



NETWORKS

# Beat the Peak Domestic Pilot Lessons Learned

CRU Presentation

25th October 2023

## Why it matters!

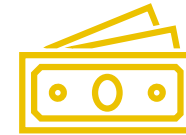
Beating the Peak

ESB Networks introduced a number of energy saving schemes for winter 2022 to help both domestic and commercial customers reduce their demand during peak hours.

- Conservation Voltage Reduction
- Beat the Peak Commercial
- Beat the Peak Domestic



Secure Electricity



Lower Cost



Lower Carbon

# What we'll go through today

---

- Why Beat The Peak matters
- Recap Pilot aims and objectives
- A look at our measurement approach
- Setting the scene
- Pilot Learnings:
  - Pilot participation
  - Impact of the Pilot
  - Testing Pilot Incentive Structure
  - Focus on Participant Comms
- Key Learnings for next iterations



## Beat The Peak Pilot Aims

## Objective:

To **gather robust learnings around behavioural interventions** in order to driving meaningful changes in customers peak time electricity usage.

To that end, to test & learn what **incentive mechanics were the most effective** at driving participation and prompted action.

## Strategy:

To deliver Energy Events to opted-in customers, nudging them towards desired action.

To support those events by delivering a customer facing awareness & educational **communications campaign**

- driving awareness of key concepts, i.e. **Role of Wind & Peak Time Hours**
- supporting **attitudinal shifts** around **personal control** of electricity usage
- encouraging **behavioural change** around electricity consumption.

## Target:

To recruit 15,000-30,000 Customers

while setting up an agile pilot infrastructure that could adapt based on customer engagement and feedback.

Creating a strong foundation for an on-going Beat the Peak Domestic programme.



# Beat The Peak Domestic Pilot

## Measurement approach

# Three key measurement lenses

In designing our measurement approach for this campaign, we wanted to ensure that we were making the measurement framework work as hard as possible. We want to make sure it does three key things efficiently and to a high standard.

## Success

Deliver clear understanding as to the overall impact on campaign objectives.



## Insight

Help us gather actionable learnings about our audiences and the strategic approach.

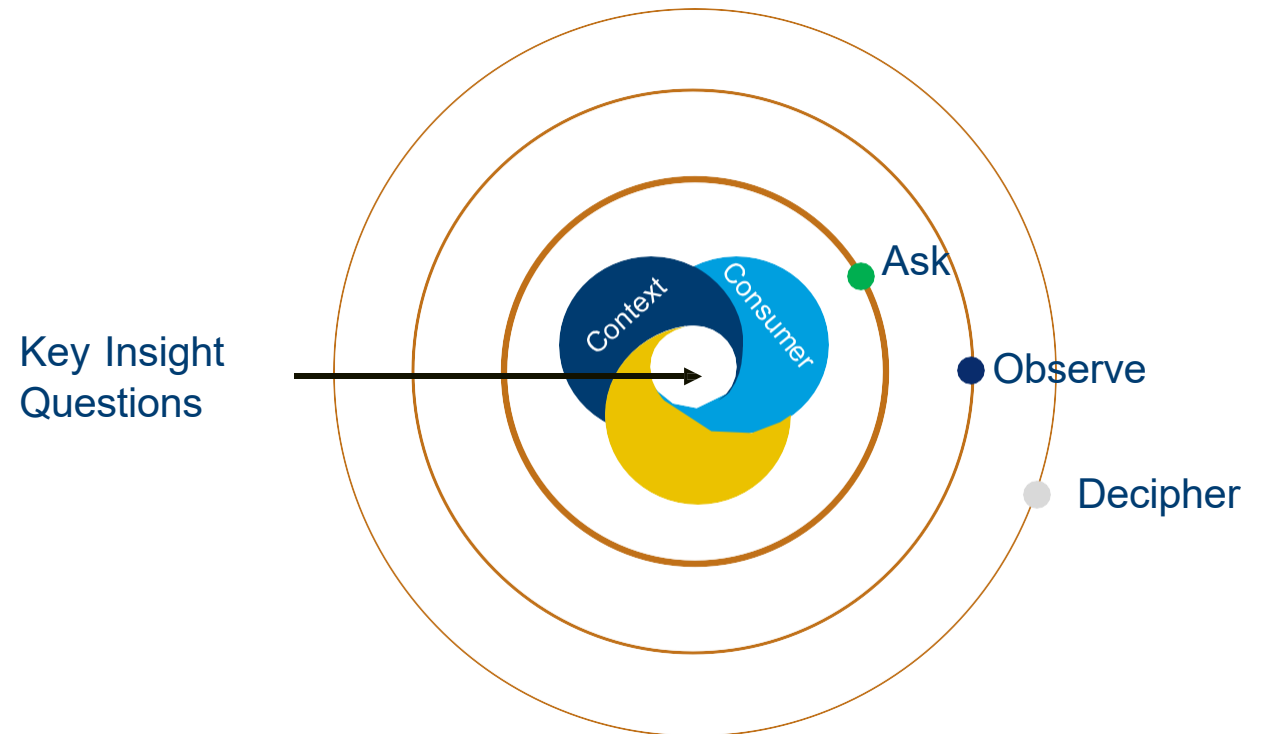
## Health

Enable us to monitor the health of the overall campaign so that can continually optimise approach & content and course-correct if necessary.

We know that when asked, people do not always mean what they say nor quite know what they think, and this can be a limitation of more traditional research.

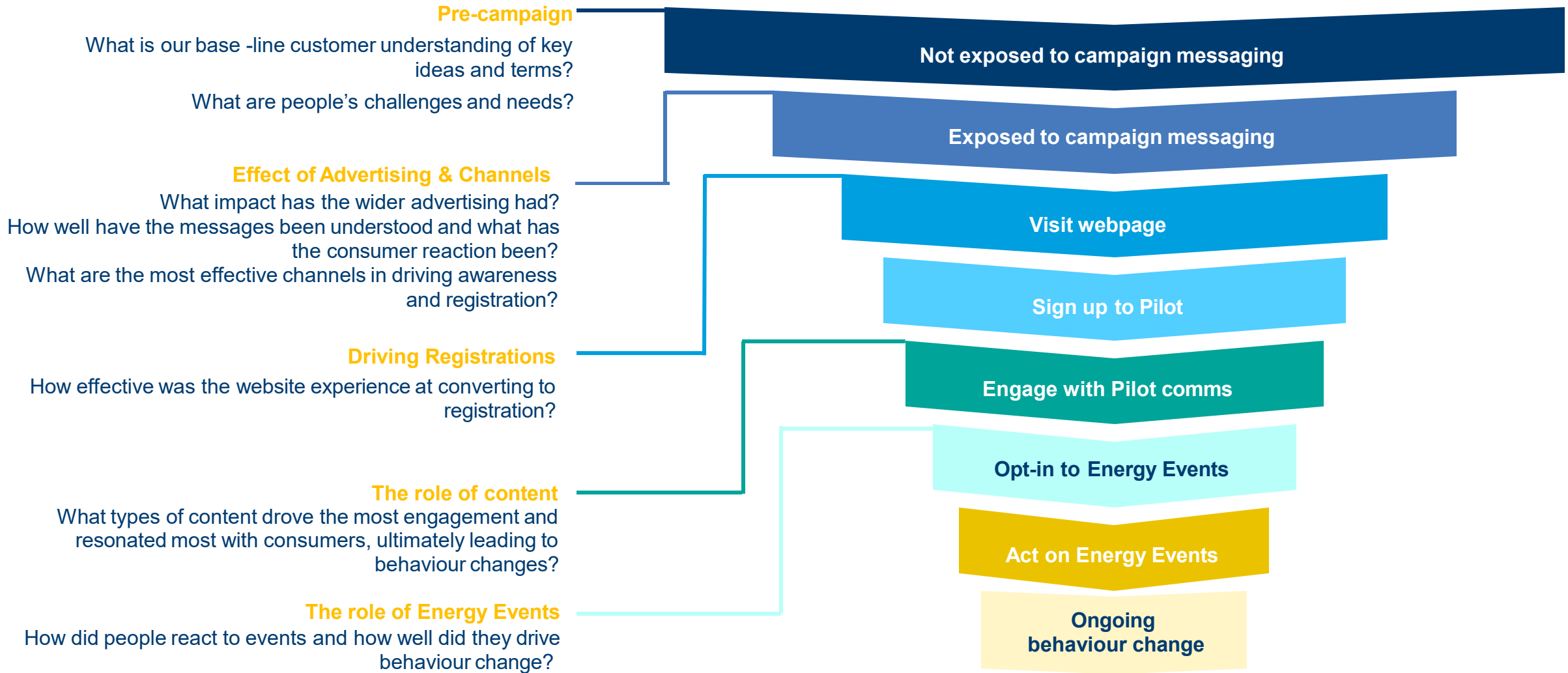
This is why we did not want to rely solely on claimed data for our measurement approach.

We took a multi-layered approach to understanding consumer mindsets and behaviours to get to better understand the impact of the Pilot.



- **Ask** participants outright about their perception & experience
- **Observe** their behaviours through interactions
- **Decipher** intent and meaning by overlaying of data

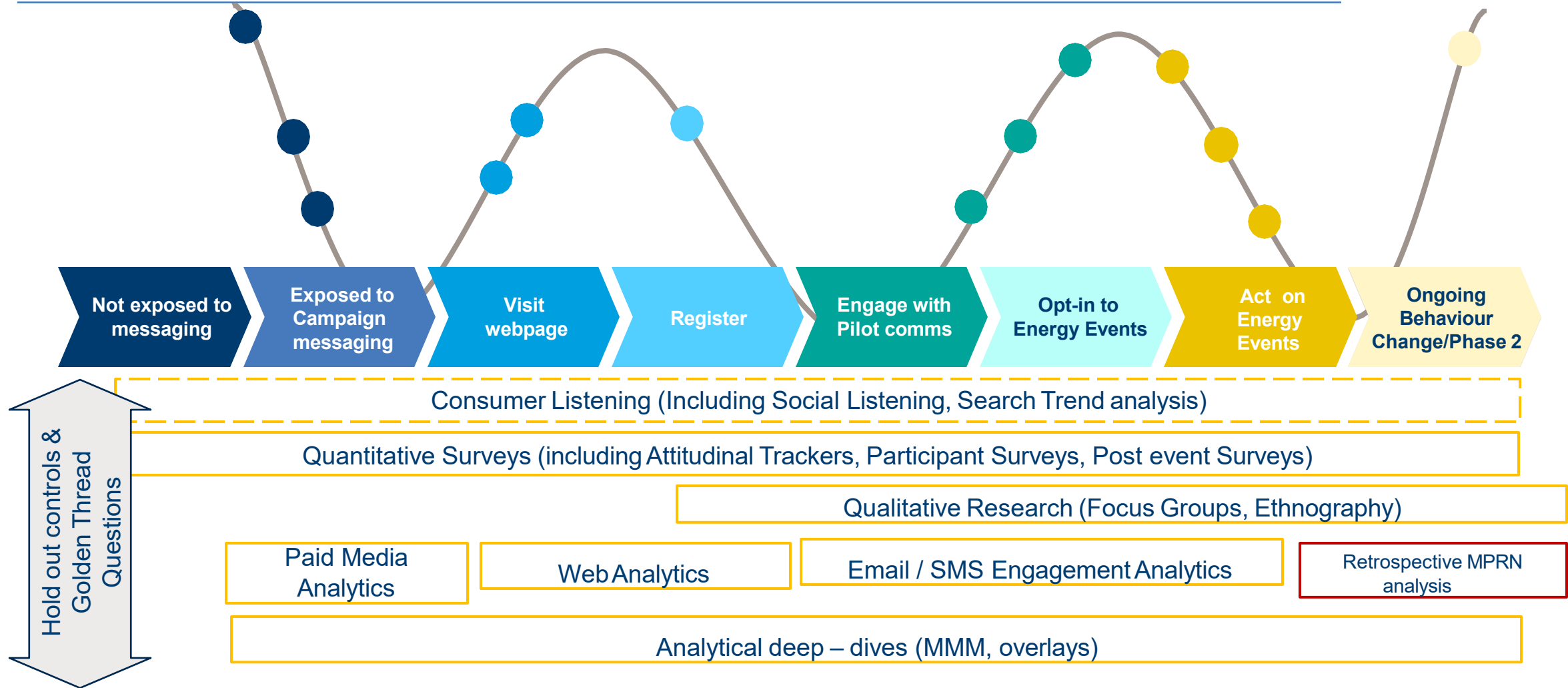
# Understanding performance and impact at each stage of the 'funnel'



# Multi-layered Measurement Strategy

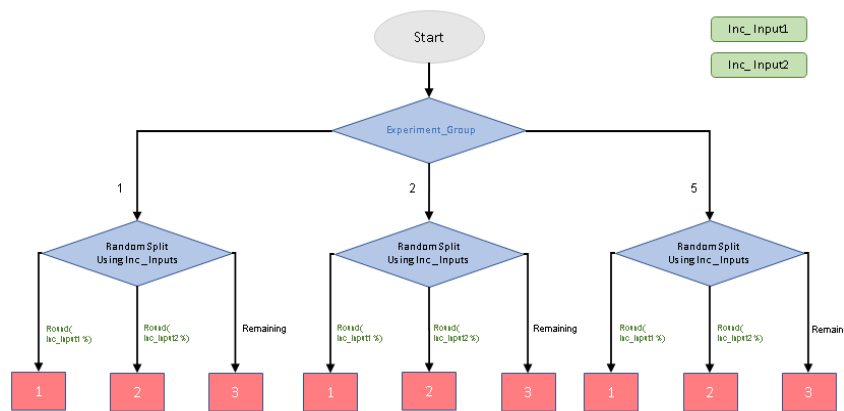
TOUCHPOINTS

MEASURES



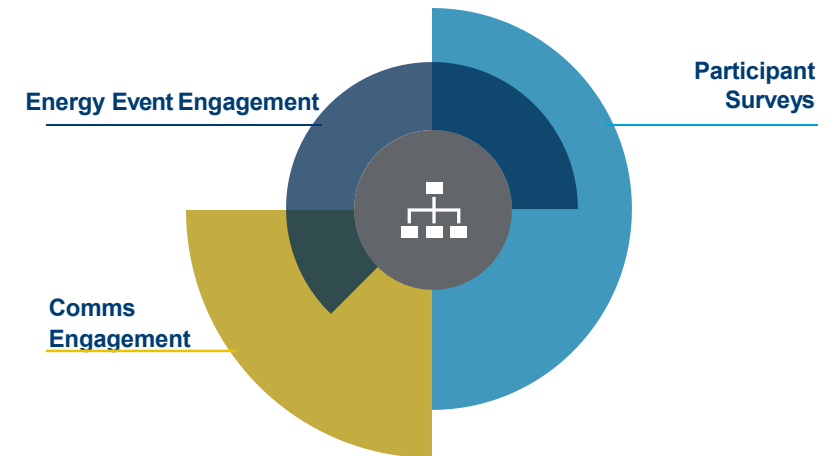
- ASK
- - - OBSERVE
- ..... DECIPHER

A foundational test design was developed that underpinned the Pilot activation experience and the tests within it. It informed the comms, experience and incentives that each participant received and enabled more impactful learnings.



## Control Based Test Structure

By randomly isolating people into separate cohorts from Day 1 through VBA logic, differentiated experiences could be delivered to stratified groups of people in a way that would enable us to understand the incremental impact of each pilot element.

