

Data Marketing, Inc.

Data Driven Renewable Energy Marketing Tips

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Our Philosophy

- ◆ We listen to the data
 - ◆ Even if it goes against instinct

- ◆ Data drives the
 - ◆ Who
 - ◆ What
 - ◆ When
 - ◆ Where
 - ◆ Why
 - ◆ How



Selling Solar In The South

- ◆ Data doesn't care about cultural presuppositions
 - ◆ Neutral markers
 - ◆ Predictive modeling
 - ◆ Integrated channels
 - ◆ Continuous feedback
 - ◆ More with less
- ◆ Results
 - ◆ Lower COA
 - ◆ High response rates



Filling In The Gaps

- ◆ Data hygiene
- ◆ “Back into” what you don’t have
- ◆ Consider the sources



Always Learning

- ◆ Use negative responses as a learning opportunity
- ◆ Challenge yourself and the data