

Oracle Utilities Opower Email Home Energy Reports

Oracle Utilities Opower Email Home Energy Reports Configuration Guide



F36109-22
June 2026



Oracle Utilities Opower Email Home Energy Reports Oracle Utilities Opower Email Home Energy Reports Configuration Guide,

F36109-22

Copyright © 2023, 2026, Oracle and/or its affiliates.

This software and related documentation are provided under a license agreement containing restrictions on use and disclosure and are protected by intellectual property laws. Except as expressly permitted in your license agreement or allowed by law, you may not use, copy, reproduce, translate, broadcast, modify, license, transmit, distribute, exhibit, perform, publish, or display any part, in any form, or by any means. Reverse engineering, disassembly, or decompilation of this software, unless required by law for interoperability, is prohibited.

The information contained herein is subject to change without notice and is not warranted to be error-free. If you find any errors, please report them to us in writing.

If this is software, software documentation, data (as defined in the Federal Acquisition Regulation), or related documentation that is delivered to the U.S. Government or anyone licensing it on behalf of the U.S. Government, then the following notice is applicable:

U.S. GOVERNMENT END USERS: Oracle programs (including any operating system, integrated software, any programs embedded, installed, or activated on delivered hardware, and modifications of such programs) and Oracle computer documentation or other Oracle data delivered to or accessed by U.S. Government end users are "commercial computer software," "commercial computer software documentation," or "limited rights data" pursuant to the applicable Federal Acquisition Regulation and agency-specific supplemental regulations. As such, the use, reproduction, duplication, release, display, disclosure, modification, preparation of derivative works, and/or adaptation of i) Oracle programs (including any operating system, integrated software, any programs embedded, installed, or activated on delivered hardware, and modifications of such programs), ii) Oracle computer documentation and/or iii) other Oracle data, is subject to the rights and limitations specified in the license contained in the applicable contract. The terms governing the U.S. Government's use of Oracle cloud services are defined by the applicable contract for such services. No other rights are granted to the U.S. Government.

This software or hardware is developed for general use in a variety of information management applications. It is not developed or intended for use in any inherently dangerous applications, including applications that may create a risk of personal injury. If you use this software or hardware in dangerous applications, then you shall be responsible to take all appropriate fail-safe, backup, redundancy, and other measures to ensure its safe use. Oracle Corporation and its affiliates disclaim any liability for any damages caused by use of this software or hardware in dangerous applications.

Oracle®, Java, MySQL, and NetSuite are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Inside are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Epyc, and the AMD logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group.

This software or hardware and documentation may provide access to or information about content, products, and services from third parties. Oracle Corporation and its affiliates are not responsible for and expressly disclaim all warranties of any kind with respect to third-party content, products, and services unless otherwise set forth in an applicable agreement between you and Oracle. Oracle Corporation and its affiliates will not be responsible for any loss, costs, or damages incurred due to your access to or use of third-party content, products, or services, except as set forth in an applicable agreement between you and Oracle.

For information about Oracle's commitment to accessibility, visit the Oracle Accessibility Program website at <http://www.oracle.com/pls/topic/lookup?ctx=acc&id=docacc>.

Oracle customer access to and use of Oracle support services will be pursuant to the terms and conditions specified in their Oracle order for the applicable services.

Contents

1 Oracle Utilities Opower Email Home Energy Reports Configuration Guide

2 Getting Started

Product Overview	1
Disclaimers	1
Report Types	1
Annual Report	1
Annual Report Modules	3
Electric Vehicle Report	3
Electric Vehicle User Experience	3
Electric Vehicle Report Modules	5
Requirement	5
Limited Income Report	6
Limited Income Welcome Report	6
Limited Income Progress Report	10
Limited Income Report Modules	12
Peak Focused Report	12
Report Modules	16
Progress Report	16
Progress Report Modules	18
Promotion Report	18
Seasonal Report	20
Seasonal Report Modules	24
Solar Report	24
Solar Report Modules	28
Time of Use Report	28
Time of Use Report Modules	32
Usage Lookback Report	32
Usage Lookback Report Modules	34
Welcome Report	34
Welcome Report Modules	38

