ENERGY STAR Online Products Tools

2017 ENERGY STAR Products Partner Meeting
Chicago, IL

Agenda

- Consumer Tools
  - ENERGY STAR Rebate & Product Finders
  - Price & Location Tools
    - ENERGY STAR Most Efficient
    - ENERGY STAR Best Value Finder Tool
- Partner Tools
  - The API Tool
  - Ways to Save Tips Web Service
- Partner Database Transition
  - How you can help!

Consumer Web Tools

ENERGY STAR Rebate Finder

- More than **400,000** sessions over the past year
- Energy Efficiency Program Sponsors provide information on incentives
- Recently improved the process for updating information, as well as the user interface

ENERGY STAR Product Finder

- ENERGY STAR a trusted resource for identifying efficient products
  - More than 1.2 million user sessions in the past year
  - Pageviews of the main page have increased 30% over past year
- Dynamic, searchable product lists with information on performance and functionality (and adding availability)
- Consistent links from Product overview pages make it easy for consumers to find more information

Price and Location Feature

- Introduced for ENERGY STAR Most Efficient products available at retail in 2016
- Provides information about online pricing to enrich the energystar.gov experience
  - Leverages public data already available
  - Zip code detection via IP address or manual input allows consumers to see stores nearby that sell specific ENERGY STAR models
  - Map feature allows consumers to get directions to stores
  - Provides links directly to retail pages with details on how to purchase the model
  - Data updated multiple times a day to deliver accurate pricing information
- Share in-store pricing where available to provide even more information to the consumer

Most Efficient Clothes Washers Page

LG WT7700H*A	Volume (cu. ft.)ⓘ	5.7	**Features** • Super Large 5.7 cu. Ft Capacity • Direct Drive Motor 10 Year Manufacturer's Limited Warranty • ColdWash™ Technology • 6Motion™ Technology • Fast & Clean TurboWash™ 2.0 Technology • AAFA certified Allergiene ™ Cycle with Steam • Smart TagOn™ Technology • Slam Proof Lid
	Annual Energy Use (kWh/yr)ⓘ	150	
	Annual Water Use (gallons/yr)ⓘ	5381	

Low $1,094.00 - High $1,329.99 at 4 Online stores

📍 Retail Locations
$ Pricing
ⓘ Product Specs

CLICK FOR PRODUCT DETAILS

Samsung WF56H91**C*	Volume (cu. ft.)ⓘ	5.6	**Features** • SuperSpeed • Powerfoam • Self Clean+ • Crystal Door • VRT Plus
	Annual Energy Use (kWh/yr)ⓘ	130	
	Annual Water Use (gallons/yr)ⓘ	4593	

Low $1,439.10 - High $1,439.10 at 1 Online stores

Price and Location Feature

- Designed to facilitate online research and in-store purchases consistent with what consumers have come to expect from online shopping tools

ENERGY STAR Best Value Finder: Leveraging Price & Location Functionality

- Goal: Make energy saving products and tips more accessible to low income or budget-constrained consumers
  - Highlight least cost, efficient options
  - Provide online and local options for researching and purchasing products
  - Provide buying tips and and information about rebates
  - Offer simple ways to reduce energy consumption and save money
- Look and feel of tool = a comprehensive bundle of resources accessible by web or mobile
  - Leverage price and location infrastructure to list models by lowest price available.
  - Mobile accessible site
  - Provide rotating, adaptable content on energy saving opportunities

Best Value Landing Page

- Describes what the Best Value Finder offers

- Provides compelling facts for why users should visit the product pages

- Offers more ways to save – focused on areas where you can save the most money.

