



SIMPLE
energy

Marketplace Overview

February 2019

A Simple, Delightful eCommerce Customer Experience

LIGHTING BUYER'S GUIDE

WHAT'S WATT IN LIGHTING?
Use this Lighting Buyer's Guide to help you decide.



A SIMPLE GUIDE TO LIGHTING

Are you looking to save a lot of energy at a low cost? Retrofit light bulbs in your best bet. But which bulbs are the best for your needs?

Luckily for you, we've done the research and compiled the results in this Lighting Buyer's Guide. We'll teach you about the benefits of different bulb types, compare features and options, and what instant rebates are available to purchase a better bang for your buck.

PRODUCT FEATURES

Meet the 3rd Gen Nest Learning Thermostat

The Nest Thermostat programs itself, automatically helps you save energy, and can be controlled from anywhere.

And now the 3rd gen Nest Thermostat is thinner, sleeker and the display is even bigger and clearer.



INSTALLATION

Before you purchase the Nest Learning Thermostat, make sure your heating and cooling system(s) are compatible. You can easily check our [thermostat buyer's guide](#).



C-wire is not required

A c-wire (also referred to as a common wire) is a low-voltage wire that most thermostats require for their features to work.

Apply Rebates Step 2/2

Enter the physical address where you receive service from Georgia Power:

Address

Apt, suite, etc. (optional)

City State Zip

City Alabama

[Check Eligibility](#)

3rd Gen Nest Learning Thermostat T3007ES

\$249

\$100 Instant Rebate Available

\$249

[APPLY REBATES](#)

Grand Total:

CONTACT US

Do you have questions regarding products, rebates or checkout? You can chat, call or email us at service@georgiapowermarketplace.com.

CHAT	Monday - Friday: 9am - 9pm (EST)	Ideal for quick questions and order support
(844) 354-9982	Monday - Friday: 9am - 9pm (EST)	Ideal for checkout help and product questions
EMAIL	We'll reply by the end of the next working day, often much sooner	Ideal for checking order status & product questions

Frequently Asked Questions

What is the Georgia Power Marketplace?	Is everyone eligible for a rebate?
What is a C-wire?	How do I track my order?
When will I receive my order?	How do I create a return?

Simple Energy's Marketplace Solution

ComEd MARKETPLACE

(0) Cart Account Products & Services Support

SAVE MONEY. SAVE ENERGY.
Get Instant Online Rebates & Discounts On:

- Smart Thermostats
- Energy-efficient Lighting
- Advanced Power Strips
- Water Saving Products
- Home Installation & Maintenance Services
- EV Chargers
- Connected Home Devices

Plus, get free shipping on all orders!

FEATURED ENERGY-SAVING PRODUCTS & SERVICES

ECOBEE3 HOMEKIT-ENABLED WITH REMOTE SENSOR	HUE STARTER KIT	EMBERTEC EMBERPLUG AV+
\$ 249.00 \$174 After a \$75 Instant Rebate	\$ 199.00 \$194 After a \$5 instant rebate	\$ 79.00 \$69 After a \$10 instant rebate

Configure, curate, operate

Turnkey, customers transact more when given fewer choices

Utility branded storefront

Your branding, rebate eligible products, other energy/water products

Instant online rebates, program enrollments

Validate eligibility, customers get rebate at purchase, validated submission

Direct purchase & fulfillment

Minimize drop off associated with referral model

Understand your customers

Data analytics on marketing funnel and channels

Beyond simply adding new revenue streams, a marketplace like this helps to change the paradigm for utilities. It moves them on from simply selling raw resource and turns them into a central energy resource – advice, supply and products, all from one vendor.

- *Forbes "Simple Energy Helps Utilities Hyper-Personalize Consumer Offers"*
February 26, 2015



PC



Web



Mobile



AI

Computing is evolving again...

... and so is the Utility relationship with its Customers

WHEN PAYING IN PERSON - PRESENT BOTH PARTS AND RETAIN THIS PART FOR YOUR RECORDS

Acct No: 77530 Deposits: 0.00 Bill Date: Sep 22, 2010
 242 S 8th St Previous Bill Date: Aug 27, 2010

Previous Bill: 85.00
 Payments: 89/01 85.00CK

Beginning Balance: 0.00
 Adjustments: 0.00
 Current Charges: 85.00
 Total Due: 85.00

DETAIL Date Qty Charge Description Amount

DATE	QTY	CHARGE DESCRIPTION	AMOUNT
09/22	1	MONTHLY ENERGY	85.00
09/22	1	MONTHLY SERVICE CHRG	0.00
09/22	1	SEWER REVENUE COLLECT	24.88
09/22	1	SEWER REVENUE COLLECT	1.89
09/22	1	SEWER REVENUE COLLECT	33.24
09/22	1	WATER CONSTRUCTION	85.00
09/22	1	WATER CONSTRUCTION	85.00
09/22	1	WATER SERVICE CHARGE	12.87

MONTHLY ENERGY: 85.00
 MONTHLY SERVICE CHRG: 0.00
 SEWER REVENUE COLLECT: 24.88
 SEWER REVENUE COLLECT: 1.89
 SEWER REVENUE COLLECT: 33.24
 WATER CONSTRUCTION: 85.00
 WATER CONSTRUCTION: 85.00
 WATER SERVICE CHARGE: 12.87

Actual Account Balance: 109.59

GIVE A LITTLE... HELP A LOT!
 The City of Spokane Utilities departments wish to thank everyone who donated to the 50k challenge in the past. Unfortunately, the need continues. Please remember those who need temporary help meeting their basic needs. Information about making a donation can be found on the back of this bill. Thank you!

