



IntelliMARKET[®]

Marketing complex smart grid and energy efficiency programs through segmented customer education and enrollment strategies.

Connect with your customers.
Connect with Comverge IntelliMARKET.

Why Comverge IntelliMARKET®?

Comverge IntelliMARKET offers a wide variety of proven marketing solutions for engaging customers in the smart grid and energy-efficiency dialogue.

Our marketing team, composed of energy market strategists and award-winning creative professionals—with decades of experience at top Madison Avenue ad agencies and Fortune 100 corporations—develop and execute multi-channel marketing solutions to attract and retain program participants, ensuring the enrollment rates necessary to achieve the megawatts you need.

Comverge IntelliMARKET provides customized and proven print, interactive, and outreach solutions based on your company's unique marketing requirements. We offer a full complement of marketing services that will assure that your programs are strategically correct and produced at the highest level of quality, ensuring superior customer satisfaction and reduced risk in meeting mandated energy conservation goals.

A unique set of core competencies—

- **Program Design**
- **Marketing**
- **Participant Recruitment**

—makes us the logical marketing choice for major energy companies such as APS, Atlantic City Electric, ComEd, Con Edison, Duke Energy, OG&E, PECO, Pepco Holdings, Power New Mexico, PPL, PSO, SDG&E, TXU—and many more.

Comverge IntelliMARKET solutions actively engage residential energy customers with multiple channels, creating personal relevance to their energy consumption and introducing ways they can remedy high energy usage and its related cost.

As energy marketing and customer recruitment specialists, IntelliMARKET provides consumers with the appropriate level of information and context to make informed decisions regarding new and complex energy programs such as:

- **Demand Response**
- **Energy Efficiency**
- **Time-Of-Use Pricing**
- **Real Time Pricing**
- **Critical Peak Pricing**
- **Base Load Reduction**

Industry Recognition

In 2013, Comverge IntelliMARKET was awarded the *Smart Grid Consumer Collaborative (SGCC) CLEAR Award for Excellence in Customer Education* for enrolling over 1.2 million residential and commercial customers into demand response programs on behalf of utilities nationwide.

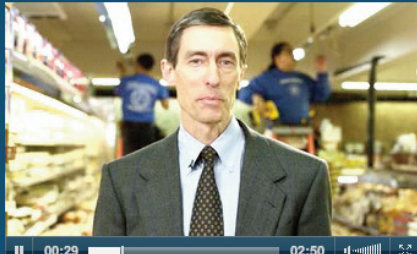
“Educating consumers is key to the successful implementation of the smart grid. We’re proud to recognize Comverge with the 2013 Smart Grid Consumer Collaborative CLEAR Award for Excellence in Customer Education for its role in developing and implementing programs that help utilities engage customers in energy use.”

—Patty Durand, SGCC Executive Director

Creative PORTFOLIO

**BROADCAST,
INTERACTIVE,
PRINT &
MORE.**

See how we've helped just one of our many Manhattan customers:



Con Edison Clean Energy Network-NY
Energy Efficiency Program Video

http://216.17.130.101/cenny_comvergeinc_com/wwwpub/



PPL E-power® Peak Saver
Exhibit Signage

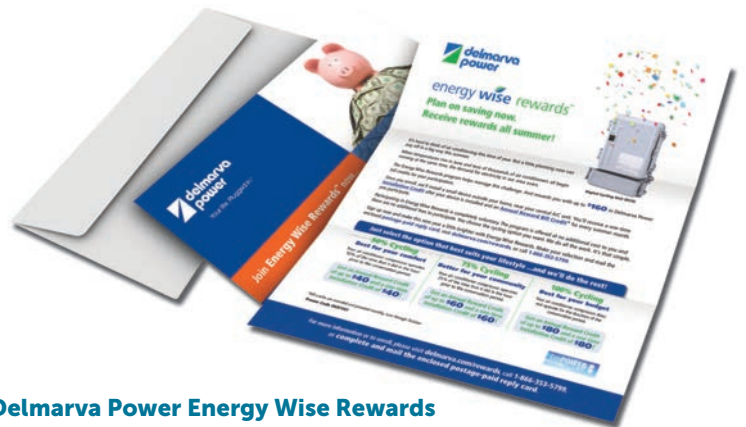


PNM Power Saver & Pepco Energy Wise Rewards
Demand Response Program
Website Development



PECO Smart A/C Saver
Demand Response Program Video

http://216.17.130.102/_ARCHIVE/peco_live_backup/iframe/residential/index.php



Delmarva Power Energy Wise Rewards
Direct Mail Campaign



ComEd Residential Real-Time Pricing Program
Flash Video

<http://thewattspot.comvergeinc.com/rtssavings.php>



SMECO CoolSentry
Outdoor Advertising Concept

Comverge IntelliMARKET®

Your Source for Customer Education and Energy Program Marketing

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 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
- An award-winning team of industry-recognized marketing experts including strategists, copywriters, graphic designers, web developers, and sales professionals

Marketing Channels

IntelliMARKET offers multiple traditional and non-traditional channels to actively engage residential energy customers.

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|----------------------------------------------|---------------------------------------------|-------------------------------------------------------------|
| • Direct Mail | • Newspaper and Magazine Advertising | • Website Development, Online Enrollment |
| • Online Video and Banner Advertising | • Face-to-Face Sales | • Telemarketing/Comprehensive Call Center Operations |
| • Program Collateral | • Broadcast Campaigns | |
| | • Outdoor Advertising | |

Corporate Offices

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5390 Triangle Parkway
Norcross, GA 30092

Colorado
999 18th Street
Denver, CO 80202

New Jersey
25A Vreeland Road
Florham Park, NJ 07932

Comverge is an industry-leading provider of integrated demand response, energy efficiency, and customer engagement solutions that enable electric utilities to ensure grid reliability, lower energy costs, meet regulatory demands, and enhance the customer experience.