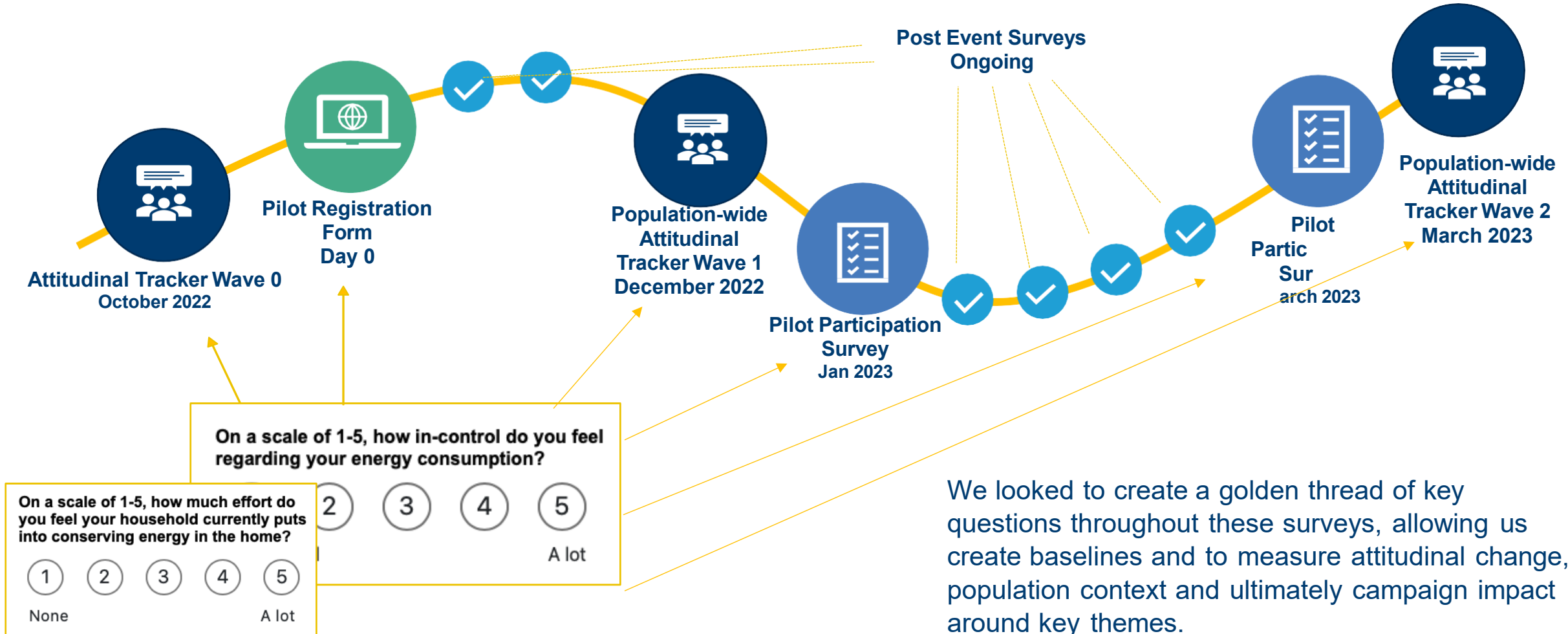


## More insightful data lenses

Through targeting and dedicated journey workflows, these test cohorts were extended through multiple data and research lenses, allowing more granular and insightful learnings to be uncovered.

# Applying Quantitative Golden Threads

There are a number of opportunities to capture public and participant responses during the Pilot.



We looked to create a golden thread of key questions throughout these surveys, allowing us create baselines and to measure attitudinal change, population context and ultimately campaign impact around key themes.

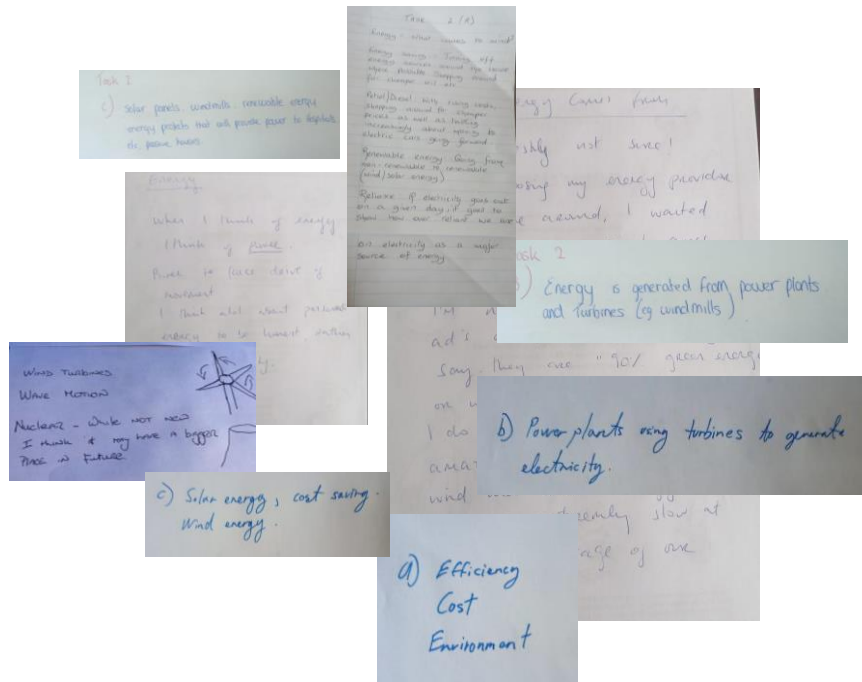
# Setting the scene



# Gathering insights to inform Pilot design

We spoke to members of the public upfront to capture their views and expectations. Via focus groups and using Whatsapp groups over the course of 3 weeks, they provided notes, images and feedback in real-time.

We fit into their everyday lives and set them exercises so they could experiment with behaviour change and then give us their views.



I am confused over Peak Hours, I'm not sure about when it is, or why its important.

I relate to energy efficiency at a personal level first, not really at a national level.

I equate saving energy with saving money.

Don't lecture or sell to me.

I would be willing to help with Peak Events, but I need to understand why.

I expect to interact online, I'm used to it in other areas of my life.

I would be willing to spend longer signing up if it leads to a deeper understanding of my energy use and customised advice

Energy is already a key topic of conversation in my life.

# The Pilot occurred amid the backdrop of the 'Cost of Living Crisis' and multiple sources of cost-saving messaging co-existed

OCT				NOV				DEC				JAN				FEB				MAR					
03/10	10/10	17/10	24/10	31/10	07/11	14/11	21/11	28/11	05/12	12/12	19/12	26/12	02/01	09/01	16/01	23/01	30/01	06/02	13/02	20/02	27/02	06/03	13/03	20/03	27/03

Pilot Timing Map

- 11<sup>th</sup> Oct- Internal Pilot Starts
- 26<sup>th</sup> Oct- Public Pilot Starts
- 6<sup>th</sup> Dec - Energy Event Programme Opt-in Opens
- 1<sup>st</sup> Feb Phase 2 Events opens
- 31<sup>st</sup> Mar Pilot Evaluation Period Ends

Ireland key events/ news



13<sup>th</sup> Oct **Third level students stage walk-outs** protesting the cost-of-living crisis

The dramatic **fall in gas prices** across Europe coupled with **record profits for energy companies** continued to dominate the Energy crisis conversation.



A new **Subreddit dedicated to the topic of energy saving** in Ireland was launched



**Government schemes** announced to help **tackle rising energy costs** for sports clubs & voluntary orgs.



28<sup>th</sup> Nov **Minister Eamon Ryan** reveals that the revised **Climate Action Plan envisaged Moneypoint switching from coal to oil**

30<sup>th</sup> Nov Dublin ranks as one of the **worst cities in the world for cost-of-living** in the Expat City Ranking 2022

A cold snap and low winds drove online conversation on Energy crisis



**Homeless records reach a record high** of 11,600 people in emergency accommodation



11<sup>th</sup> Jan- A CSO Report shows that almost 60% of 18-28 year olds are considering emigrating to lower their cost of living

13<sup>th</sup> Jan Participation in the University of Galway Energy Expo led to online conversation about the Pilot.

Cost of Living conversation continued to decrease, with speculation on what 2023 will bring in terms of inflation, recession.



16<sup>th</sup> Feb- The CSO reports a decrease in Ireland's inflation in January, from 8.2% to 7.8%

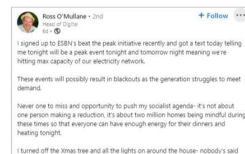


21<sup>st</sup> Feb The Government announce a €1.3 billion cost-of-living package, aiming to help families, businesses and motorists



The focus of the broader cost of living crisis conversation included **grocery bills, claims of price gouging** along with **calls to follow Germany with public transport price caps**

Continued **falls in wholesale energy prices** – and questions about **when consumers would see impact.**



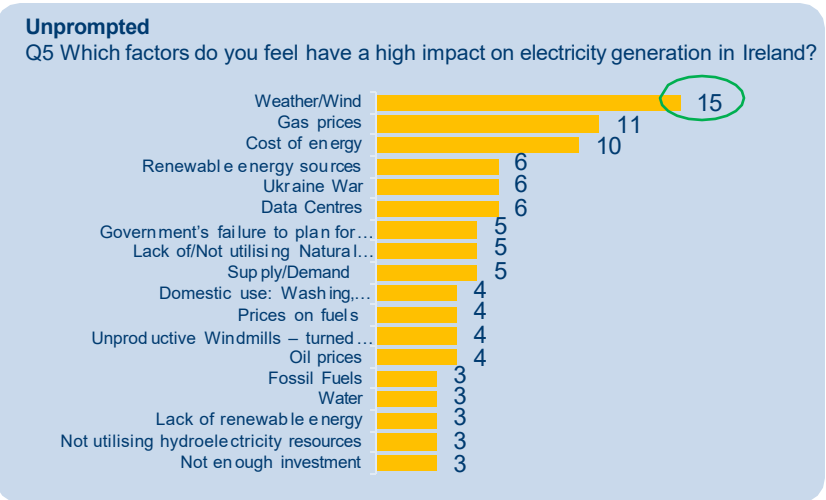
The launch of the EV Charging Strategy and continued falls in gas wholesale prices mainly drove energy crisis online conversation

# The Is This A Good Time? Pilot Customer Journey

# Baseline awareness of key messaging was lowest amongst younger demographics

At an unprompted level there was some awareness amongst the wider population of Wind having impact on electricity generation.

However, Time of Day did not come up significantly

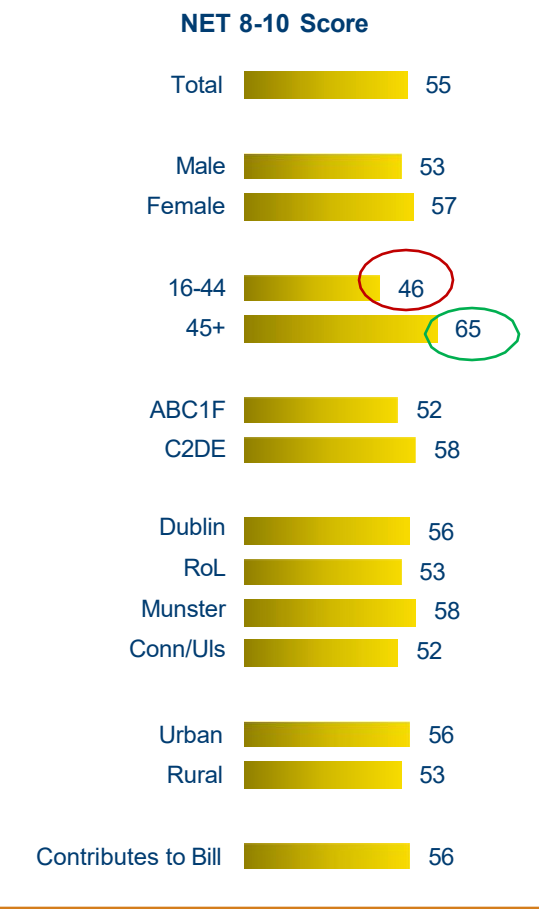


Wave 0 Attitudinal Tracker  
Q5 Which factors do you feel have a high impact on electricity generation in Ireland? OPEN ENDED  
Base: All Adults 18+; n=1023

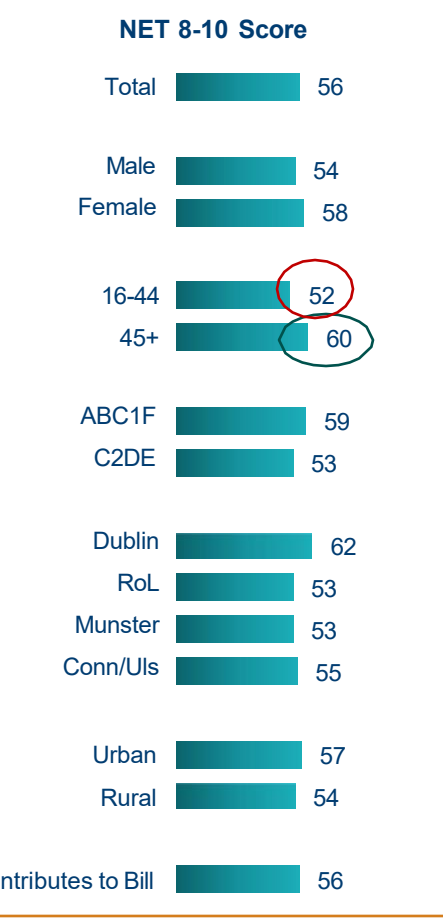
However, when prompted there is a reasonable level of awareness for both, with 55% and 56% strongly agreeing.

There is a distinct difference in agreement however when looking at age group. Younger respondents showing lower awareness than the older cohort.