3 Design and Configuration

Annual Secondary Insight	1
Annual Secondary Insight Example	1
Configuration Options	3
User Experience Variations	3
Customer Feedback	3
Customer Feedback Examples	3
Configuration Options	4
Disaggregation Main Insight	4
Disaggregation Main Insight Example	4
Configuration Options	5
Energy Use Benchmark	6
Energy Use Benchmark Example	6
Configuration Options	6
User Experience Variations	7
Home Energy Analysis	7
Mini Home Energy Analysis	7
Mini Home Energy Analysis Example	8
Seasonal Home Energy Analysis	8
Seasonal Home Energy Analysis Example	8
Configuration Options	9
User Experience Variations	9
Home Profile	9
Home Profile Example	9
Configuration Options	10
User Experience Variations	11
HVAC Adjustment	12
HVAC Adjustment Example	12
Configuration Options	12
User Experience Variations	13
Marketing Modules	13
Flexible Marketing Module Example	13
Electric Vehicle Marketing Module Example	13
Limited Income Marketing Module	14
Community Marketing Module	14
Configuration Options	15
Mini Time of Use Reminder	15
Mini Time of Use Reminder Example	15
Configuration Options	16
User Experience Variations	16
Normative Comparisons	16

Three-Bar Normative Comparison	17
Three-Bar Normative Comparison Example	17
Configuration Options	18
User Experience Variations	18
Efficiency Zone Normative Comparison	18
Efficiency Zone Normative Comparison Example	19
Configuration Options	19
User Experience Variations	20
Peak Focused Normative Comparison	20
Peak Focused Comparison Example	20
Configuration Options	21
User Experience Variations	22
Seasonal Normative Comparison	23
Seasonal Normative Comparison Example	23
Configuration Options	23
User Experience Variations	23
Personal Tracker	23
Personal Tracker Example	24
Configuration Options	25
User Experience Variations	26
Promotion Module	27
Promotion Module Example	27
Configuration Options	28
Seasonal Breakout	28
Seasonal Breakout Example	28
Configuration Options	28
User Experience Variations	28
Subject Line, Header, and Footer	28
Subject Line Examples	29
Header Examples	29
Footer Example	29
Configuration Options	30
User Experience Variations	32
Time of Day Hourly Insight	32
Time of Day Hourly Insight Example	32
Configuration Options	33
User Experience Variations	34
Time of Use 101	34
Time of Use 101 Example	34
Configuration Options	35
User Experience Variations	36
Tip Modules	36

Disaggregation Tip Example	36
Energy Literacy and Tip Example	36
Large Appliance Tip Example	37
Lookback Tips Example	37
Paired Tips Example	38
Promotion Report Tip Example	38
Seasonal Report Tip Example	39
Solar Tip Example	39
Two Tips Example	40
Configuration Options	41
Disaggregation Tip	41
Energy and Literacy Tip	41
Large Appliance Tip	42
Lookback Tips	42
Paired Tip	44
Promotion Report Tip	44
Seasonal Report Tip	44
Two Tips	44
User Experience Variations	45
Welcome	45
Welcome Module Example	45
Configuration Options	46
User Experience Variations	51
What Uses Most	51
What Uses Most Example	51
Configuration Options	52
User Experience Variations	53

4 Delivery

Delivery Cadence	1
Delivery Options	1

5 Next Steps

6 Version

7 Contact Your Delivery Team

1

Oracle Utilities Opower Email Home Energy Reports Configuration Guide

Welcome to the Oracle Utilities Opower Email Home Energy Reports Configuration Guide. Use this information to learn what product configurations are available for the email program. Have a question? [Contact Your Delivery Team](#) or visit [My Oracle Support](#).

Note

This HTML documentation is for reference only. Your Delivery Team will give you an editable PDF or DOCX version of the document to capture your inputs.

