



QUESTLINE

2022 ENERGY UTILITY BENCHMARKS REPORT

*Performance
Metrics*



OVERALL PERFORMANCE

Utilities nationwide are working to strengthen customer relationships and build better digital experiences. Our data shows that these efforts are working – engagement continues to grow.

Year over year, email open rates remained flat but high at 28% in both 2020 and 2021. Energy utilities have successfully maintained the increased levels of digital engagement gained during the pandemic.

Overall Email Performance

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
2016	98.36%	21.55%	8.11%	1.75%	0.07%	0.02%
2017	98.76%	24.28%	7.35%	1.78%	0.09%	0.01%
2018	99.08%	23.61%	6.95%	1.64%	0.08%	0.01%
2019	98.82%	24.58%	6.23%	1.53%	0.06%	0.01%
2020	97.81%	28.07%	4.99%	1.40%	0.04%	0.01%
2021	99.29%	28.15%	5.16%	1.45%	0.05%	0.01%

Delivery Rate:

99.29%

Open Rate:

28.15%

CTOR:

5.16%

CTR:

1.45%

Opt-Out Rate:

0.05%

Complaint Rate:

0.01%

**2021 Overall
Benchmarks**

A+



Email Performance by Category

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Ancillary Messages	99.33%	33.15%	3.55%	1.18%	0.05%	0.01%
Billing Notifications	96.86%	88.78%	57.70%	51.23%	0.00%	0.06%
eNewsletters	99.28%	23.66%	6.60%	1.56%	0.07%	0.01%
Outage Communications	99.23%	29.76%	2.39%	0.71%	0.04%	0.00%
Program Promotions	99.32%	26.67%	3.69%	0.98%	0.04%	0.01%
Welcome Series	98.69%	60.25%	19.69%	11.86%	0.20%	0.01%

Residential Email Performance by List Size

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
100K and over	99.44%	25.67%	3.21%	0.82%	0.05%	0.01%
50K to 100K	99.39%	28.29%	4.58%	1.30%	0.04%	0.01%
25K to 50K	99.45%	27.66%	5.75%	1.59%	0.05%	0.01%
10K to 25K	99.03%	38.16%	23.74%	9.06%	0.07%	0.01%
5K to 10K	98.14%	68.30%	43.45%	29.68%	0.07%	0.03%
1K to 5K	99.01%	56.08%	18.70%	10.49%	0.18%	0.01%
500 to 1K	98.42%	55.74%	13.25%	7.39%	0.16%	0.01%
100 to 500	98.28%	58.30%	12.73%	7.42%	0.14%	0.01%
Fewer than 100	96.32%	54.11%	18.09%	9.79%	0.18%	0.01%

Key Accounts Email Performance by List Size

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
50K to 100K	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
25K to 50K	98.41%	23.66%	5.81%	1.38%	0.08%	0.01%
10K to 25K	98.80%	22.72%	9.29%	2.11%	0.15%	0.02%
5K to 10K	94.45%	24.24%	28.87%	7.00%	0.22%	0.00%
1K to 5K	96.51%	25.26%	19.66%	4.97%	0.19%	0.02%
500 to 1K	97.61%	24.94%	19.82%	4.94%	0.17%	0.01%
100 to 500	95.94%	23.66%	26.36%	6.24%	0.17%	0.00%
Less than 100	96.47%	25.48%	28.45%	7.25%	0.12%	0.00%



SMB Email Performance by List Size

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
100K and over	98.98%	35.20%	5.13%	1.80%	0.02%	0.01%
50K to 100K	98.69%	22.61%	3.21%	0.72%	0.05%	0.00%
25K to 50K	98.77%	26.96%	12.85%	3.46%	0.03%	0.01%
10K to 25K	98.99%	34.35%	16.46%	5.66%	0.06%	0.01%
5K to 10K	98.76%	27.96%	10.07%	2.81%	0.06%	0.01%
1K to 5K	98.06%	27.16%	14.73%	4.00%	0.08%	0.01%
500 to 1K	97.86%	27.35%	16.96%	4.64%	0.08%	0.01%
100 to 500	97.60%	27.47%	18.60%	5.11%	0.11%	0.01%
Less than 100	97.11%	44.19%	8.76%	3.87%	0.27%	0.01%

ENEWSLETTERS

eNewsletters are the foundation of a digital customer relationship. The monthly cadence is a regular touchpoint — a consistent reminder to customers of the important role their energy provider plays in their lives.

