



MassSave.com Redesign

Massachusetts Energy Efficiency Advisory Council Meeting,
July 19, 2017

Brenda Pike, National Grid

Lindsay Henderson, Cape Light Compact



- Homepage changes
- Mobile-first design
- MyEnergy profile
- Expanded/improved C&I section
- Partners section
- Analytics shift

Homepage changes



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It's Simple to Save Energy and Money

It's easy for residents and businesses across Massachusetts.

I'm looking for solutions for my



Home



Business



Multi-family

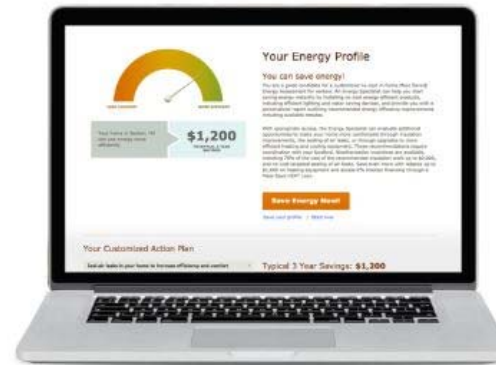
Homepage changes



No-Cost Online Home Energy Assessment

Saving energy and money is easy with the Mass Save Online Home Energy Assessment. See how you're currently using energy, review efficiency recommendations and rebates, and receive an estimate of potential cost savings. You'll also learn if your home is a good candidate for an in-home energy assessment.

YOUR ONLINE ASSESSMENT



4-Day LED Flash Sale!

Choose among three LED 6-packs - only \$10 each.



Income Eligible

You may qualify for discount rates or no-cost energy efficiency services.



Business

Explore comprehensive energy efficiency solutions for your business.

Homepage changes



Bright Ideas For Mass Savings



JUNE 29, 2017

RESIDENTIAL BLOG

Cool Down With These Summer Saving Tips

It's almost summertime. Who's ready for games at Fenway, weekend trips to the Cape, and kids off from school? Now, who's ready for the summer heat? By following these five tips, you can have a cooler summer while saving money on energy.

READ MORE



JUNE 27, 2017

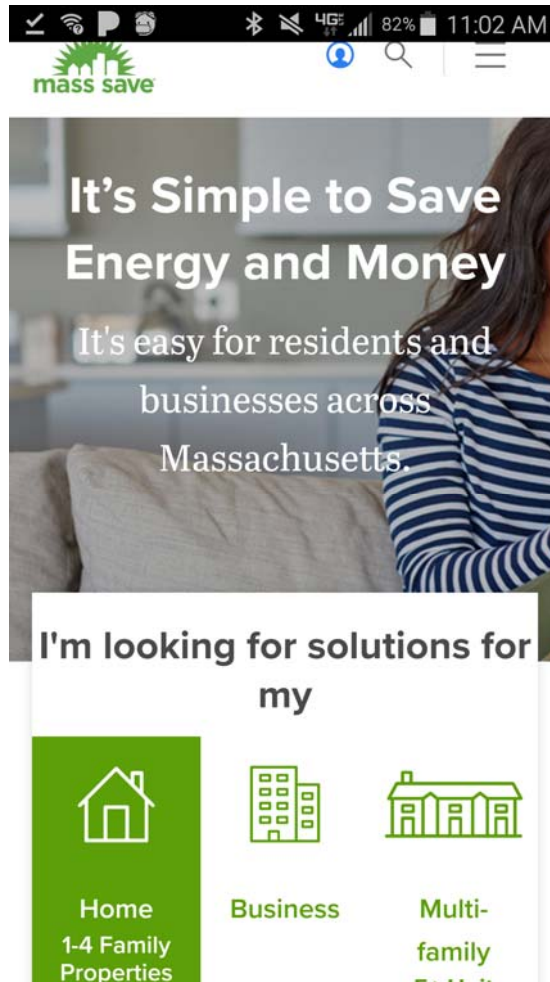
BUSINESS BLOG

5 Ways Your Business Benefits from an Energy Assessment

68% of businesses in the US plan to increase investments toward becoming more energy efficient in the next 12 months, according to a survey from Johnson Controls. That's over two-thirds of businesses that are looking for ways to save energy and improve their bottom-line.

