

# Moving the Needle: Measuring the Performance of an Energy Program Promotional Campaign

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# How To Measure Success?



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Earn 100 AIR MILES  
reward miles.  
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**FRIDGE & FREEZER PICKUP**  
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Earn 50 AIR MILES  
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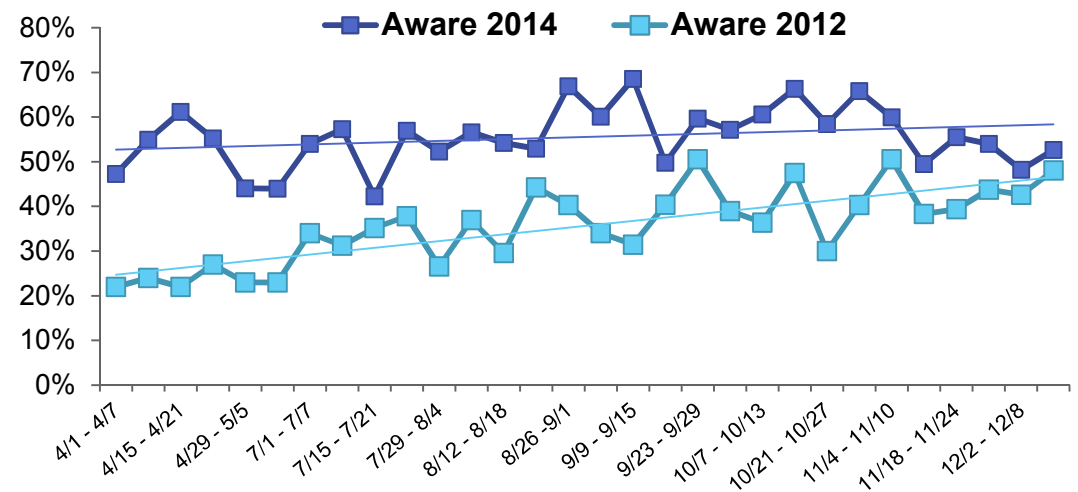
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# Leverage the IESO's Tracking Study

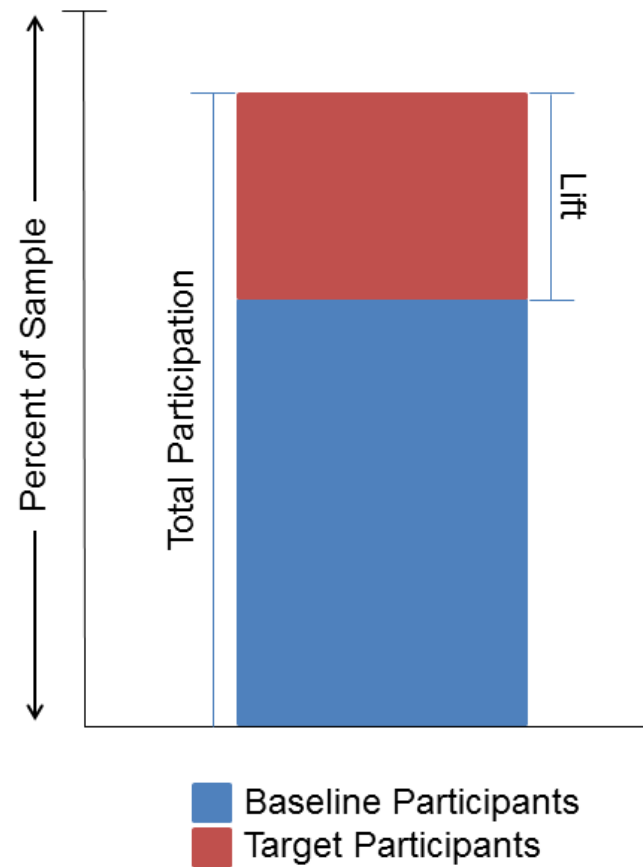
Triple-A (Awareness, Attitudes, Action) Survey—an on-going, weekly, web-based tracking survey

Quasi-experimental approach with defined target and baseline group respondents

Straightforward methodology for quantifying promotional **lift** from a marketing campaign



