



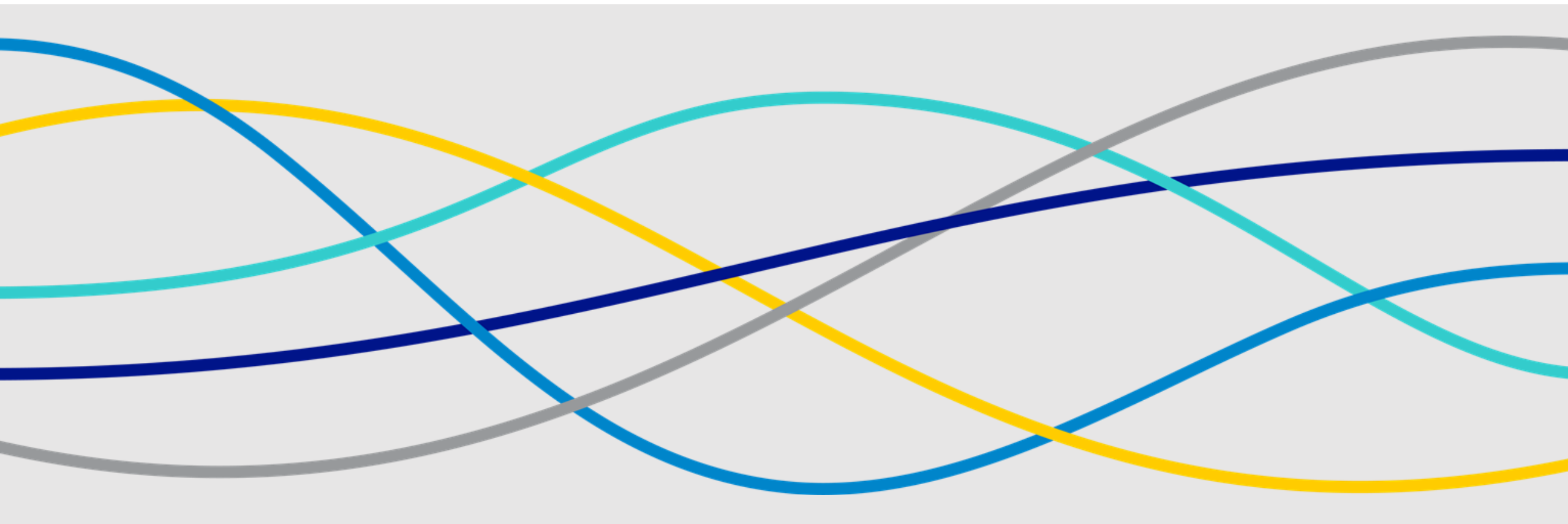
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Rhode Island Energy Efficiency Marketing

