



ComEd Energy Saving Kit Campaign MEEA – Inspiring Efficiency Award - Marketing

Paul Grimyser, Manager – Residential Channels Team, ComEd

Overview

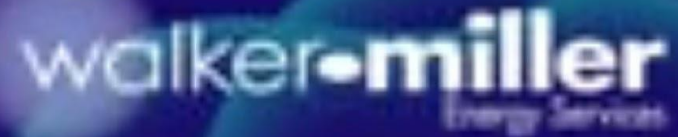
In 2025, ComEd launched a strategic marketing initiative aimed at simplifying and personalizing the customer journey for accessing Energy Saving Kits for income eligible customers.

Purpose and Strategy

The campaign focused on four core objectives:

- **Accessibility:** Enable customers to apply for kits easily from their personal devices. These were income eligible customers who has not previously received a kit.
- **Awareness:** Deliver targeted messaging that allows customers to engage on their own terms, without relying on external organizations.
- **Privacy:** Provide a discreet, stigma-free experience where customers can self-educate and apply independently.
- **Cost Reduction:** Reduce lead-acquisition costs by eliminating the standard \$12/lead fee associated with third-party outreach.

Video



**Energy-Saving Kit Portal
& Marketing Campaign**

Thank You!

Recognition

- **ComEd**
 - **Alexandra Koliavas**
 - **Michael (Mike) Butkus**
 - **Katrina Choi**
 - **Kara Jonas**



Walker Miller

- **Nicolas (Nick) Moshage**
- **Shivana Shrestha**
- **Darren McRoy**
- **Brie Gutmann**
- **Julie Hollensbe**
- **Carla Walker Miller**



Development Timeframe

- **August 2024:** Project conceptualized and initiated
- **September 2024:** Customer journeys developed
- **October-December 2024:** Kit portal built and email campaigns designed
- **January 2025:** Internal portal testing
- **February 2025:** Emails sent to test group of approximately 500 customers
- **March 2025:** Emails sent to first large customer group of 28,000 customers
- **April 2025:** Redesigned emails to improve customer engagement rates
- **May 2025:** Application portal optimized into single-screen flow to streamline customer journey
- **June 2025:** Launched first re-engagement email campaign to customers
- **September 2025:** Portal and marketing campaign submitted for IEA marketing award
- **November 2025:** Confirmed to have won IEA marketing award.



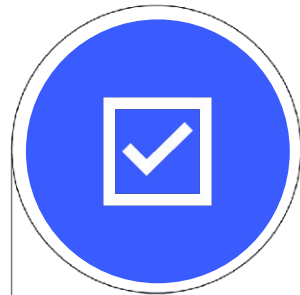
Customer Journey Overview

In developing the Energy Saving Kit portal, ComEd and W-M developed a streamlined five-part customer journey to ensure that customers have a positive and seamless user experience throughout the kit application process. Customer steps include:



Engage Through Learning:

A direct-to-consumer email campaign informs eligible customers about the opportunity to receive a kit and how the products can help them save money and energy.



Self-validate Eligibility Check:

Customers self-report their household size, income and ZIP code; the portal uses this information to verify their eligibility.



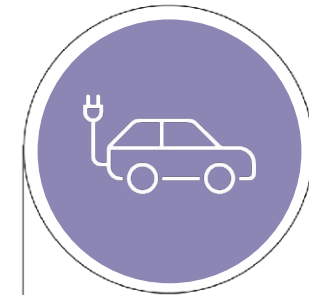
Application Submission:

Customers enter their personal information and account number into the portal and submit their applications.



Application Status Updates:

Customers receive email confirmations and updates on their application. Ineligible customers are provided with details on other ways to save.



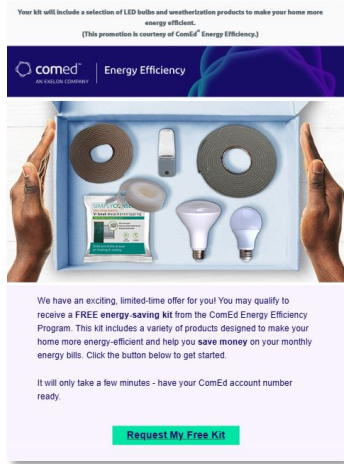
Kit Delivery:

Approved eligible customers are directly drop-shipped an Energy Saving Kit to their address on file.

ComEd Energy Saving Kit Portal & Marketing Campaign

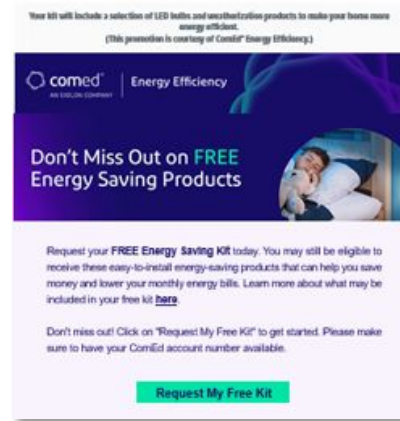
Primary Customer Journey

Subject Line: Act Now - Get a FREE ComEd Energy Saving Kit



Reminder Email

Subject Line: Offer Expiring... Last Chance for FREE LED Bulbs and Weatherization Products from ComEd



Kit Portal Step 1: Check Eligibility

1

3-5 days

2

2-3 days

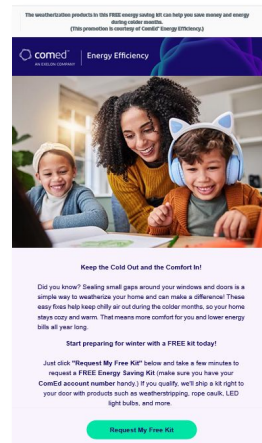
3

Click to portal

4

Launch Email

Subject Line: Keep Chilly Drafts Out - Claim Your FREE Kit Now!



Last Chance Email

Welcome! Apply for your FREE kit in 3 easy steps.

We appreciate your interest in receiving a FREE ComEd Energy Saving Kit. It should only take a few minutes to complete this process.

Please make sure to have your ComEd account number available, then click "Start" to begin.

First, we'll need to check your eligibility. Customers who meet income qualifications may be eligible to receive a FREE energy saving kit. Rest assured, this information is used solely for qualification purposes and will not be saved. Please answer the questions below, then click "Check Eligibility" to continue.

What is your ZIP code?

How many people live in your home?

What is your household's combined total annual (yearly) income?

Check Eligibility

ComEd Energy Saving Kit Portal & Marketing Campaign

Step 2 | Apply for a Kit

Based on the information provided, you may be eligible!

To complete your request, please provide the information below, then click "Submit" to continue. We will use this information to validate that:

- You have not received a ComEd Energy Saving Kit in the past three (3) years - please note that customers are only eligible to receive a free kit once every three years.
- Your ComEd account number is valid and matches the name and address provided.