eNewsletter Overall Performance

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
2016	98.92%	20.18%	10.67%	2.15%	0.00%	N/A
2017	98.16%	22.29%	8.71%	1.94%	0.02%	0.02%
2018	98.57%	21.43%	8.31%	1.78%	0.09%	0.00%
2019	98.82%	21.62%	8.10%	1.75%	0.00%	0.00%
2020	98.57%	21.43%	8.31%	1.78%	0.01%	0.01%
2021	99.28%	23.67%	6.60%	1.56%	0.07%	0.01%

Delivery Rate:

99.28%

Open Rate:

23.67%

CTOR:

6.60%

CTR:

1.56%

Opt-Out Rate:

0.07%

Complaint Rate:

0.01%

**2021
eNewsletter
Benchmarks**

eNewsletter Performance by Audience

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Residential	99.39%	23.93%	6.10%	1.46%	0.07%	0.01%
Key Accounts	97.45%	23.75%	16.51%	3.92%	0.15%	0.01%
SMB	98.51%	19.34%	10.38%	2.01%	0.09%	0.01%

eNewsletter Performance by Utility Type

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Electric Cooperatives	99.28%	33.37%	9.75%	3.25%	0.16%	0.02%
Investor-Owned Utilities	99.29%	23.41%	6.40%	1.50%	0.06%	0.01%
Municipal Utilities	98.62%	26.63%	12.60%	3.35%	0.25%	0.01%
Natural Gas Utilities	96.20%	25.11%	17.46%	4.38%	0.15%	0.00%

WELCOME SERIES

An effective digital relationship starts on day one when energy providers reach out to new and moving customers, introduce payment and account options and share information about important services. This digital relationship pays off with increased engagement. Compared to other customers, Welcome Series graduates open and click on future emails at much higher rates.

Welcome Series Overall Performance

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
2016	98.54%	43.16%	16.07%	5.62%	N/A	N/A
2017	97.82%	44.07%	20.39%	8.99%	0.17%	0.02%
2018	98.62%	43.22%	21.61%	9.34%	0.14%	0.02%
2019	98.82%	45.01%	21.00%	9.45%	0.17%	0.00%
2020	98.05%	51.31%	21.85%	11.21%	0.17%	0.01%
2021	98.69%	60.25%	19.69%	11.86%	0.20%	0.01%

Delivery Rate:

98.69%

Open Rate:

60.25%

CTOR:

19.69%

CTR:

11.86%

Opt-Out Rate:

0.20%

Complaint Rate:

0.01%

**2021
Welcome Series
Benchmarks**



OUTAGE COMMUNICATIONS

When the power goes out, an effective outage communications strategy is critical to make sure your customer relationships don't get left in the dark, too. Clear and timely updates will keep customers informed and set expectations, ensuring continued engagement and customer satisfaction no matter what challenges Mother Nature throws our way.

Outage Communications Overall Performance

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
2016	97.16%	28.32%	3.65%	1.03%	0.03%	0.02%
2017	99.44%	30.13%	3.90%	1.18%	0.04%	0.02%
2018	99.41%	26.92%	3.61%	0.97%	0.06%	0.01%
2019	98.74%	31.79%	3.48%	1.11%	0.04%	0.01%
2020	97.37%	31.36%	2.13%	0.67%	0.04%	0.01%
2021	99.23%	29.76%	2.39%	0.71%	0.04%	0.00%

Delivery Rate:

99.23%

Open Rate:

29.76%

CTOR:

2.39%

CTR:

0.71%

Opt-Out Rate:

0.04%

Complaint Rate:

0.00%

**2021 Outage
Communications
Benchmarks**

Outage Communications Performance by Audience

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Residential	99.44%	27.12%	1.05%	0.28%	0.05%	0.01%
Business	98.67%	36.61%	4.96%	1.82%	0.01%	0.00%

Outage Communications Performance by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Storm Prep	99.52%	33.50%	2.05%	0.69%	0.03%	0.00%
Storm Approaching	99.22%	29.74%	2.38%	0.71%	0.04%	0.00%
Storm Update	98.76%	28.96%	5.47%	1.58%	0.00%	0.01%

PROGRAM PROMOTIONS

The value of strong digital relationships becomes clear when it's time for customers to take action. Customers who engage with Welcome Series and eNewsletters are much more likely to open and click on future energy utility emails, including program promotions.