May 15, 2025



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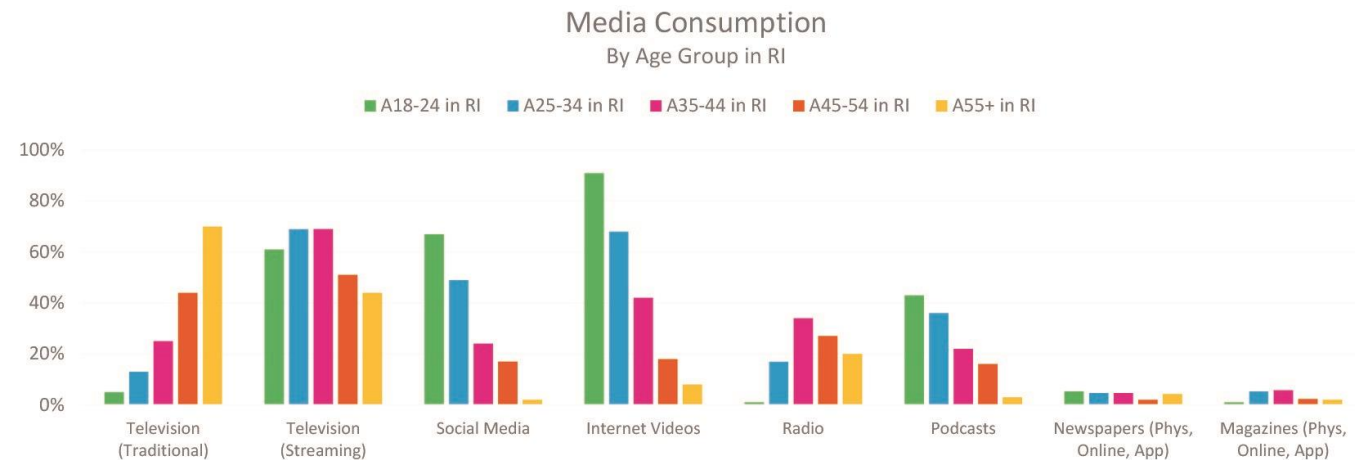
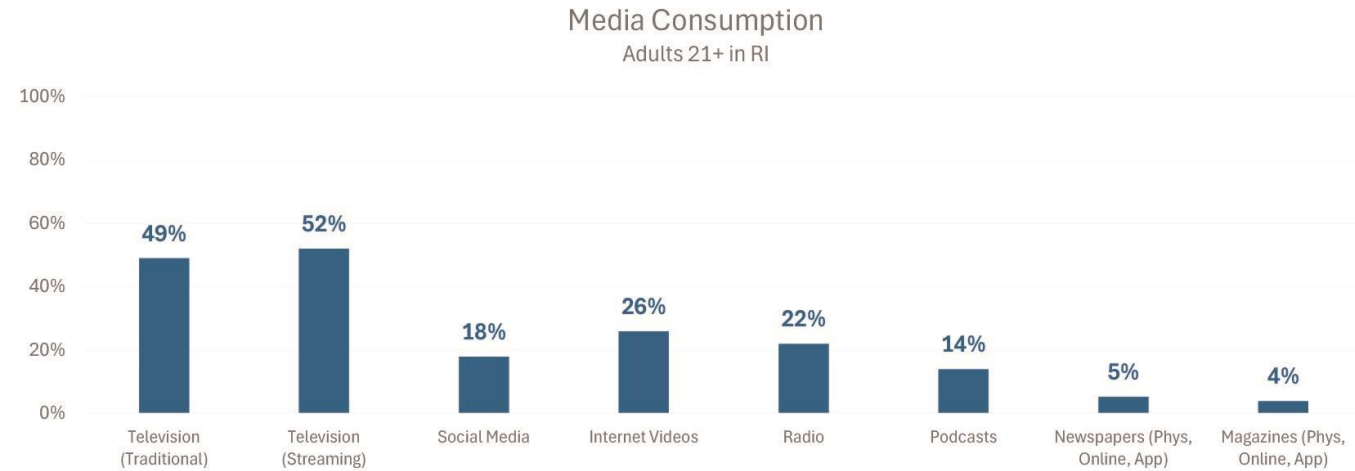
Residential

Residential TV Ads



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- In RI, TV is the leading medium among adults 21+
- RI population is older, with 59% of the population adults 45+
- Ads are scheduled to run during appointment viewing shows/events that reach a broad live audience
 - NFL, College Football, NBA, MLB, NHL, etc.
- Airing on local stations, showing commitment to the state and community
 - WPRI 12, Fox Providence, WJAR 10, ABC 6
- Cable buy includes stations that specifically reach younger audiences
 - ESPN, Adult Swim, TBS, Freeform, FX, etc.
- Commercials on track to launch by the end of May



Source: Resonate 2025

Residential Results 1/1/25 – 3/31/25

PAID SEARCH: all exceeded benchmark CTR of 4.62%

Program	Impressions	Clicks	CTR	CPC	Who responded most?
Appliances	13,640	6,080	44.57%	\$0.31	Women 25-34
Awareness	36,037	16,966	47.08%	\$0.34	Women 25-44
Home Assessments (HEA)	50,101	27,010	53.91%	\$0.22	Women 25-44
Heating & Cooling	25,096	8,988	35.81%	\$0.41	Women 35-64
Income Eligible	26,538	10,305	38.83%	\$0.38	Women 25-44
Recycling	7,529	1,518	20.16%	\$1.63	Women 65+