ComEd Energy Saving Kit Application

*ComEd Account Number (10 digit)

*First Name of Account Holder

*Last Name of Account Holder

*Email Address

*Service Street Address

Apt or Unit Number

*City (in Illinois)

*ZIP Code (5 digit)

Submit

5

Kit Portal Step 2:
Apply for Kit

Kit Portal Step 3:
Confirmation
& Thank You Email

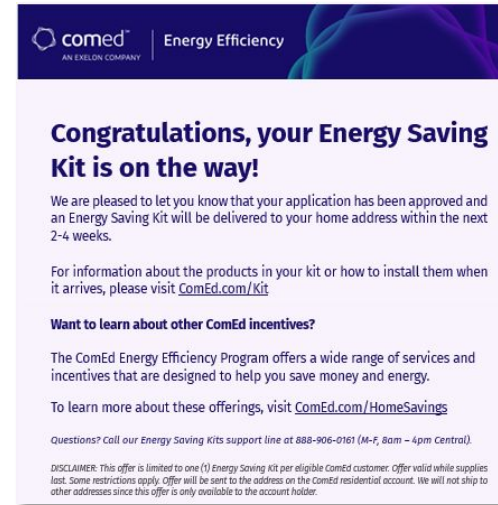
6

Application is reviewed
and validated: ~ 2 weeks

Subject Line:
Thank you for applying for an Energy
Saving Kit

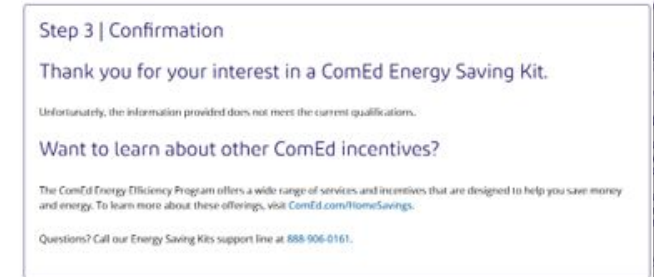
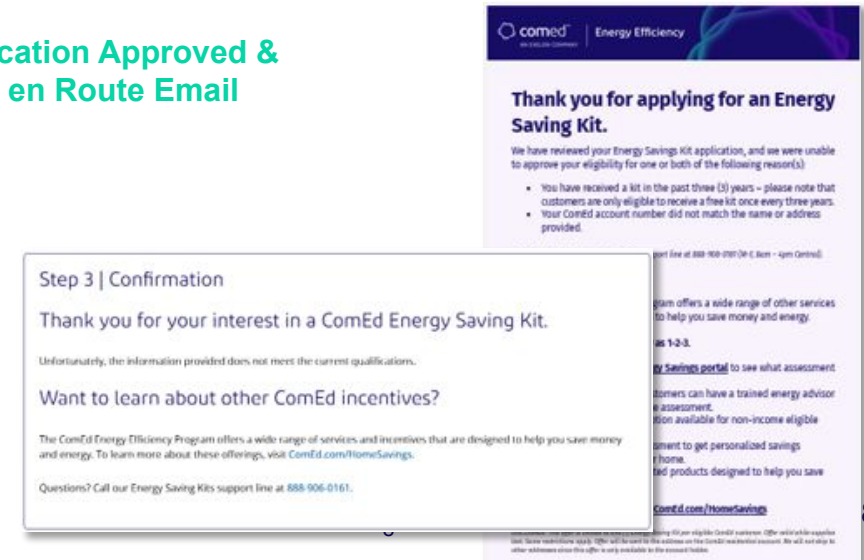


Subject Line:
Your Energy Saving Kit is on the way!



Income Ineligible Screen
& Application Ineligible
Email

Application Approved &
Kit en Route Email



Budget & ROI

Budget

- The budget for development of the kit portal was **\$156,540**, including all design and setup to ensure data security and accurate income-eligibility referencing.
- The development of the email campaign was added to the 2024 program SOW for Walker-Miller.
- The emails were deployed at no additional cost using ComEd's existing Eloqua email marketing system.

ROI

- The portal is projected in 2025 to generate enough leads to deliver **20,664 kits**.
 - At a cost savings of \$12/kit versus the traditional outreach method for the channel, this will result in **\$247,268** in savings to ComEd in 2025.
- In addition, the portal is projected to generate leads for approximately 12,000 kits in 2026, providing another **\$144,000** in savings.
- Total estimated savings in 2025-2026: **\$391,368**.
- Total estimated energy savings from portal kits in 2025-2026: approximately **12,300 MWh** and **724,200 therms**.

Key Accomplishments Feb.-Oct. 2025



15,375 kit applications received from initial emails.



4,700 kit applications received from re-engagement emails.



3.62% average CTR on emails in initial 3-part email campaign.



4.26% customer conversion rate after sending 6 total emails (initial & re-engagement)



18,150 kits delivered to portal applicants.



94.7% of leads resulted in a kit shipped (vs. \approx 40% for traditional outreach)

Initial Email Results (Averages)

Metric	Benchmark	Actual*
Open Rate	20.0%	25.20%
Clickthrough Rate	1.2%	3.62%
Click-to-Open Rate	8.0%	14.38%

Re-engagement Email Results (Averages)

Metric	Benchmark	Actual*
Open Rate	20.0%	23.39%
Clickthrough Rate	1.2%	1.7%
Click-to-Open Rate	8.0%	7.3%

**Average of results from all three emails sent in each campaign.*

What's Next...



- **Continue use of the IE kit portal** in the 2026 program year to generate cost-free leads for the ComEd IE Kit program
 - Beginning in January 2026 all remaining customers will be contacted from the initial market segmentation list.
- Create **new “initial” and “re-engagement” campaigns** to be sent when re-targeting groups from 2025.
- Continue to maintain an **“open” URL at ComEd.com/FreeKit** to avoid issues encountered with the implementation of a restrictive unique-code URL system.
- Ensure that **all emails mention a “FREE” offering** in the subject line; removing that resulted in a dramatic decrease in open and clickthrough rates.
- Utilize Hotjar imagery of “Step 2” sessions to **identify “pain points” for customers** and apply enhancements to the portal where possible.
- Investigate any opportunities to provide **account number lookup support** to ease the difficulty for customers of locating their account numbers.



Appendix

Initial Email Campaign

Your kit will include a selection of LED bulbs and weatherization products to make your home more energy efficient.
(This promotion is courtesy of ComEd® Energy Efficiency.)





We have an exciting, limited-time offer for you! You may qualify to receive a **FREE energy-saving kit** from the ComEd Energy Efficiency Program. This kit includes a variety of products designed to make your home more energy-efficient and help you **save money** on your monthly energy bills. Click the button below to get started.

It will only take a few minutes - have your ComEd account number ready.

[Request My Free Kit](#)

Subject Line:
Act Now - Get a FREE ComEd Energy Saving Kit

The weatherization products in this **FREE** energy saving kit can help you save money and energy during colder months.
(This promotion is courtesy of ComEd® Energy Efficiency.)



Keep the Cold Out and the Comfort In!

