



THANK YOU

Thank you for registering for our September webinar, "Energy Efficiency Adoption Solutions."

Our speakers shared that **56% of consumers find it "very important"** to have an energy efficient home, yet only 9% believe they have energy efficient homes. Still, many customers are wary of EE adoption for a variety of reasons, including:

- "The costs are too high"
- "Unsure about real-world benefits and performance"
- "Too many barriers to adoption"
- "Waiting until others adopt first"

Each of these are valid reasons for customer aversity, but can also be easily overcome through the right promotions and education.

In our webinar, Mary Medeiros McEnroe from Silicon Valley Power shared examples of how her utility reaches C&I customers through targeted rebates and incentives.

Laurel Gerdine from Franklin Energy showcased examples of residential programs that have successfully engaged and converted customers.

[Watch or re-watch](#) the webinar now to find helpful examples to serve as inspiration for your energy efficiency adoption strategies.

SAVE THE DATE

Thursday, November 18, 1:00 p.m. EST

Register for the next webinar in our series, "2022 Email Marketing Best Practices & Trends."

We will discuss:

- What makes email marketing so effective
- Using a performance-based approach to email design and copy
- Trends in email marketing - looking ahead to 2022
- Important key email marketing data and metrics

JOIN US

There is no charge to participate. This event requires registration and space is limited. If you have problems with registration or need additional assistance, please contact us at webinars@questline.com.

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