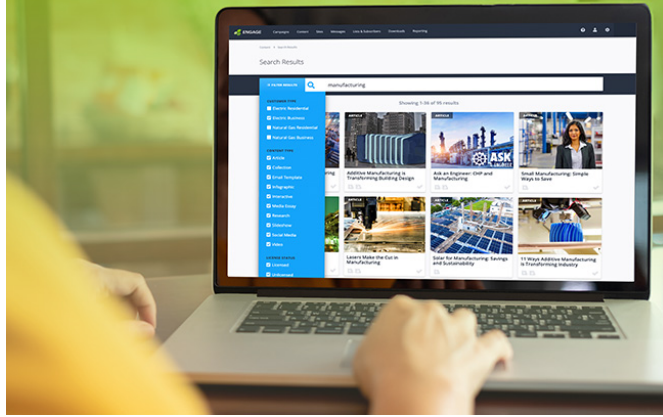




INCREASE ENAGEMENT WITH SEGMENTATION



Segmentation and personalization aren't "nice-to-haves." Today's energy customer expects them. According to Accenture, an incredible **91% of consumers** say they are more likely to shop with brands that provide offers and recommendations that are relevant to them.

Your energy utility's customers have very different wants, interests and needs. Segmentation is the most effective way to cut through the marketing noise and deliver messages that matter to them.

Tailor your utility's customer communications for specific audiences to increase engagement and drive program conversions.



SmarterHQ data shows that **72% of consumers** say they **ONLY** engage with personalized messages.

Questline understands the importance of personalizing content for each customer. Our [content catalog](#) boasts nearly 4,000 pieces with targeted topics for:

- Residential or business
- Electric or natural gas
- Homeowners vs. renters
- Environmental vs. money-saving
- And more!

With your program goals in mind, we'll work with your utility to create segmented communications that meet and exceed those goals. For example, we partnered with AEP Ohio to segment specific industry newsletters. Our work garnered an [84% increase in customer engagement](#).

The time is now to segment customers and deliver content they actually want. Don't wait - let us help.

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