Did you know? Sealing small gaps around your windows and doors is a simple way to weatherize your home and can make a difference! These easy fixes help keep chilly air out during the colder months, so your home stays cozy and warm. That means more comfort for you and lower energy bills all year long.

Start preparing for winter with a FREE kit today!

Just click "**Request My Free Kit**" below and take a few minutes to request a **FREE Energy Saving Kit** (make sure you have your **ComEd account number** handy.) If you qualify, we'll ship a kit right to your door with products such as weatherstripping, rope caulk, LED light bulbs, and more.


[Request My Free Kit](#)

Subject Line:
Keep Chilly Drafts Out - Claim Your FREE Kit Now!


Customers are first identified through market segmentation data as highly likely to meet eligibility criteria for receiving a complimentary energy-efficiency kit.

These customers then receive a three-part email campaign encouraging them to visit the application portal and submit a request. Each email delivers a distinct message: the first introduces the offer, the second highlights benefits of the energy-efficient products, and the third offers customers the final opportunity to apply.

Your kit will include a selection of LED bulbs and weatherization products to make your home more energy efficient.
(This promotion is courtesy of ComEd® Energy Efficiency.)



Don't Miss Out on FREE Energy Saving Products



Request your **FREE Energy Saving Kit** today. You may still be eligible to receive these easy-to-install energy-saving products that can help you save money and lower your monthly energy bills. Learn more about what may be included in your free kit [here](#).

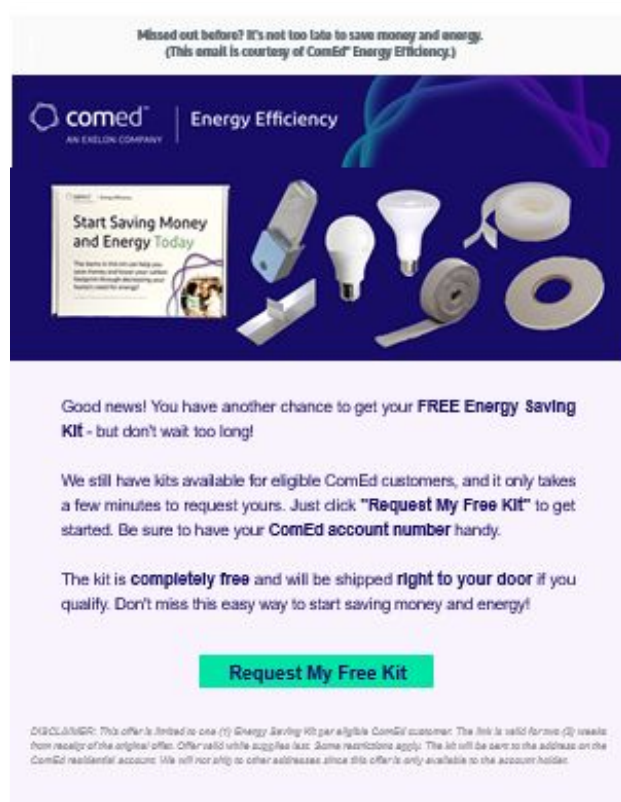
Don't miss out! Click on "**Request My Free Kit**" to get started. Please make sure to have your **ComEd account number** available.

[Request My Free Kit](#)

Subject Line:
Offer Expiring... Last Chance for FREE LED Bulbs and Weatherization Products from ComEd

Re-Engagement Email Campaign

Customers who did not open and/or opened but did not interact with the Primary Customer Journey email campaign are automatically moved into a targeted re-engagement campaign aiming to drive additional participation and improve overall conversion rates. Each email delivers a distinct message: for the initial re-engagement campaign, the first email emphasized “FOMO,” the second leaned on a customer testimonial, and the final one stated that this was a true last chance to take advantage of the opportunity. Later in the year, the customer testimonial email was switched to a weatherization-focused email for timeliness.



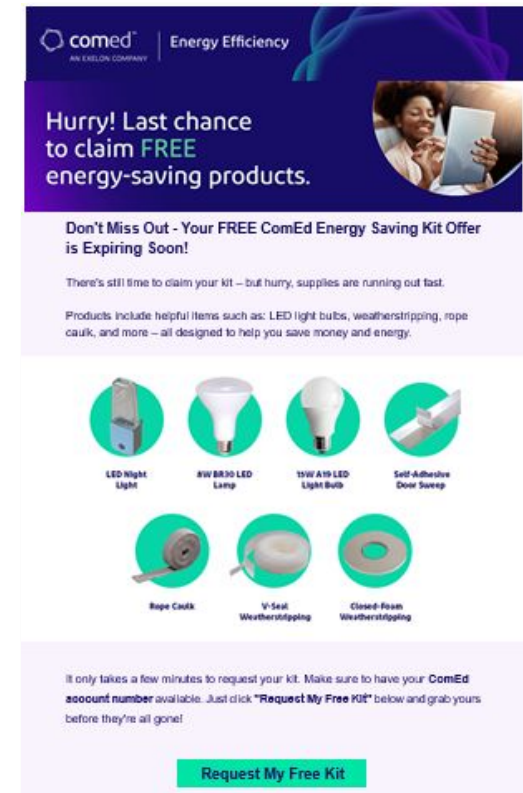
Subject Line:

You Have a Second Chance to Claim Your FREE Kit



Subject Line:

