

# → Leveraging loyalty best practices offer a highly targeted and personalized energy saving perks program: My Energy Target



ICF brings decades of experience designing and delivering energy and climate policies and programs with a focus on [decarbonization](#), [flexible load management](#), [electrification](#), and [customer insights and incentives](#). Our forward-thinking and innovative services create new customer pathways and richer relationships with energy companies, yielding greater results as they pursue more equitable program offerings.

## For more information, contact:

Karen Ehrhardt-Martinez

[Karen.Ehrhardt-Martinez@icf.com](mailto:Karen.Ehrhardt-Martinez@icf.com)

Learn more at [icf.com/energy](https://icf.com/energy)

## About ICF

ICF (NASDAQ:ICFI) is a global consulting and digital services company with over 7,000 full- and part-time employees, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future.

## Next-generation behavioral program combines loyalty with a highly targeted approach

My Energy Target (MET) builds upon and improves traditional behavioral programs by using an innovative campaign to engage customers with a personalized target, unique to individual homes and needs, and provide them reward earning opportunities tied to their energy saving efforts. MET incorporates loyalty best practices, nudge theory, and gamification to provide a targeted and effective approach to driving customer engagement and energy savings.

### Highly personalized and actionable

MET uses AMI data to establish a customized, seasonal energy-savings goal for each customer (based on their energy use, location, weather, and home characteristics). To help customers achieve their target, ICF designs and deploys various touchpoints that encourage customers to adopt energy-efficient behaviors. We also promote additional programs that may be well suited to customer needs, nudge them to save with reward offers for achieving their target, and update them on their progress.

### Flexible and targeted savings

MET can be deployed to any residential customer or specifically tailored to align with a utility's broader corporate strategy. Examples include engaging highest use customers, low- to moderate-income communities, or areas with identified grid constraints. ICF leverages a robust propensity score weighting methodology to create control groups and ensure demonstrable and verifiable savings.

### Rewarding approach for customers

We leverage loyalty best practices, nudge theory, and gamification to create a nurturing and engaging campaign for utility customers. Numerous touchpoints encourage customers to save, provide interactive content to help engage and collect insights from customers, and provide reward redemption opportunities for completed actions and achieving savings goals.

[Contact us to learn how ICF's My Energy Target offering can help you exceed your goals.](#)