



DTE Energy[®]

DTE Energy Marketplace

October 16, 2018



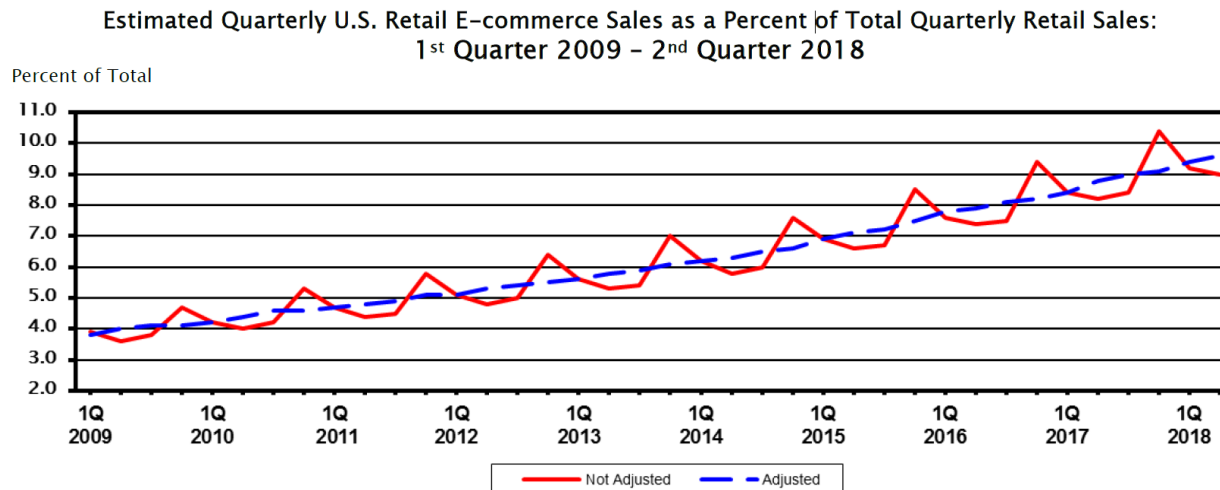
Agenda



- Background
- What is the DTE Energy Marketplace?
- Key features and customer benefits
- Evaluation, Measurement and Validation (EM&V)
- Participation
- Looking ahead
- Questions?

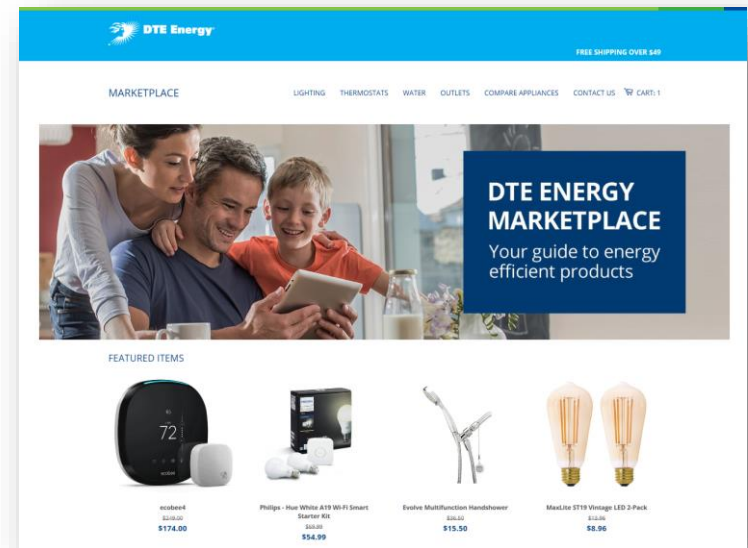
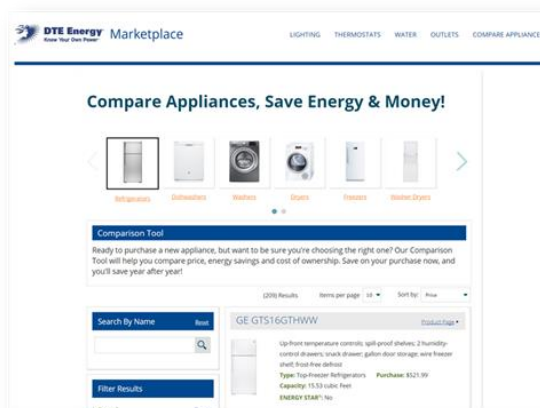
Background

- Online sales represent an increasing share of all retail transactions
 - Q2 2017 E-commerce was already at 8.8% of total retail sales*
 - Q2 2018 E-commerce at 9.6% of total retail sales*
- Opportunity for EWR to reach customers in a growing segment



What is the DTE Energy Marketplace?