Quick Links

- [Getting Started](#)
- [Report Types](#)
- [Design and Configuration](#)
- [Contact Your Delivery Team](#)

2

Getting Started

This guide is used during the Oracle Utilities Opower launch process to provide product design information, collect utility configuration preferences for the products being launched, and track the finalization of these preferences. The preferences are then used to set up your Oracle Utilities Opower products and platform. This guide focuses on configuration preferences for Email Home Energy Report.

Note: This HTML documentation is for reference only. Your Delivery Team will give you an editable PDF or DOCX version of the document to capture your inputs. Once submitted to Oracle Utilities, all utility inputs recorded in the configuration guides are final and cannot be modified. Ensure that all configuration inputs are accurate before submitting them.

Product Overview

Email Home Energy Reports are communications sent through the email channel to engage utility customers about their home energy use. The reports provide a new, modernized experience with bold colors, a varied layout, and data-driven insights targeted to specific customer attributes. It includes new and enhanced features such as the Efficiency Zone normative comparison, Energy Use Benchmark performance summary, and energy disaggregation-based insights and tips about the customer's major energy end-use categories, such as heating, cooling, and appliances.

The goals of the product are to give customers actionable insights about their energy and motivate them to lower their usage.

Disclaimers

Your utility might not have all the products or features described in this document. [Contact Your Delivery Team](#) if you have questions.

Report Types

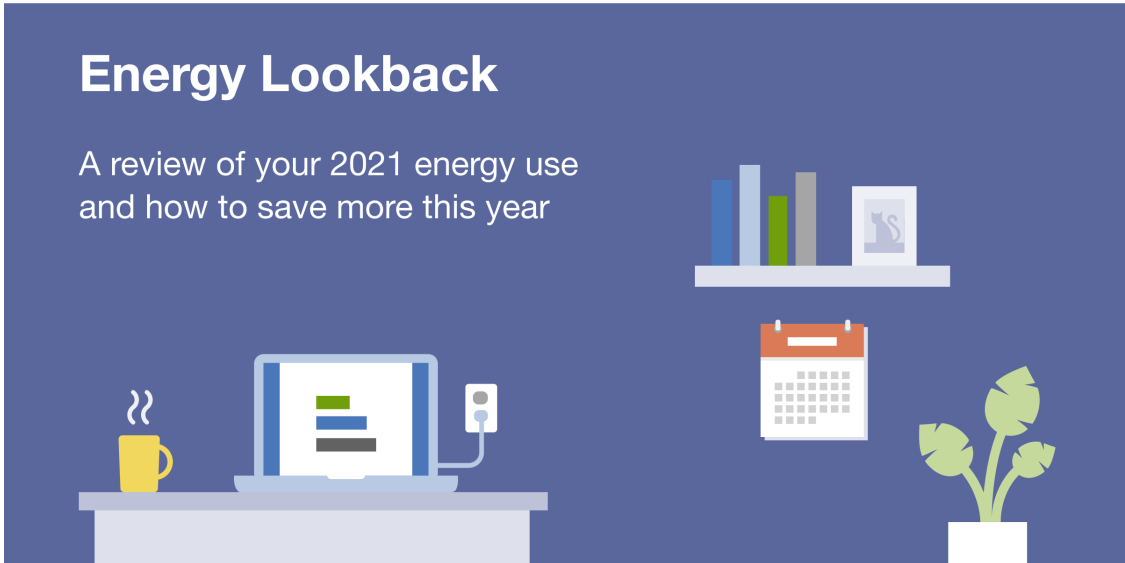
Email Home Energy Reports implement several report types with different layouts and modules that vary throughout the year to provide customers with a dynamic experience. The report types are designed to construct a story for the customer to follow as they learn about their energy use. Some report modules are common to all report types, while others only appear in a specific report type.

Annual Report

The Annual Report educates the customer about their energy use in the previous calendar year, and advises them on the most impactful actions that they can take to save energy and money in the new year. It also includes a community message that reminds the customer that their efforts contribute to a massive collective impact.