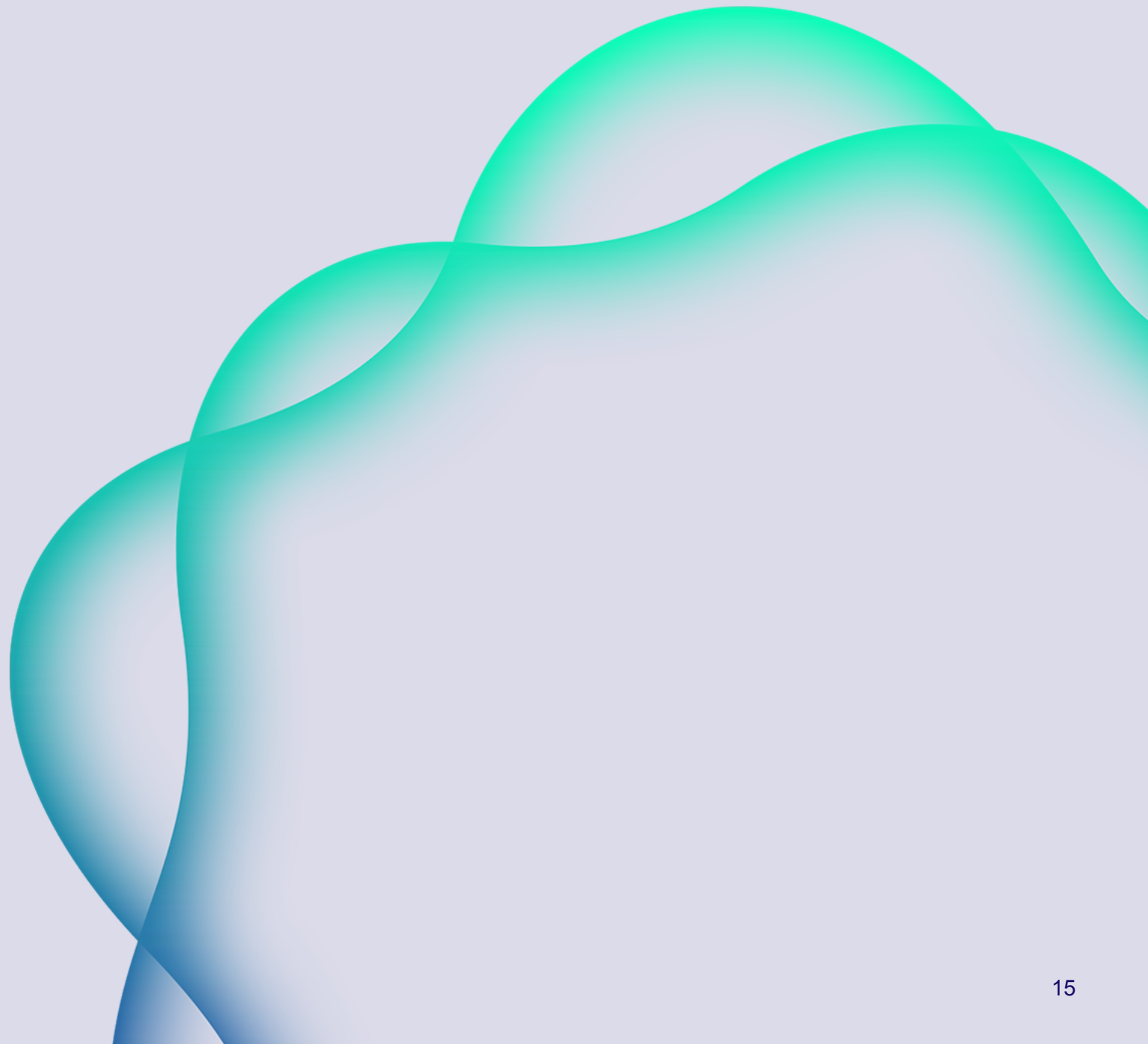
Your Neighbors Love These FREE Kits - Get Yours Now



Subject Line:

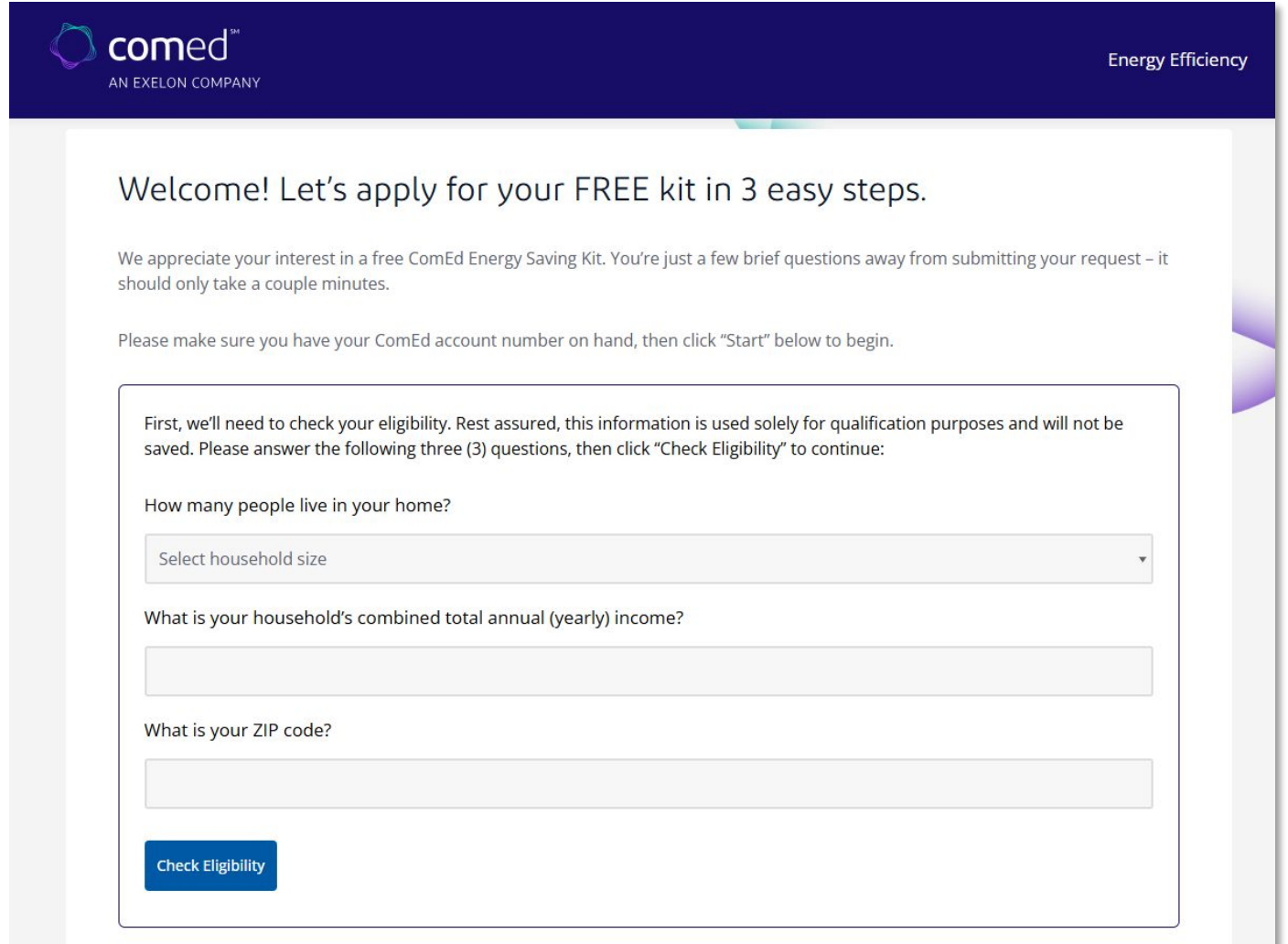
Last Call - You're Missing Out on This FREE Offer

Kit Portal



Kit Portal Step 1: Check Eligibility

- When a customer arrives at the portal, the portal first asks them to self-report their household size, income, and ZIP code.
- The system automatically validates the submitted information by querying the database to confirm eligibility.