READ MORE

Mobile-first design



MyEnergy profile



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Get Energy Efficiency Incentives and Grow Your Bottom Line

With Mass Save®, it's easy to find ways to save energy and money.

I'm looking for solutions for my



Home



Business



Multi-family

MyEnergy profile



MyEnergy

Your profile can help you save on energy... and money.
Keep your information updated and get the latest rebates based on your unique energy needs.

I'm looking for solutions for my



Home



Business



Multi-family

Find more ways to save for your home by entering your zip code and fuel type

1

Zip Code

Enter Zip Code

NEXT

2

Heating Fuel

No-Cost Energy Assessments

[Facility Assessments](#)

Rebates & Incentives

[Upgrading Existing Equipment](#)

[Rebates for Adding New or Replacing End-of-Life Equipment](#)

Explore the Blog

[Light Up 2017: Five Lighting Opportunities for Your Business](#)

[5 Ways Your Business Benefits from an Energy Assessment](#)

More links between topics



Electric Heat Pump Water Heaters

Lower your water heating bills and save on equipment costs.

A heat pump water heater can significantly reduce your monthly water heating costs. Additionally, residential customers of the Mass Save® Program Sponsors can receive a rebate of up to \$750 if they have a licensed plumber install a qualified heat pump water heater when replacing an **existing electric** storage tank water heater, or building a new home.

High-Efficiency Electric Water Heater Rebates

Size	Energy Factor (EF)	Rebate Amount
55 gallons or less	2.3	\$750
> 55 gallons	3.0	\$150

[Back to Rebates and Incentives](#)

[Share](#)

Explore More Topics

[Electric Water Heaters Guide](#)

[Energy Saving Tips](#)

[Saving Energy Safely](#)

[HEAT Loan 0% Financing](#)

Expanded/improved C&I section



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Business Rebates & Incentives

Energy efficiency aligned to business objectives.



Take advantage of incentives to help you upgrade to energy-saving equipment and systems.

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Explore More Topics

[Multi-Family Facilities \(5+ Units\)](#)

[Services and Financing](#)

[Case Studies](#)



Solutions for Whole Buildings

Facility Assessments

Upgrade your outdated equipment or add energy efficiency into your renovation

New Buildings and Major Renovations

From planning to implementation, we help

Partners section



Partner with Mass Save

Learn about the opportunities available to you through Mass Save.

Home Energy Services Participating Contractors

Find out how to apply to become a participating contractor to perform home energy assessments and/or insulation and air sealing.

AC Check Trained Contractors

The Airflow and Charge (AC) Check Program is a way for contractors to access training and receive incentives for properly installing, sizing, and testing high-efficiency heating and cooling systems.

Upstream HVAC Program

HVAC equipment distributors can discover the Business Upstream HVAC Program and become a participating distributor.

Distributors for ECM Circulator Pumps

HVAC equipment distributors can receive discounts on ECM



Bright Opportunities Upstream Lighting Program

Participating lighting distributors receive incentives on LED lamps and select types of LED fixtures in commercial applications, enabling lower prices for customers.