UtilityCo

Account #*****7890



Energy Lookback

A review of your 2021 energy use and how to save more this year

Your 2021 energy use at a glance

Jan 5 - Dec 4, 2021



Nice work! Let's get you saving even more this year.

How your use compares to others over the last 12 months



See the [individual report modules](#) for more information about how the experience varies by module.

Annual Report Modules

Email Home Energy Report is built with predefined mix of dynamic and static modules carefully crafted to tell customers a personalized story about their energy use. It provides new experiences and insights that vary over time, depending on specific customer attributes and utility goals. Go to the individual module page for more details on the user experience.

The Annual Report includes the following modules:

- [Subject Line, Header, and Footer](#)
- [Energy Use Benchmark](#)
- [Efficiency Zone Normative Comparison](#) or [Three-Bar Normative Comparison](#)
- [Annual Secondary Insight](#)
- [Lookback Tips](#)
- [Marketing Modules](#)
- [Footer](#)

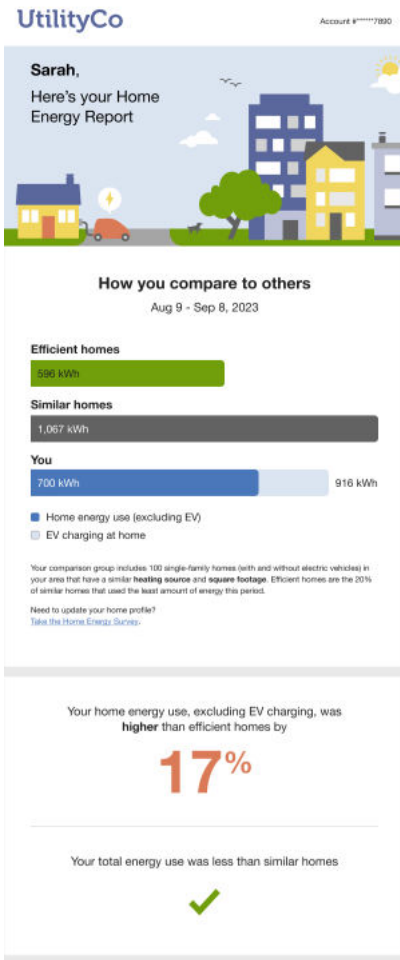
Electric Vehicle Report

The Electric Vehicle Report provides electric vehicle customers with a report experience that takes into account the unique priorities of electric vehicle customers, and the impact that electric vehicle charging has on their energy use. The report includes insights and explanations that are specific to the electric vehicle customer experience, and encourages customers to further enhance their report by completing the Home Energy Survey.

Electric Vehicle User Experience

This section describes the Electric Vehicle Report. The report is built with a predefined mix of dynamic and static modules carefully crafted to tell customers a personalized story about their energy use. It provides new experiences and insights that vary over time, depending on specific customer attributes and utility goals.

This image is an example of the Electric Vehicle Report user experience for an electric-only fuel customer. Go to the individual module page for more details about the user experience.



Heating was your highest energy use this period



Your other energy uses

	EV Charging	24%
	Laundry	17%
	Dishwasher	9%
	Oven	6%

All the other energy uses, including electronics and lighting, made up the remaining 8%.

Top water heating tip to help you save



Install efficient showerheads

Showering accounts for about 40% of your home's hot water use, but you can cut costs without sacrificing comfort. Energy-efficient showerheads can reduce hot water use without compromising water pressure.

Save up to \$13 per year

[Find more ways to save](#)

Electric Vehicle Report Modules

Email Home Energy Report is built with predefined mix of dynamic and static modules carefully crafted to tell customers a personalized story about their energy use. It provides new experiences and insights that vary over time, depending on specific customer attributes and utility goals. Go to the individual module page for more details on the user experience.

The Electric Vehicle Report includes the following modules:

- [Subject Line, Header, and Footer](#)
- [Three-Bar Neighbor Comparison](#)
- [What Uses Most](#)
- [Paired Tips](#)
- [Marketing Modules](#)

Requirement

Utility Requirements

Category	Description
Required Cloud Service	Oracle Utilities Opower Energy Efficiency Cloud Service
Scale	No limitations.

