



# Joint Online Rebate Project

May 14, 2019

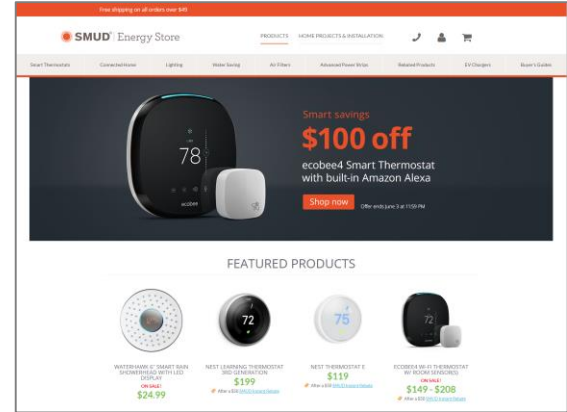
Ryan Braas  
Product Manager  
Customer & Community Services, SMUD

# What is SMUD Energy Store?

**SMUD Energy Store** is SMUD's ecommerce site and digital transaction platform where our customers can shop the latest energy-related products, receive instant rebates at checkout, access shopping tools & guides, find contractors and explore a variety of programs and services.

## SMUD Energy Store's Goals:

1. Engage customers and **enhance customer satisfaction/CX**
2. Be a **trusted advisor** as customers adopt energy technologies
3. Collaborate with our **community and community partners** to collectively drive Sacramento's energy future
4. Contribute to **energy savings and peak shaving** and other resource savings
5. Promote participation in SMUD's and partners' **programs and services**

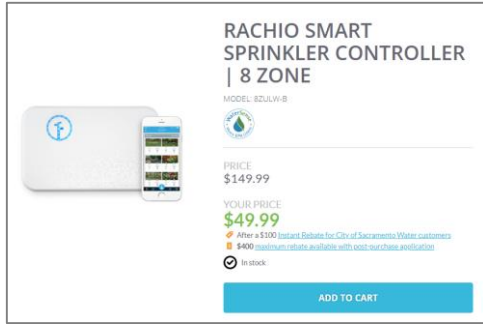


## Case Study: City of Sacramento Water Partnership

- ✓ Up to \$400 rebate available for smart irrigation controller and install
- ✓ \$150 instant rebate on SMUD Energy Store
- ✓ Rebate balance available through post-purchase application process and inspection



# Case Study: City of Sacramento Water Partnership



**RACHIO SMART SPRINKLER CONTROLLER | 8 ZONE**  
MODEL: 8ZULW-B

PRICE: \$149.99

**YOUR PRICE: \$49.99**


After a \$100 instant rebate for City of Sacramento Water customers  
\$400 maximum rebate available with post-purchase verification

In stock

**ADD TO CART**

Continue Shopping

## CART

Products	Availability	Quantity	Price	Instant Rebate	Total
 Rachio Smart Sprinkler Controller   8 Zone 8ZULW-B	<input checked="" type="checkbox"/> In stock	1	\$149.99	<ul style="list-style-type: none"><li>\$100 instant rebate for City of Sacramento Water Customers Available</li><li>Additional \$400 maximum rebate available with post-purchase verification</li></ul>	\$149.99

**APPLY REBATES**

Grand Total: \$149.99

CHECKOUT WITHOUT REBATES

Order Support - (844) 307-0443  
M-F / 6am - 6pm PST

### APPLY REBATES STEP 1/2

You must agree to the following Terms and Conditions in order to redeem instant rebates.

I agree to the Smart Irrigation Rebate Terms and Conditions.

**Continue**

### APPLY REBATES STEP 2/2

Enter the address where you receive service from SMUD.

Address

Apt, suite, etc. (optional)

City State Zip code  
 Californ  Zip code

**Check Eligibility**

Or, you can enter your SMUD Account Number below:

SMUD Account Number

**Check Eligibility**

### REBATES APPLIED

Congratulations! All instant rebates have been applied to your cart.

**OK**

# Case Study: City of Sacramento Water Partnership

Since October 2018, we've sold 1,500 smart sprinkler controllers with a \$100-150 instant rebate.

