

## Proven strategies for marketing demand response and other grid services offerings to residential and commercial customers

### Embed enrollment in point of sale.

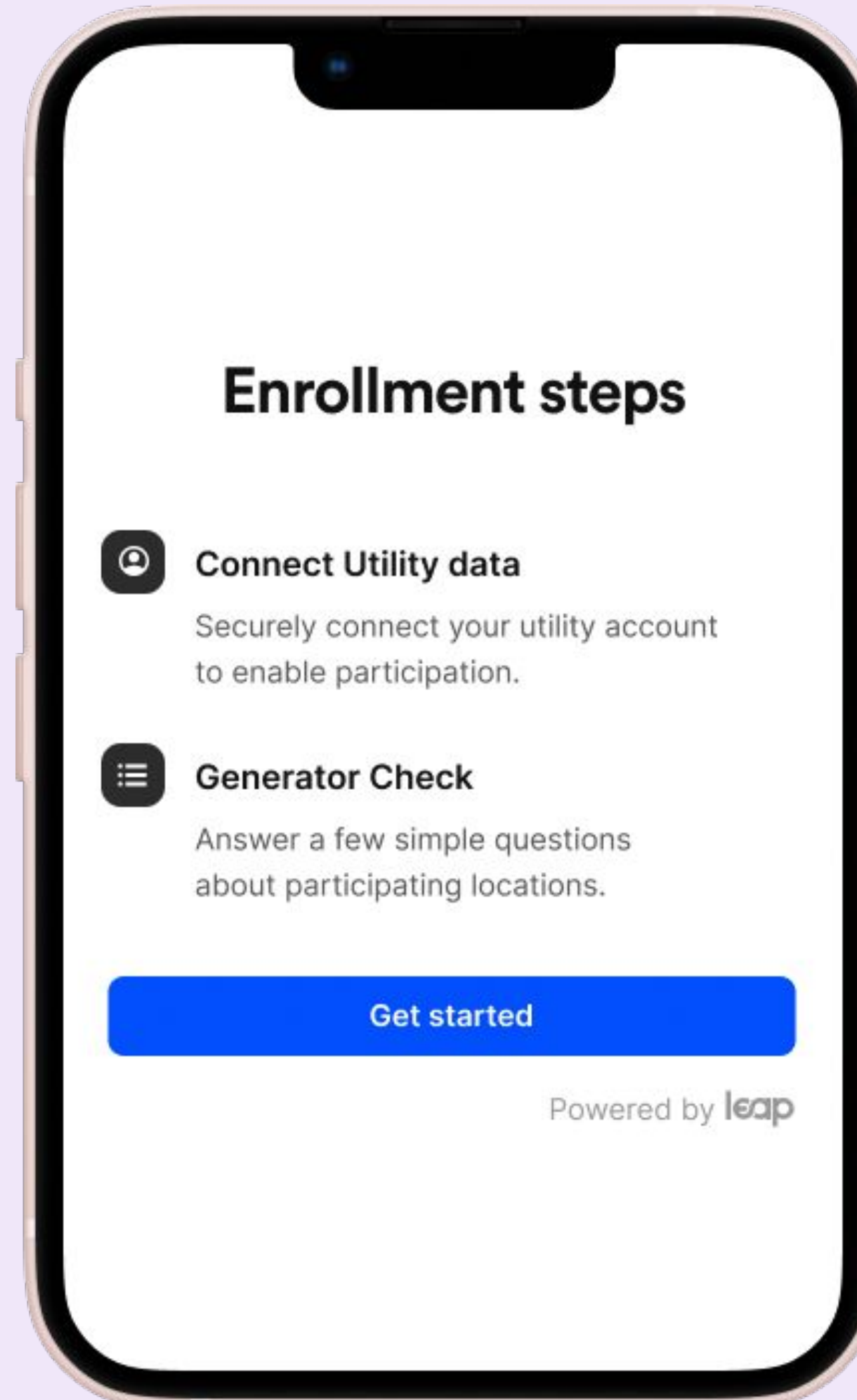
Integrating grid services customer authorization into the regular sales process, at an early phase, drives more enrollments.

> **3x**

Boost in participation rates in cases where our partners have integrated enrollment at the point of purchase

### Design a simple enrollment experience.

Your customers will inevitably have to provide some level of data and information to enroll, so making the process as easy as possible is key.



Leap Connect app

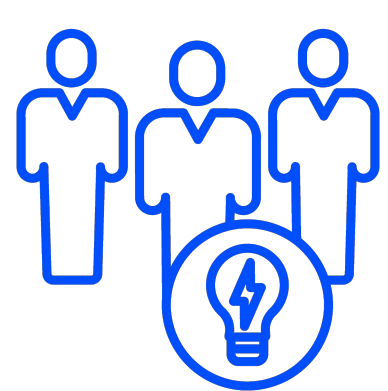
> **4x**

Increase in conversation rate after streamlining enrollment to one simple step

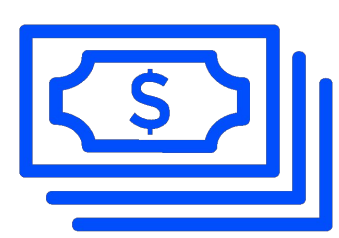
### Lead with strong messaging.

When crafting your messaging, consider your audience and clearly define a value proposition.

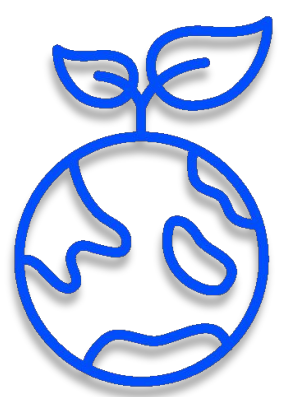
#### Top messaging themes



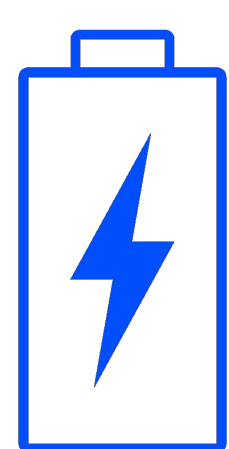
**Community.** Your device can support the stability of your local power grid and help keep the lights on in your community.



**Financial.** Earn incentives or save money on your electricity bills by enrolling your device in grid services.



**Climate.** Help lower the grid's carbon emissions and enable renewable energy growth.



**Maximizing product potential.** Realize the full potential of your device by participating in grid services value streams.

### Test alternatives to cash incentives.

There are a wide range of enrollment incentives that can boost participation.

- ✓ Sweepstakes
- ✓ Community donations
- ✓ Discounted device or services

#### Sustainability sells

Leap designed a rewards system for one of our partners to offer customer ways to highlight their sustainability contributions or support charitable organizations through program participation. The offer drove **hundreds of enrollments** in a short time frame.

#### Test driving a Tesla sweepstakes

Leap and one of our partners offered customers who signed up for demand response the chance to win a Tesla, resulting in a major boost in enrollments.

**16%**

boost in existing users participating in demand response

**2,000+**

New enrollments