WATER CONSTRUCTION
 Meter Read
 Number Date Days Current Previous Units Gallons Method
 074822510127 65 5544 5456 88 85024 Actual

Total Use All Meters
 Charge Units Rate Charge
 9 1564 85.00 85.00
 10 8751 1.45 12.48
 11 12493 1.80 22.49
 12 18848 1.80 33.91

Consumption History

Utilityco Website on Smart TV

Share this page | Reset | Share

News 2013

News 2012

News 2011

News 2010

News 2009

News 2008

News 2007

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News 2005

News 2004

News 2003

News 2002

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Marketplace Delivers High Customer Satisfaction

90%

“My Utility is a brand I trust”

96%

“Will do another transaction”

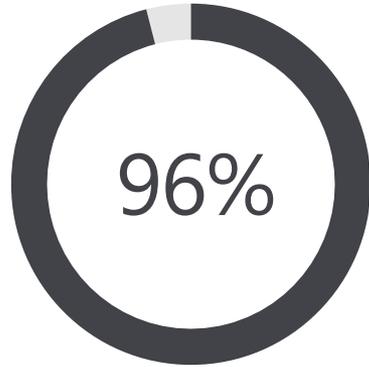
> 71

Net Promotor Score
for participating customers

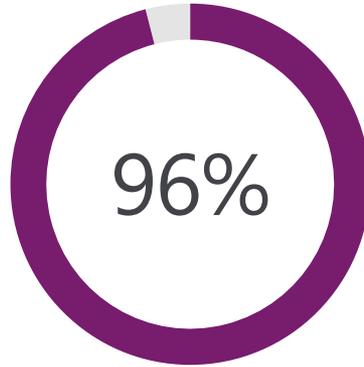


Customer Survey Results

Percent of customers who responded "Satisfied" or "Very Satisfied"



Product Quality



Ease of Purchase



Price of Product



Anne Pramaggiore
Sr. Exec. VP and CEO



Exelon®

“The launch of ComEd Marketplace is a key step to building a premier, trusted customer experience.

In the near term, this service will enhance the customer experience by simply and effectively providing our customers with new ways to manage their home energy-use. Over time, the Marketplace will evolve as a **cornerstone of our utility** where our customers can transact with us and other parties for a wide range of energy-related products and services.”

Testimonial: ComEd Marketplace Customer Molly Coers

"Thanks again for making it easy to purchase the energy efficient nest with the rebate directly applied. I would be much less likely to take advantage if I had to pay the full cost and separately apply for the rebate, especially if I had to mail something in."

The screenshot shows the ComEd Marketplace website interface. At the top, the logo for ComEd Marketplace (An Exelon Company) is visible, along with navigation links for Cart, Account, Products, Buyer's Guides, and Support. The main heading is "WI-FI THERMOSTATS". Below this, there is a "Sort By:" dropdown menu set to "Best Selling". The products are displayed in a grid of six items, each with an image, a title, and a price. A green checkmark icon next to each price indicates a rebate is applied.

Product Name	Price	Rebate
3RD GEN NEST LEARNING THERMOSTAT	\$149	After a \$100 Instant Rebate
ECOBEE3 HOMEKIT-ENABLED WITH REMOTE SENSOR	\$149	After a \$100 Instant Rebate
LUX/GEO WIFI THERMOSTAT	\$62.50	After a \$62.5 Instant Rebate
HONEYWELL WI-FI COLOR TOUCHSCREEN PROGRAMMABLE THERMOSTAT	\$199	
HONEYWELL WI-FI 7 DAY PROGRAMMABLE TOUCHSCREEN THERMOSTAT	\$149	
ECOBEE SMART SI WI-FI THERMOSTAT	\$179	

Marketplace Value Summary

Transforming the way utilities engage and transact with their customers
Driving millions of dollars in quantifiable value

-  Engage, Empower and Enable Customers
-  Customer Acquisition, Satisfaction and Retention
-  Accelerated KWh and KW Savings
-  Enhanced Existing Customer Engagement Platforms (i.e. Mobile App)
-  More and Better Program and Rate Enrollments
-  Reduced Cost to Serve
-  Enhanced Regulatory Perception
-  Business Model Evolution and New Revenue Streams
-  New, Innovative Offers, Products, and Programs