



Market Lift

The Enigma of Incentive Program Redesign

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What is Market Lift?

- Novel program approach
- Incentives based on sales increases (*lift*)
- Baseline and comparison area sales
- Design tries to reduce free ridership

MA Market Lift Initiative

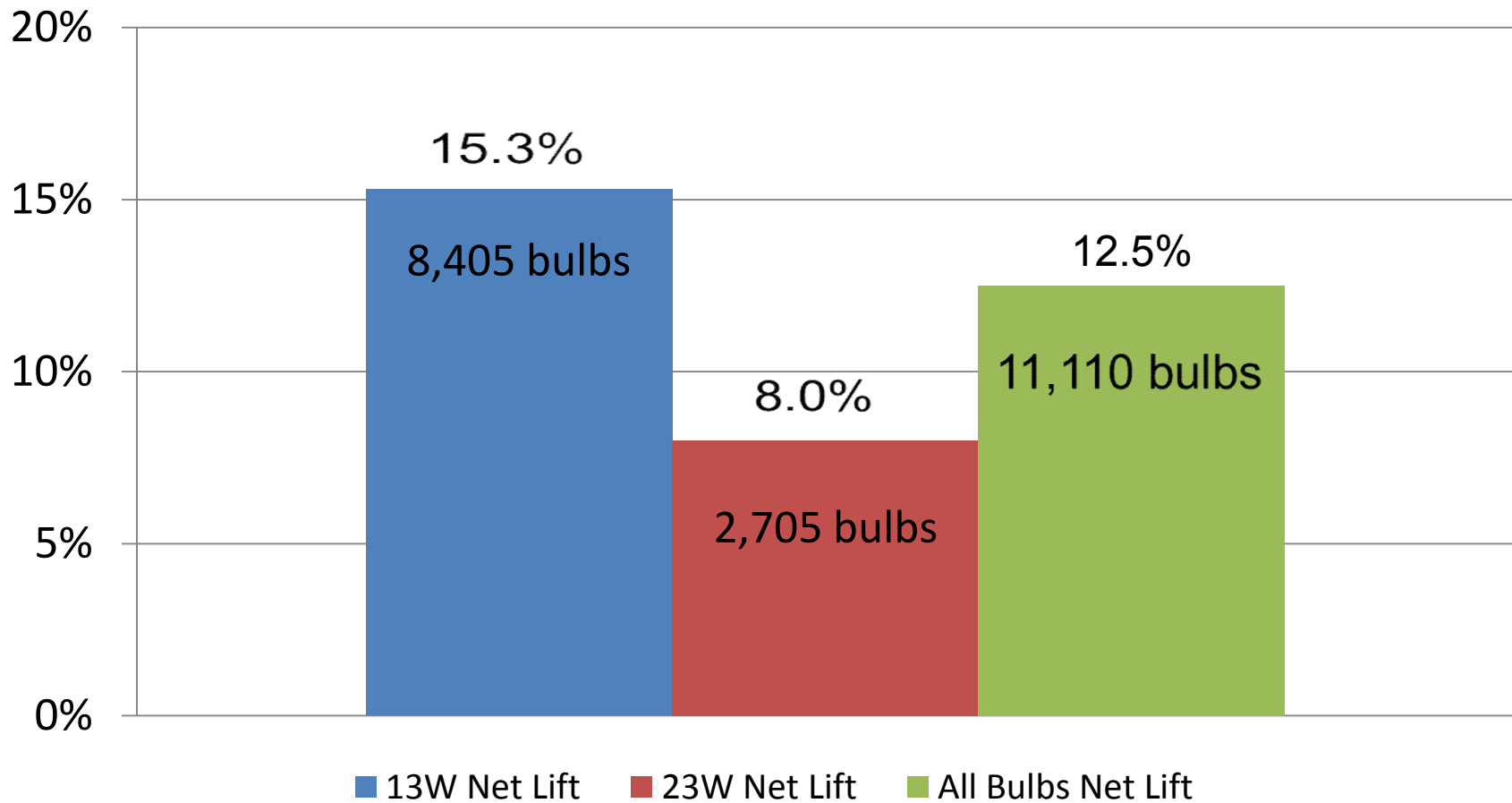
- September 2013 to February 2014
- Two comparison areas
- Maintained upstream incentives

$$(MA\ Lift - Prelift) - \frac{(Comp1\ Lift - Prelift) + (Comp2\ Lift - Prelift)}{2}$$