Program Promotions Overall Performance

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
2016	98.43%	19.43%	7.40%	1.44%	0.06%	0.03%
2017	99.28%	24.04%	7.60%	1.83%	0.08%	0.02%
2018	99.25%	22.84%	6.57%	1.50%	0.08%	0.02%
2019	98.97%	23.75%	5.12%	1.22%	0.05%	0.01%
2020	97.93%	24.66%	5.11%	1.26%	0.04%	0.01%
2021	99.32%	26.67%	3.69%	0.98%	0.04%	0.01%

Delivery Rate:

99.32%

Open Rate:

26.67%

CTOR:

3.69%

CTR:

0.98%

Opt-Out Rate:

0.04%

Complaint Rate:

0.01%

**2021 Program
Promotions
Benchmarks**

Program Promotions Performance by Audience

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Residential	99.45%	25.41%	3.29%	0.84%	0.04%	0.01%
Key Accounts	98.64%	25.22%	2.58%	0.65%	0.01%	0.01%
SMB	99.11%	28.08%	10.94%	3.07%	0.03%	0.01%
Trade Allies	99.09%	32.87%	4.65%	1.53%	0.00%	0.00%

Program Promotions Performance by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Appliance Rebates	99.73%	32.71%	14.99%	4.90%	0.11%	0.00%
Appliance Recycling	99.69%	33.96%	2.26%	0.77%	0.00%	0.01%
Appliance Service Plans	99.63%	21.91%	1.46%	0.32%	0.06%	0.01%
Community	96.85%	21.82%	7.46%	1.63%	0.00%	0.00%
Energy Efficiency	99.46%	28.04%	4.14%	1.16%	0.04%	0.01%
Lighting	99.28%	23.25%	6.25%	1.45%	0.00%	0.01%
Online Account Promotion	99.68%	21.93%	6.33%	1.39%	0.09%	0.00%
Paperless Billing	98.62%	23.78%	5.97%	1.42%	0.07%	0.02%
Rebates & Incentives	99.71%	29.03%	3.47%	1.01%	0.03%	0.01%
Safety	98.85%	39.53%	4.23%	1.67%	0.11%	0.02%
Miscellaneous	98.93%	28.74%	4.58%	1.32%	0.01%	0.01%

ANCILLARY MESSAGES

Ancillary emails can help energy utilities maintain strong customer relationships by sharing important information that otherwise falls outside of standard marketing campaigns or program promotions. Topics include rate adjustments, safety announcements and special events. For ad-hoc messages, email is a cost-effective way to quickly reach a targeted audience and reduce call center volume.

Ancillary Messages Overall Performance

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
2016	97.61%	23.18%	7.62%	1.77%	0.30%	0.08%
2017	98.58%	25.62%	5.51%	1.41%	0.06%	0.02%
2018	99.17%	25.54%	6.27%	1.60%	0.08%	0.01%
2019	99.05%	27.04%	4.38%	1.18%	0.06%	0.01%
2020	98.00%	33.87%	2.78%	0.94%	0.03%	0.01%
2021	99.33%	33.15%	3.55%	1.18%	0.05%	0.01%

Delivery Rate:

99.33%

Open Rate:

33.15%

CTOR:

3.55%

CTR:

1.18%

Opt-Out Rate:

0.05%

Complaint Rate:

0.01%

**2021 Ancillary
Messages
Benchmarks**



Ancillary Messages Performance by Audience

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Residential	99.46%	31.13%	3.37%	1.05%	0.05%	0.01%
Key Accounts	98.36%	38.25%	23.07%	8.82%	0.00%	0.00%
SMB	99.34%	35.06%	6.04%	2.12%	0.05%	0.01%

Ancillary Messages Performance by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Billing and Payment	99.38%	42.19%	12.47%	5.26%	0.03%	0.01%
Event Promotion	98.92%	28.19%	3.68%	1.04%	0.04%	0.01%
Furnace Filter	99.46%	35.55%	9.13%	3.25%	0.42%	0.05%
Holiday Emails	99.54%	44.30%	5.23%	2.31%	0.26%	0.00%
My Account	98.65%	51.68%	17.11%	8.84%	0.04%	0.00%
Payment Options	99.66%	35.66%	8.26%	2.95%	0.05%	0.00%
Ratemaking	99.45%	33.25%	2.83%	0.94%	0.02%	0.01%
Survey	99.28%	26.53%	9.52%	2.53%	0.03%	0.00%
Miscellaneous	99.27%	36.89%	2.90%	1.07%	0.05%	0.01%