DEMAND GEN: all exceeded benchmark CTR of 0.90%

Program	Impressions	Clicks	CTR	CPC	Who responded most?
Appliances	515,831	13,988	2.71%	\$0.09	Women 35-44
Home Assessments	1,631,140	41,668	2.55%	\$0.10	Men 25-44
Heating & Cooling	1,085,289	25,695	2.37%	\$0.10	Men 25-44
Income Eligible	750,901	20,636	2.75%	\$0.15	Men 55-64
Recycling	1,295,068	18,354	1.42%	\$0.09	Men 18-34

GOOGLE SHOPPING:
exceeded benchmark CTR of 0.90%

Program	Marketplace
Impressions	387,078
Clicks	4,109
CTR	1.06%
CPC	\$1.56

Residential Results 1/1/25 – 3/31/25



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SOCIAL MEDIA: all exceeded benchmark CTR of 0.90%

Program	Impressions	Clicks	CTR	CPC	Who responded most?
Appliances	314,197	3,261	1.04%	\$0.66	Ages 55-64
Awareness	567,357	9,650	1.70%	\$0.68	Women 45-64
Home Assessments	1,264,562	15,138	1.20%	\$0.62	Women 65+
Heating & Cooling	557,108	6,070	1.09%	\$0.68	Ages 45-55
Recycling	453,959	4,203	0.93%	\$0.66	Women 55-64
Marketplace	304,577	4,758	1.56%	\$0.75	Women 55-64

BANNER ADS: all exceeded benchmark CTR of 0.18%

Program	Impressions	Clicks	CTR	CPC
HEA	246,889	3,942	1.54%	\$1.40
Heat & Cool	321,525	4,799	1.49%	\$1.25
Recycling	318,393	4,916	1.49%	\$1.16

NATIVE: all exceeded benchmark CTR of 0.27%

Program	Impressions	Clicks	CTR	CPC
HEA	354,322	4,010	1.13%	\$0.50
Heat & Cool	386,045	5,066	1.31%	\$0.40
Recycling	430,252	1,905	0.44%	\$0.77
Inc Eligible	1,493,608	20,537	1.37%	\$0.38

Residential Results 1/1/25 – 4/30/25



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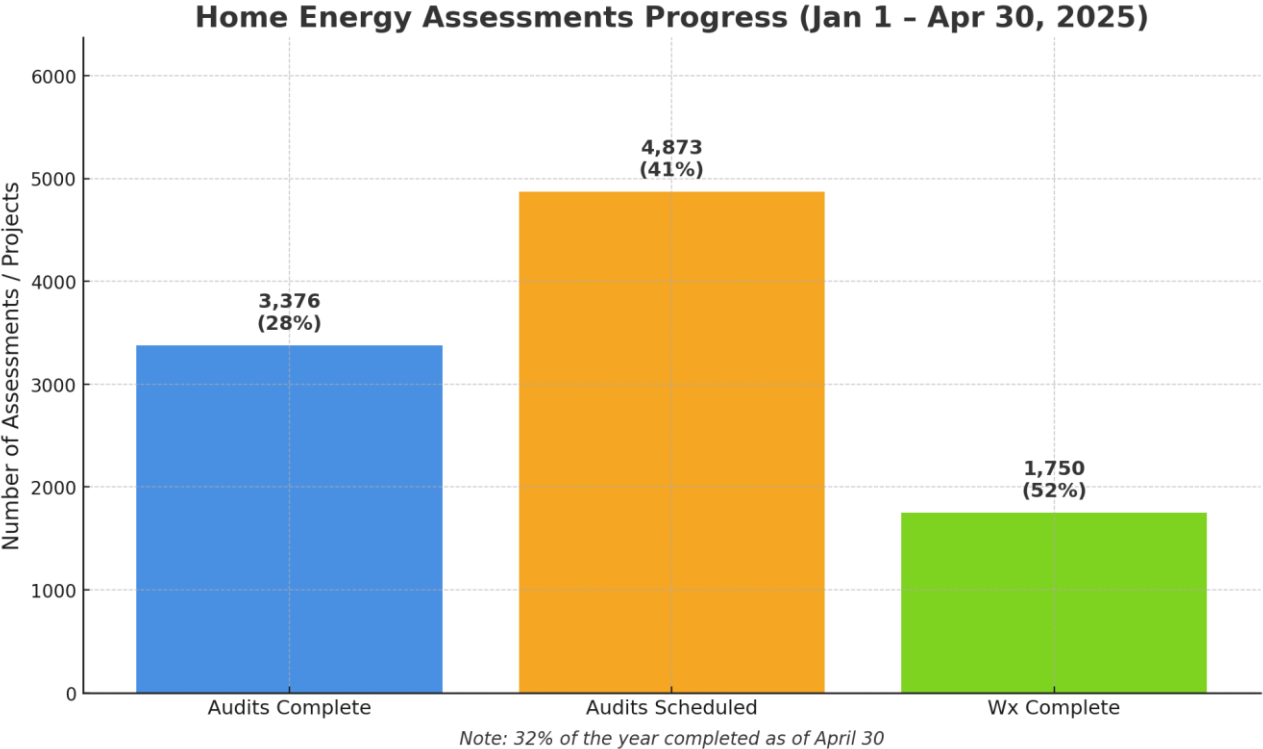
E-MAILS:

Program	Sent	Open Rate	Clicks*	CTOR
HEA	416,201	46.2%	4,354	1.0%
Equity	63,692	43.7%	301	1.1%
Heating & Cooling	272,560	45.9%	3,335	2.7%
Income Eligible	24,556	35.7%	235	2.7%
Fridge Recycling	270,917	43.8%	1,181	1.0%
Marketplace	851,739	43.7%	14,992	4.0%
Dehumidifier Recycling	104,113	57.6%	812	1.4%

*Clicks to call are not tracked due to system limitations. This significantly impacts HEA, Equity, and Fridge Recycling.

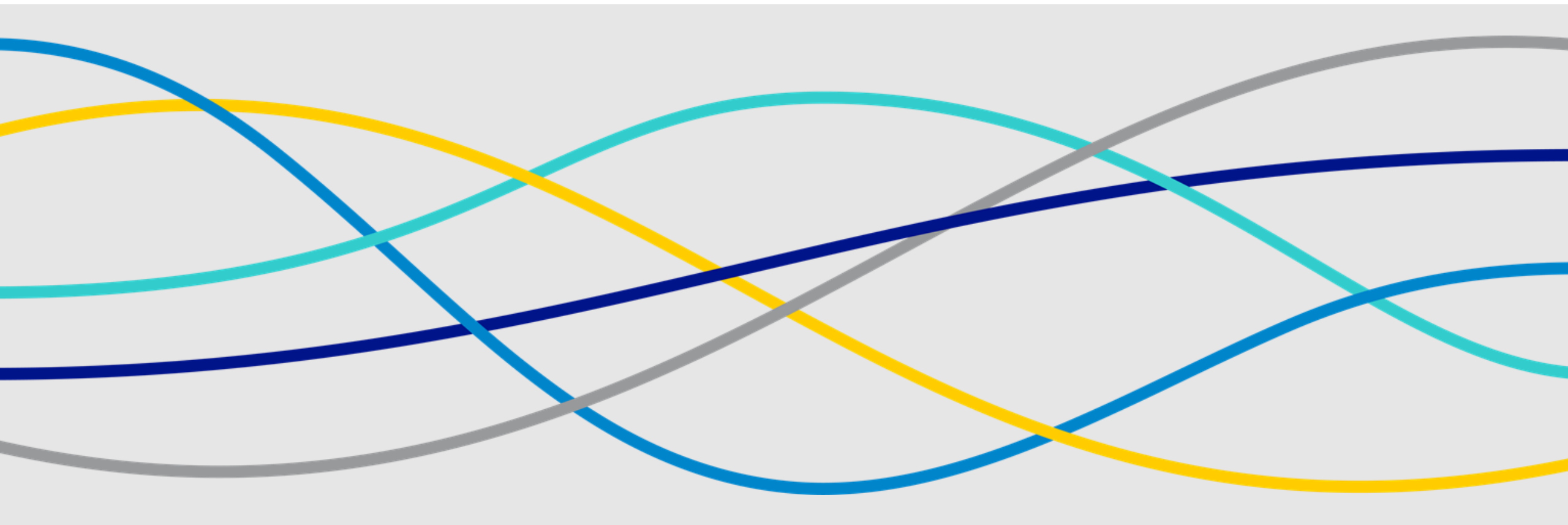
For HEA, Kate's case study had a higher open rate than the winter coat creative. However, the winter coat's click through rate outperformed Kate's case study e-mail.