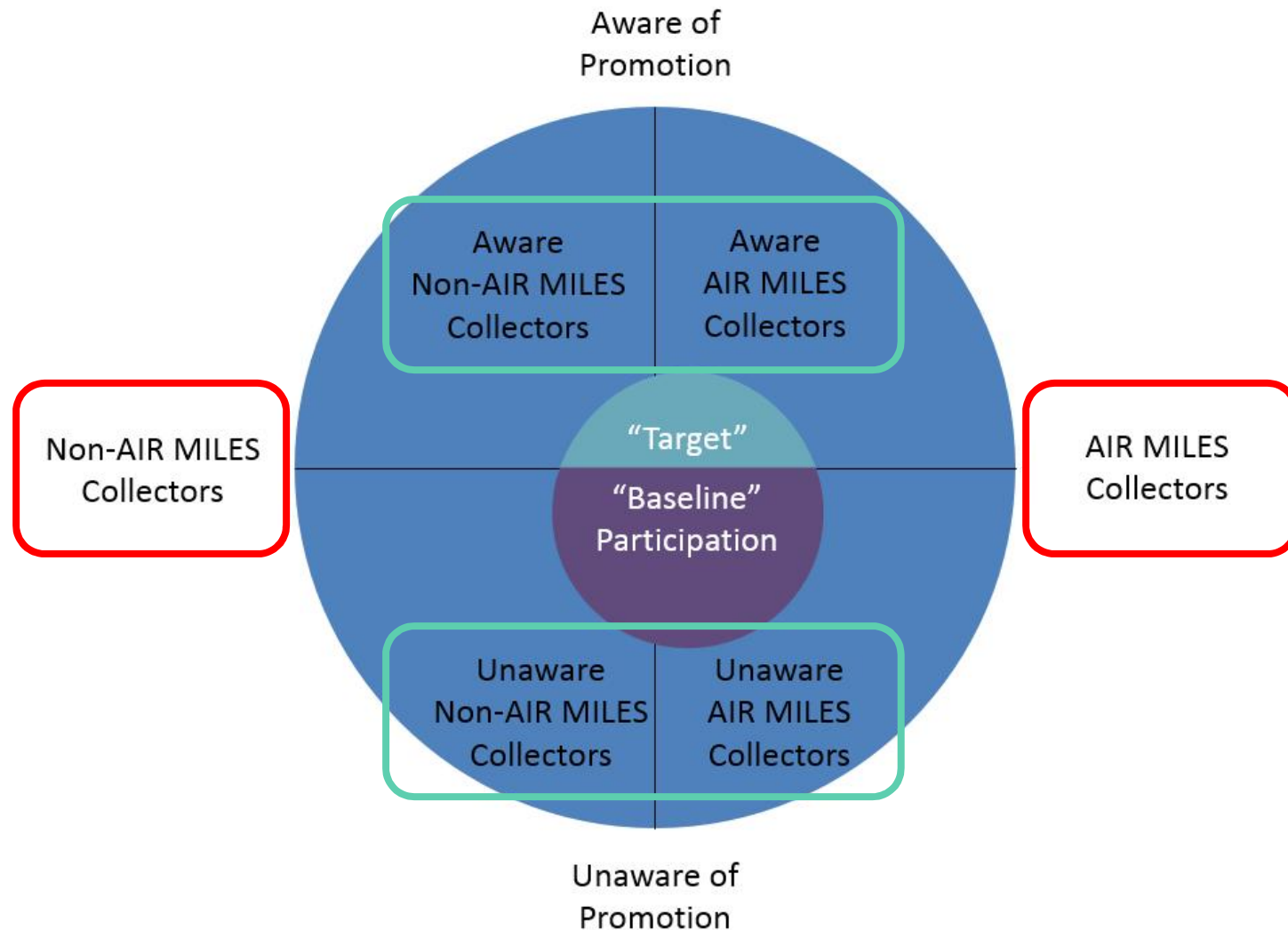
# Measuring Lift



# Initial Design *Assumptions*

- AIR MILES Collectors were the target group
- Non-AIR MILES Collectors were the baseline group
- Historical, average program participation rates were 2.4-3% depending on the program
- IESO planning documents estimated a promotional lift of 10% for peaksaver PLUS, 7% for Fridge & Freezer Pickup, and 1% for Heating & Cooling Incentive
- **GOAL:** 2,000 survey completes (1,000 each with AIR MILES Collectors and Non-AIR MILES Collectors)

