

Digital Engagement of Consumers: Home Energy Management 4Q 2014

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Abstracts

Engaging consumers in energy management has been an ongoing challenge for utilities. Digital media coupled with smart home services, connected products, and applications provide new opportunities for utilities to engage consumers. Moving the needle requires understanding target segments and context so that programs can be directed at key decision points when the consumer is actively engaged, rather than trying to engage the largely apathetic mass market. The report includes case studies and scenarios for market success.

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