## Time of day of electricity usage



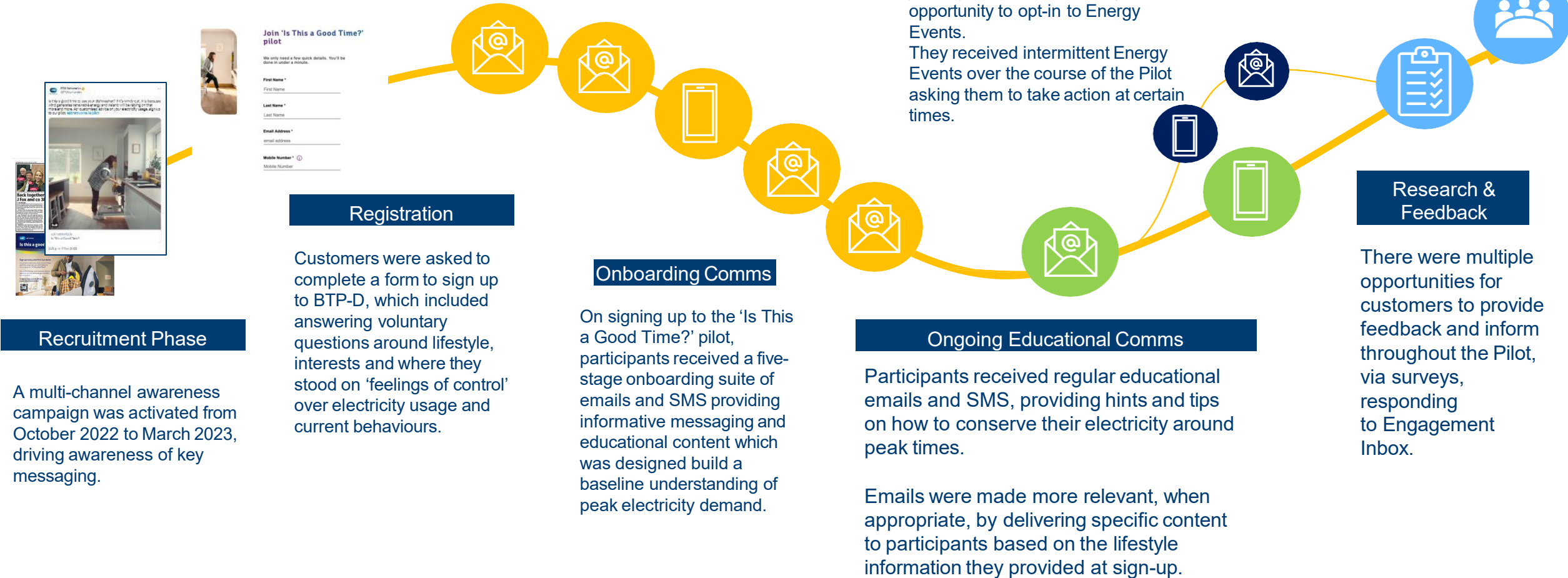
## The amount of wind



Wave 0, 1 Attitudinal Tracker  
Q6 What impact do you think the following have on electricity generation in Ireland?  
1 "no impact at all", 10 "very high impact"  
Base: All Adults 18+; n 1012

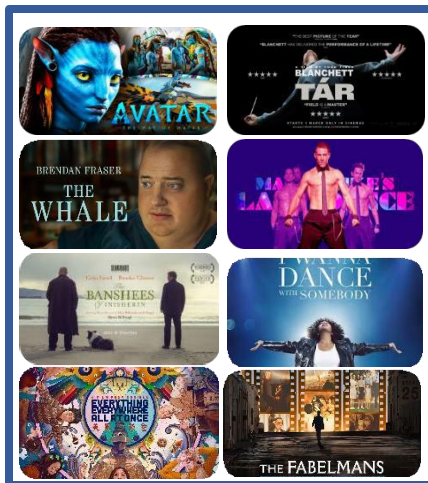
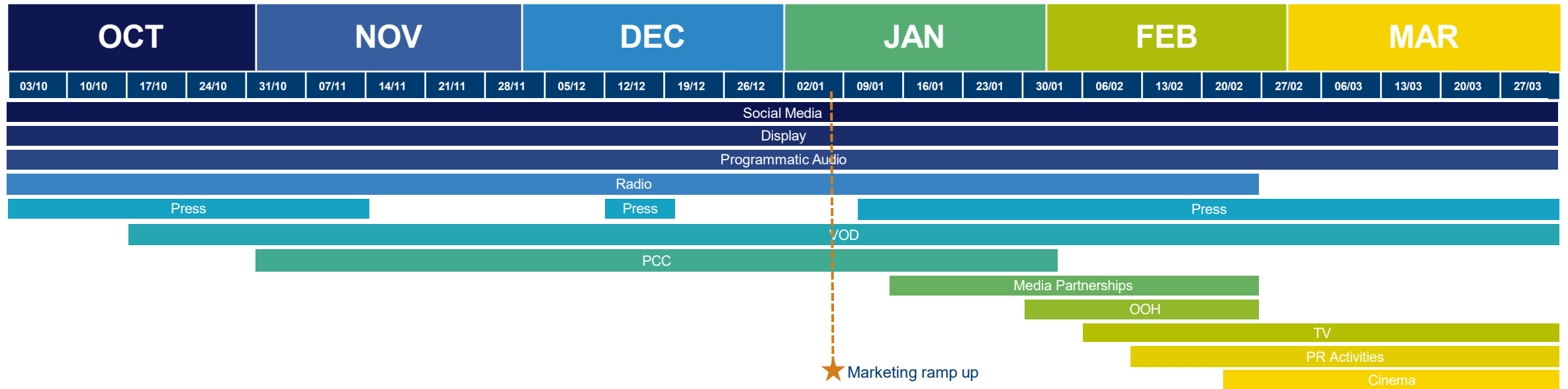


# Mary's Customer Experience Map



# Pilot Registration

# Pilot awareness was driven by a multi-layered approach ranging from TV & Cinema to Social & Influencers



# Supplier activity and Advertising ramp up drove peaks in registrations



	October	November	December	January	February	March
Unique Pageviews* (UPV)	7,056	15,071	22,319	31,873	44,457	27,366
Avg Time on Pages	2:24	2:23	2:14	2:15	2:28	2:20
Registrations	1,280	1,639	2,244	4,441	5,411	2,482
UPV to Regs ratio	18.2%	15.8%	14.1%	24.5%	20.2%	13.1%

# Modelling showed that Registration growth relied heavily on paid media while digital media was the most efficient at driving registrations.



## ★ Paid media is an important tool in driving registrations.

Modelling showed that paid media drove c64% of Registrations over the period.

Typically, paid media tends to drive in the region of 45%-55% when looking at more 'product'-based campaigns.

This shows that for a campaign such as this, paid media is vital as both an awareness driver, an educator and a direct driver to registration.

## ★ Channels such as TV & Press work well as awareness drivers, but digital media was the most efficient at specifically driving registrations..

While less money was spent on Social, Search and Influencers, they showed the highest impact compared to money spent.

CHANNELS	INCREMENTAL REGISTRATIONS	INCREMENTAL % (CONTRIBUTION)	EFFICIENCY (VS MONEY SPENT)
<b>Total</b>	<b>11,003</b>	<b>64.1%</b>	<b>0.71</b>
Press	1,746	10.2%	0.61
Radio	582	3.4%	0.21
TV	1,322	7.7%	0.51
OOH	1,917	11.2%	0.74
Cinema	338	2.0%	0.88
Display	1,208	7.0%	0.73
VOD	1,361	7.9%	1.42
Event	730	4.3%	1.11
Paid Social	907	5.3%	2.11
Audio	449	2.6%	1.21
Influencers	224	1.3%	1.87
Paid Search	218	1.3%	1.89

# When asked in January, Pilot participants claimed that Advertising drove 50% of Pilot awareness, with Social & WOM performing best amongst younger audiences

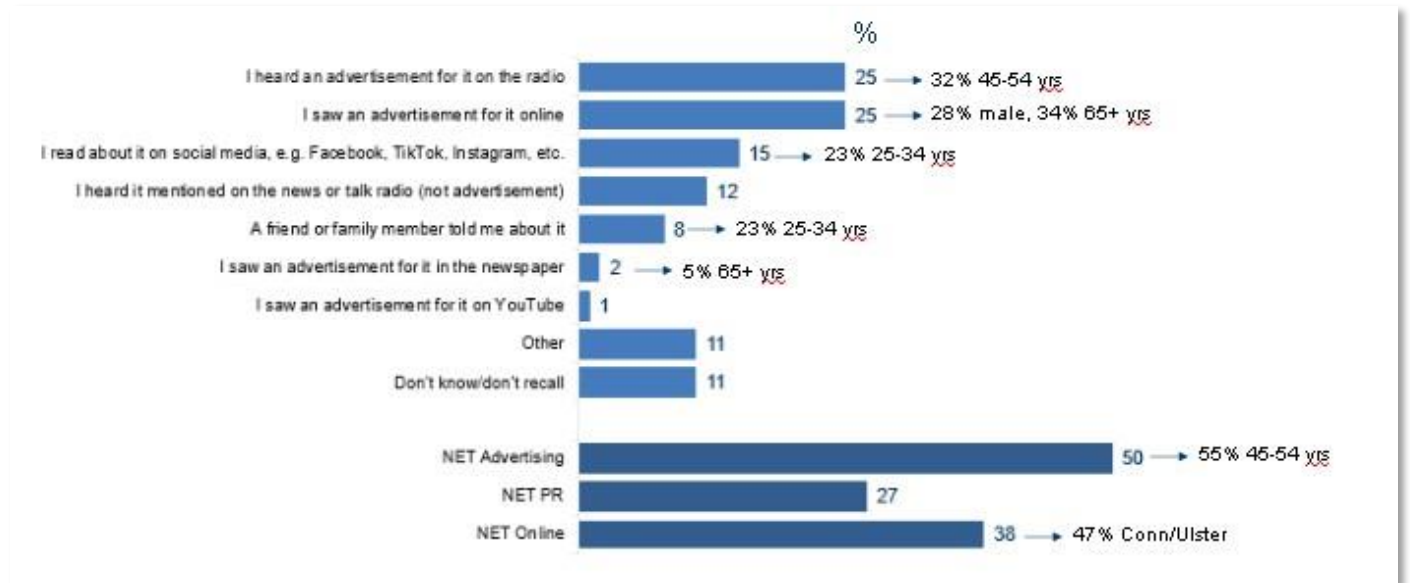


When asked how they found out about the Pilot, **Advertising accounted for 50% of claimed awareness** drivers amongst participants, it working particularly hard for 45-54yrs (55%)

**Social Media was an important driver for younger audiences** (23% for 25-34yr olds compared to only 15% for all respondents)

**Word of Mouth also played an important role for younger audiences** with 23% vs only 8% for wider group.

There was a higher uplift in Newspaper seen for older 65+ groups.



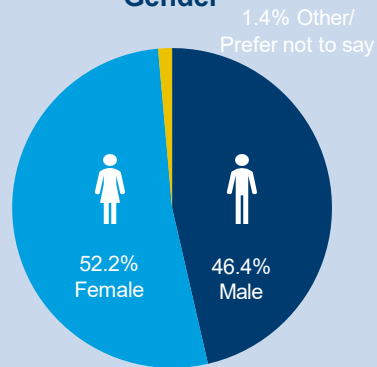
Jan Participant Survey  
Q1. Firstly, we would love to know how you found out about the 'Is This a Good Time? Pilot'?  
Base: All respondents, n=2,020

# Who Registered to the Pilot?

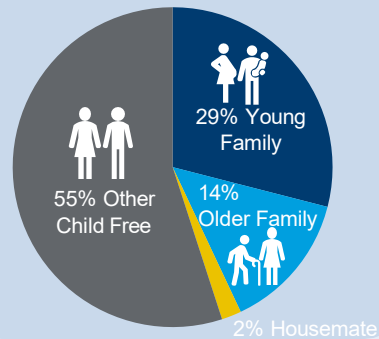
## 18,322 Customers registered to the Pilot

98.3% Providing us with additional data at Registration\*, 79% providing MRPN (as of 31/02/23)

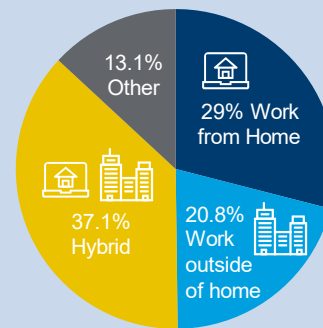
### Gender



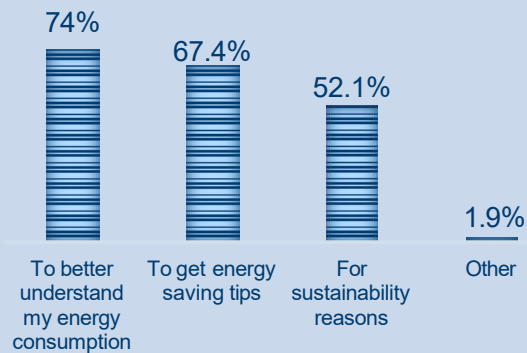
### Household Segment\*\*



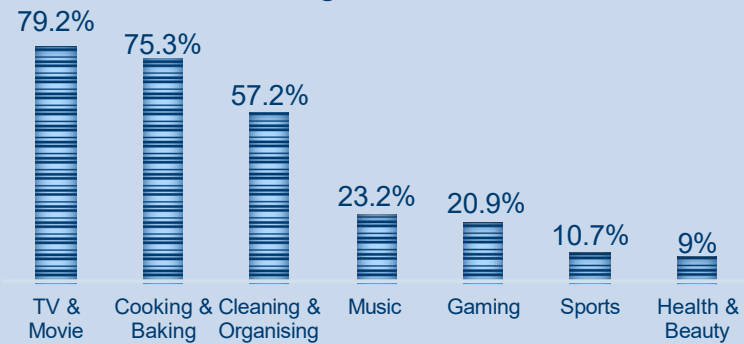
### Working Situation



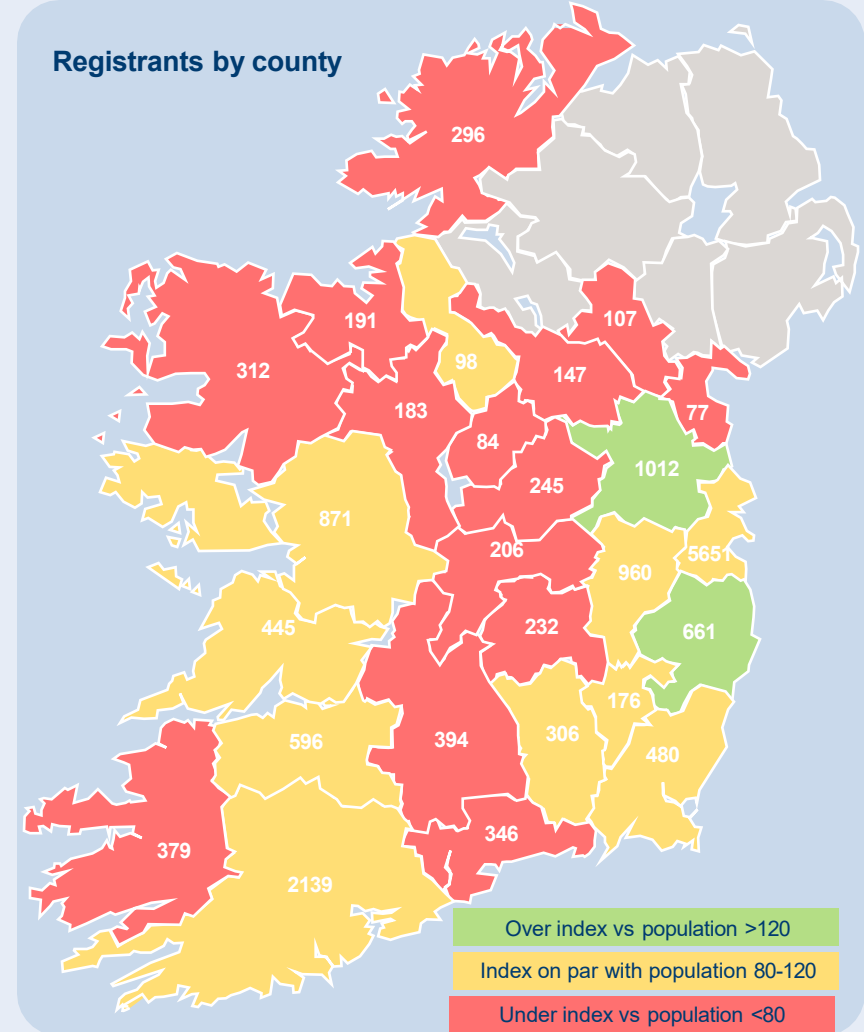
### "Why are you signing up to this programme?"



### "Which of the following do you spend a lot of time doing at home?"



### Registrants by county



# Many participants are already on an energy conservation journey

At registration we ask two key questions which help us to monitor mindset (Control) and behaviour change (Effort) over the course of the Pilot.

We also asked these same questions of the wider Irish population via an attitudinal tracker survey in October & Dec

## Effort

“On a scale of 1-5, how much **effort** do you feel your household currently puts into conserving energy/electricity in the home?”

## Control

“On a scale of 1-5, how in-**control** do you feel about your energy/electricity consumption?”