The screenshot shows the ComEd Energy Efficiency portal interface. At the top, the ComEd logo is displayed as "AN EXELON COMPANY" on the left, and "Energy Efficiency" is on the right. The main content area has a white background with a dark blue header. The text reads: "Welcome! Let's apply for your FREE kit in 3 easy steps." Below this, a paragraph states: "We appreciate your interest in a free ComEd Energy Saving Kit. You're just a few brief questions away from submitting your request - it should only take a couple minutes." A second paragraph says: "Please make sure you have your ComEd account number on hand, then click 'Start' below to begin." A large, rounded rectangular box contains the eligibility questions. The first question is "How many people live in your home?" with a dropdown menu showing "Select household size". The second question is "What is your household's combined total annual (yearly) income?" with a text input field. The third question is "What is your ZIP code?" with a text input field. At the bottom of this box is a blue button labeled "Check Eligibility".

Kit Portal Step 2: Apply for a Kit

- Once income eligibility is confirmed, the customer is prompted to complete the rest of their personal information.

Required fields consist of:

- Account Number
- First & Last Name
- Email Address
- Service Address
- City
- ZIP code

Step 2 | Apply for a Kit
Based on the information provided, you may be eligible!

Thank you for submitting your household and income information!

For the last step to complete your request, we will need to validate that:

- You have not received a ComEd Energy Saving Kit in the past three (3) years - please note that customers are only eligible to receive a free kit once every three years.
- Your ComEd account number is valid and matches the name and address provided.

Please provide your information below and click "Submit" to complete your request:

ComEd Energy Saving Kit Application

* ComEd Account Number (10 digits)

* First Name of Account Holder

* Last Name of Account Holder

* Email Address

* Service Street Address

Apt or Unit Number

* City (in Illinois)

* ZIP Code (5 digits)

Submit

Kit Portal Step 3: Confirmation & Thank You Email

- When the customer completes Step 2, they are shown a screen that confirms their request has been completed.
- A confirmation email is sent to the address they've provided when applying.

Step 3 | Confirmation

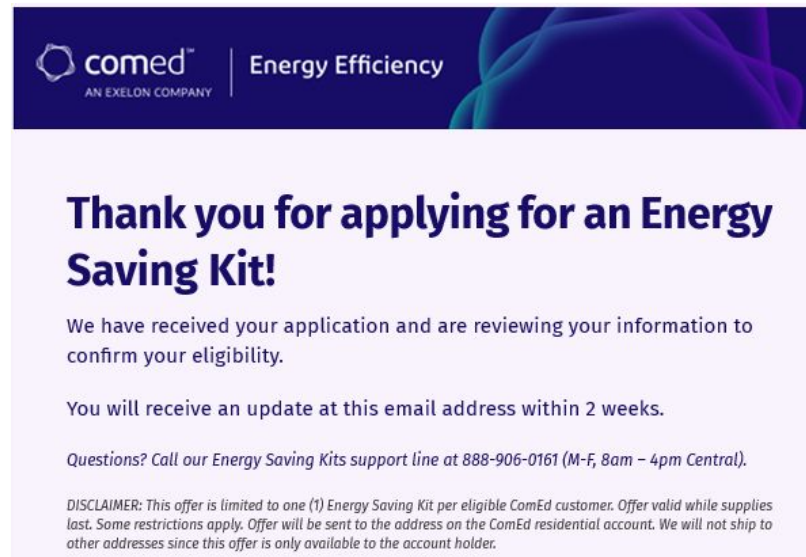
Thank you for submitting your kit request!

You have successfully submitted your request for a free Energy Saving Kit. We appreciate your interest in saving money and energy!

Next steps

We will review the information you've provided, and you will receive a status update within 2 weeks at the email address that you provided.

Questions? Call our Energy Saving Kits support line at [888-906-0161](tel:888-906-0161).



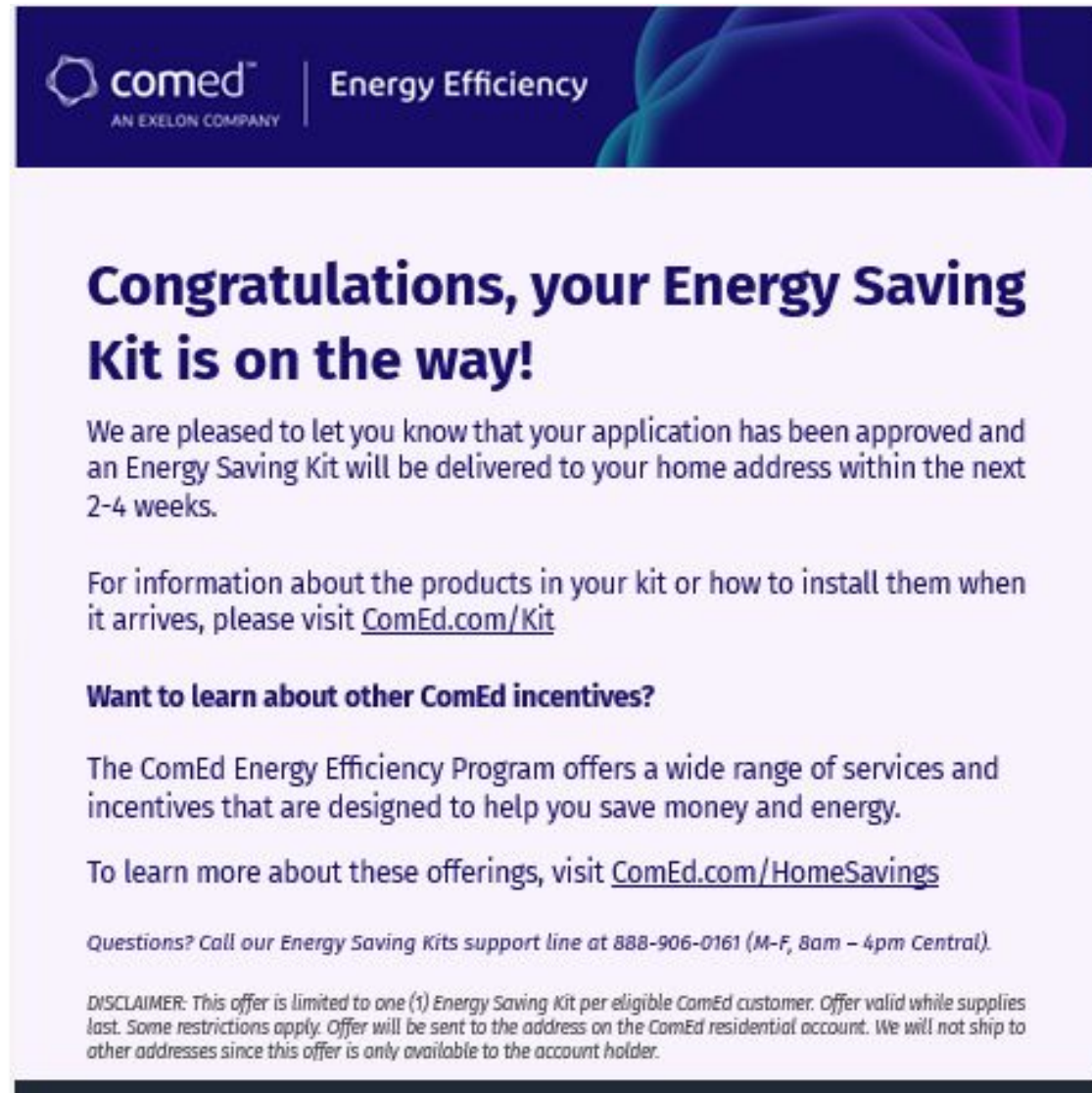
The screenshot shows the top of an email with the ComEd logo and 'Energy Efficiency' header. The main heading is 'Thank you for applying for an Energy Saving Kit!'. Below it, the text reads: 'We have received your application and are reviewing your information to confirm your eligibility. You will receive an update at this email address within 2 weeks.' A support line number is provided: '888-906-0161 (M-F, 8am - 4pm Central)'. A disclaimer at the bottom states: 'DISCLAIMER: This offer is limited to one (1) Energy Saving Kit per eligible ComEd customer. Offer valid while supplies last. Some restrictions apply. Offer will be sent to the address on the ComEd residential account. We will not ship to other addresses since this offer is only available to the account holder.'