Evaluation Methodology

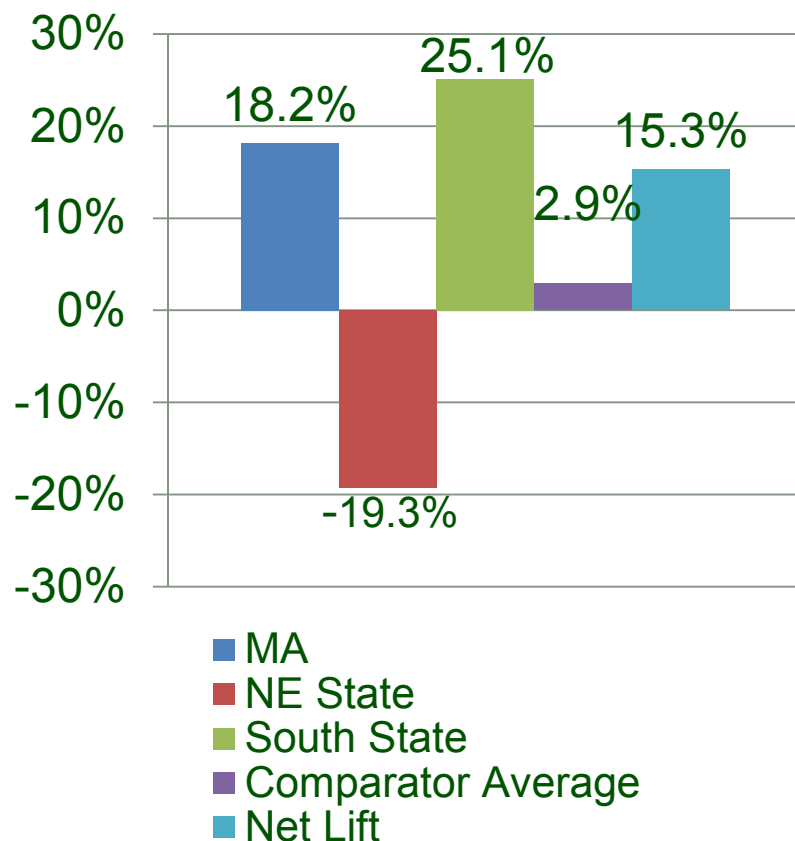
- Review program tracking databases
- In-depth interviews

Net Lift Achieved

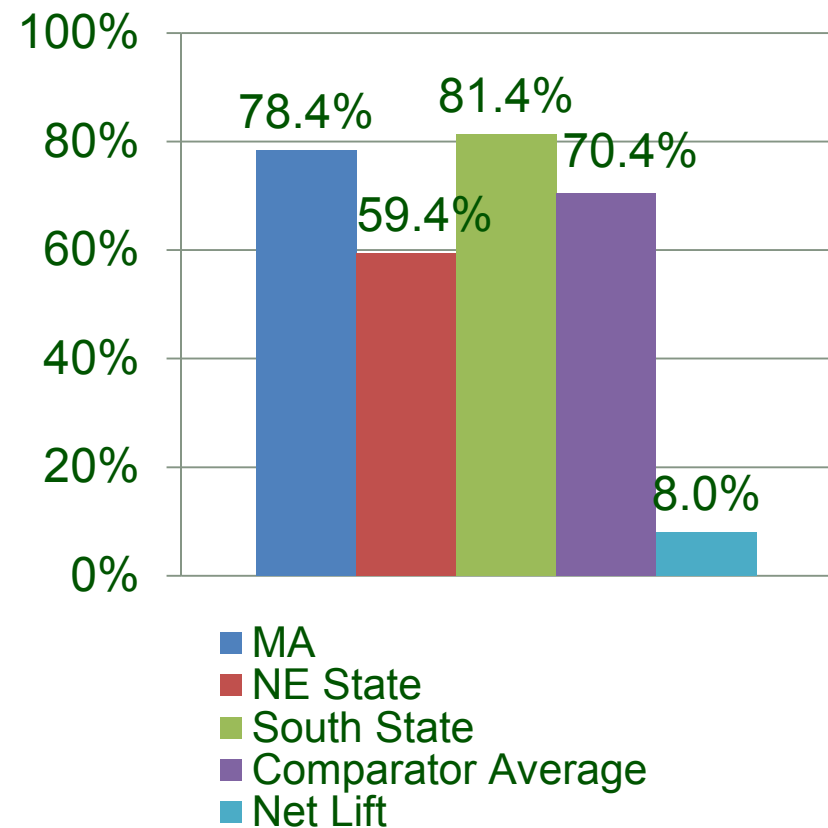


Differences Between Comparators

% Change in 13 Watt Sales



% Change in 23 Watt Sales



Key Interview Findings

- Securing retail partners difficult
- Costly design
- Appropriate comparison areas critical
- Partner data collection capabilities
- Viability of approach?

Conclusions and Considerations

- Conduct cost-effectiveness analysis
- Rename or rebrand
- Stress continuation of upstream incentives
- In-state, In-Store comparison group