



There are few communications that customers **want** to receive. However, **90% of customers choose to receive email newsletters.**¹

eNewsletters are an effective way to send personalized communications that match your customers' needs and interests. By providing a consistent touchpoint, monthly eNewsletters build long-term customer engagement and drive program participation for energy utilities.

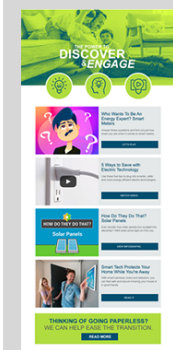
Learn more about the newsletter of your choice:

RESIDENTIAL

BUSINESS

It's clear that customers look forward to eNewsletters. According to Questline's performance metrics:

- eNewsletter readers **click on Program Promotions** at a **51.6% higher rate** than other customers
- Residential eNewsletter readers alone were found to open promotional emails at a **16% higher rate**



Your eNewsletter Strategy Starts Here

Questline has been dedicated to delivering utility customers with informative and engaging newsletters since 1990. Today, your utility can expect the same. Your eNewsletter solution includes:

- Original content assets each month, covering seasonal energy use, energy efficiency and more
- Engaging multimedia content, including videos, infographics and interactive quizzes
- Flexibility to review and approve content, request changes, and schedule deployment dates
- Opportunity to personalize content to include program links and other utility-specific information

Invest in Engagement

The last year proved the value of virtual touchpoints like eNewsletters. Now is the time to increase investment in these important communications.

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¹ Campaign Monitor