RESIDENTIAL CUSTOMERS FOR ALL UTILITY TYPES

Residential Overall Performance by Category

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Ancillary Messages	99.46%	31.13%	3.37%	1.05%	0.05%	0.01%
Billing Notifications	96.86%	88.78%	57.70%	51.23%	0.00%	0.06%
eNewsletters	99.39%	23.93%	6.10%	1.46%	0.07%	0.01%
Outage Communication	99.44%	27.12%	1.05%	0.28%	0.05%	0.01%
Program Promotion	99.45%	25.41%	3.29%	0.84%	0.04%	0.01%
Welcome Series	98.72%	60.52%	19.83%	12.00%	0.20%	0.01%

Residential Outage Communications by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Storm Prep	99.36%	22.63%	1.32%	0.30%	0.03%	0.00%
Storm Approaching	99.44%	27.07%	1.02%	0.28%	0.05%	0.01%
Storm Update	98.71%	28.25%	4.40%	1.24%	0.00%	0.01%

Residential Program Promotions by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Appliance Rebates	99.73%	32.71%	14.99%	4.90%	0.11%	0.00%
Appliance Recycling	99.69%	33.96%	2.26%	0.77%	0.00%	0.01%
Appliance Service Plans	99.63%	21.91%	1.46%	0.32%	0.06%	0.01%
Energy Efficiency	99.47%	27.58%	3.30%	0.91%	0.04%	0.01%
Lighting	99.53%	27.83%	8.57%	2.38%	0.01%	0.01%
Paperless Billing	98.62%	23.81%	5.98%	1.42%	0.07%	0.02%
Rebates & Incentives	99.71%	29.03%	3.47%	1.01%	0.03%	0.01%
Miscellaneous	99.28%	27.34%	4.48%	1.23%	0.01%	0.01%

Residential Ancillary Messages by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Billing and Payment	99.46%	40.17%	14.69%	5.90%	0.04%	0.01%
Community	99.38%	21.33%	0.78%	0.17%	0.04%	0.00%
Event Promotion	99.28%	20.38%	1.58%	0.32%	0.04%	0.00%
Furnace Filter	99.46%	35.55%	9.13%	3.25%	0.42%	0.05%
My Account	99.54%	60.45%	9.51%	5.75%	0.03%	0.00%
Payment Options	99.66%	35.66%	8.26%	2.95%	0.05%	0.00%
Ratemaking	99.45%	33.25%	2.83%	0.94%	0.02%	0.01%
Safety	99.53%	27.48%	1.25%	0.34%	0.05%	0.01%
Survey	99.26%	26.27%	9.67%	2.54%	0.03%	0.00%
Miscellaneous	99.45%	34.86%	1.63%	0.57%	0.06%	0.01%



KEY ACCOUNTS CUSTOMERS FOR ALL UTILITY TYPES

Key Accounts Overall Performance by Category

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Ancillary Messages	98.36%	38.25%	23.07%	8.82%	0.00%	0.00%
eNewsletters	97.45%	23.75%	16.51%	3.92%	0.15%	0.01%
Program Promotions	98.64%	25.22%	2.58%	0.65%	0.01%	0.01%

Key Accounts Program Promotions by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Energy Efficiency	98.65%	25.23%	2.58%	0.65%	0.01%	0.01%
Miscellaneous	98.03%	23.74%	1.69%	0.40%	0.00%	0.00%

Key Accounts Ancillary Messages by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Billing and Payment	99.02%	41.95%	15.93%	6.68%	0.00%	0.00%
Event Promotion	100.00%	55.88%	22.81%	12.75%	0.00%	0.00%
Safety	96.58%	27.53%	52.64%	14.49%	0.00%	0.00%



SMALL AND MEDIUM BUSINESS CUSTOMERS FOR ALL UTILITY TYPES

SMB Overall Performance by Category

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Ancillary Messages	99.34%	35.06%	6.04%	2.12%	0.05%	0.01%
eNewsletters	98.51%	19.34%	10.38%	2.01%	0.09%	0.01%
Outage Communications	98.67%	36.61%	4.96%	1.82%	0.01%	0.00%
Program Promotions	99.11%	28.08%	10.94%	3.07%	0.03%	0.01%
Welcome Series	97.06%	44.44%	8.63%	3.84%	0.27%	0.01%

