

Marketing Energy Programs: Making an Impact

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Abstracts

Marketing Energy Programs: Making an Impact uses Parks Associates market segmentation and classification schema to more deeply understand the market for consumer energy programs and services. This 360 View Update examines familiarity with energy programs and factors that impact customer participation and also identifies partnership opportunities through existing customer relationships. The research also evaluates marketing channels across segments to provide energy program administrators, product designers, and service providers a good foundation to leverage the most current customer insights into marketing programs

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