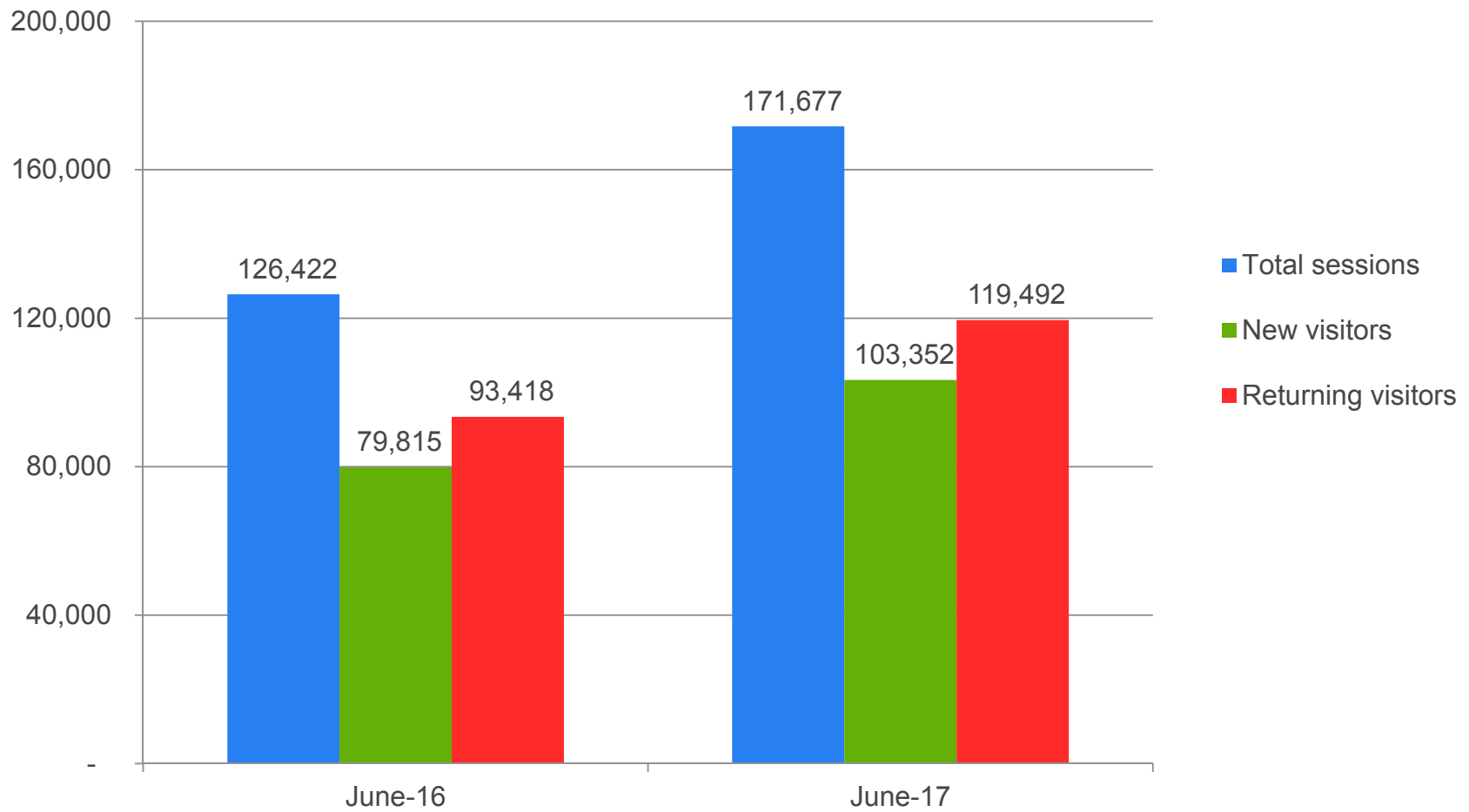
Mass Save® Requests for Proposals (RFPs)

Review the open RFPs for Mass Save and Massachusetts' Program Administrators.

