

Customer Snapshot

Targeted remarketing powered by Engage




- Offered LED lights and advanced power strip
- Targeted Optix Engage participants
- Emailed special promotion
- **7.5% of customers purchased products**

↳ **3x higher than average *no-cost* offers**

| Email statistics | Average NSTAR | Engage Users |
|--------------------------------|---------------|--------------|
| Bounce rate (low=good) | 9% | 2% |
| Open rate (high=good) | 22% | 65% |
| Click-through rate (high=good) | 13% | 16% |

THANK YOU FOR TAKING THE ONLINE HOME ENERGY ASSESSMENT!
Based on what you shared, your home may benefit from some simple changes, such as energy efficient lighting or plugging your electronics into an advanced power strip.

LIMITED TIME OFFER
NSTAR COMBO
3 LED BULBS FOR \$10



That's a 74% discount!


[BUY NOW](#)

NSTAR wants to make it easy for you to make your home more energy efficient. That's why we're offering you BIG discounts and FREE shipping on LED bulbs, LED fixtures, and advanced power strips. But hurry! This is a limited time offer. Deal ends July 11th, 2014.

- LEDs use 80% less energy and last up to 25 times longer than incandescent bulbs.
- Advanced power strips reduce the energy used by your home electronics, without changing how you interact with them. Most home electronics draw electricity even when they're turned off. Advanced power strips cut out this standby power loss, which can be up to 10% of energy use in a typical U.S. home.

[BROWSE DISCOUNTS](#)

BROUGHT TO YOU BY



For more ways to save, check out www.MassSave.com/offers or [Facebook.com/MassSavers](https://www.facebook.com/MassSavers)

Open to current NSTAR residential electric customers.

