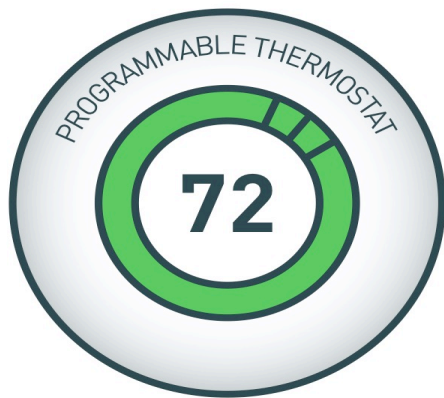


# THE PROBLEM

The smart thermostat program was being marketed using traditional marketing and was substantially under-subscribed.

GET A DISCOUNT ON  
PROGRAMMABLE THERMOSTATS



You could save \$100 dollars a year!



CAMPAIGN  
WAS SENT TO  
**177,000**  
HOUSEHOLDS



# 177,000 HOUSEHOLDS



## LOOKING CLOSER

Tendril customer acquisition campaign takes past campaign results and creates a predictive model.

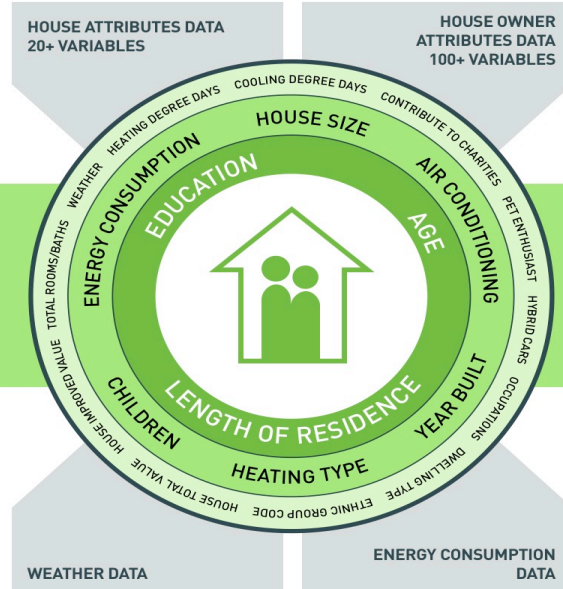


# 1.15%

RESPONSE RATE  
FROM PAST CAMPAIGNS

## PREDICTIVE MODEL

Identifies the key attributes of customers and creates a propensity based predictive model.



# 2x



# SEGMENTATION

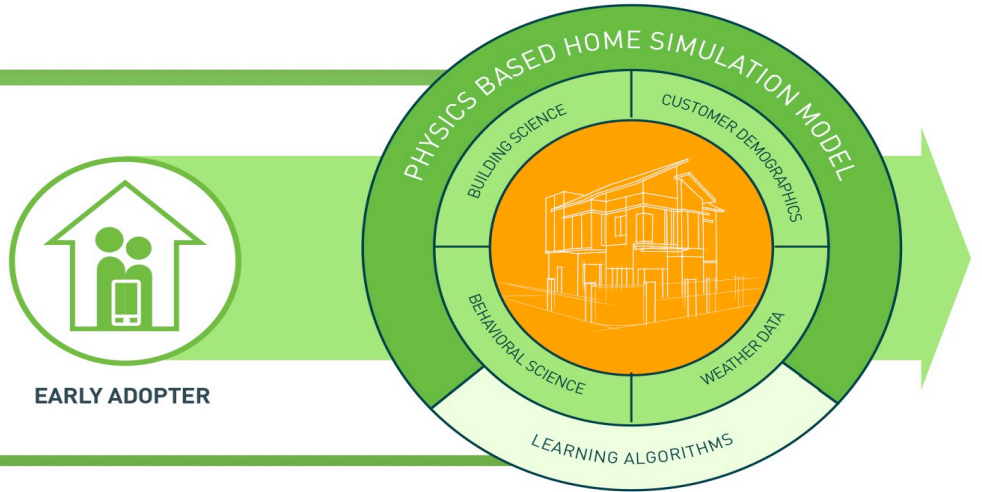
## CUSTOMER SEGMENTATION

Customers with higher than average propensity are filtered for targeted marketing. Further the messaging is customized using segmentation.



## INDIVIDUALIZATION

Tendril uses its home simulation model to add a personalized value proposition.



# THE TENDRIL SOLUTION

- ▶ TARGETED
- ▶ SEGMENTED
- ▶ INDIVIDULIZED



CAMPAIGN TARGETED  
TO EARLY ADOPTERS

CONTROL YOUR THERMOSTAT  
FROM YOUR MOBILE PHONE!



You will save \$132 dollars a year!

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**4x+** IMPROVEMENT

# 75%

REDUCTION IN  
CUSTOMER  
ACQUISITION  
COSTS