SMB Outage Communications by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Storm Approaching	98.67%	36.61%	4.96%	1.82%	0.01%	0.00%
Storm Update	99.52%	38.86%	16.39%	6.37%	0.00%	0.00%

SMB Program Promotions by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Energy Efficiency	99.23%	33.85%	14.56%	4.93%	0.04%	0.01%
Lighting	98.91%	21.02%	3.62%	0.76%	0.00%	0.01%
Online Account Promotion	97.69%	14.92%	2.09%	0.31%	0.06%	0.00%
Paperless Billing	98.02%	11.96%	1.96%	0.23%	0.06%	0.02%
Payment Options	98.98%	25.95%	2.40%	0.62%	0.06%	0.00%
Miscellaneous	99.19%	20.48%	4.62%	0.95%	0.01%	0.01%

SMB Ancillary Messages by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Billing and Payment	98.93%	38.54%	15.15%	5.84%	0.05%	0.01%
Community	98.53%	20.33%	0.62%	0.13%	0.05%	0.00%
Energy Efficiency	99.66%	28.27%	0.98%	0.28%	0.05%	0.02%
Event Promotion	97.94%	19.49%	4.14%	0.81%	0.05%	0.00%
Safety	99.60%	29.00%	1.12%	0.33%	0.07%	0.00%
Survey	99.47%	18.33%	1.90%	0.35%	0.10%	0.00%
Miscellaneous	99.39%	43.28%	8.19%	3.54%	0.04%	0.01%

INVESTOR-OWNED UTILITIES ALL AUDIENCES

IOUs Overall Performance by Category

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Ancillary Messages	99.34%	32.80%	3.65%	1.20%	0.05%	0.01%
Billing Notifications	96.86%	88.78%	57.70%	51.23%	0.00%	0.06%
eNewsletters	99.29%	23.41%	6.40%	1.50%	0.06%	0.01%
Outage Communications	99.23%	29.76%	2.39%	0.71%	0.04%	0.00%
Program Promotions	99.32%	26.67%	3.68%	0.98%	0.04%	0.01%
Welcome Series	98.69%	60.27%	19.67%	11.86%	0.20%	0.01%
Overall Performance	99.29%	28.08%	5.15%	1.45%	0.15%	0.01%

IOUs Outage Communications by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Storm Prep	99.52%	33.50%	2.05%	0.69%	0.03%	0.00%
Storm Approaching	99.22%	29.74%	2.38%	0.71%	0.04%	0.00%
Storm Update	98.76%	28.96%	5.47%	1.58%	0.00%	0.01%

IOUs Program Promotions by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Appliance Rebates	99.73%	32.71%	14.99%	4.90%	0.11%	0.00%
Appliance Recycling	99.69%	33.96%	2.26%	0.77%	0.00%	0.01%
Appliance Service Plans	99.63%	21.91%	1.46%	0.32%	0.06%	0.01%
Community	96.85%	21.82%	7.46%	1.63%	0.00%	0.00%
Energy Efficiency	99.46%	28.03%	4.13%	1.16%	0.04%	0.01%
Lighting	99.28%	23.25%	6.25%	1.45%	0.00%	0.01%
Online Account Promotion	99.68%	21.93%	6.33%	1.39%	0.09%	0.00%
Paperless Billing	98.62%	23.78%	5.97%	1.42%	0.07%	0.02%
Rebates & Incentives	99.71%	29.03%	3.47%	1.01%	0.03%	0.01%
Miscellaneous	98.94%	28.76%	4.59%	1.32%	0.01%	0.01%

IOUs Ancillary Messages by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Billing and Payment	99.38%	42.19%	12.47%	5.26%	0.03%	0.01%
Community	99.31%	21.31%	0.80%	0.17%	0.04%	0.00%
Energy Efficiency	99.66%	28.27%	0.98%	0.28%	0.05%	0.02%
Event Promotion	99.03%	28.55%	3.60%	1.03%	0.02%	0.01%
Furnace Filter	99.46%	35.55%	9.13%	3.25%	0.42%	0.05%
My Account	98.65%	51.68%	17.11%	8.84%	0.04%	0.00%
Payment Options	99.66%	35.66%	8.26%	2.95%	0.05%	0.00%
Ratemaking	99.45%	33.25%	2.83%	0.94%	0.02%	0.01%
Safety	99.57%	29.50%	1.34%	0.40%	0.06%	0.00%
Survey	99.28%	26.53%	9.52%	2.53%	0.03%	0.00%
Miscellaneous	99.27%	36.89%	2.90%	1.07%	0.05%	0.01%