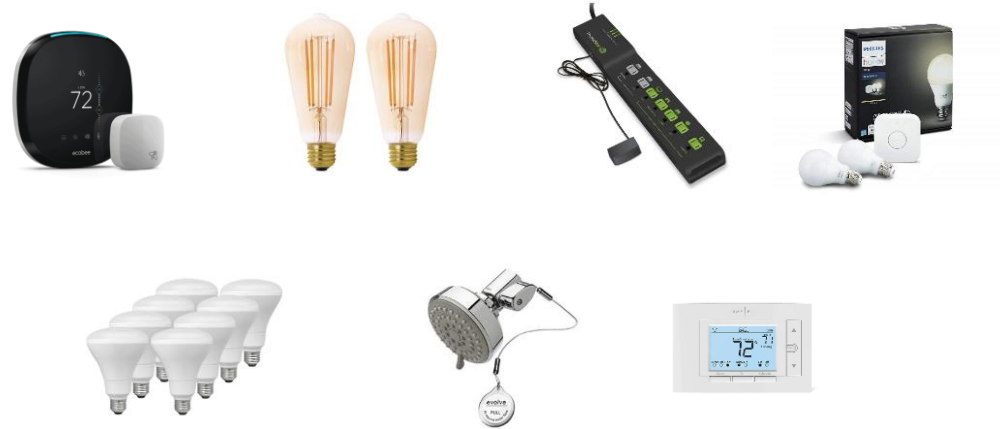
- Online store offering DTE residential customers the opportunity to purchase EWR products and apply instant rebates in a single and seamless experience
- Deliver customer focused experience
 - Instant rebate
 - Easy eligibility/validation process
 - Mobile friendly
- Expand product mix
- Introduce less known EWR products
- Appliance Comparison Tool
 - With educational components



What is the DTE Energy Marketplace? (cont'd)

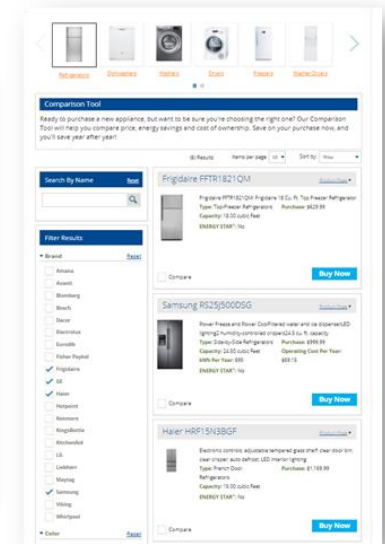
- Products currently offered

- Lighting
 - LED Bulbs (traditional & connected)
 - LED Night Lights
- Wi-Fi enabled thermostats
- Water saving
 - Shower heads
 - Thermostatic valve
- Advanced Power Strip

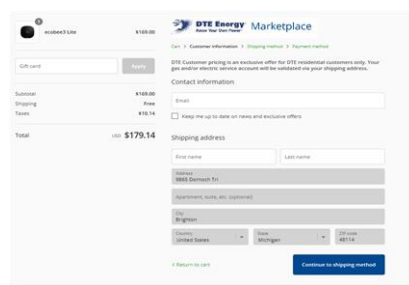
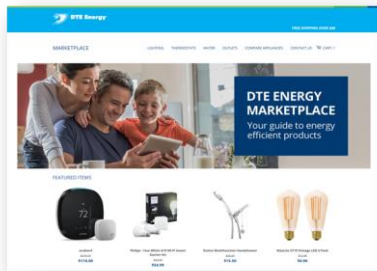


- Comparison Tool

- Energy Star and CEE ratings
- Average annual kWh consumption
- Operating costs



- Data driven housing profile
- Validation using customer address rather than account number
- Customer surveys with strong results
 - 96% overall satisfaction
 - Ease of use
 - Advantageous pricing
 - Instant rebate
 - Trusted source for EE products



	Apr. 2017- Oct. 2018*
Sessions	165,000
Orders	6,000
Measures (SKUs)	10,000

Shifting participation from traditional program to the Marketplace

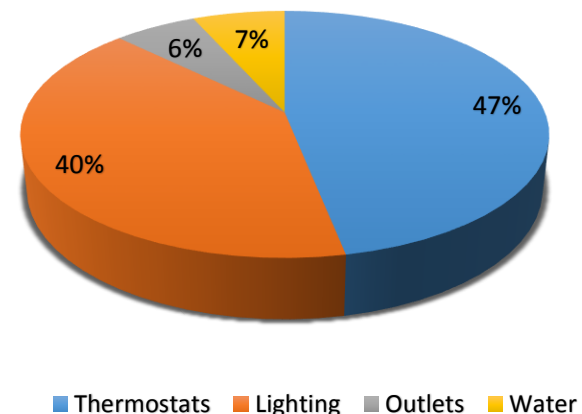
* Marketplace Launched Apr. 2017

Focus on Holiday Drivers

Product Specific Messaging

Value add, where and how customers shop

DTE Marketplace Category Data



Looking ahead

Create a seamless customer experience

- Cross promote
 - from the Marketplace to other EWR programs
 - from other EWR programs to the Marketplace
- Education
 - Specialty measures
 - Unique features
- Services
- Scheduling



Questions?

Thank you!

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