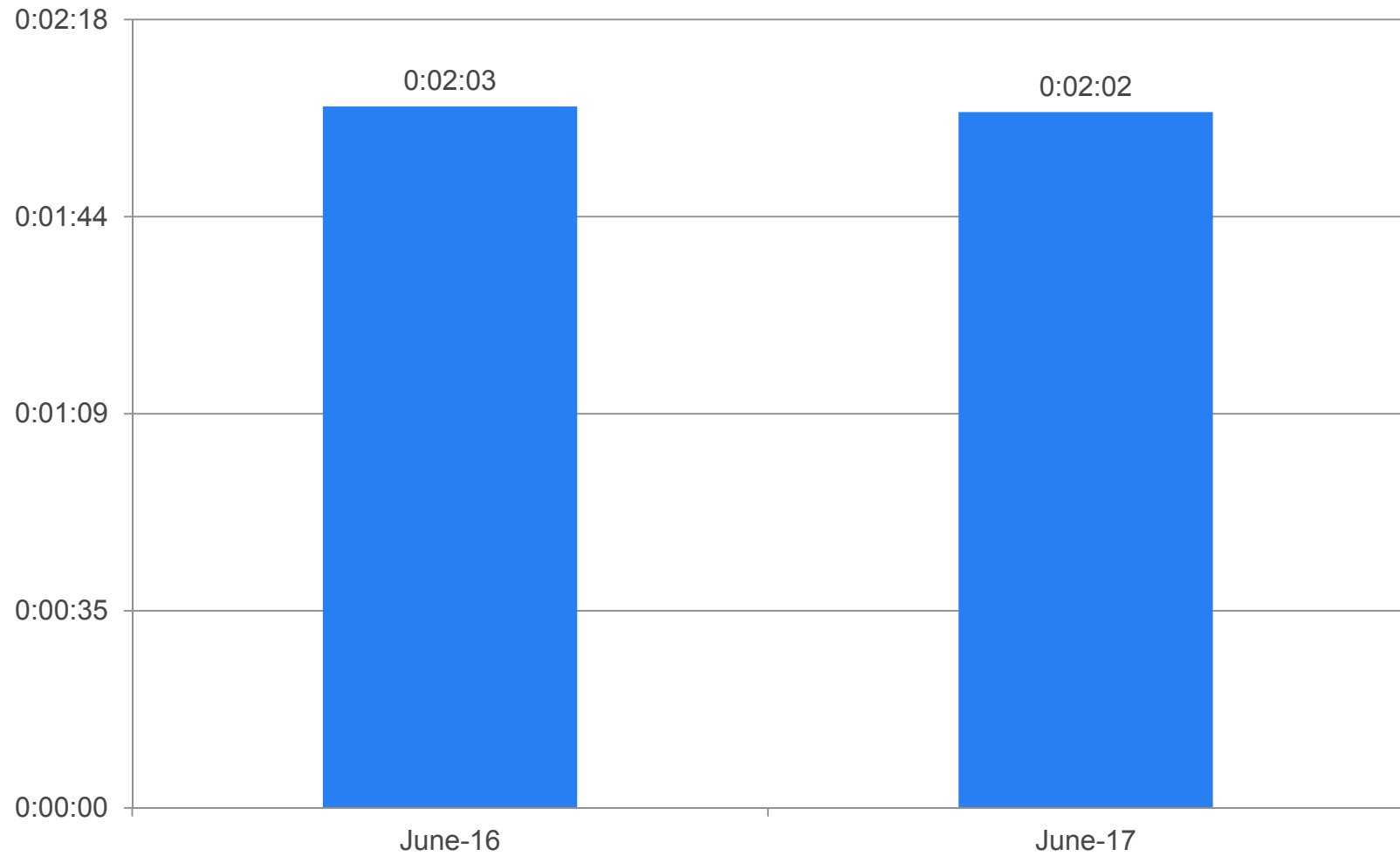
Process for Managing Proposals

Get the info you need to submit a proposal.