# Selecting Target & Baseline Groups: Think it through



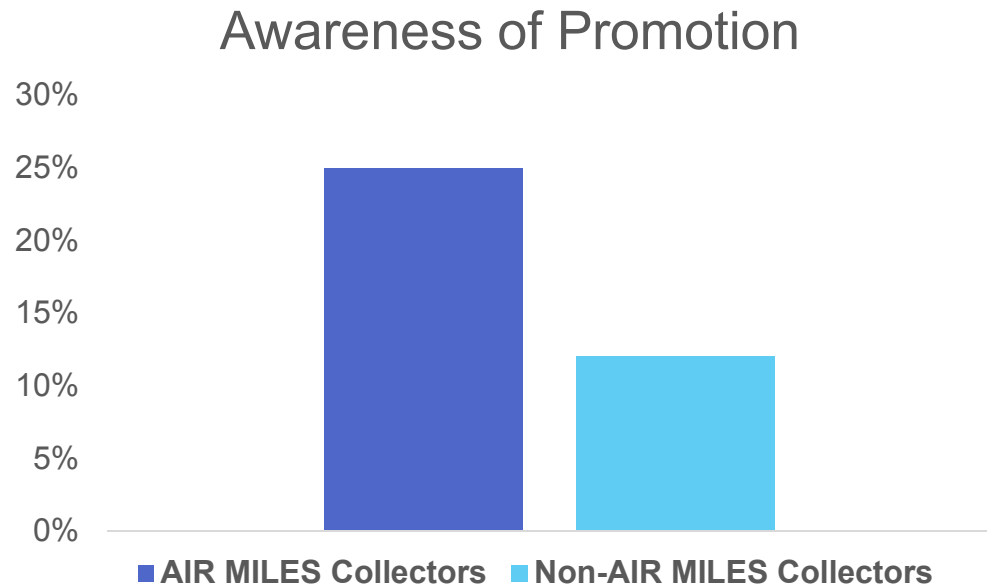
# Initial Data Collection

- 6 weeks of survey data collection: mid-Oct thru Dec 2013
- 4 months after the launch of the saveONenergy AND BE REWARDED promotion in June
- Completed surveys with 1,000 AIR MILES Collectors
- Completed surveys with 1,000 non-AIR MILES Collectors
- Similar demographic characteristics (e.g., gender, age, education, income, etc.) between Collectors and non-Collectors

# Initial Results

## The Good News

- AIR MILES Collectors much more likely to be aware of promotion (yea!)
- AIR MILES Collectors noticed promotional emails
- People aware of promotion tended to learn about promotion from > 1 source



## The Not-So-Good News

- Most still unaware of promotion
- Not enough survey respondents actually participated in the 3 targeted EE programs to reliably estimate lift

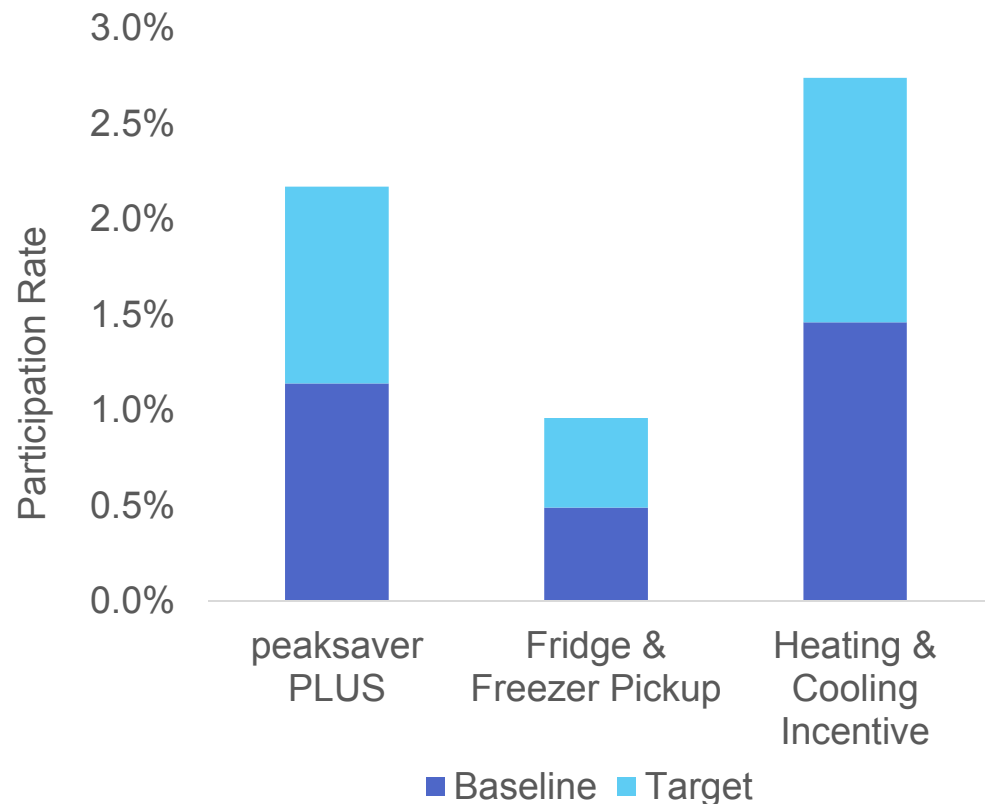


# Uh Oh! What To Do?

**Collect More Data!**

# Final Results

- Ultimately collected ~2.5X more completed surveys
- Awareness of promotional campaign significantly higher in 2014 than 2013
- Enough program participants to reliably calculate lift
  - *But total program participation rates were still lower than we had initially assumed except for HVAC program*
- **lift:** those aware of the promotion were ~ 2X more likely to participate



# Take Aways...

- Leverage existing data collection activities rather than launch new ones
- Study design assumptions *really* matter—program participation rates are critical
  - *Program participation can & does vary annually & intra-annually*
- Think carefully about who is exposed to the promotion and define target and control groups based on awareness of the promotion

# And Lastly...

- Be patient
  - *Awareness is a first step towards participation, and awareness takes time*
  - *Promotion of an EE program that requires people to do more difficult behaviors e.g., install a new HVAC system, takes more time than a retail promotion that encourages people to buy stuff e.g., buying an LED*

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Thank you  
&

*May the Force be With You!*

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