



**DTE Energy®**

## **Insight App Demo**

**November EWR Collaborative**



# DTE Insight



- Mobile App giving customers insights into and control of their energy usage
- Real-time information with Energy Bridge
- Advisor, saving tips, weekly challenges
- Usage comparison, setting budgets



# Participation



- App relaunched Summer 2018
- 45k authenticated users
- 21k engaged users
- 15k users with Energy Bridge



# Advisor

**New!**

### Did You Know?



Plugging high energy load devices, like space heaters, into power strips can result in a fire as power strips are not designed to handle the power required. Plug them directly into an outlet for increased safety.

[Got it](#)

**New!**

### Did You Know?



Closing more than 25% of your air vents leaves too little room for airflow, making your HVAC work harder to heat or cool your home. This could result in less comfort, higher bills, and premature breakdowns.

[Got it](#)

**New!**

### Weather

Sun	Mon	Today	Wed	Thu	Fri	Sat
39 29	33 25	35 29	41 34	39 33	38 25	34 26

Watch out for high HVAC usage on Mon, Fri, and Sat due to low temperatures outside.

[Got it](#)

**New!**

### ↑ 11 watts

ALWAYS ON SPIKED ON TUESDAY, 11/6



1.8	2.0	2.2 kWh	2.0	2.0	2.0	2.0
Sun	Mon	Tue	Wed	Thu	Fri	Sat

On Tuesday, something using 11 watts never shut off, costing you about **\$14.46 extra** this year. Try to unplug unused devices to lower your Always On.

[Got it](#)

**New!**

### Last Week in Review

NOVEMBER 4-10 • TRY USING LESS THIS WEEK

**\$6.18**  
41 kWh

WEEKLY COMPARISON

2 WEEKS AGO	LAST WEEK ↑
\$5.81 39 kWh	<b>\$6.18</b> 41 kWh

[Got it](#)

**New!**

### Last Week in Review

OCTOBER 28-NOVEMBER 3 • YOU DID GREAT!

**\$0.77**  
5 kWh

WEEKLY COMPARISON

2 WEEKS AGO	LAST WEEK ↓
\$0.80 5 kWh	<b>\$0.77</b> 5 kWh

[Got it](#)



Introducing DTE Insight SmartHome, the only home automation system that connects your real-time energy use and smart devices all in one app.

[View SmartHome Plan](#)

[Maybe Later](#)