



IntelliMARKETSM

Connect with your customers.



IntelliMARKET

Utilities throughout the U.S. use the Comverge IntelliMARKET service to create, execute, and manage recruitment strategies targeting residential and commercial energy customers. Our seasoned team of marketing experts, including in-house and agency personnel, work diligently on your behalf to attract and retain customers – ensuring the enrollment rates required to achieve the megawatts you need.

Benefits

- Positive and consistent communication to your target audiences
- Tailored messages and campaigns that resonate with your customers
- Marketing plans that address both your short-term needs and your long-term recruitment goals
- A proven track record of encouraging audiences to partner with energy providers to intelligently manage their energy consumption
- High program penetration rates in targeted areas, positioning you for long-term success

Features

- Market analysis, research, and focus testing to identify the right messaging and branding for your target market
- Creation, implementation, and management of customer recruitment campaigns for:
 - Demand response programs
 - Energy efficiency

- Critical-peak, time-of-use, and real-time pricing
- Base-load reduction
- CFL swap-out programs

- An experienced team of professionally recognized marketing experts including strategists, copywriters, graphic designers, web developers, and sales professionals

Marketing channels

The IntelliMARKET service uses multiple traditional and non-traditional channels to actively engage residential and commercial energy customers.

- Face-to-face sales
- Customized websites and online enrollment forms
- Direct marketing
- Program collateral
- Broadcast campaigns
- Online advertising
- Newspaper and magazine advertising

Corporate Offices

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