday, August 27, 2016	2:30 PM-6:30 PM	5425 Harvey St., Muskegon, MI
Saturday, August 27, 2016	10:00 PM-2:00 PM	4830 Wilson Ave SW, Grandville, MI
Saturday, August 27, 2016	2:30 PM-6:30 PM	4830 Wilson Ave SW, Grandville, MI
Saturday, August 27, 2016	2:30 PM-6:30 PM	2577 N US HIGHWAY 31 S, Traverse City, MI
Saturday, August 27, 2016	10:00 PM-2:00 PM	2577 N US HIGHWAY 31 S, Traverse City, MI
Sunday, August 28, 2016	11:00 PM-3:00 PM	3410 Alpine Ave NW, Grand Rapids, MI
Sunday, August 28, 2016	3:30 PM-7:30 PM	3410 Alpine Ave NW, Grand Rapids, MI
Sunday, August 28, 2016	11:00 PM-3:00 PM	2577 N US HIGHWAY 31 S, Traverse City, MI
Sunday, August 28, 2016	3:30 PM-7:30 PM	2577 N US HIGHWAY 31 S, Traverse City, MI
Sunday, August 28, 2016	11:00 PM-3:00 PM	2650 E Bellline Ave SE, Grand Rapids, MI
Sunday, August 28, 2016	3:30 PM-7:30 PM	2650 E Bellline Ave SE, Grand Rapids, MI

Learn more at dteenergy.com/energystar or call 866.796.0512.

Know Your Own Power

DTE Insight- Innovation Opportunities



- Home Energy Management
 - Control
 - Automation
- Demand Response
- Customer Engagement
- Real Time Monitoring



Questions