### Pilot Participants at Registration

**3.5**  
Avg score



**3.0**  
Avg score

### Wider Population

**2.1**  
Avg score



**2.8**  
Avg score



Comparing the average scores two key things can be noticed.

Firstly...

Those that registered for the Pilot provide higher scores for both questions compared to the wider population, suggesting **registrants are more primed and already on an energy conservation journey.**

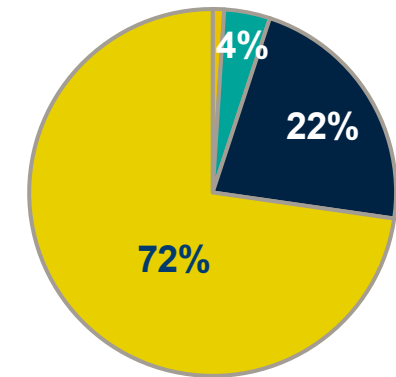
Secondly...

The wider population has a lower Effort score than Control. They feel relatively more in control and perhaps therefore don't feel the need to make an effort they do not perceive an imbalance.

This is the opposite for Registrants. Their Effort score is greater than their Control score.

So despite starting from a relatively large Effort point, registrants feel there is still more control to be gained. This indicates there is a job to be done to make the wider population more aware of the imbalance.

# The registration process: Overall, it performed well, 78% completing the form and 94% rating the process 4 or 5



■ 1 Very poor ■ 2 ■ 3 ■ 4 ■ 5 Very good ■

Jan Participant Survey  
 Q.2 How would you rate the sign up process for the "Is This a Good Time?" 1-5 scale from "very poor" to "very good". Base: All respondents; n=2020

Looking at Google Analytics, there was overall a very strong conversion rate from Landing Page through to registration, with 78% completing the form..

The conversion rate from Landing Page to Registration Page improved quite substantially in January, perhaps due to the advanced awareness gained over time, or more focused targeting.

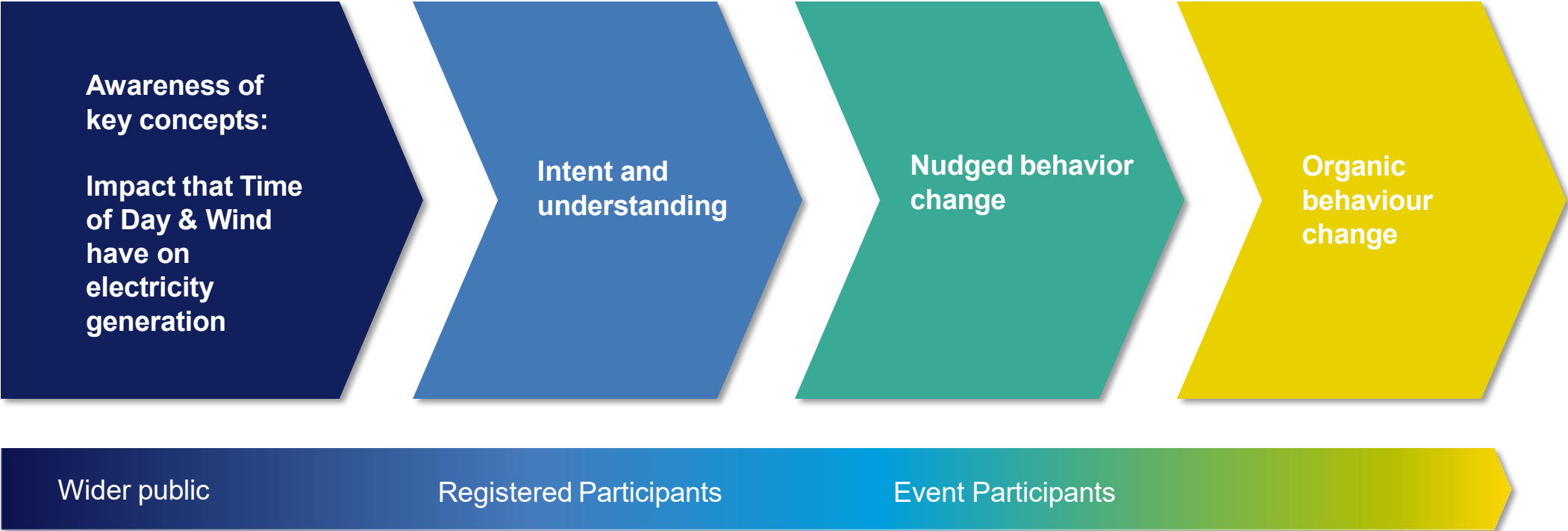
And we then saw heightened completion of Registration Form in the latter months as traffic driver targeting became more direct-response focused.

Supporting this strong conversion rate, when asked to rate the sign-up process 94% of people rated it 4+, with no respondents giving a Very Poor rating.

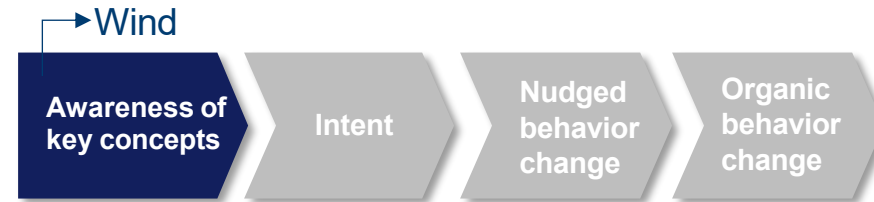
# Impact of the Pilot



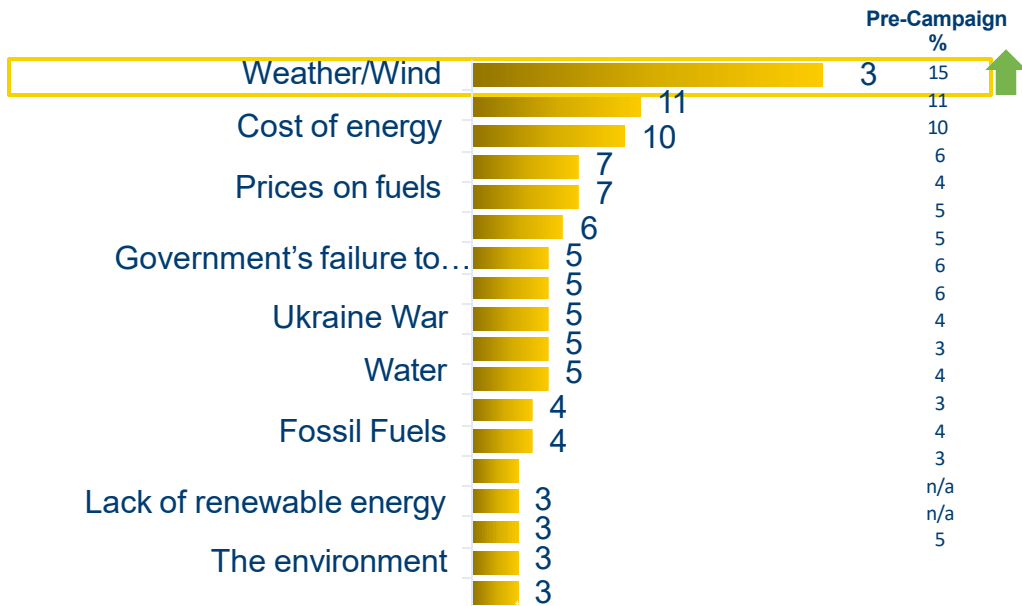
# There is a journey we must bring customers on to achieve behavior change.



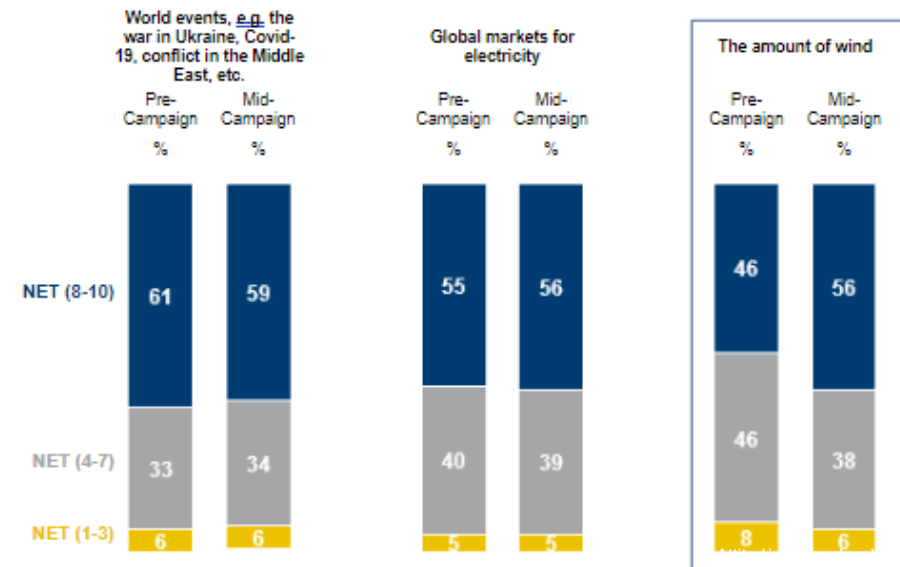
At a prompted and unprompted level we have seen signs of increased awareness of the impact of **wind** amongst wider population



### Unprompted

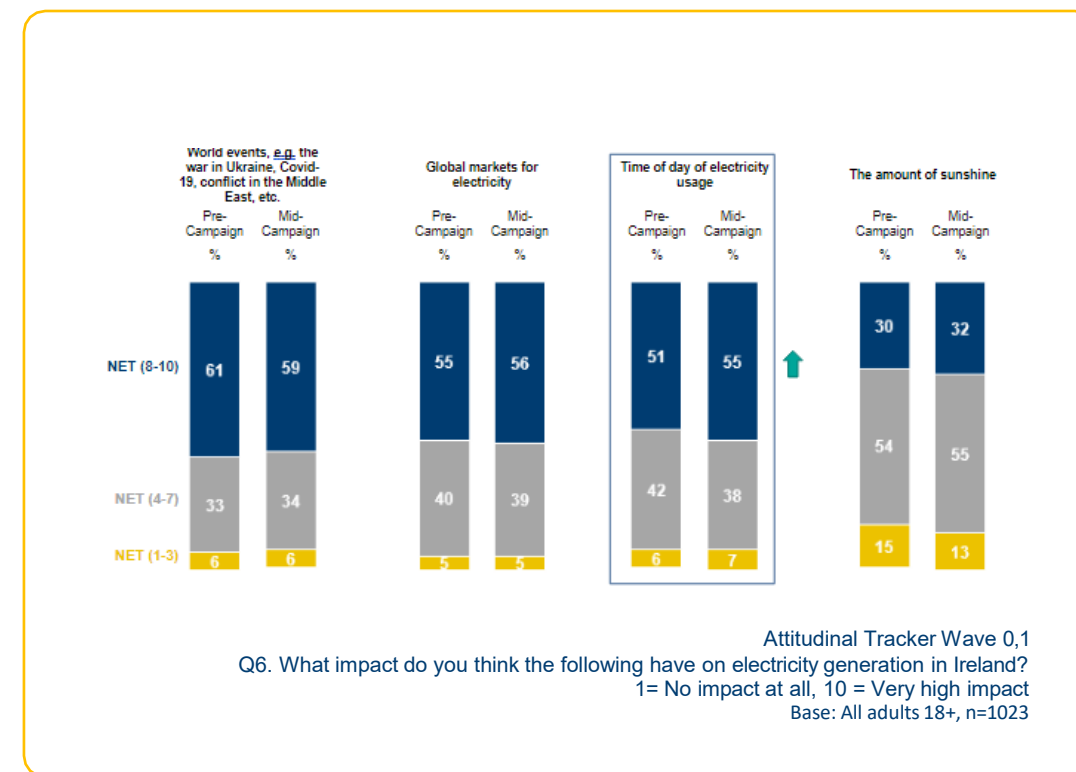
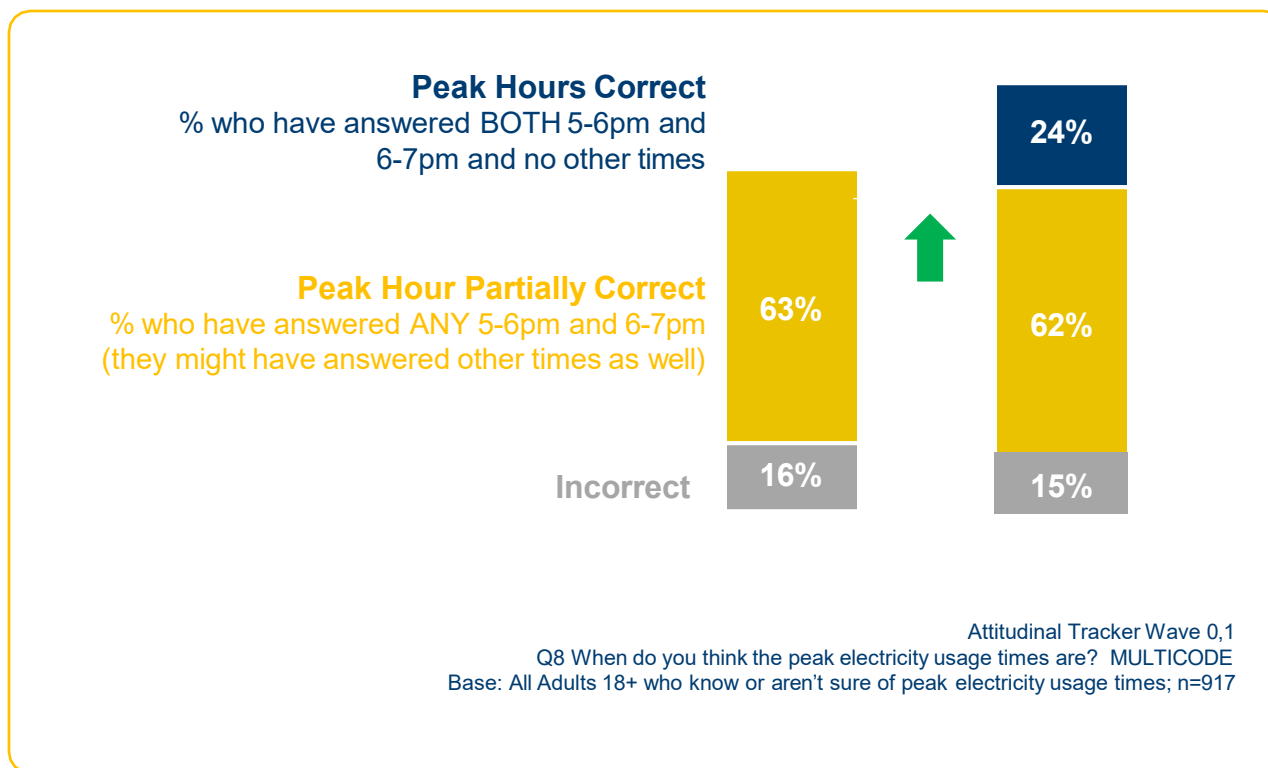


### Prompted



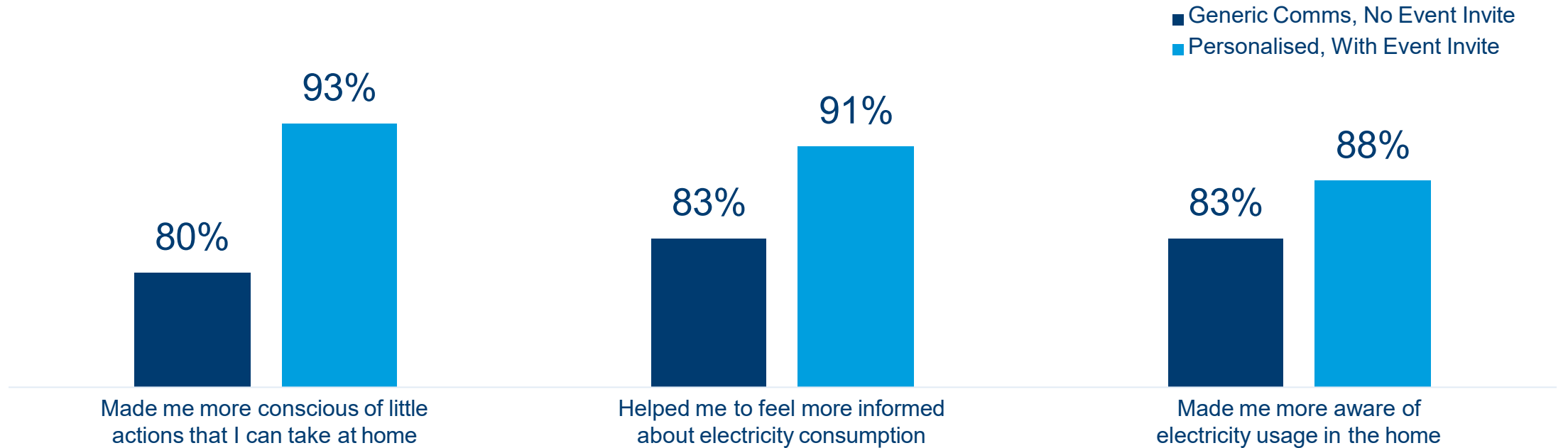
At an unprompted level there is some awareness amongst the wider population of Wind having impact on electricity generation, with 15% mentioning it. However, when prompted there is a reasonable level of awareness recognition, growing over time.

