
Consortium for Energy Efficiency

**Market Segmentation Approaches to
Meet Diverse Program Needs**

Keith Reed
Manager, Customer Energy Efficiency
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Residential Market Segmentation Strategy

- Pursue single family residential, multifamily residential, and small business customers
 - Approach energy efficiency in the same way
 - Have similar purchasing patterns
 - Use the same vendors



Segmentation Case Study: “Smart Residential” Rebate Booklet



- Business goal: Increase awareness of PG&E rebates
- Marketing challenge: Customers are not fully aware of the breadth of rebates available to them.
- Rebate booklets and cover letters mailed to 2.5 million residential dual commodity customers



Next Steps

- In-depth residential customer segmentation underway in 2008
- Improve customer engagement with integrated programs and services, based on the customer's behaviors, needs and attitudes
- Integrate Marketing and Outreach messages and initiatives:
 - based on in-depth customer market segmentation
 - provide tailored information that meets customers' specific needs.
 - provide consistent marketing materials to ensure that all channels promote consistent messaging

Questions?

Thank you!

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