INVESTOR-OWNED UTILITIES RESIDENTIAL CUSTOMERS

IOUs Residential Performance by Category

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Ancillary Messages	99.46%	31.13%	3.37%	1.05%	0.05%	0.01%
Billing Notifications	96.86%	88.78%	57.70%	51.23%	0.00%	0.06%
eNewsletters	99.39%	23.67%	5.96%	1.41%	0.06%	0.01%
Outage Communications	99.44%	27.12%	1.05%	0.28%	0.05%	0.01%
Program Promotions	99.45%	25.41%	3.29%	0.84%	0.04%	0.01%
Welcome Series	98.72%	60.54%	19.81%	11.99%	0.20%	0.01%

IOUs Residential Outage Communications by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Storm Prep	99.36%	22.63%	1.32%	0.30%	0.03%	0.00%
Storm Approaching	99.44%	27.07%	1.02%	0.28%	0.05%	0.01%
Storm Update	98.71%	28.25%	4.40%	1.24%	0.00%	0.01%

IOUs Residential Program Promotions by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Appliance Rebates	99.73%	32.71%	14.99%	4.90%	0.11%	0.00%
Appliance Recycling	99.69%	33.96%	2.26%	0.77%	0.00%	0.01%
Appliance Service Plans	99.63%	21.91%	1.46%	0.32%	0.06%	0.01%
Energy Efficiency	99.47%	27.58%	3.30%	0.91%	0.04%	0.01%
Lighting	99.53%	27.83%	8.57%	2.38%	0.01%	0.01%
Paperless Billing	98.62%	23.81%	5.98%	1.42%	0.07%	0.02%
Rebates & Incentives	99.71%	29.03%	3.47%	1.01%	0.03%	0.01%
Miscellaneous	99.28%	27.34%	4.48%	1.23%	0.01%	0.01%

IOUs Residential Ancillary Messages by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Billing and Payment	99.46%	40.17%	14.69%	5.90%	0.04%	0.01%
Community	99.38%	21.33%	0.78%	0.17%	0.04%	0.00%
Event Promotion	99.28%	20.38%	1.58%	0.32%	0.04%	0.00%
My Account	99.54%	60.45%	9.51%	5.75%	0.03%	0.00%
Furnace Filter	99.46%	35.55%	9.13%	3.25%	0.42%	0.05%
Payment Options	99.66%	35.66%	8.26%	2.95%	0.05%	0.00%
Ratemaking	99.45%	33.25%	2.83%	0.94%	0.02%	0.01%
Safety	99.53%	27.48%	1.25%	0.34%	0.05%	0.01%
Survey	99.26%	26.27%	9.67%	2.54%	0.03%	0.00%
Miscellaneous	99.45%	34.86%	1.63%	0.57%	0.06%	0.01%

INVESTOR-OWNED UTILITIES KEY ACCOUNTS CUSTOMERS

IOUs Key Accounts Performance by Category

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Ancillary Messages	98.36%	38.25%	23.07%	8.82%	0.00%	0.00%
eNewsletters	97.35%	23.10%	16.26%	3.76%	0.15%	0.01%
Program Promotions	98.64%	25.22%	2.58%	0.65%	0.01%	0.01%

IOUs Key Accounts Program Promotions by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Energy Efficiency	98.65%	25.23%	2.58%	0.65%	0.01%	0.01%
Miscellaneous	98.03%	23.74%	1.69%	0.40%	0.00%	0.00%

IOUs Key Accounts Ancillary Messages by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Billing and Payment	99.02%	41.95%	15.93%	6.68%	0.00%	0.00%
Event Promotion	100.00%	55.88%	22.81%	12.75%	0.00%	0.00%
Safety	96.58%	27.53%	52.64%	14.49%	0.00%	0.00%