# Awareness of the impact of and the definition of Peak Hours have improved during campaign



Within the wider population, those getting the Peak Hours of 5-7pm correct improved during the campaign from 20% to 24%  
And when prompted, a higher proportion of people correctly identified 'Time of Day' as having an impact on electricity generation.

Those receiving a more enhanced version of Pilot feel more knowledgeable and empowered take than those receiving a more basic version.

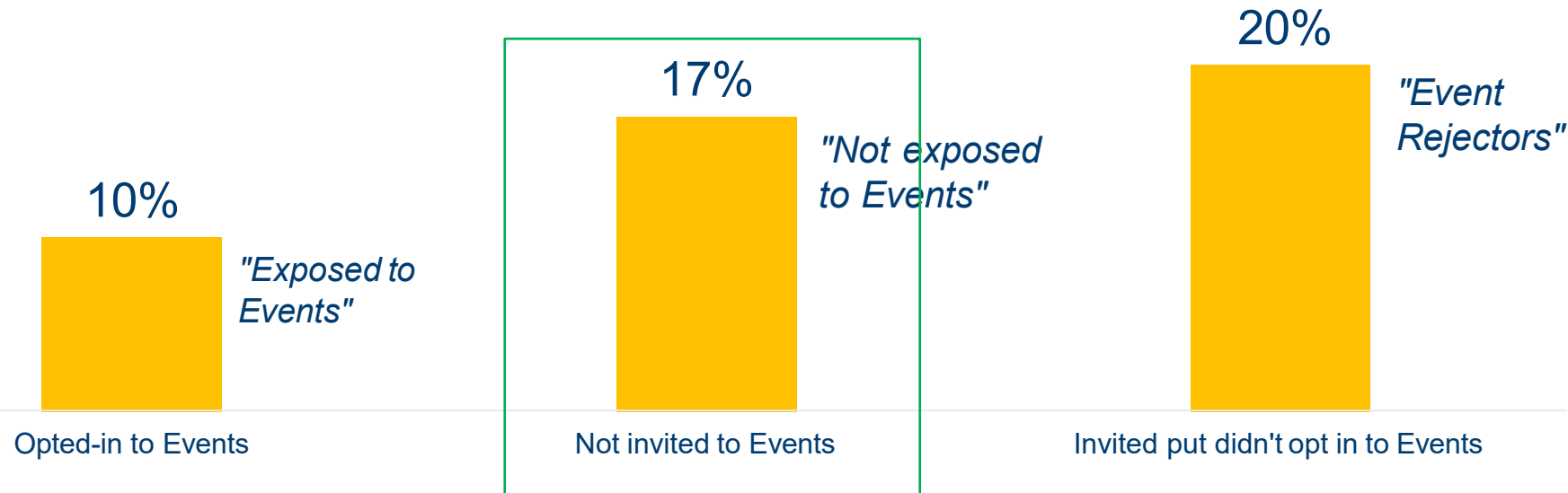


Jan 23 Participant Survey  
Q.3 How much do you agree or disagree with each of the statements?  
Base: All respondents; n=2020

# Those not taking part in Energy Events are more likely to ignore Peak Hours



% Agree with  
"I will use electricity how and when I need to regardless of peak hours"



Jan 23 Participant Survey  
Q.3 How much do you agree or disagree with each of the statements?  
Base: All respondents; n=2020

# Much positive and constructive feedback received throughout the Pilot



Over 90 emails were received organically to the Engagement inbox, 25% regarding vouchers, 61% providing compliments, feedback and constructive criticism.

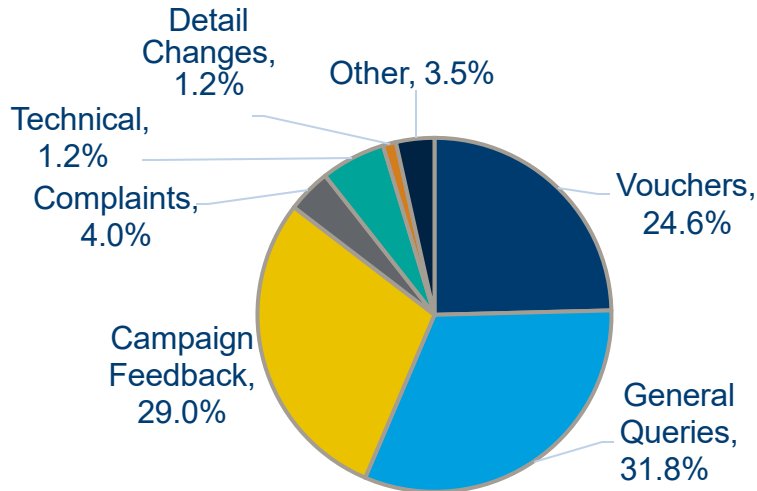
*"These emails are really opening my eyes, it's shocking when you realise what we use. Thank you so much!"*  
Dave



*"For the peak time window I decided to cook my dinners in the morning and then re-heat in the microwave later on. I did not use the oven during peak time."*  
Mary



*"Thank you for the suggestions. I have been taking some actions suggested for some time as I have solar panels and am guided by the sunlight and the battery. I did try to avoid peak time of 5-7pm. It isn't easy but I try to do certain things earlier or later when possible"*  
Patrick



*"Thank you for your email. As I'm a 77 year old pensioner, diabetic, and recovering from a broken hip, I need all the assistance you can provide me. Again, thank you."*  
Siobhán



*"The pilot is great but I would be very interesting in seeing how does our household compare to other households Thanks a million!"*  
Paul



*"Thank you so much for the tips. I didn't know any of this. I'm monitoring my usage so much more, especially during peak time. I'm saving up to invest in an airfryer!"*  
Dianne



*"Thanks for the tips below. With remote working can you give any tips of reducing consumption for PCs, laptops or show what hourly consumption is for these? There is a bigger shift from business consumption to domestic, so this would be interesting"*  
Lauren



# The Pilot as a whole drove positive impact

Tracking the change in Golden Question scores from Registration to End of Pilot across different groups we can see the increasing impact that the Pilot elements bring. This increasing impact is strengthened when looking at the Pilot Engagement score for each group.

**Control** "On a scale of 1-5, how in-control do you feel about your energy/ electricity consumption?"

**Effort** "On a scale of 1-5, how much effort do you feel your household currently puts into conserving energy/ electricity in the home?"

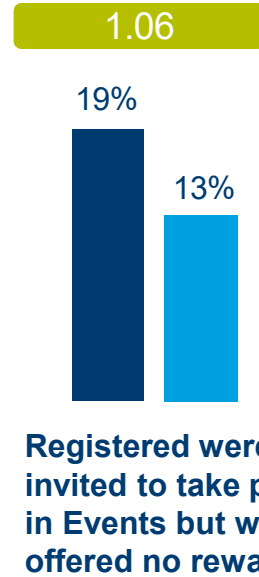
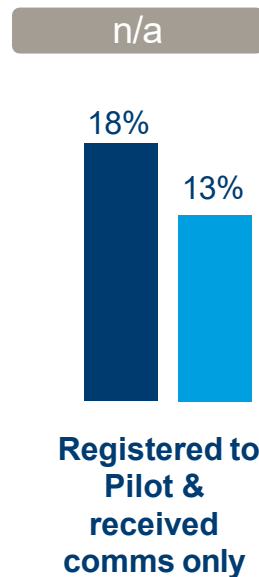
Pilot Engagement Score

Uplift in Feeling of being in control

Uplift in Electricity Conservation Effort

20% uplift overall in participants feelings of 'being in control' of electricity consumption while wider population showed little change.

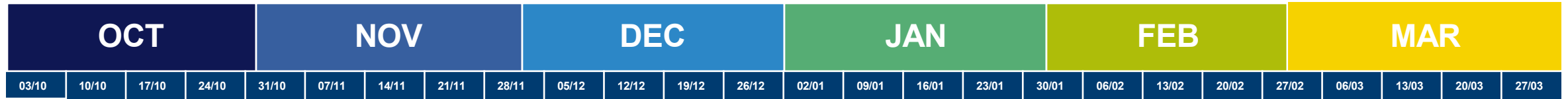
16% uplift overall in the amount of effort participants claim to put into energy conservation while wider population showed little change.





## Energy Event Participation

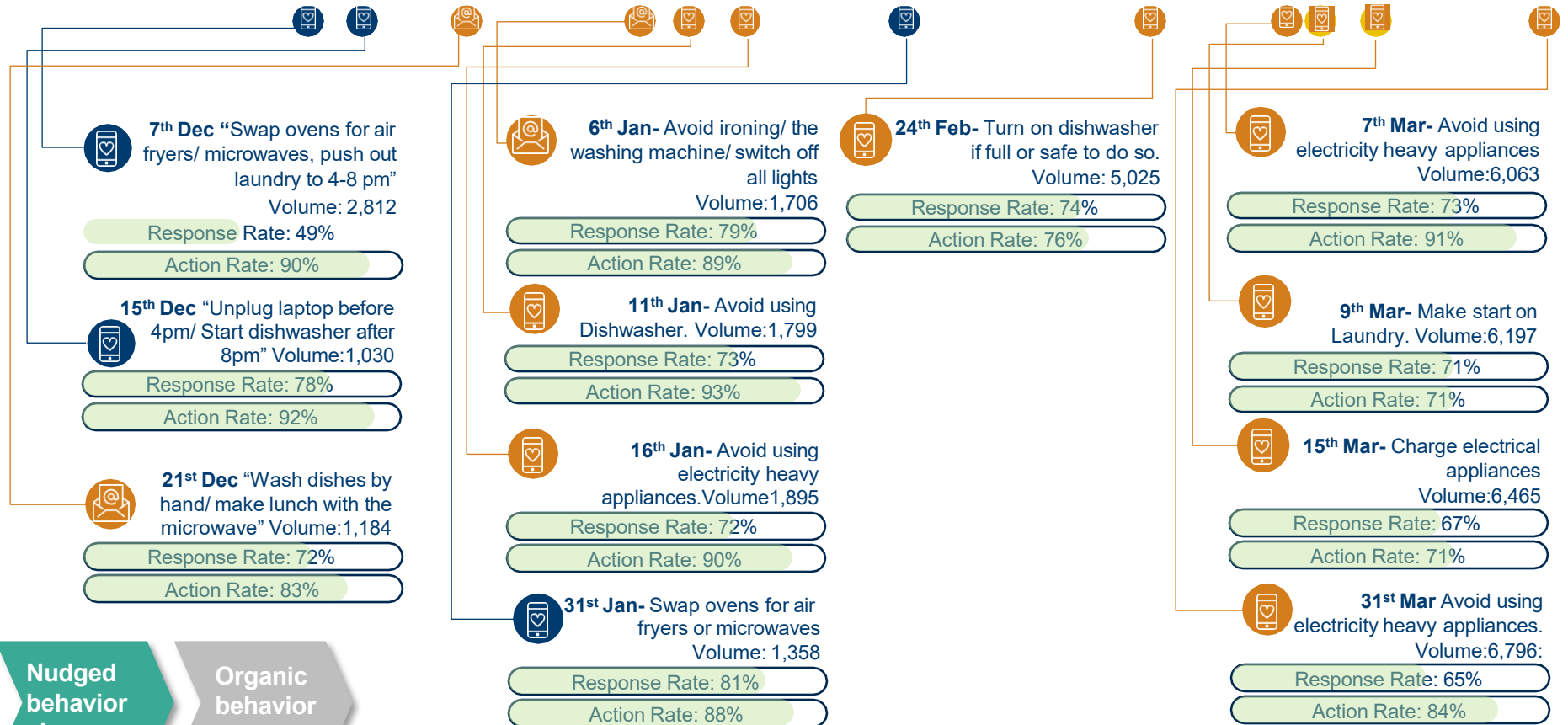
# Energy Events Calendar



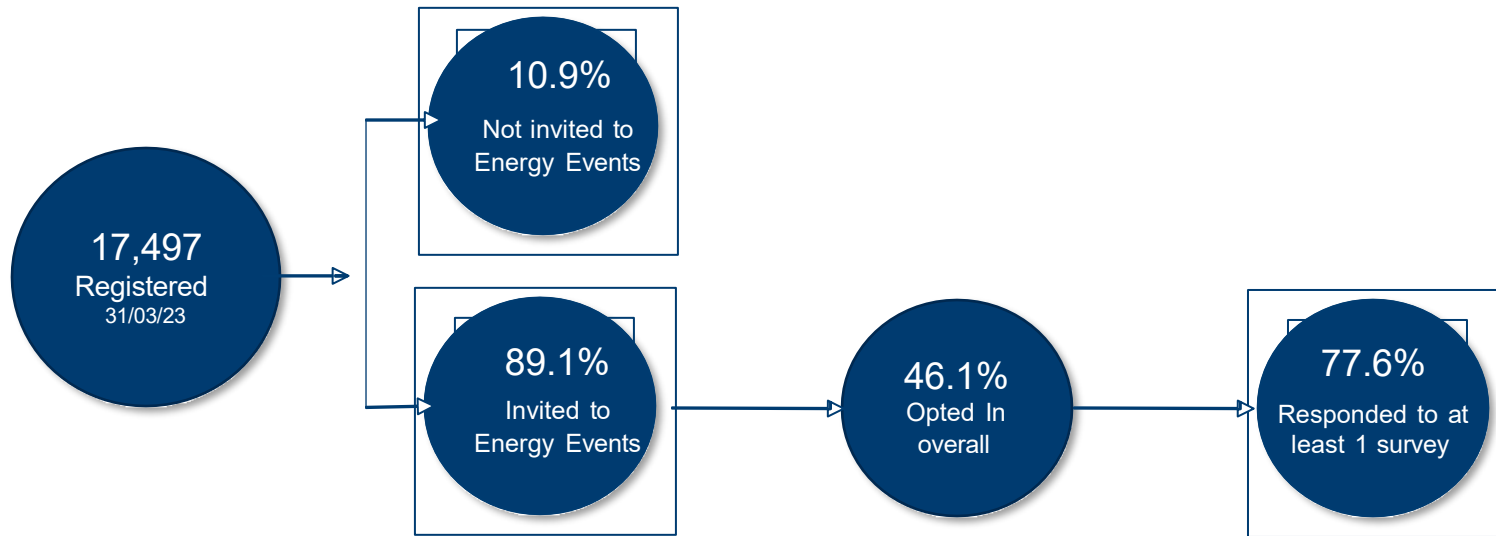
- **24,107** Actions Taken by participants overall as per responses
- **70%** avg response rate to post-event surveys
- **82%** avg positive action rate

Peak / Flex Events

● Peak Event  
● Planned Events



# Strong Energy Event participation overall



## Peak/Flexibility Event Response

Thank you for your support with peak/flexibility events.