Customer Requirements

Category	Description
Billing Frequency	Monthly, bi-monthly, or quarterly.
Data Delivery Frequency	Daily, monthly, bi-monthly, or quarterly. See module-specific requirements.
Data Requirements	<ul style="list-style-type: none"> • Hourly AMI data and insights. • Electric vehicle confirmation. Contact your Delivery Team for more information.
Data History	See module-specific requirements.
Data Coverage	See module-specific requirements.
Supported Fuels	Electric-only and dual fuel.

Limitations

- **Electric Vehicle Disaggregation Data:** There are additional data requirements to show advanced insights such as Electric Vehicle disaggregation. Contact your Delivery Team for more information.
- **Efficiency Zone:** The Efficiency Zone is not available for this report type.

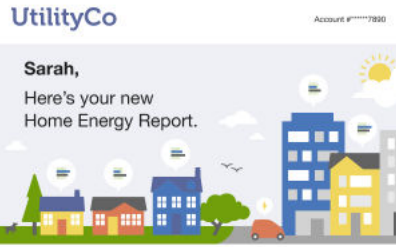
Limited Income Report

The Limited Income Report educates limited income customers about ways to be more energy efficient and presents opportunities for them to reduce their immediate and future bills. While the overall goal is to encourage energy efficiency, the report includes features that acknowledge the unique circumstances and needs of limited income customers. There are two types of reports: Limited Income Welcome Report and Limited Income Progress Report.

Limited Income Welcome Report

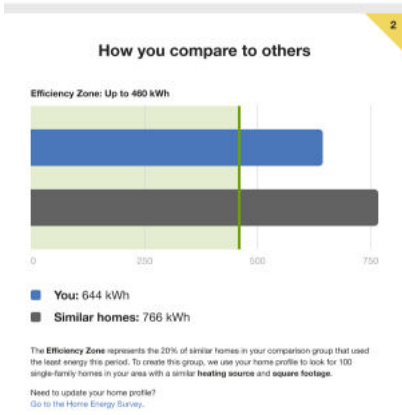
The Limited Income Welcome Report is the first report a new or legacy limited income customer receives as part of their Home Energy Report v3 program experience. The report varies slightly depending on whether the customer is a new or legacy customer.

Legacy Customers: Customers who have received earlier versions reports in the past are considered legacy customers. The Welcome Report acknowledges how the report experience has changed.



What's new in your report

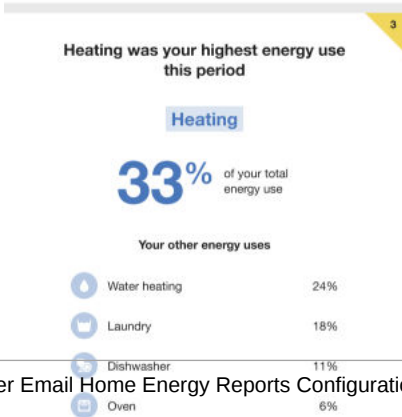
- 1 Energy use at a glance**
A quick summary to let you know how you're doing.
- 2 The Efficiency Zone**
This new graph shows a different view of your energy use, and how you stack up.
- 3 Better tips and insights**
Your report now gives a closer look at your home's energy use, so you know where you have the biggest potential to save.



Your energy use was outside of the Efficiency Zone by

40%

You used less energy than similar homes



New Customers: Customers who have never received a Home Energy Report are considered new customers. The Welcome Report introduces new customers to their report insights.

Note

New customers do not include customers who move from one audience segment to another.

UtilityCo
Account #*****7890

Sarah,
Here's your new
Home Energy Report.

Why are you receiving this?

These reports are designed to help you save energy and money, so your energy bill can be one less thing to worry about. Here's what to expect:

- 1 Energy use insights**
You can learn about your energy use, and get helpful context to determine how you're doing.
- 2 Personalized ways to save**
You'll get helpful tips and personalized expert advice chosen specifically for your home.
- 3 Savings and assistance programs**
You'll learn about energy efficiency programs that can help you save, as well as assistance programs you may qualify for.