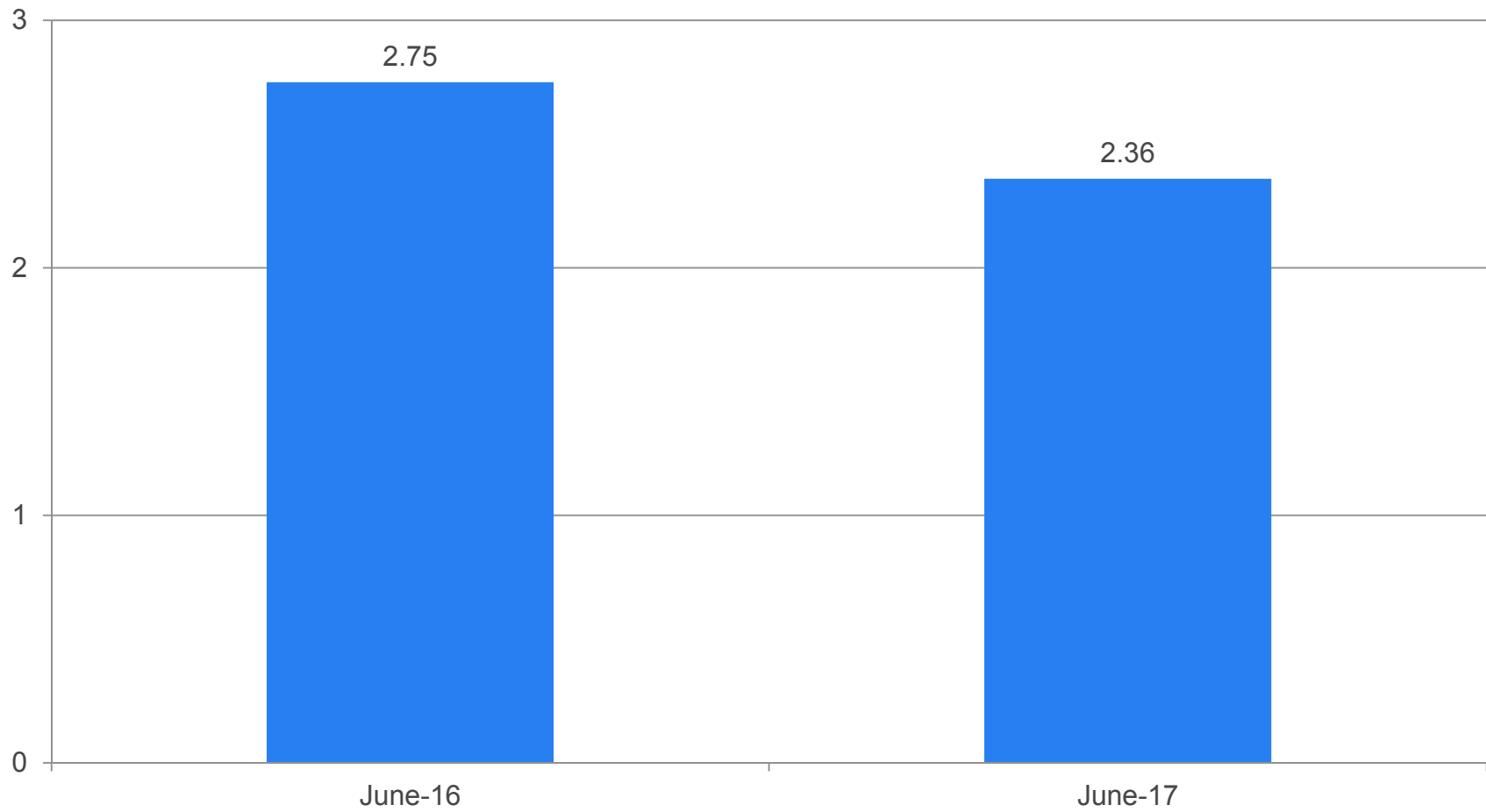
Visitors



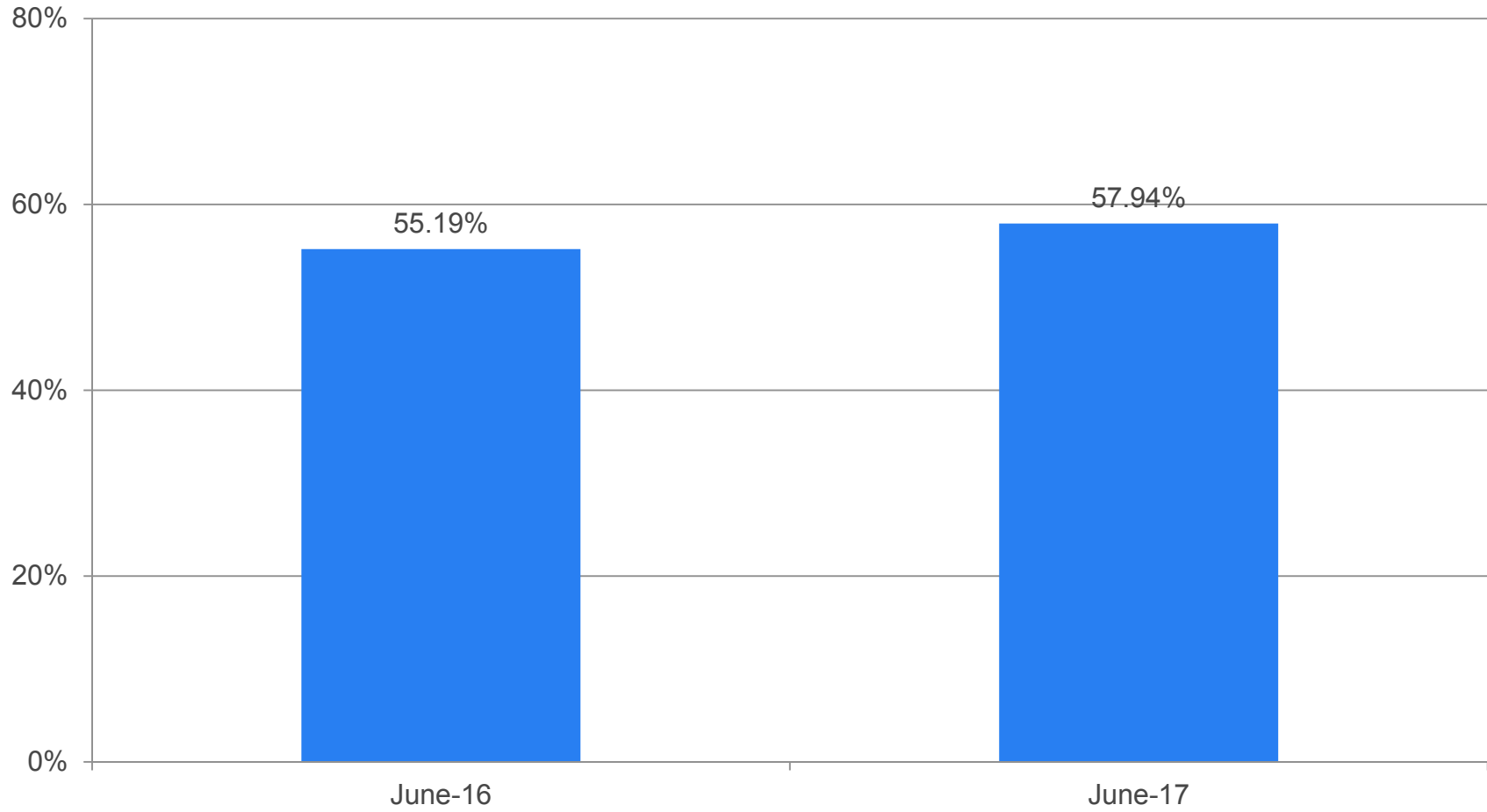