Home Energy Assessment Participation 1/1/25 – 4/30/25





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Commercial & Industrial

Large Commercial & Industrial Results 1/1/25 – 3/31/25

Tactic	Metric	Q1 2025	Notes
Paid Social - InFeed Animated & Static Ad	Impressions	545,477	LCI ran both video and static ads on LinkedIn. Top-engaged job titles (clicks) include Owners, Presidents, Business Strategy Specialists, and Managers, which aligns with our targeting strategy. The most engaged industries are Construction, Food & Beverage Services, Transportation Equipment, and Machinery Manufacturing.
	Clicks	7,071	
	Click-Through Rate	1.30%	
	Cost Per Click	\$1.38	
Paid Search - Keywords	Impressions	65,478	This is the information for Google Paid Search. Keywords continue to be one of our biggest drivers of clicks. Branded key words are performing best, meaning that businesses are hearing the program names and inputting them to search.
	Clicks	36,745	
	Click-Through Rate	56.12%	
	Cost Per Click	\$0.35	
Banner & Native Ads	Impressions	1,771,320	This is the information for Banner & Native Ads that switch out on 70 different websites.
	Site Visits	30,173	
	Site Visit Rate	1.70%	
	Cost Per Site Visit	\$0.64	
Print	Circulation	12,944	This is for Providence Business News and Providence Business First. It included the Hexagon article and our Large Commercial ad.
Web Analytics	Visits	53,824	Website information regarding Large Commercial.
	New Users	21,229	
	Engagement Rate	70.40%	
	Pages/Session	7.41	
	Avg. Session Duration	1 min 44 secs	

Commercial Midstream and LCI Retrofit & New Construction had a total of 1,083 applications created or paid for Q1.

Small Business Results 1/1/25 – 3/31/25

Tactic	Metric	Q1 2025	Notes
Paid Social - InFeed Animated & Static Ad	Impressions	288,183	Small Business ran both video and static ads on LinkedIn. The most-engaged job titles were General Managers, Owners, Partners, and Managers. Top-engaged industries included Medical Practices, Food & Beverage Services, IT Services, and Media & Telecommunications.
	Clicks	2,278	
	Click-Through Rate	0.79%	
	Cost Per Click	\$2.34	
Paid Search - Keywords	Impressions	41,945	This is the information for Google Paid Search. Keywords continue to be one of our biggest drivers of clicks.
	Clicks	24,722	
	Click-Through Rate	58.94%	
	Cost Per Click	\$0.24	
Banner & Native Ads	Impressions	714,792	This is the information for Banner & Native Ads that switch out on 70 different websites.
	Site Visits	7,319	
	Site Visit Rate	1.02%	
	Cost Per Site Visit	\$0.80	
Print	Circulation		No print for Q1 '25.
Web Analytics	Visits	32,891	Website information regarding Small Business.
	New Users	12,983	
	Engagement Rate	71.00%	
	Pages/Session	7.91	
	Avg. Session Duration	1 min 49 secs	

SMB Audits Completed	
Jan	93
Feb	60
Mar	78

Multifamily Results 1/1/25 – 3/31/25

Tactic	Metric	Q1 2025	Notes
Paid Social - InFeed Animated & Static Ad	Impressions		N/A for Q1
	Clicks		
	Click-Through Rate		
	Cost Per Click		
Paid Search - Keywords	Impressions	83,341	This is the information for Google Paid Search. Keywords continue to be one of our biggest drivers of clicks.
	Clicks	47,893	
	Click-Through Rate	57.47%	
	Cost Per Click	\$0.07	
Banner & Native Ads	Impressions	654,573	This is the information for Banner & Native Ads that switch out on 70 different websites.
	Site Visits	7,525	
	Site Visit Rate	1.15%	
	Cost Per Site Visit	\$0.45	
Web Analytics	Visits	64,798	Website information regarding Multifamily.
	New Users	20,587	
	Engagement Rate	75.99%	
	Pages/Session	8.16	
	Avg. Session Duration	1 min 35 secs	

MF Audits Completed	
Jan	11
Feb	12
Mar	29