ENERGY STAR Best Value Finder – Room Air Conditioner

Partner Web Tools

ENERGY STAR Product Lists – Partner Overview

- A sophisticated IT system reviews and accepts data from third party certifiers to populate the product finder

- Infrastructure includes APIs and extensive datasets of related product info, which can be downloaded

Partner to Product List Process
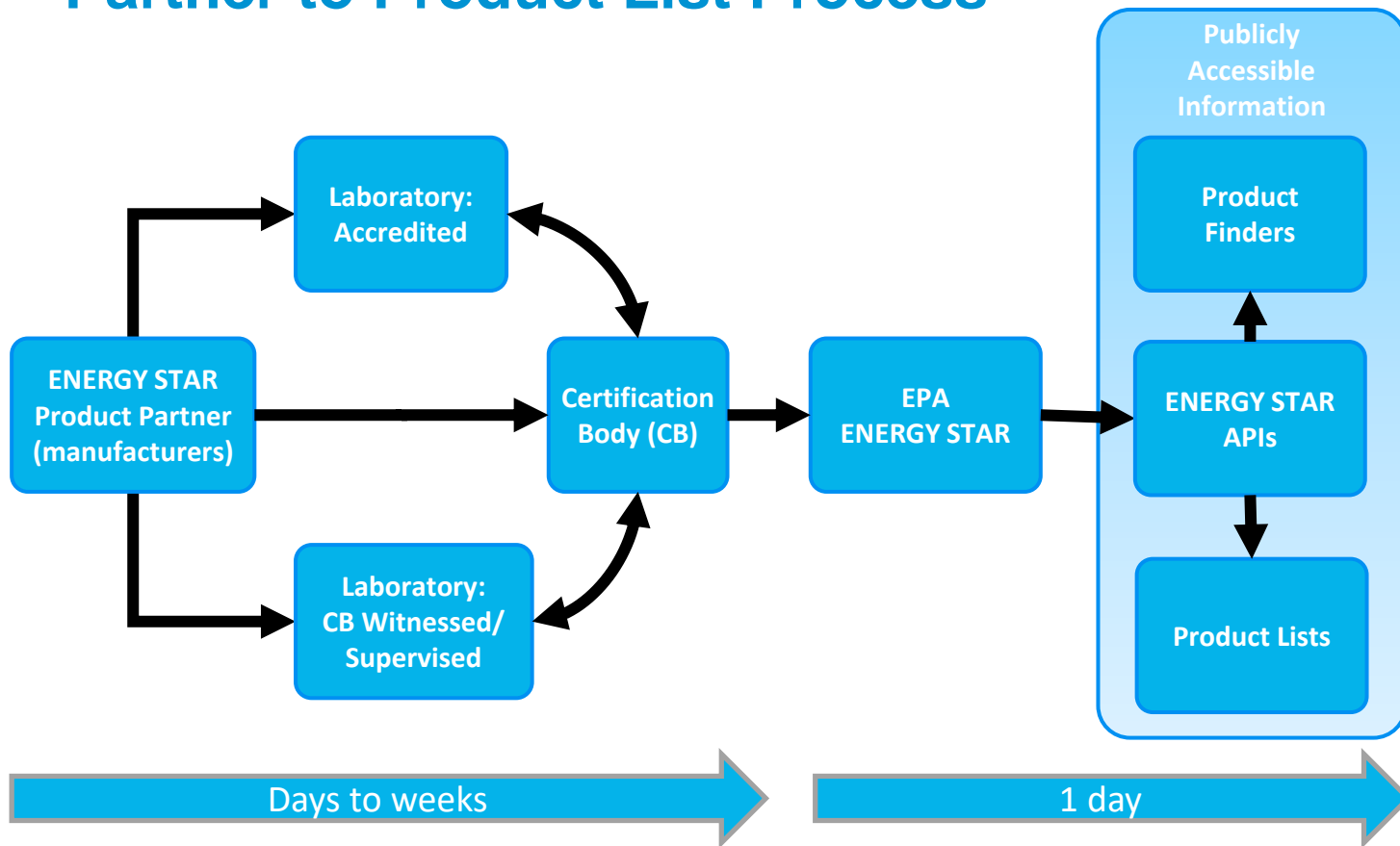
Product Lists

- Updated daily
- Custom filter options for retailers, partners, others
- Export options including Excel, .csv, APIs
- One portal where stakeholders access certified products – data.energystar.gov
    - Note - Excludes Windows, Non-AHRI CAC/ASHPs