INVESTOR-OWNED UTILITIES SMALL AND MEDIUM BUSINESS CUSTOMERS

IOUs SMB Performance by Category

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Ancillary Messages	99.34%	35.06%	6.04%	2.12%	0.05%	0.01%
eNewsletters	98.53%	19.29%	10.34%	1.99%	0.09%	0.01%
Outage Communications	98.67%	36.61%	4.96%	1.82%	0.01%	0.00%
Program Promotions	99.11%	28.08%	10.94%	3.07%	0.03%	0.01%
Welcome Series	97.06%	44.44%	8.63%	3.84%	0.27%	0.01%

IOUs SMB Outage Communications by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Storm Approaching	98.67%	36.61%	4.96%	1.82%	0.01%	0.00%
Storm Update	99.52%	38.86%	16.39%	6.37%	0.00%	0.00%

IOUs SMB Program Promotions by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Energy Efficiency	99.23%	33.85%	14.56%	4.93%	0.04%	0.01%
Lighting	98.912%	21.02%	3.62%	0.76%	0.00%	0.01%
Online Account Promotion	97.69%	14.92%	2.09%	0.31%	0.06%	0.00%
Paperless Billing	98.02%	11.96%	1.96%	0.23%	0.06%	0.00%
Payment Options	98.98%	25.95%	2.40%	0.62%	0.06%	0.00%
Miscellaneous	99.19%	20.48%	4.62%	0.95%	0.01%	0.01%

IOUs SMB Ancillary Messages by Topic

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Billing and Payment	98.93%	38.54%	15.15%	5.84%	0.05%	0.01%
Community	98.53%	20.33%	0.62%	0.13%	0.05%	0.00%
Energy Efficiency	99.66%	28.27%	0.98%	0.28%	0.05%	0.02%
Event Promotion	97.94%	19.49%	4.14%	0.81%	0.05%	0.00%
Safety	99.60%	29.00%	1.12%	0.33%	0.07%	0.00%
Survey	99.47%	18.33%	1.90%	0.35%	0.10%	0.00%
Miscellaneous	99.39%	43.28%	8.19%	3.54%	0.04%	0.01%

ELECTRIC COOPERATIVES ALL AUDIENCES

Co-ops Overall Performance by Audience

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Residential	98.32%	25.58%	13.88%	3.55%	0.12%	0.01%
Key Accounts	99.49%	35.32%	9.45%	3.34%	0.16%	0.02%
SMB	95.82%	28.34%	13.70%	3.88%	0.24%	0.00%
Overall Performance	99.26%	33.72%	10.12%	3.41%	0.15%	0.02%

Co-ops Overall Performance by Category

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Automated Campaigns	98.09%	55.30%	23.77%	13.15%	0.15%	0.02%
eNewsletter	99.28%	33.37%	9.75%	3.25%	0.16%	0.02%



MUNICIPAL UTILITIES ALL AUDIENCES

Municipals Overall Performance by Audience

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Residential	98.98%	27.20%	10.66%	2.90%	0.26%	0.01%
Key Accounts	97.31%	26.64%	22.24%	5.92%	0.20%	0.01%
SMB	97.45%	21.56%	13.18%	2.84%	0.31%	0.02%
Overall Performance	99.04%	40.44%	4.43%	1.79%	0.17%	0.01%

Municipals Overall Performance by Category

	Delivery Rate	Open Rate	CTOR	CTR	Opt-Out Rate	Complaint Rate
Ancillary Messages	99.28%	48.18%	0.96%	0.46%	0.12%	0.01%
eNewsletter	98.62%	26.63%	12.60%	3.35%	0.25%	0.01%
Program Promotion	98.98%	49.24%	23.97%	11.80%	0.44%	0.03%
Welcome Series	98.46%	61.32%	19.56%	11.99%	0.36%	0.02%

RESIDENTIAL CONTENT FOR ALL UTILITY TYPES

Popular Content Overall - Residential Audience

Title	Content Type	Pageviews
Are You Cool With Your Air Conditioning System?	Article	53,799
What Are Your Home Cooling Habits?	Article	26,963
Beyond the Bulb: 3 Ways to Save on Lighting	Article	24,266
5 Ways to Save Without Spending Money	Video	21,522
Make Time for Savings This Morning	Infographic	20,811
Make Time for Savings This Evening	Infographic	20,678
Fact or Fable? You Shouldn't Shower During a Thunderstorm	Infographic	20,608
Energy-Saving Tips for Fall	Media essay	20,124
Crank up the Savings on Your Heating This Winter	Infographic	19,344
Simple Steps to Saving Energy at Home	Infographic	17,359