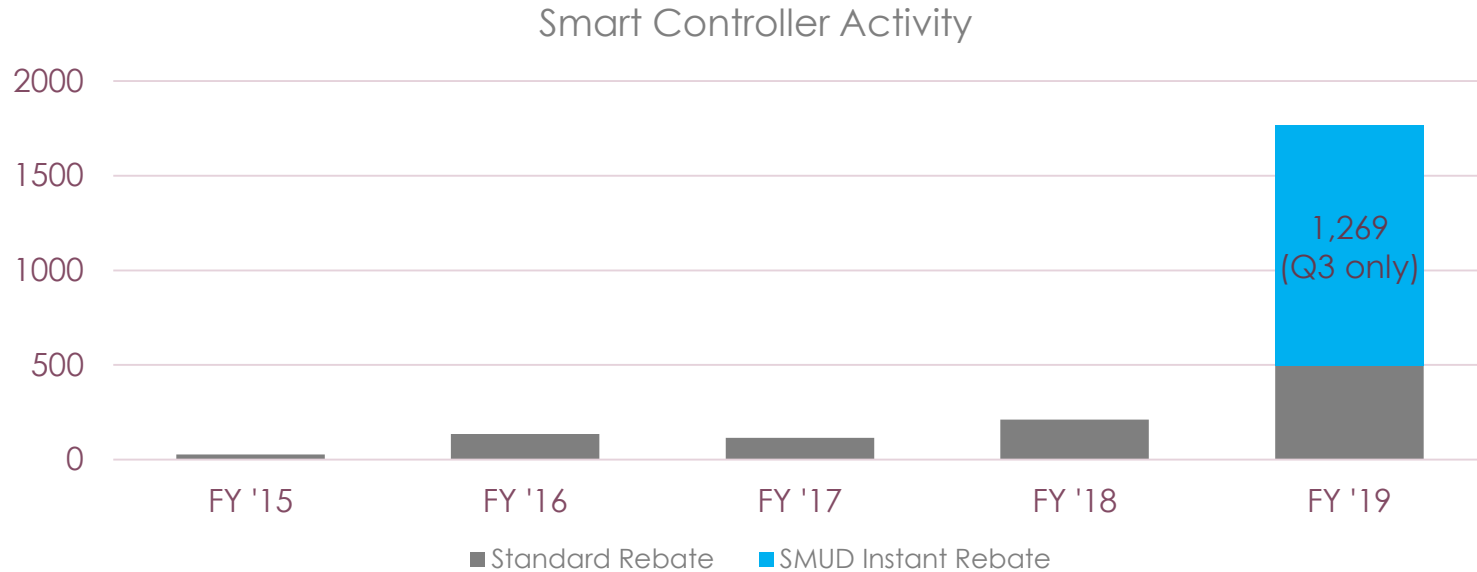


Chart data source: City of Sacramento

# Not all Water Districts are the same.



Budgets/  
Funding



Program  
Design



Territory  
Size



Program  
Support  
Staff



Water-  
Saving  
Measures



Customers



Affiliated  
Electric  
Utility(ies)

How can we create an offering that is low risk, low cost, low effort, controlled, scalable, and can adapt to each Water District's needs; all while providing a new and engaging customer experience?

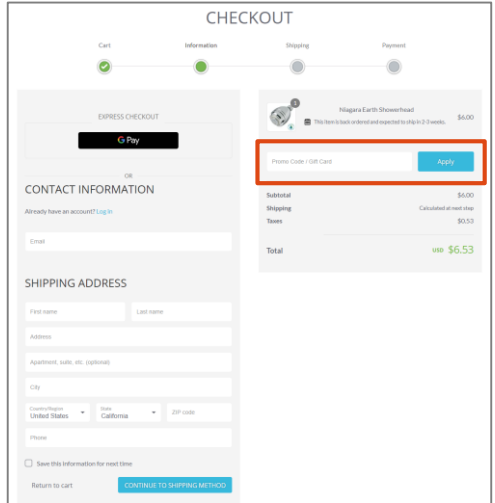
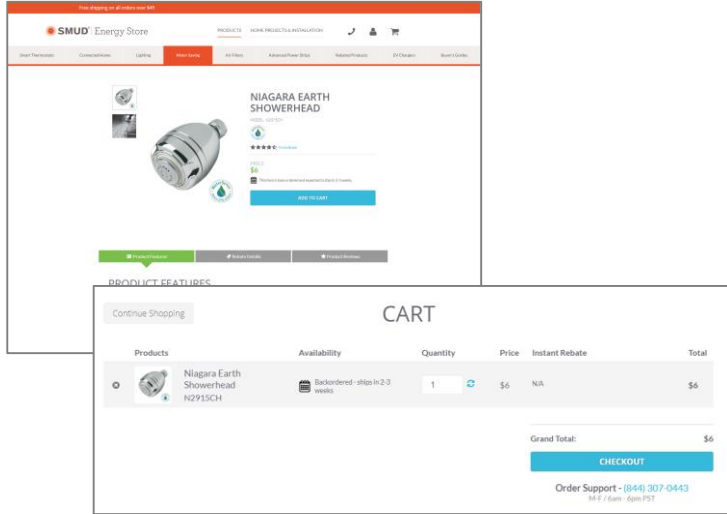
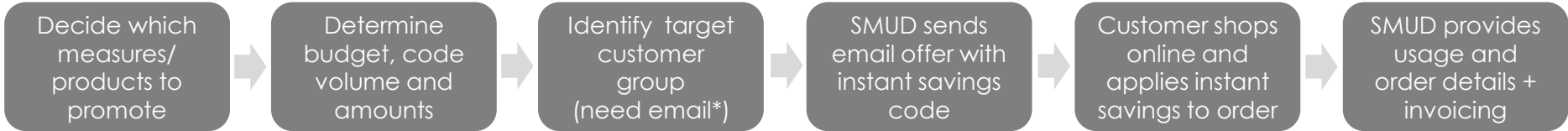
# Partnership Offer

Instant savings codes for use on SMUD Energy Store water-saving products.

## What's in it for you?

- ✓ New way to engage customers
- ✓ Adapts to your budgets and program goals
- ✓ Deliver more water-saving measures to territory; meet program goals
- ✓ Full control over who receives the instant savings codes and what measures are eligible
- ✓ Free email marketing (co-branded); ability to target specific customer groups
- ✓ Little to no program support or administration required (invoicing, customer target lists/emails)
- ✓ Co-branded partnership with SMUD boosts PR
- ✓ Access to all customer and purchase data for redemptions of your instant savings codes
- ✓ Quick implementation - no technology changes, IT integration, or custom site changes needed

# How will it work?



\*If needed, SMUD can provide physical instant savings cards to deliver via mail or in-person



# Questions?

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