Please note this survey will close 72 hours after you receive an email or SMS requesting a response.

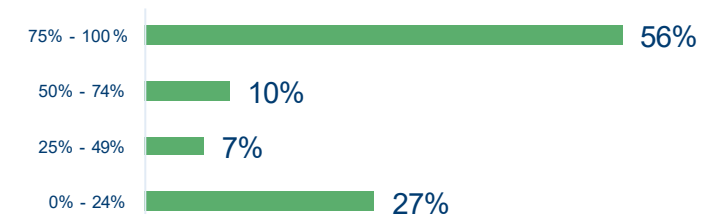
Were you able to take the action suggested to you during the peak/flexibility event?\*

- Yes 73.0%
- No, I didn't do the suggested action, but I took another action 8.9%
- No, I wasn't able to take action at that time 14.6%
- No, I didn't realise there was a peak/flexibility event 1.5%
- No (other) 2.0%

- 41%** (3,533) Responded to *all* Event Surveys received
- 54%** (3,634) Claimed to carry out a positive action with *every* response
- 22.4%** (1,925) Opted-in but did not respond to *any* surveys
- 5%** (322) Did not carry out a positive action with *any* response

% of surveys responded to

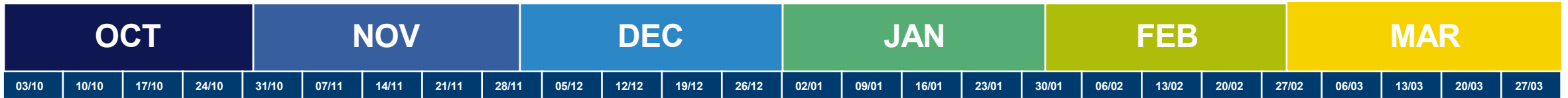
% of Opted-in Participants by the proportion of surveys they responded to



Wider impact of Pilot:

How Electricity conversations were impacted

# Key moments of Pilot impact on wider conversation



Pilot Timing Map

Tone

Key moments

**11th Oct- Internal Pilot Starts**      **26th Oct- Public Pilot Starts**

**6th Dec- Peak Event Programme Opt-in Opens**

**1st Feb Phase 2 Events opens**

**31st Mar Pilot Ends**

*"I don't care what time it is if I need to put on a load of dishwashing!"*



**@florian\_forster@mas.to**  
@Florian\_Forster

That's a good thing, demand becomes flexible. You can run it anytime but then might pay a little more.

The whole thing becomes also pretty simple when you'll be able to tell a dishwasher to be done by a certain time and it picks the cheapest time to run.

*"That's a good think, demand becomes flexible"*

Launch of ITAGT' pilot led to a spike in BTP online conversation in Ireland with several accounts mentioning the TV ad, or heard Dr. Diskin interviewed on Newstalk



**Jan 13**  
Participation in the University of Galway Energy Expo led to online conversation about the Pilot.



**Feb**  
On Instagram, Terrie McEvoy shared a video explaining her partnership with ESBN and BTP campaign. The post received over 115k views & generated multiple comments.

Comments on Instagram were generally positive, supporting the campaign: "That's handy!", "Great initiative, I have signed up."



**Jan 29**  
BTP Pilot referenced in Bloomberg article.



**5th Feb.**  
On Facebook, the Irish Examiner shared a link to their article outlining that 10k homes have signed up to the Pilot. The article discussed ESBN's plans to enhance the campaign by working with influencers and carrying out extensive advertising. There were 9 comments, some queries around smart meters were required. Others were angered at being asked to cut back while adding that data centres were an issue.

# Evidence of advocates playing back key messages to nay-sayers online illustrates strong understanding of key concepts



A tweet from Karl Brophy on Jan 29<sup>th</sup> questioning the Beat The Peak advice resulted in multiple replies defending / commending the scheme.

For example:

*“It’s healthier for the planet as your emissions will be less – is that not a good reason?”*

*“They are trying to encourage use during times of “clean” energy availability instead of using oil /gas generated electricity. ESB Networks don’t control retail prices AFAIK”.*

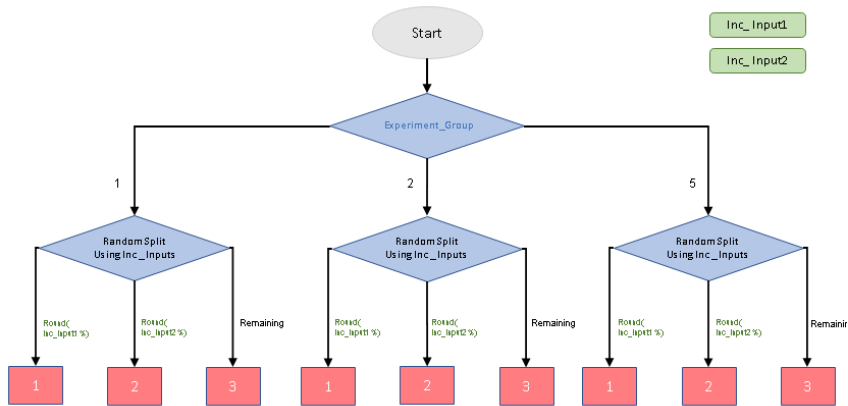
*“When it’s windy the power used by your dishwasher is more likely to be sustainably generated.”*



Source: Olytico social listening w/c 25<sup>th</sup> Jan 2023

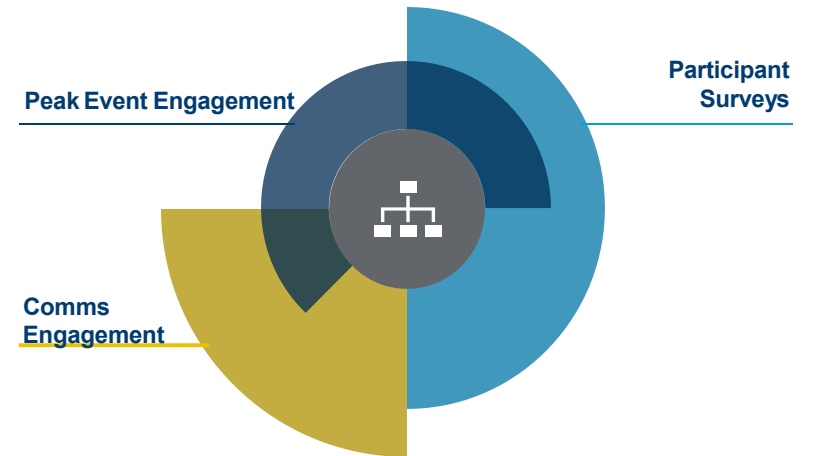


## Testing Incentivisation structure and mechanic



## Control Based Test Structure

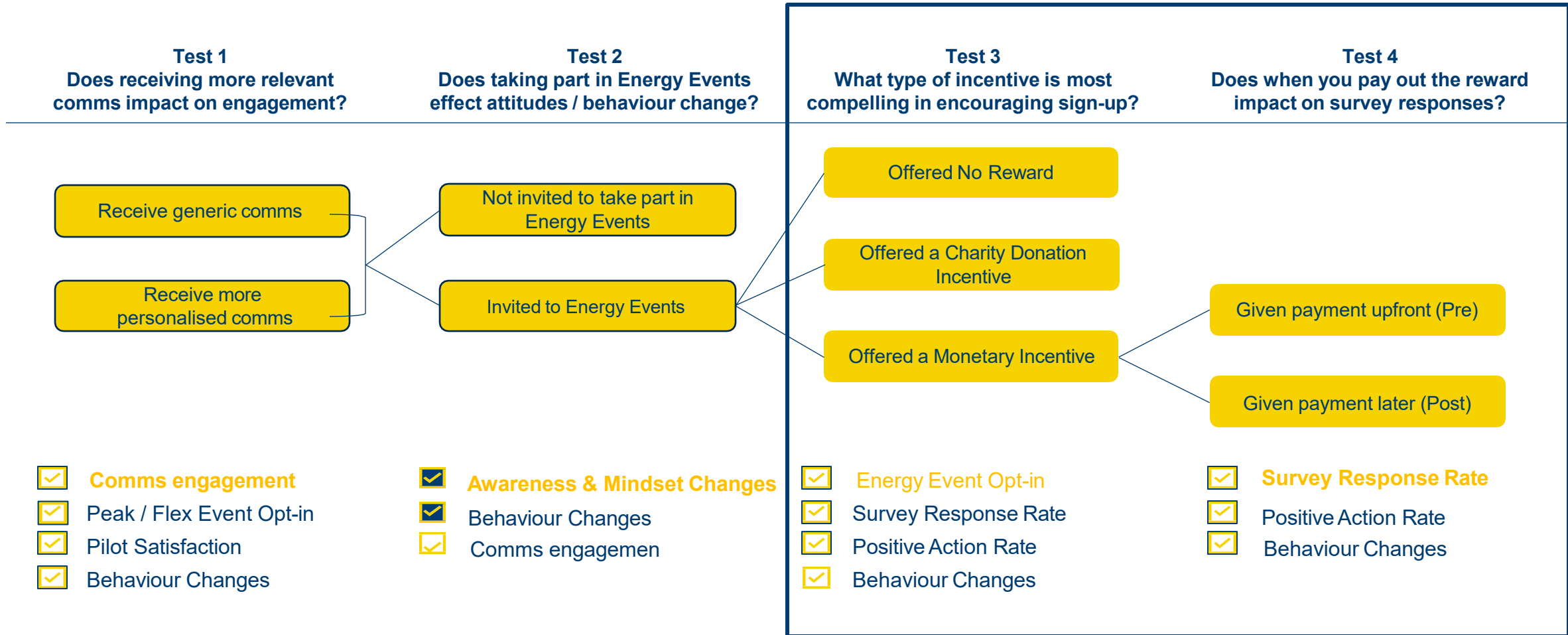
By randomly isolating people into separate cohorts from Day 1 through VBA logic, differentiated experiences were able to be delivered to stratified groups of people in a way that would enable us to understand the incremental impact of each pilot element.



## More insightful data lenses

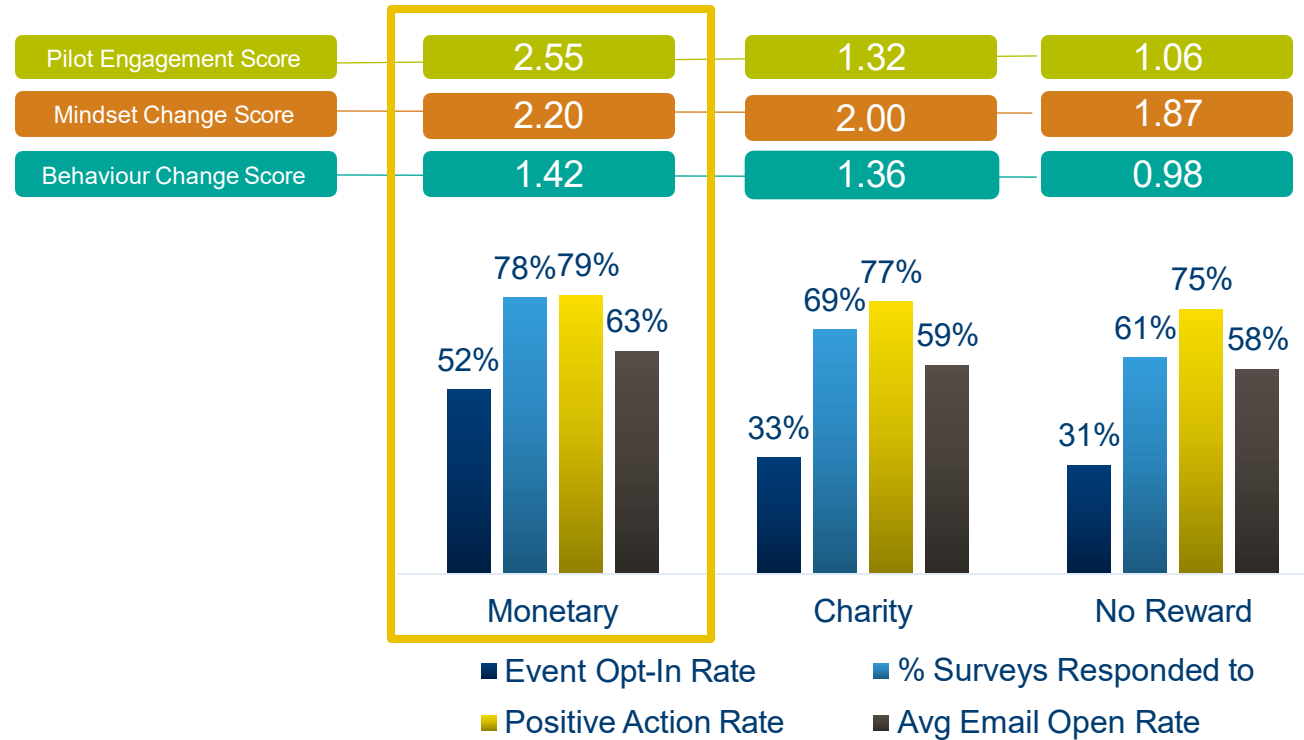
Through focused targeting and journey workflows, these test cohorts were extended through multiple data and research lenses, allowing more granular and insightful learnings to be uncovered.

# Four control based tests set up to understand best Pilot structure



# Monetary incentive is a more impactful motivator for participation.

Participants were provided with one of either of the 3 incentive options, opt-in rates were monitored.