Filtering Datasets

- Multiple filters are available to search datasets
  - Example: Find the subset of products that meet a particular efficiency threshold above ENERGY STAR Clothes Washers
    - IMEF greater than 2.92 and IWF less than 3.2 (CEE Tier 3) Filter view: Click Filter
- Click on ENERGY STAR Unique ID and change it to the attribute you want to filter
  - ENERGY STAR Unique ID creates unique links for a model certified to a specific spec version
  - Allows users to track when models certified to a particular spec are added to the list or fall off the list

Filter

Conditional Formatting ◄

Sort & Roll-Up ◄

Filter ▼

Filter this dataset based on contents.

Integrated Modified Energy Factor (IMEF) ▾ is greater than ▾

✓   2.92

    options ⚙

Integrated Water Factor (IWF) ▾ is less than ▾

✓   3.2

    options ⚙

+ Add a New Filter Condition

API Developers Resources

- Publishes Certified Products Data in machine readable format
- Accessible to any application with a connection to the web
- All dataset fields available through the API
- Open and free for anyone to use: data.energystar.gov/developers

Next Steps

- Join Google Groups developer forum ENERGY STAR Products API
- Review website resources
  - ENERGY STAR Products APIs Essentials
  - links through /developers webpage
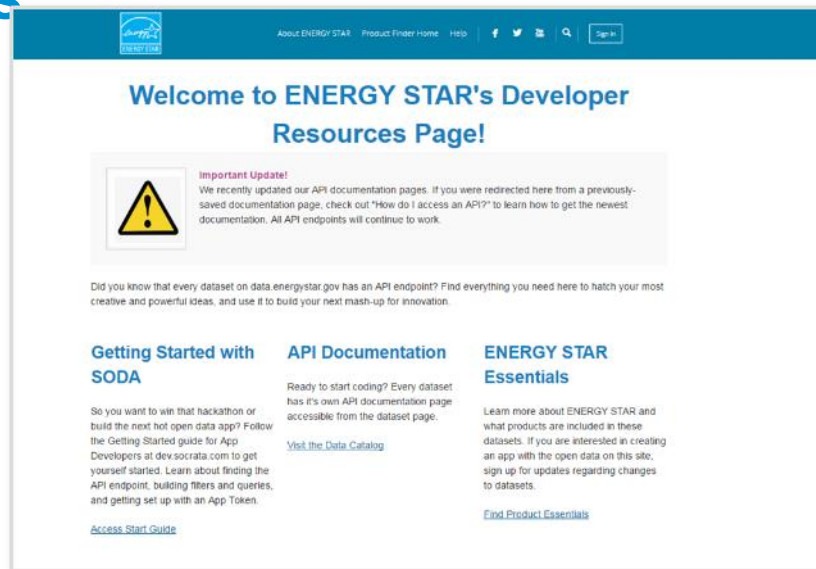
ENERGY STAR *Ways to Save Tips* Web Service

- A web service that provides an ongoing stream of ENERGY STAR branded, energy-saving tips to external web sites that adopt the service. Tips include:
  - All ENERGY STAR vetted, energy-saving tips for certified consumer products, including content from all annual product promotions.
  - Links back to energystar.gov for more educational information.
- Tips can be customized by partners based on specific product categories relevant to partner programs.
- Feed refreshes with each visit to your site.

Ways to Save Tips: Benefits For Partners

- Fresh and Frequent Content
  - Increase the amount of content that changes on your page(s) to show search engines that your page is worthy of receiving a boost in the search results.
  - Increase the frequency of the changes to give search engines a reason to crawl your site more often.
  - Give visitors more options for engaging with your page.

- ENERGY STAR Brand Affiliation
  - ENERGY STAR is a trusted brand that provides credibility to your site and confidence to your site visitors.
  - Displaying ENERGY STAR branded content next to your own content creates a connection that can add value to your content.

- One and Done
  - Once the web service is adopted, you're done. You do not have to think about it again.

Ways to Save Tips: Get Started

- Go to
  www.energystar.gov/waystosavetips

  - Choose the header size that works best for your site from three available widths.

