Retail 2.0: Community Solar

October 17, 2016

ethical ELECTRIC

CleanChoice ENERGY™

Proven Customer Acquisition & Management

Proprietary Database

- 117 million households
- ~2,000 consumer variables, with regressions to discover data with predicative power
- Mine consumer behavior and marketing and sales performance for propensity modeling
- Unique geospatial intelligences for household-targeted offers

Direct to Consumer Mass Marketing & Sales

- Ongoing multi-channel marketing, including:
- Direct mail
- Digital
- Telemarketing
- Upsell/cross-sell
- Strategic partner channels

40+ Leading Partners with 20+ Million Members

THE WILDERNESS SOCIETY

CLEAN WATER ACTION

Arbor Day Foundation®

DEFENDERS OF WILDLIFE

LEAGUE OF CONSERVATION VOTERS

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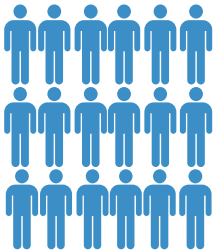
Marketing Expertise for Lower "Soft Costs"

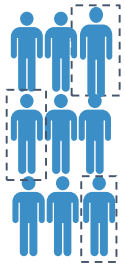
Start with everyone



Create Basefile of Consumer File and Variables

Variables
- *Demographics*
- *IRS Return Aggregates*
- *Zillow Home Data*
- *Labor Market Data*
- *Civic Engagement*
- *Income*
- *2,000 others*

Select Training set universe



Consumer File pulls
Affiliate lists

Multiple regression analysis to model propensity leveraging cloud computing

Responses

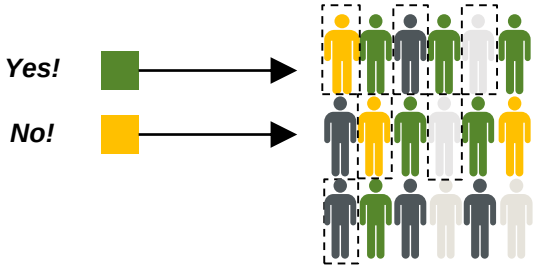
Yes!

No!

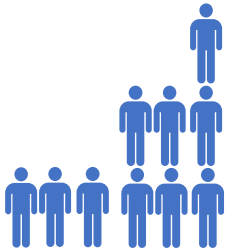
&

Attributes
- *# of grandparents*
- *Demographic*
- *Dwelling size*
- *Income*
- *Marital Status*

Based on patterns between attributes and responses, *model* likely response for all people in database



Validate through holdout sample



Validate model through marketing

Community Solar Challenges: Looking Ahead

- Contract term
- Broader product access
  - Small commercial
  - Low-income
- Scalability
- Regulatory constructs
  - Customer replacement
  - “Value of solar”