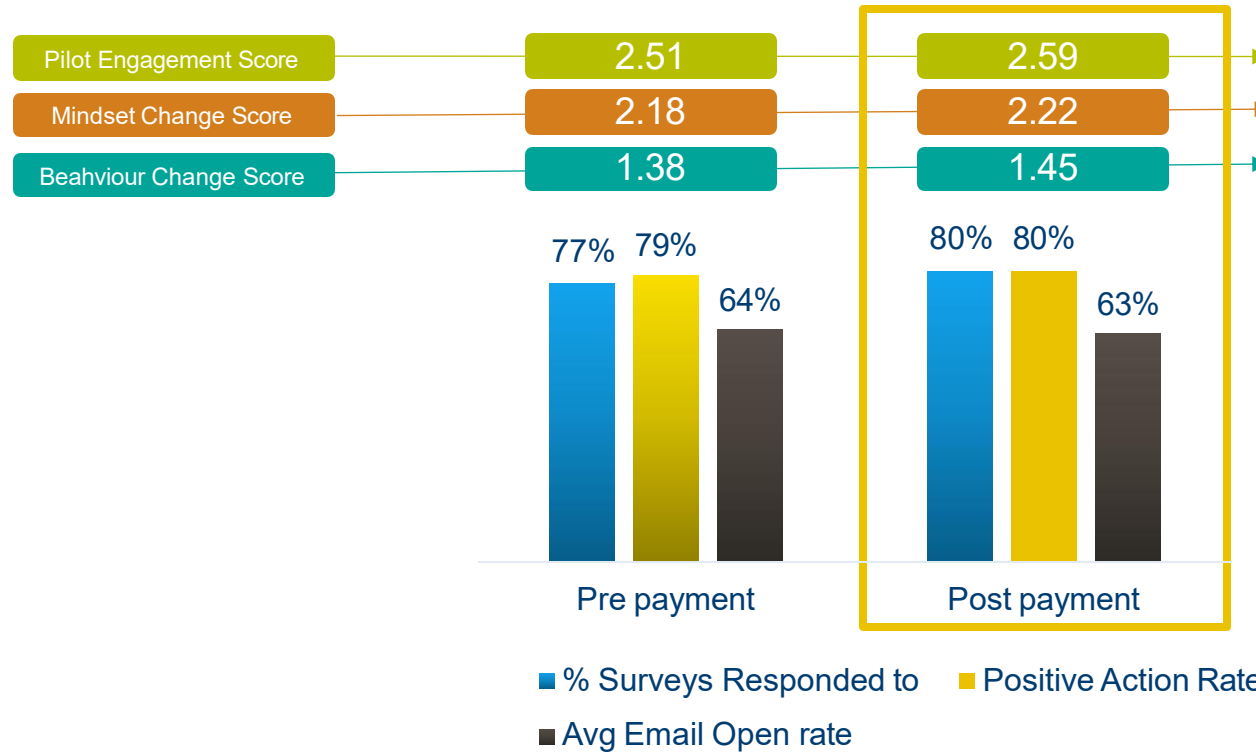


We can see that **incentivisation plays an important role in Pilot participation**, driving not just opt-in behaviour, but also event participation and email engagement.

Indeed **monetary was the most effective incentive across all measures** (52% opt-in rate). Therefore, future iterations of the programme should strongly consider monetary incentivisation as a key element.

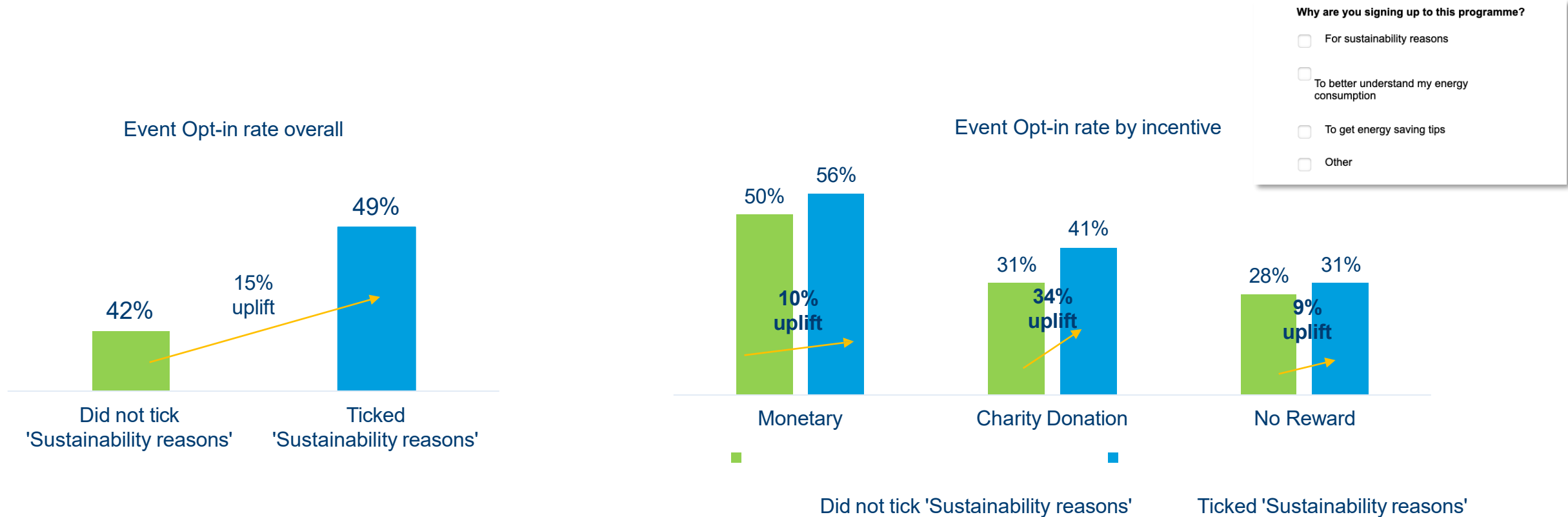
# Post payment of incentives drives moderate increase in ongoing Event participation.

Half of opt-ins were given payment upfront, half months later, survey response rates were monitored.



While delivering reward *after* Event participation showed marginally better impact overall, the largest increase was seen in '% Surveys responded to', suggesting **post-participation delivery is most effective in driving participation.**

# Those that registered for 'sustainability reasons' more likely to opt-in to Peak Events.



Overall, those that indicated 'sustainability reasons' were more likely to opt-in to Events than those that did not. This was particularly evident when it came to the Charity Donation incentive – showing a 34% uplift.

As we widen the reach of the Pilot in future iterations to include more of those 'less sustainably minded', it stands that Monetary incentives may work harder amongst that group.

# A disconnect is seen between what participants think and how they ultimately behave regarding motivation.

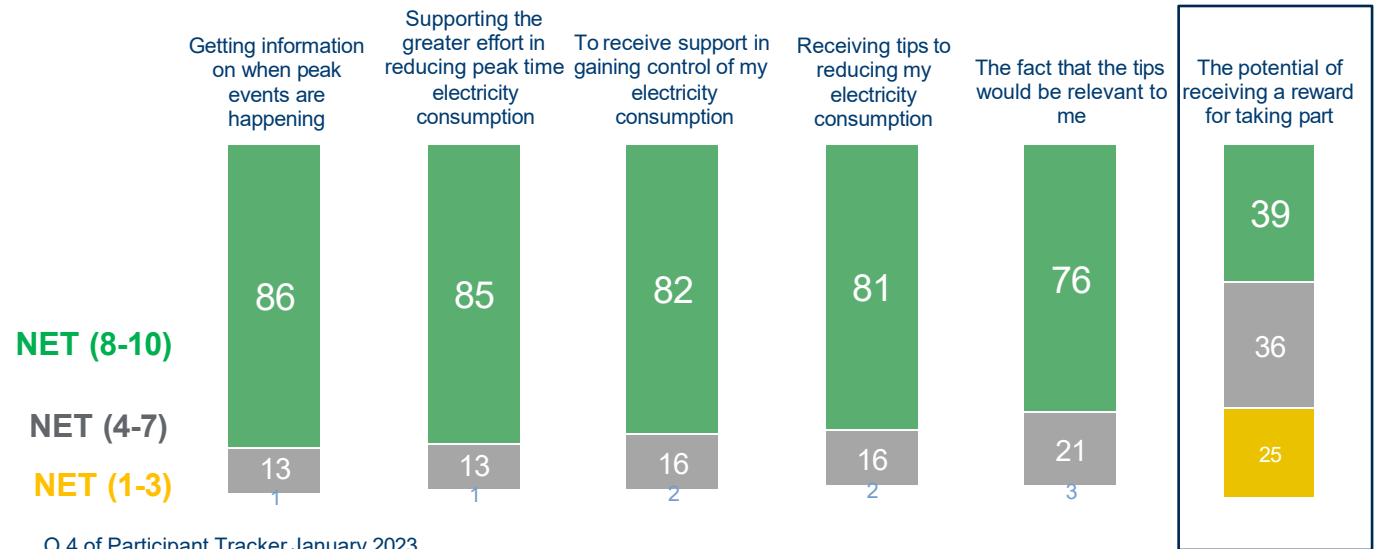
When observing actual behavior we can see that reward / incentive played an important role in participation.

However, when asked during the Pilot, participants scored 'the potential of receiving a reward' way below the other more educational or supportive reasons for signing up.

This mirrors the previous finding that those that signed up for 'sustainability reasons' were more likely to opt-in to events.

So, while rewards may not have been a primary reason to sign-up for this group, we see that it played an important role in nurturing continued engagement and overall Pilot satisfaction.

## How important were the following factors for your decision to sign up?



Q.4 of Participant Tracker January 2023  
Base: All respondents; n=2020

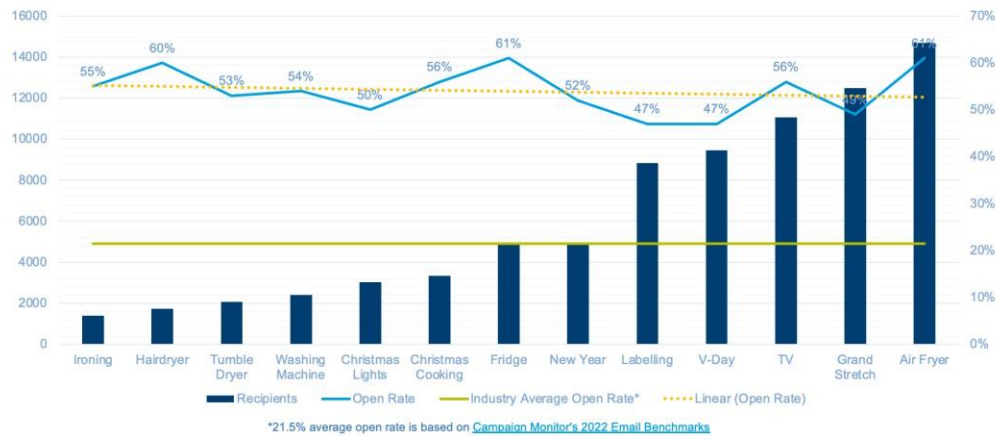


## Focus on Customer Comms

# Very high engagement with comms all through Pilot supporting the fact that comms were well received and useful for participants



### Educational email Open rates



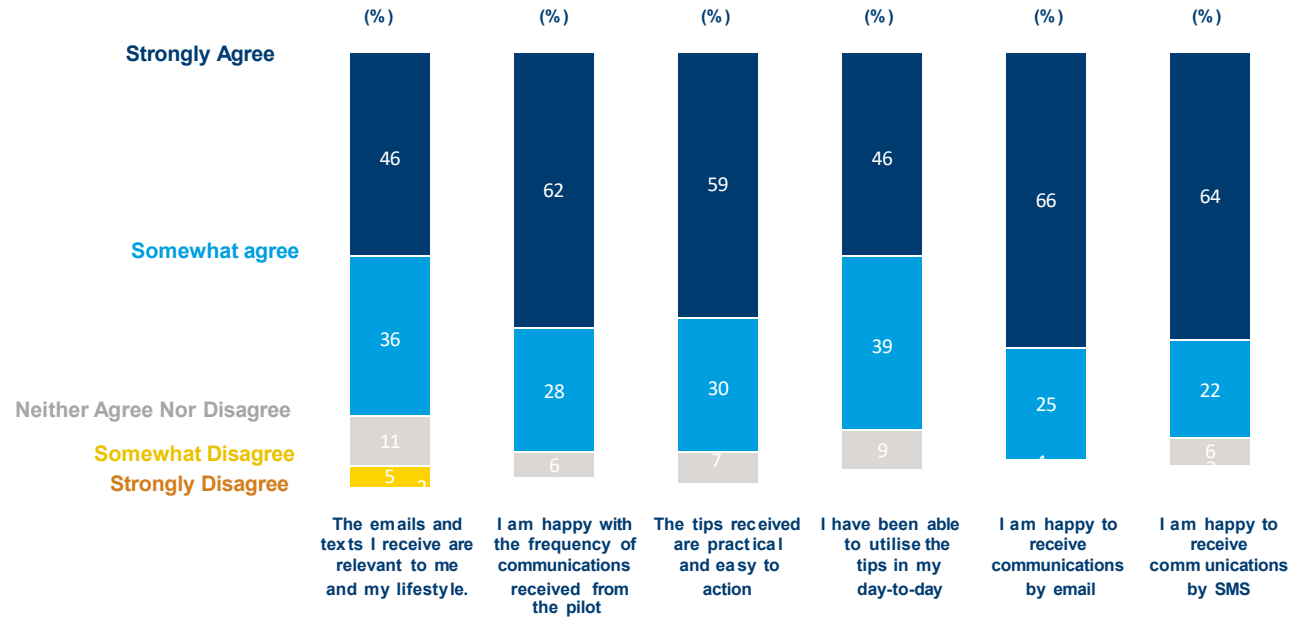
Educational Email open rates have maintained a high level over time - 60% average vs 21.5% industry average

### Educational email Unsubscribe rates

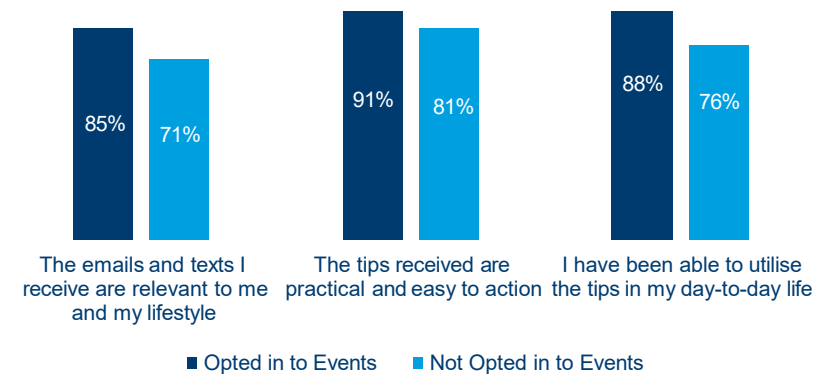


Email unsubscribe rates were always healthy and even reducing as our comms progress, showing fatigue did not set in.

# The frequency and content of Pilot comms were very well received by participants, this was particularly evident amongst those opted-in to Events.



Among the minority (4%) who were not satisfied with frequency of comms, 59% wanted higher frequency of comms while 41% wanted less.



**82%**  
agree that  
comms were relevant  
to their lifestyle

**89%**  
agree that  
tips were practical  
and easy to action

**90%**  
happy with the  
frequency of comms

January Participant Survey Q.14 How much do you agree with the following statements in relation to the "Is This a Good Time?" pilot?  
Base: All respondents; n=2020

# "Friendlier" tone worked best in encouraging higher open rates in emails



**Topic: Fridge**  
**Open Rate: 61%**  
**Date: 3<sup>rd</sup> January (Tue) | Time of Day: 1PM**  
**Subject Line:** Three tips to run your fridge more efficiently  
**Preview Text:** Cool and in control with these



**Topic: Air Fryer**  
**Open Rate: 61%**  
**Date: 14<sup>th</sup> March (Tue) | Time of Day: 2.20PM**  
**Subject Line:** Air Fryers Demystified Are They As Good As People Say?  
**Preview Text:** Useful information about an air fryer's electricity efficiency and consumption.



**Topic: Hairdryer**  
**Open Rate: 60%**  
**Date: 15<sup>th</sup> November (Tue) | Time of Day: 5.30PM**  
**Subject Line:** 3 hair raising ways to save electricity  
**Preview Text:** [First Name], you may not know it but a hair dryer can be one of the most electricity intensive appliances in the home



All top emails were sent on a Tuesday – at slightly different times, but all in the afternoon; however, 2 out of 3 bottom emails have also been sent on a Tuesday, which would indicate that **subject line and preview text have the most impact on performance.**



**Listicle style subject lines worked well.** Included in 2 out of 3 best performing emails



Airfryer email proved popular, likely due to current popularity and debate on air fryers and their impact on electricity usage

# Key Learnings going into future Iterations

# Signs of Success across the programme



## Energy Events

Almost half (47%) of the public registrants opted-in to Energy Events.  
**70%** Average response rate to post-event surveys.  
 24,107 actions taken as a result of Events.  
 Those not taking part in Events are more likely to ignore Peak Hours



**Join 'Is This a Good Time?' pilot**

We only need a few quick details. You'll be done in under a minute.