  - Select your preferences related to the tips in your feed, such as product type.

  - Product specific selections provide you with a custom URL for relevant tip content.

ENERGY STAR. The simple choice for energy efficiency.

ENERGY STAR

ABOUT ENERGY STAR   PARTNER RESOURCES

The simple choice for energy efficiency.

ENERGY STAR

ENERGY EFFICIENT
products

ENERGY SAVINGS
at home

ENERGY EFFICIENT
new homes

ENERGY STRATEGIES FOR
buildings & plants

Home » Energy Savings At Home

Certified Products

Your source for energy efficient product information

All Certified Products | Appliances | Lighting | Office Equipment | Electronics | Product Specifications Search

YOUR RESOURCE TO:

Find ENERGY STAR products

Learn new ways to save energy

Find tools to help you save

Get rebates and offers

Warm up to savings with ENERGY STAR water heaters.
Learn More

Appliances

- Air Purifiers (Cleaners)
- Clothes Dryers
- Clothes Washers
- Commercial Clothes Washers
- Dehumidifiers
- Dishwashers
- Freezers
- Refrigerators

Building Products

- Residential Windows, Doors and Skylights
- Roof Products
- Seal and Insulate

Commercial Food Service Equipment

- Commercial Dishwashers
- Commercial Fryers
- Commercial Griddles

Electronics

- Audio/Video
- Digital Media Player
- Professional Displays
- Set-top Boxes
- Slates and Tablets
- Telephones
- Televisions

Heating & Cooling

- Air-Source Heat Pumps
- Boilers
- Central Air Conditioner
- Commercial Boilers
- Ductless Heating & Cooling
- Furnaces
- Geothermal Heat Pumps
- Light Commercial Heating & Cooling
- Room Air Conditioner
- Smart Thermostats

Office Equipment

- Computers
- Data Center Storage
- Enterprise Servers
- Imaging Equipment
- Large Network Equipment
- Monitors
- Small Network Equipment
- Uninterruptible Power Supplies
- Voice over Internet Protocol (VoIP) Phones

Other

- Electric Vehicle Supply Equipment (EVSE)
- Laboratory Grade Refrigerators and Freezers
- Pool Pumps
- Vending Machines
- Water Coolers

WAYS TO SAVE TIPS

ENERGY STAR

Choose an ENERGY STAR Certified Clothes Dryer

Clothes dryers use more energy than any other household appliance. ENERGY STAR certified dryers use 20 percent less energy than conventional models using innovative energy saving technologies, such as improved moisture sensors, which prevents over-drying and reducing energy waste. Replacing your old clothes dryer with an ENERGY STAR certified model can save you $245.

PRODUCT FINDER

Looking for a specific ENERGY STAR certified product model?

START HERE

Partner Database Transition

- Currently moving partner information into new Salesforce database
  - Data migration in Fall 2017
  - Development of partner portal planned for Summer 2018
  - New portal for partners expected Fall 2018
- Benefits of the transition
  - Improve management of partner roles and contact information
  - Make it easier to opt-in to ENERGY STAR mailings
  - Provide additional resources to partners

Partner Database Transition

- We need your help!

- Look for upcoming emails from EPA asking you to confirm the following:
    - Organization details
    - Contact information
    - Role in organization
    - Role with ENERGY STAR
    - ENERGY STAR mailings

- Providing your latest contact information will help us serve you the most relevant ENERGY STAR program and product updates.

Resources

- energystar.gov/productfinder

    – Product finder tools

    – Guide on creating filters and visuals

    – Macro for segmenting additional models

- data.energystar.gov

    – Product lists and API field names

    – EPA-created filters, charts, and graphs

- data.energystar.gov/developers

    – ENERGY STAR Products API essentials

    – Getting started with APIs

- ENERGY STAR Products API Google Group

- energystar.gov/best-value-finder

- energystar.gov/mostefficient

- Ways to Save Tips Web Service: energystar.gov/waystosavetips

Thank You!

For questions or additional information, please contact:

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