Your energy use at a glance
Mar 5 - Apr 4, 2021

Fair **Good** Great

Use this report to learn about your energy use and how you can save more.

How you compare to others

Efficiency Zone: Up to 400 kWh

■ You: 644 kWh
■ Similar homes: 766 kWh

The Efficiency Zone represents the 20% of similar homes in your comparison group that used the least energy this period. To create this group, we use your home profile to look for 100 single-family homes in your area with a similar heating source and square footage.

Need to update your home profile?
Go to the Home Energy Survey.

Your energy use was outside of the Efficiency Zone by

40%

You used less energy than similar homes

Heating was your highest energy use this period

Heating

33% of your total energy use

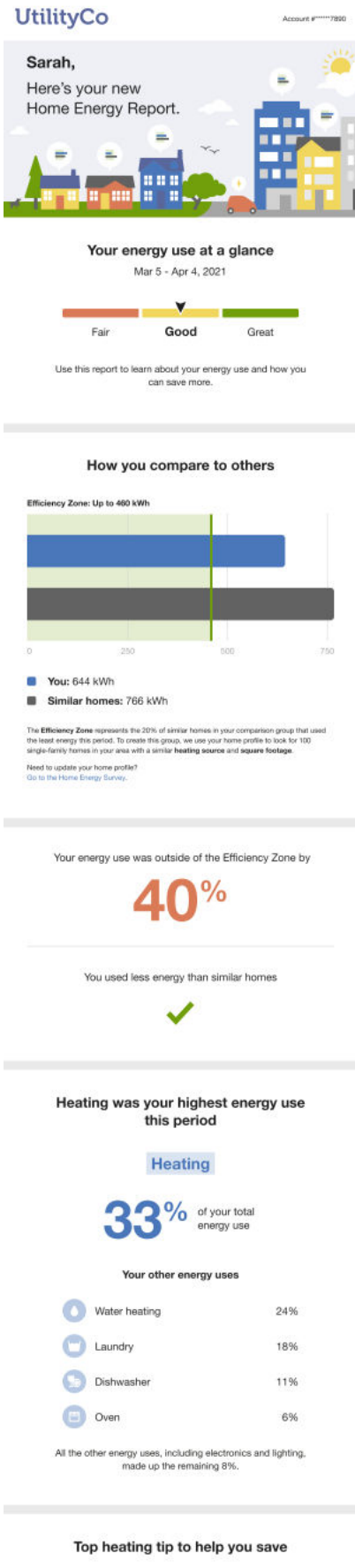
Your other energy uses

	Water heating	24%
	Dishwasher	11%
	Oven	6%

See the [individual report modules](#) for more information about how the experience varies by module.

Limited Income Progress Report

The Limited Income Progress Report is focused on general energy efficiency and money saving goals for limited income customers.



See the [individual report modules](#) for more information about how the experience varies by module.

Limited Income Report Modules

Email Home Energy Report is built with predefined mix of dynamic and static modules designed to tell customers a personalized story about their energy use. It provides new experiences and insights that vary over time, depending on specific customer attributes and utility goals. Go to the individual module page for more details on the user experience.

Limited Income Welcome Report Modules

The modules included in the Limited Income Welcome Report vary depending on whether the customer is a new or legacy customer.

The Limited Income Welcome Report includes the following modules:

- [Subject Line \(Not Depicted\)](#)
- [Header](#)
- [Welcome](#)
- [Energy Use Benchmark](#)
- [Efficiency Zone](#) or [Three-Bar Normative Comparison](#)
- [What Uses Most](#)
- [Paired Tips](#)
- [Mini Home Energy Analysis](#)
- [Footer](#)

Limited Income Progress Report Modules

The Limited Income Progress Report includes the same modules as the Welcome report, except it omits the Welcome module and replaces it with the [Marketing](#) module.