Application confirmation screen

Application submission thank you email

Application Approved & Kit en Route Email

- After the customer has been validated, they receive an email confirming approval acceptance with delivery timing.
- Their kit arrives at their home in approximately 2-4 weeks, and they can self-install the measures to save money and energy.



The image shows a screenshot of an email notification from ComEd. The header features the ComEd logo (a stylized 'C' with a hexagon) and the text 'comEd AN EXELON COMPANY' on the left, and 'Energy Efficiency' on the right. The main body of the email has a white background with a dark blue header bar. The primary message is 'Congratulations, your Energy Saving Kit is on the way!' in a large, bold, dark blue font. Below this, the text reads: 'We are pleased to let you know that your application has been approved and an Energy Saving Kit will be delivered to your home address within the next 2-4 weeks.' A link is provided: 'For information about the products in your kit or how to install them when it arrives, please visit ComEd.com/Kit'. A section titled 'Want to learn about other ComEd incentives?' follows, with the text: 'The ComEd Energy Efficiency Program offers a wide range of services and incentives that are designed to help you save money and energy.' Another link is provided: 'To learn more about these offerings, visit ComEd.com/HomeSavings'. At the bottom, there is a support line: 'Questions? Call our Energy Saving Kits support line at 888-906-0161 (M-F, 8am - 4pm Central)'. A disclaimer at the very bottom states: 'DISCLAIMER: This offer is limited to one (1) Energy Saving Kit per eligible ComEd customer. Offer valid while supplies last. Some restrictions apply. Offer will be sent to the address on the ComEd residential account. We will not ship to other addresses since this offer is only available to the account holder.'

Income Ineligible Screen

- If the system identifies that a customer's income level doesn't meet eligibility requires to receive a kit they are moved immediately to Step 3 Confirmation where they are provided with a link to a ComEd website with more ways to save money and energy.

The screenshot shows a web interface for the ComEd Energy Efficiency program. At the top left is the ComEd logo with the text 'AN EXELON COMPANY'. At the top right is the text 'Energy Efficiency'. The main content area features a progress bar with three steps: 'Step 1 - Completed' (highlighted in yellow), 'Step 2 | Apply for a Kit' (highlighted in yellow), and 'Step 3 | Confirmation' (highlighted in white with a black border). Below the progress bar, the 'Step 3 | Confirmation' section contains the following text: 'Thank you for your interest in a ComEd Energy Saving Kit. Unfortunately, the information provided does not meet the current qualifications. Want to learn about other ComEd incentives? The ComEd Energy Efficiency Program offers a wide range of services and incentives that are designed to help you save money and energy. To learn more about these offerings, visit [ComEd.com/HomeSavings](https://www.comed.com/HomeSavings). Questions? Call our Energy Saving Kits support line at 888-906-0161.'

Application Ineligible Email

- A customer who completes an application may be deemed ineligible to receive a kit if they have
 - Received a kit in the past three years, or
 - If their ComEd account number cannot be validated
- If during the validation process the customer is deemed not eligible to receive a kit, they receive an email thanking them for their interest in the kit offer and providing additional information on more ways to save with the EE program

Thank you for applying for an Energy Saving Kit.

We have reviewed your Energy Savings Kit application, and we were unable to approve your eligibility for one or both of the following reason(s):

- You have received a kit in the past three (3) years – please note that customers are only eligible to receive a free kit once every three years.
- Your ComEd account number did not match the name or address provided.

Questions? Call our Energy Saving Kits support line at 888-906-0161 (M-F, 8am – 4pm Central).

Create a Home Full of Savings

The ComEd Energy Efficiency Program offers a wide range of other services and incentives that are designed to help you save money and energy.

Saving money for FREE is as easy as 1-2-3.

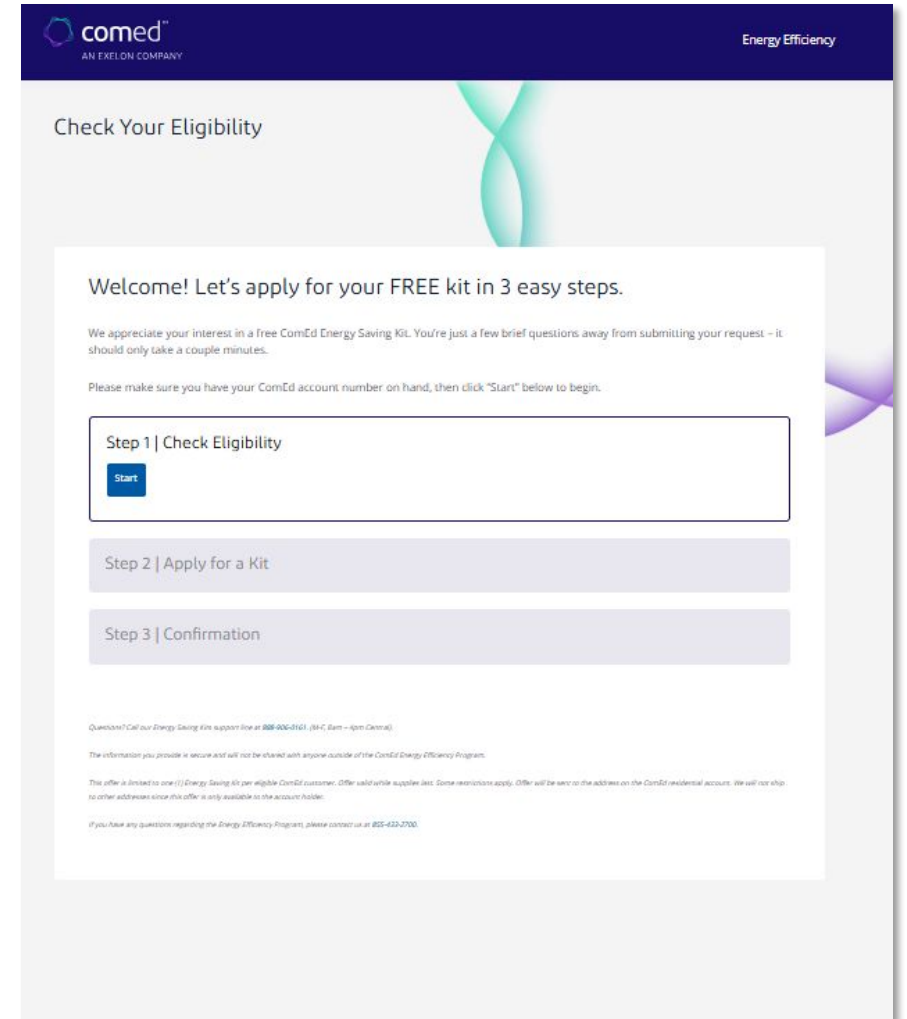
1. Check out our [Home Energy Savings portal](#) to see what assessment options you qualify for.
 - o Income eligible customers can have a trained energy advisor conduct an in-home assessment.
 - o Self-assessment option available for non-income eligible customers.
2. Complete your FREE assessment to get personalized savings recommendations for your home.
3. Receive FREE and discounted products designed to help you save money and energy.