Average time on site



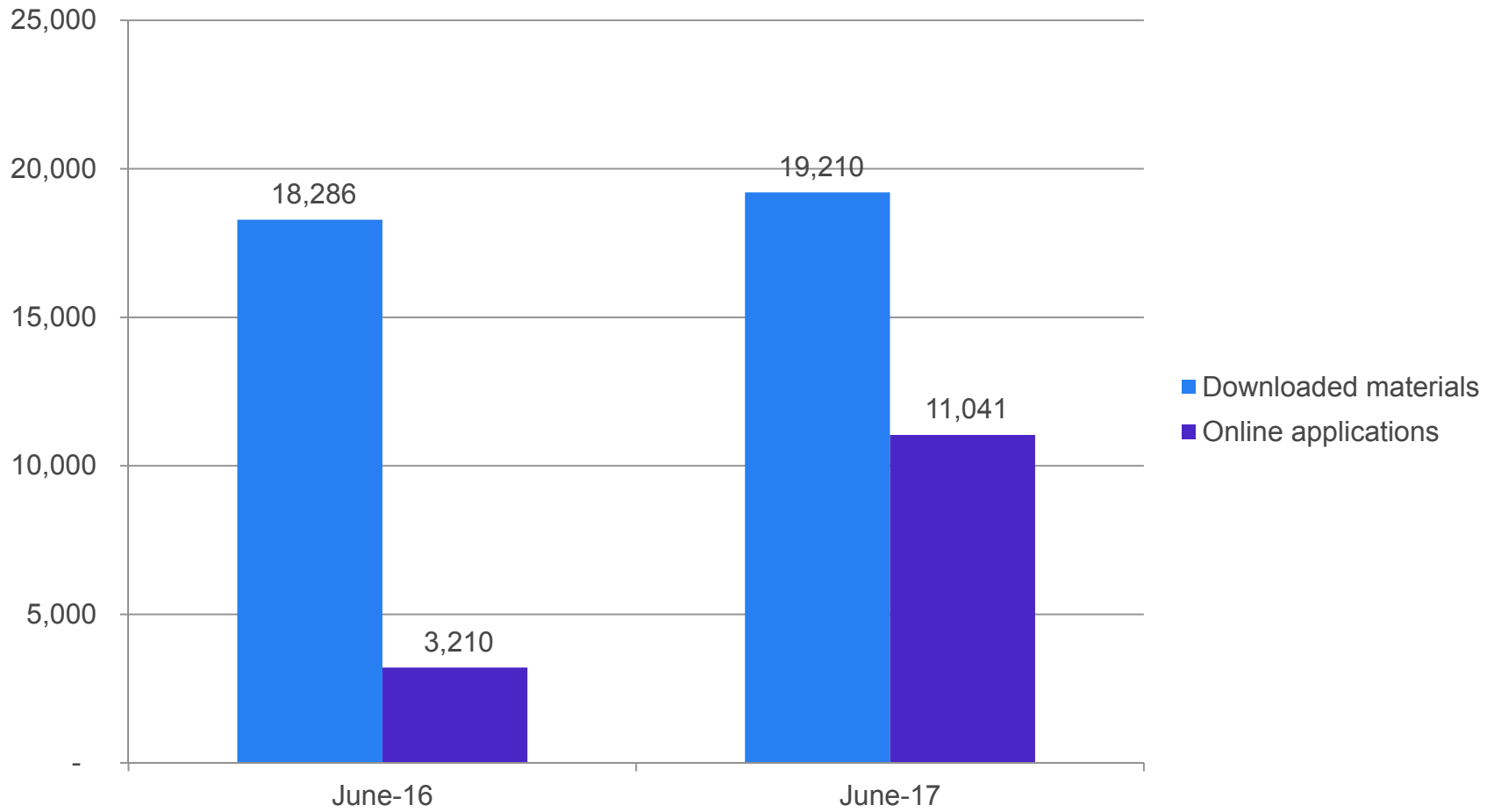
Average pages per session



Bounce rate



Conversions



Thank you