RESIDENTIAL CONTENT FOR ALL UTILITY TYPES

Popular Video Content - Residential Audience

Title	Pageviews
5 Ways to Save Without Spending Money	21,522
Are You Aware of Phantom Energy?	16,133
Room for Energy Savings: Laundry Room	16,130
Does Putting Lids on Pots Really Cook Food Faster?	10,736
You Can Install a Smart Thermostat	7,930
3 Cheers for Air Source Heat Pumps	7,040
Room For Energy Savings: Holiday Decorating	6,491
You Can Install a Ceiling Fan	5,110
Energy Innovators: 3 Facts About Edith Clarke	3,099
5 Ways to Save While Decorating for the Holidays	2,489



RESIDENTIAL CONTENT FOR ALL UTILITY TYPES

Popular Infographic Content - Residential Audience

Title	Pageviews
Make Time for Savings This Morning	20,811
Make Time for Savings This Evening	20,678
Fact or Fable? You Shouldn't Shower During a Thunderstorm	20,608
Crank up the Savings on Your Heating This Winter	19,344
Simple Steps to Saving Energy at Home	17,359
Tips for Cool Summer Savings	16,533
Spring Cleaning for Energy Savings	13,529
Smart Plugs: Advanced Features to Look For	8,227
Space Heaters: Advanced Features to Look For	7,876
Simple Ways to Save Water at Home	5,233



RESIDENTIAL CONTENT FOR ALL UTILITY TYPES

Most Popular Social Posts for 2021

Rank	Title
1	Keep Your Home Comfy and Save Energy by Replacing Your Furnace Filter
2	Do You Have Uncool Air Conditioning Habits?
3	What You Should Do If You See a Downed Power Line
4	Let's Get to the Bottom of Some Common Home Energy Myths
5	Is Your Home Computer System Safe from Cyberattacks?
6	Count Down the Energy Savings with These New Year's Resolutions
7	Falling Back: The History of DST
8	Small Businesses: Get to Know the Heroes of the American Workforce
9	Charged Up! Breaking Down the Finicky Smartphone Battery
10	Untangling the Options: Different Types of Electric Vehicles Explained



BUSINESS CONTENT FOR ALL UTILITY TYPES

Popular Content Overall - Business Audience

Title	Content Type	Pageviews
6 Energy-Saving Tips for Difficult Times	Article	1,136
Your Cooling System: A Mid-Summer Checkup	Infographic	1,110
Energy Trends to Watch in 2021	Article	1,028
You Can Upgrade Your Business to LED Lighting	Video	966
5 Steps to Winter Savings and Comfort	Infographic	818
Air Conditioning: 5 Signs That You Should Upgrade	Article	770
Energy Battle: Standard vs. Advanced Power Strips	Infographic	748
The Best Kept Secret in Energy Efficiency	Article	735
Solar Energy: Answering Your Questions	Article	699
Who Wants To Be An Energy Expert? Beneficial Electrification	Infographic	685

BUSINESS CONTENT FOR ALL UTILITY TYPES

Popular Video Content - Business Audience

Title	Pageviews
You Can Upgrade Your Business to LED Lighting	966
The Cost of Doing Nothing: LED Lighting Upgrade	596
5 Ways to Save on Space Cooling	568
5 Ways to Save in Your Office	395
Space for Energy Savings: Office Space	359
Space for Energy Savings: Server Room	280
Energy Answers: Workplace Temperature Settings	274
Reduce Phantom Power with Advanced Power Strips	245
Which Type of Energy Audit is Right For Your Facility?	228
How to Read a Motor Nameplate	225



BUSINESS CONTENT FOR ALL UTILITY TYPES

Most Popular Webinar Topics for 2021

Rank	Title
1	Energy Efficiency for Commercial Customers
2	Energy Efficiency for Schools
3	What's New in Lighting
4	Electrotechnology Industrial Processes
5	Fans for Ventilation
6	Energy Efficiency for Grocery/Convenience Stores
7	HVAC - Variable Refrigerant Flow & Mini-Splits
8	Healthcare Energy Efficiency
9	Developing a 2021 Energy Plan
10	Wastewater Treatment



About Us

Questline is a marketing and technology agency that builds engaging experiences throughout the utility customer journey, boosting program participation and overall satisfaction.



www.questline.com
800-242-3654
info@questline.com

We Make Energy
Engaging