For additional ways to save, visit [ComEd.com/HomeSavings](https://www.comed.com/HomeSavings)

DISCLAIMER: This offer is limited to one (1) Energy Saving Kit per eligible ComEd customer. Offer valid while supplies last. Some restrictions apply. Offer will be sent to the address on the ComEd residential account. We will not ship to other addresses since this offer is only available to the account holder.

Kit Portal Streamlining

- A key continuous-improvement enhancement was applied to the kit portal in May 2025 to streamline the application process and improve the customer experience.
- The portal originally displayed each step on a separate page, limiting visibility into the full application process. This design created uncertainty for customers regarding the overall length and required steps.
- By redesigning the portal into a single-page format, it provides a clear, upfront view of the three application steps. This improvement enhanced transparency and established clearer expectations for customers.
 - In addition, content was added informing the customer that the process would only take a few minutes and that they would need their ComEd account number.



Tracking & Reporting



Email Metrics Tracking

Email Type	Date	Total Deliver	Unique Opens	Unique Open Rate	Unique Clickthroughs	Unique Clickthrough Rate	Click-to-Open Rate	Unsubscribed Rate	Total Requests Received per Group	Request %	Unique Clickthrough to Request %
Initial Re-Engagement (7th Group)	6/4/2025	129,073	32,093	24.86%	3418	2.65%	10.64%	0.08%	1929	1.49%	31.52%
Reminder Re-Engagement (7th Group)	6/10/2025	125,623	27,302	21.73%	1172	0.93%	4.29%	0.08%			
Last Chance Re-Engagement (7th Group)	6/13/2025	124,444	25,719	20.67%	1530	1.23%	5.94%	0.05%			
Initial Re-Engagement (8th Group)	6/17/2025	99,363	25,973	26.14%	2,460	2.48%	9.47%	0.08%	1496	1.51%	30.99%
Reminder Re-Engagement (8th Group)	6/23/2025	96,958	22,516	23.22%	973	1.00%	4.32%	0.09%			
Last Chance Re-Engagement (8th Group)	6/26/2025	95,944	21,449	22.36%	1,395	1.45%	6.50%	0.08%			
Initial (9th Group)	7/11/2025	55,423	13,035	23.52%	2,544	4.59%	19.52%	0.15%	1637	2.95%	30.03%
Reminder (9th Group) - New Summer Messaging	7/15/2025	52,977	9,755	18.41%	366	0.69%	3.75%	0.10%			
Last Chance (9th Group)	7/18/2025	52,513	11,199	21.33%	2,541	4.84%	22.69%	0.10%			
Initial Re-Engagement (10th Group/6th Group)	7/21/2025	42,677	12,330	28.89%	1,253	2.94%	10.16%	0.16%	700	1.64%	28.00%
Reminder Re-Engagement (10th Group/6th Group)	7/25/2025	41,453	10,795	26.04%	556	1.34%	5.16%	0.09%			
Last Chance Re-Engagement (10th Group/6th Group)	7/29/2025	40,864	10,170	24.89%	691	1.69%	6.79%	0.11%			
Initial (11th Group)	8/11/2025	62,156	18,078	29.08%	3,566	5.74%	19.73%	0.29%	1339	2.15%	24.12%
Reminder (11th Group)	8/14/2025	58,810	14,426	24.53%	1,129	1.92%	7.83%	0.19%			
Reminder Clickers (11th Group)	8/14/2025	3,113	1,759	56.50%	857	27.53%	48.72%	0.26%			
Last Chance (11th Group)	8/19/2025	57,466	13,931	24.24%	2,620	4.56%	18.81%	0.16%			
Initial (12th Group)	9/3/2025	46,110	12,425	26.95%	1,976	4.29%	15.90%	0.15%	1610	3.49%	35.99%
Reminder (12th Group)	9/8/2025	44,129	11,197	25.37%	913	2.07%	8.15%	0.10%			
Last Chance (12th Group)	9/10/2025	43,317	10,268	23.70%	1,585	3.66%	15.44%	0.08%			
Initial Re-Engagement (13th Group/9th Group)	9/15/2025	44,996	11,078	24.62%	1,407	3.13%	12.70%	0.16%	678	1.51%	27.80%
Reminder (13th Group/9th Group)	9/22/2025	43,585	9,342	21.43%	384	0.88%	4.11%	0.10%			
Last Chance (13th Group/9th Group)	9/26/2025	43,123	8,360	19.39%	648	1.50%	7.75%	0.09%			
Initial (14th Group)	10/2/2025	46,060	12,494	27.13%	1,649	3.58%	13.20%	0.22%	1101	2.39%	28.94%
Reminder (14th Group)	10/6/2025	44,526	11,857	26.63%	710	1.59%	5.99%	0.17%			
Last Chance (14th Group)	10/8/2025	43,704	10,494	24.01%	1,446	3.31%	3.31%	0.16%			

Results from each email send are tracked to identify high-performing send times, dates of the week, subject lines and content.