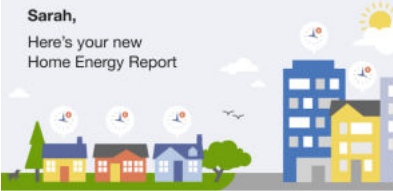
Peak Focused Report

The Peak Focused report informs customers about their electricity usage, with a focus on peak periods under their Time of Use rate plan. The report includes a diverse set of modules designed to encourage customers to be aware of electricity costs, and guides customers towards making energy-use conscious behavior changes during peak high-cost periods of the day. There are two types of Peak Focused Home Energy reports:

Peak Focused Welcome Report: The welcome version of the report is designed to introduce new and legacy customers who are new to the experience with a focus on peak energy use. It is the first report sent to new customers, and is structured to facilitate positive behavior changes, equip customers with actionable tools and information, enhance overall customer satisfaction, and promote energy savings.

UtilityCo
Account # 7890

Sarah,
Here's your new Home Energy Report

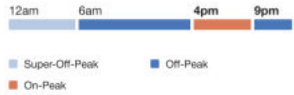


Why are you receiving this?

These reports provide insights about your energy use, so you can save more on your bill and make the most of your Time-of-Use (TOU) plan. Here's what to expect:

- 1 Your on-peak energy use compared to others**
You can learn how much energy you use during on-peak hours, and how it stacks up against similar homes.
- 2 Personalized ways to save**
You'll get tips selected for your home, so you can save more energy all the time, and especially during on-peak hours.
- 3 Timely, tailored advice**
You'll also get seasonal advice and special savings opportunities in future reports.

Electricity costs 2.5x more during on-peak hours (4pm-9pm) on weekdays




■ Super-Off-Peak ■ Off-Peak
■ On-Peak

Your on-peak hours usage is good

Jul 5 - Aug 6, 2023

Category	On-peak use (kWh)	Total use (kWh)
■ Efficient homes	153 kWh	834 kWh
■ You	254 kWh	1548 kWh
■ Similar homes	294 kWh	1587 kWh

Efficient homes represent the 20% of similar homes in your comparison group that used the least amount of electricity during on-peak hours this period.
 A kilowatt-hour (kWh) is the standard unit used to measure electricity use.




You're doing well, but you still have room for savings!
Look for tips in this report.

\$150

could be saved per year if your on-peak usage was like efficient homes

Your best energy saving opportunities



Cooling

Peak Focused Progress Report: The progress version of the report includes insights designed to inform customers about their electricity usage, with a focus on peak periods under their Time of Use rate plan. It encourages more energy-efficient behaviors and heightened awareness of electricity costs.



Report Modules

Email Home Energy Report is built with predefined mix of dynamic and static modules carefully crafted to tell customers a personalized story about their energy use. It provides new experiences and insights that vary over time, depending on specific customer attributes and utility goals. Go to the individual module page for more details on the user experience.

Peak Focused Welcome Report Modules

The Peak Focused Welcome Report includes the following modules:

- [Subject Line \(Not Depicted\)](#)
- [Header](#)
- [Welcome](#)
- [Mini Time of Use Reminder](#)
- [Peak Focused Normative Comparison](#)
- [Energy Literacy and Tip](#)
- [Customer Feedback](#)
- [Footer](#)

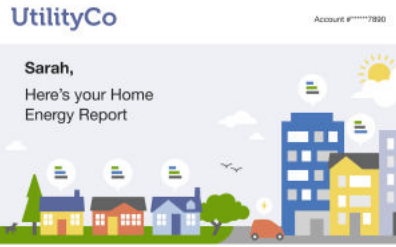
Peak Focused Progress Report Modules

The Peak Focused Progress Report includes the following modules:

- [Subject Line \(Not Depicted\)](#)
- [Header](#)
- [Mini Time of Use Reminder](#)
- [Peak Focused Normative Comparison](#)
- [Time of Day Hourly Insight](#)
- [Energy and Literacy Tip](#)
- [Customer Feedback](#)
- [Footer](#)

Progress Report

The Progress Report uses insights and various energy saving tips to motivate customers to maintain or improve their energy efficiency. The design of the report leverages behavioral science techniques such as normative comparison, curiosity, and anchoring to help customers stay engaged with their report experience over time. The Energy Use Benchmark, neighbor comparison, context-aware tips, and marketing module promotion features are designed to help the customer save energy.