First Name \*  
 \_\_\_\_\_  
First Name

Last Name \*  
 \_\_\_\_\_  
Last Name

Email Address \*  
 email address  
 \_\_\_\_\_

Mobile Number \*   
 Mobile Number  
 \_\_\_\_\_

78% form conversion rate of form

98% provided some additional voluntary data

79% of participants provided their MPRN

## Participant Comms

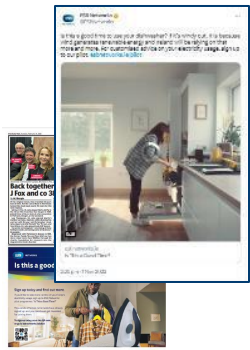
60% avg. email open rate for educational emails, vs 21.5% industry average.  
 82% of participants surveyed during the campaign agreed that the comms were relevant to their lifestyle,  
 89% agreed that the tips were practical and easy to action.  
 Those receiving a more enhanced version of Pilot felt more conscious of little actions to take vs those with more basic experience (80% vs 93% agreement)

Over 90 emails received organically to the Engagement inbox  
 60% providing compliments, feedback and constructive criticism.

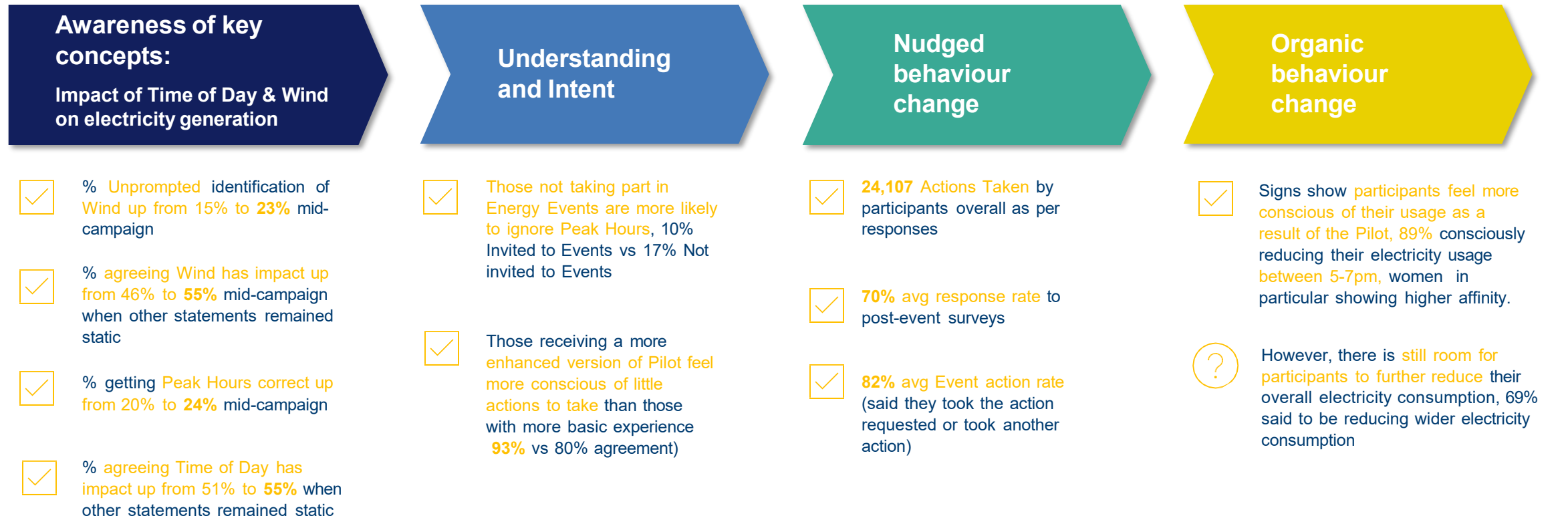
3,900 handraised to take part in focus groups

## Recruitment Phase

18,322 recruited



# The Pilot worked hard at driving awareness, intent and nudged behaviour change, However longer time is needed to drive impact on more organic behaviour shifts.



**The pilot drove positive impact in customers 'feeling in control'.** 20% uplift in participants feelings of being in control of electricity consumption while wider population showed little change.

**The pilot encouraged efforts to conserve electricity.** There was 16% uplift in the amount of effort participants claim to put into energy conservation while wider population showed little change.

# Key Learnings to bring forward into future iterations

- **Paid media is an important tool in driving registration.** Modelling showed that paid media drove 64% of registrations compared to 45-55% typically seen in more product-centric campaigns. (Media Modelling analysis conducted by ESB Networks 2023). Channels such as TV and Press work as awareness drivers, but **digital media was the most efficient at specifically driving registrations** (Media Modelling analysis conducted by ESB Networks 2023).
- While **financial rewards may not have been a primary reason to sign-up** for many in this group, it **played an important role in nurturing continued engagement** and overall Pilot satisfaction.
- There is a distinct **need to tailor communications based on customers understanding of renewable electricity and electricity usage**, the tone was right for many, but some participants felt content was not advanced enough for them (Engagement feedback received by ESB Networks, Focus Group findings conducted by ESB Networks 2023).
- **Signs indicate Energy Events effective at embedding the idea of Peak Hours.** Those not taking part in Events are more likely to ignore Peak Hours (10% agreement for those invited to Events vs 17% agreement for those Not invited to Events | Participant survey conducted by ESB Networks 2023)

## Going forward, we should **continue** to...



- **... use clear, simple and actionable tone of communications**, this was well received by participants, 89% agree that tips were practical and easy to action.
- **... use a financial incentive to encourage event participation**. Monetary incentive is clearly a more impactful motivator for encouraging Event participation, seeing the highest opt-in rate (52%) and highest overall Pilot Impact Score (8.0)
- **... pay rewards after event completion**. Post payment encouraged higher event participation compared to paying before hand (80% survey completion vs 77%)
- **...use current frequency of comms (weekly)**, 90% of participant respondents said they were happy with the frequency of comms.
- **... ask for additional data if needed**. Participants will provide additional information when the value exchange is strong enough - 98% of registrants provided additional data, 79% providing MRPN.
- **...work with partners**. Initial research highlighted the **importance of cross-industry alignment**. This was a key part of the pilot campaign, working with suppliers, SEAI and industry partners to verify content and build consistent language across customer facing channels.

## Based on learnings we should **begin** to...

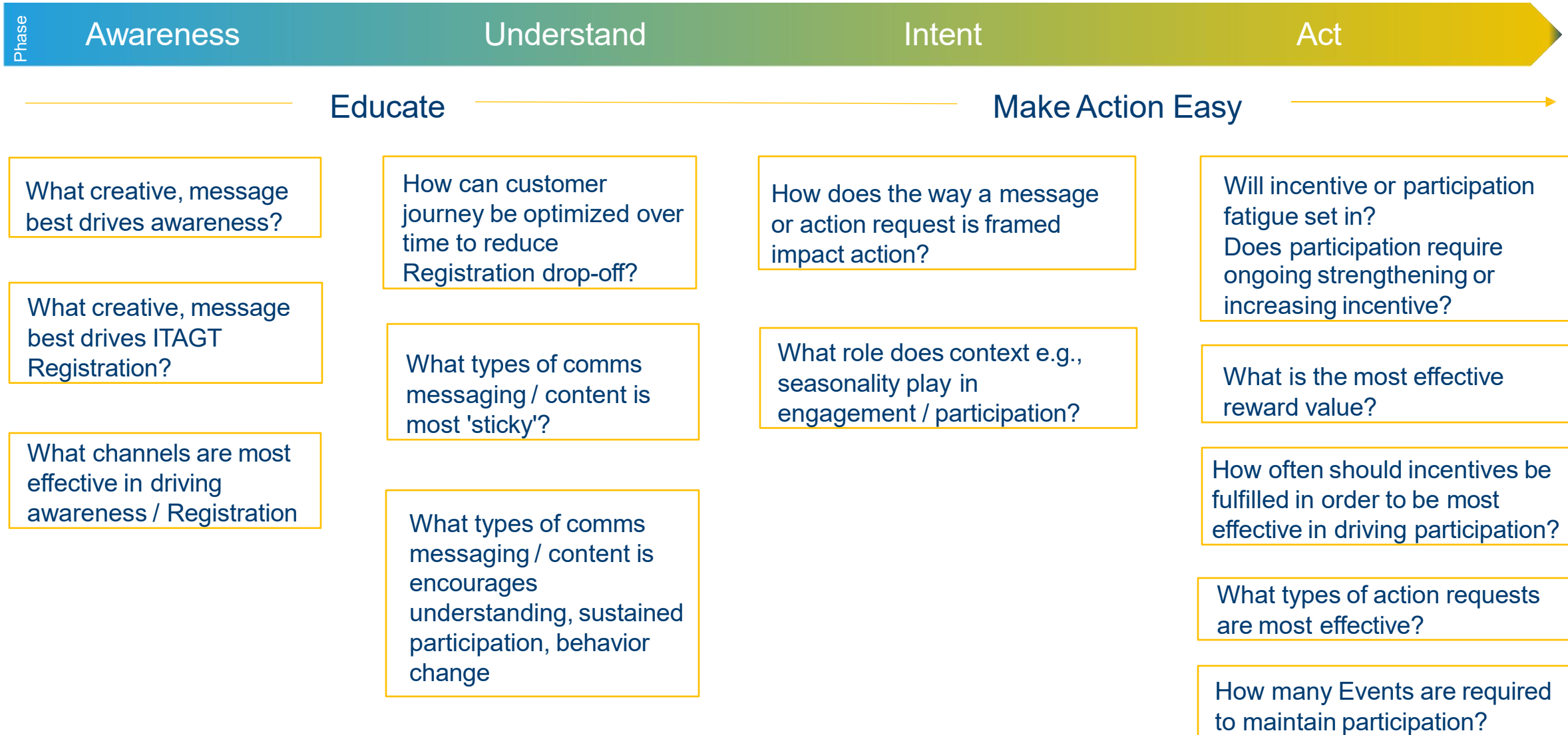


- **..broaden how we speak to people.** We have seen two distinct audiences respond through organic feedback - Energy 101 & Energy Savy, we need to try to speak to both groups with an appropriate level, not patronising, not overly complex.
- **..increase the levels of personalisation.** Indications showed that it enhanced comms satisfaction, but was not enough to drive sizable pilot engagement, enhanced tech capabilities in future iterations will enable this.
- **..target and support younger audiences.** Baseline awareness of key messaging is lowest amongst younger demographics and they are less likely to actively seek to reduce their consumption, driven by lack of knowledge about what to do. Social channels & WOM performing well amongst this group, look to further test appropriate media channels.
- **Find ways to further support younger families and those not working from home.** They have a harder time in being able to change behaviours regardless of intent and need support. (Focus group findings, conducted by ESB Networks. 2023).
- **...lean into sustainability messaging as well as financial reward for Events.** Signs indicate that this is not a simple relationship, but the combination of both messaging works to recruit and drive ongoing participation.

Any questions?

# Appendix

# Opportunities to Learn within Iteration 2



## Washing Machine (Peak Time)



<https://youtu.be/9-h0WhE5v8Y>

## Dishwasher (Renewable Energy)



<https://youtu.be/0UJbkslADjs>

**Find out the best times to use your electricity**

Sign up to our pilot programme at [esbnetworks.ie/pilot](https://esbnetworks.ie/pilot)

**Is this a good time to use your dishwasher?**

60 mins Dishwasher use = 5 days LED lightbulb use

**Get customised advice on when and how to use electricity at home**

Sign up to the pilot programme at [esbnetworks.ie/pilot](https://esbnetworks.ie/pilot)

**Take more control of your home's electricity**

Sign up to our pilot programme

[SIGN UP NOW](#)

**Is this a good time to use your dishwasher?**

For customised advice on your electricity usage, **sign up to our pilot.**

[esbnetworks.ie/pilot](https://esbnetworks.ie/pilot)

**Take more control of your home's electricity**

Sign up to our pilot programme at [esbnetworks.ie/pilot](https://esbnetworks.ie/pilot)

**This is a good time to be rewarded**

You could be rewarded for taking control of your family's electricity usage at [esbnetworks.ie/pilot](https://esbnetworks.ie/pilot)

**This is a good time for all electricity customers**

You can join the pilot programme, regardless of your supplier, at [esbnetworks.ie/pilot](https://esbnetworks.ie/pilot)

## Press

**ESB NETWORKS**

### Is this a good time to use your iron?

If it's windy outside, it is.

When it's windy, it's a good time to use your appliances because wind generates renewable energy, and Ireland will be relying on that more and more. For more customised advice on your electricity usage, sign up to our pilot programme today by scanning this QR code, or by going to [esbnetworks.ie/pilot](https://esbnetworks.ie/pilot).

## Events



## Outdoor (Print & Digital)

### Take more control of your home's electricity

Sign up to our pilot programme at [esbnetworks.ie/pilot](https://esbnetworks.ie/pilot)

### Is this a good time to use electricity?

Sign up to our pilot programme at [esbnetworks.ie/pilot](https://esbnetworks.ie/pilot)

# Onboarding Journey





## Join 'Is This a Good Time?' pilot

We only need a few quick details. You'll be done in under a minute.

**First Name \***  
First Name \_\_\_\_\_

**Last Name \***  
Last Name \_\_\_\_\_

**Email Address \***  
email address \_\_\_\_\_

**Mobile Number \*** ⓘ  
Mobile Number \_\_\_\_\_

**Address Line 1 \***  
Address Line 1 \_\_\_\_\_

**Address Line 2 (optional)**  
Address Line 2 \_\_\_\_\_

**Address Line 3 (optional)**  
Address Line 3 \_\_\_\_\_

**City/Town (optional)**  
City/Town \_\_\_\_\_

**County \***  
County \_\_\_\_\_

**Eircode \*** ⓘ  
Eircode \_\_\_\_\_  
[Find my Eircode](#)

**MPRN** ⓘ  
MPRN \_\_\_\_\_

Metering data may be used for statistical validation.

Mandatory fields

## Almost there!

These next few questions are **optional** (and quick)

However, the more you tell us, the more we can help you

### How do you describe yourself?

- Male
- Female
- Other
- Prefer not to say

### Who lives with you in your household?

- Just Me
- Partner
- Young Children
- Teenagers
- Other Family
- House or Flatmate
- Other

### Which of the following do you spend a lot of time doing at home?

- Cooking & Baking
- Gaming
- Music
- Health & Beauty
- TV & Movies
- Cleaning & Organising
- Sports

### Which of the following do members of your household tend to do?

- Work at home
- Work out of home
- It can change
- Other

### Why are you signing up to this programme?

- For sustainability reasons
- To better understand my energy consumption
- To get energy saving tips
- Other

### On a scale of 1-5, how much effort do you feel your household currently puts into conserving energy in the home?

1 2 3 4 5  
None A lot

### On a scale of 1-5, how in-control do you feel regarding your energy consumption?

1 2 3 4 5  
No Control A lot

### Lastly, do you contribute financially to your energy bills?

- Yes
- No

\*  I agree to the [Terms & Conditions](#)

I'm not a robot

Complete