Email Campaign Results by Group

- Initial Email Campaign
- Re-engagement Email Campaign



Conversion Rate / Request %



Application Tracking

Date	Activity	Qty Rec'd Daily	Group 7 (Reengagement from group 1+2+3)	Group 8 (Reengagement from group 4+5)	Group 9	Group 10 (Reengagement for group 6)	Group 11	Group 12	Group 13 (Reengagement from group 9)	Group 14
9/2/2025		5	1			1	3			
9/3/2025	Email Deployed	623	7	12	3	3	5	593		
9/4/2025		72	1	1	1	1	2	66		
9/5/2025		34		1			2	31		
9/6/2025		13						13		
9/7/2025		12		1			1	10		
9/8/2025	Reminder Email	281	2	4	1	1		273		
9/9/2025		48		2			1	45		
9/10/2025	Last Chance	381	6	7		3	6	359		
9/11/2025		61			1			60		
9/12/2025		23	1	1	1		1	19		
9/13/2025		18	1		1		1	15		
9/14/2025		6						6		
9/15/2025	Email Deployed	253	10	1		5	4	10	223	
9/16/2025		65	4	1		1	2	8	49	
9/17/2025		23		1		1	1	7	13	
9/18/2025		21				1	2	11	7	
9/19/2025		9	1	1			1	1	5	
9/20/2025		10					1	4	5	
9/21/2025		10		1				6	3	
9/22/2025	Reminder Email	109	4	1		5	2	2	95	
9/23/2025		28						4	24	
9/24/2025		12	1	1				2	8	
9/25/2025		8						4	4	
9/26/2025	Last Chance	143	4	2		2	2	3	130	
9/27/2025		28	1	2		2		2	21	

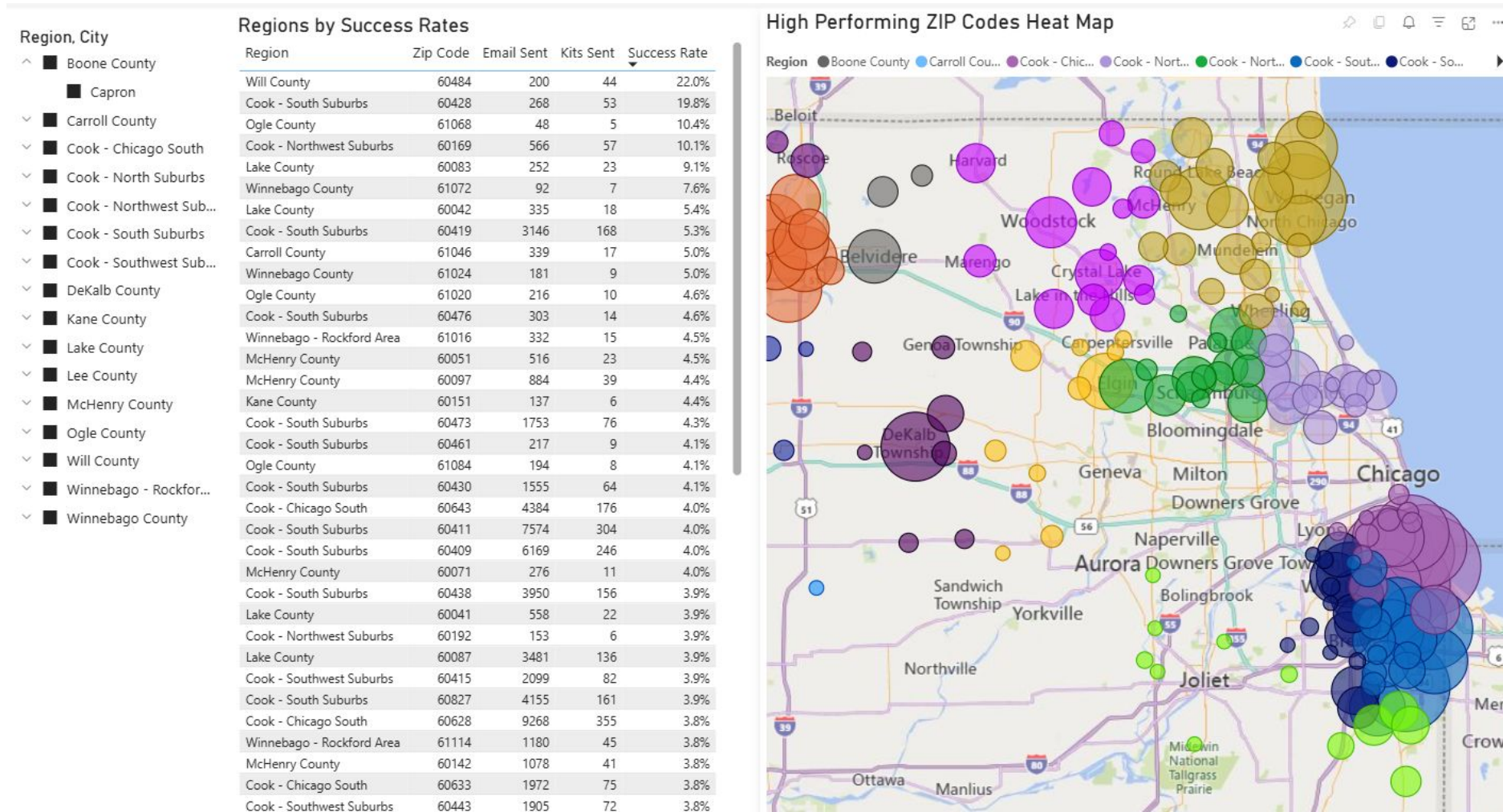
The number of applications from each group is tracked daily. Spikes in activity show the impact on application rates of a given email send.

“Burn Rate” Tracking

- A separate tracker keeps count of the entire supply of customers identified through market segmentation as likely to be eligible, and how many have been contacted in each send.
- This helps easily identify how many eligible customers have not yet been contacted about receiving a kit.

Acxiom Entries Available (Following Send)	Groups Numbers	Initial Group Size	Emails Delivered	Kit Requests Received
714,985	Starting Acxiom Count			
714,464	Test Group	521	487	24
682,195	Group 1	32,269	28,001	659
607,845	Group 2	74,350	66,373	2,262
537,328	Group 3	70,517	62,091	1,811
460,026	Group 4	77,302	66,993	2,220
405,379	Group 5	54,647	47,784	1,419
349,881	Group 6	55,498	48,719	1,336
349,881	Group 7 (Re-engagement)		129,073	1,913
349,881	Group 8 (Re-engagement)		99,363	1,469
286,848	Group 9	63,033	55,423	1,637
286,848	Group 10 (Re-engagement)		42,677	688
215,682	Group 11	71,166	62,156	1,337
162,769	Group 12	52,913	46,110	1,599
162,769	*Group 13 (Re-engagement)		44,996	633
109,681	Group 14	53,088	46,060	1,077
109,681	Group 15 (Re-engagement)		0	-
	TOTALS	605,304	846,306	20,084

High-Performing ZIP Code Tracking



A geographic tracker shows ZIP codes where conversion rate from the initial email send exceeds 3%, spotlighting areas of opportunity for additional outreach.

Customer Behavior Tracking on Hotjar

- Starting in July, we began using a service called Hotjar to track customer behavior on the portal.
- Some key initial insights from early data:
 - About 90% of customers who arrive at the portal click the “Start” button.
 - About 80% of customers complete the eligibility check.
 - These metrics indicate that the portal is well-designed to get people started on the process, and the income question is not a deterrent.
 - About 75% of applicants utilize a mobile device, while about 23% use a computer and 2% use a tablet.
- In October, we initiated analytics for Step 2 to better pinpoint customer behavior and potential drop-off rates within the application process.
 - Data will only be available for computer users but will provide more key insights in months to come.