Your energy use at a glance

Mar 5 - Apr 4, 2020



You likely used more this period due to changes in your home or energy use habits.

How you compare to others



- Efficient homes: 600 kWh
- You: 700 kWh
- Similar homes: 800 kWh

Efficient homes represent the 30% of similar homes in your comparison group that used the least energy this period. To create this group, we look for 100 single-family homes in your area with a similar heating source and square footage.

Need to update your home profile?
[Take the Home Energy Survey.](#)

Your energy use was higher than efficient homes by

17%

You used less energy than similar homes.



Top recommended tip for you

This tip was personalized based on your Home Energy Survey.



Run ceiling fans in reverse during the winter to circulate warm air

Warm air rises and collects near ceilings. In the winter, you can run your ceiling fan in reverse on a low setting to circulate warm air more evenly. Then lower your thermostat to save on heating costs.

Save up to \$13 per year



Make sure your refrigerator door seal is tight

If the seal on your refrigerator or freezer door isn't doing its job, your appliance could be leaking some of the cooled air it produces. To fix the problem, replace your leaky seal with a new one.

Save up to \$13 per year

Progress Report Modules

Email Home Energy Report is built with predefined mix of dynamic and static modules carefully crafted to tell customers a personalized story about their energy use. It provides new experiences and insights that vary over time, depending on specific customer attributes and utility goals. Go to the individual module page for more details on the user experience.

The Progress Report includes the following modules:

- [Subject Line \(Not Depicted\)](#)
- [Header](#)
- [Energy Use Benchmark](#)
- [Efficiency Zone](#) or [Three-Bar Normative Comparison](#)
- [Progress Report Tips](#)
- [Mini Home Energy Analysis](#)
- [Customer Feedback](#)
- [Footer](#)

Promotion Report

The Promotion Report offers customers personalized insights about specific end-uses in their home in order to motivate them to take advantage of a utility-offered promotion. This report type leverages Oracle Utilities Opower disaggregation capabilities to facilitate customer adoption of more efficient devices, appliances, and deep home retrofits.

UtilityCo Account #*****7890

Sarah,
You could be saving more on water heating, cooling and lighting.

Where you spent the most on energy
Jun 1, 2020 – May 30, 2021

Water Heating

21% of your total use last year

\$396 spent last year

You were selected to receive this report because you may be using more than the regional average for this energy use category. Numbers are approximate and calculated with your energy usage.

A new water heater could help you save



\$400 UtilityCo Rebate

If your water heater is over 10 years old, now's a good time to upgrade to an ENERGY STAR® heat pump water heater. According to the U.S. Department of Energy, you can save over 50% on water heating costs—for a family of 3, that adds up to \$2,610 in energy savings over its lifetime! Though they're a little pricey, you can make up the extra cost in as little as 3 years, plus save another \$400 with a limited-time UtilityCo rebate.

[Claim your rebate](#)

Is this water heater promotion relevant to you?
 Yes No

More ways you can save right now

Cooling

19% of your total use last year

Use fans instead of AC

Because fans are targeted to a specific area, they can be more cost effective than cooling your entire home. To save electricity, raise the thermostat setting by 4°F and use fans to keep cool.

Save up to \$28 per year

Lighting

10% of your total use last year

Spotlight your work spaces

Overhead bulbs often provide more light than you need. Using a kitchen counter light while preparing dinner—or a small lamp when reading a book—brings better light to the task at hand and saves energy.

The report experience is determined by the promotion type selected by the utility. Oracle Utilities Opower works with the utility to select the promotion they wish to run based on available disaggregation insights. Possible report states include:

Customer's Top End Use Category: The utility selects the end use category to focus on for the main insight and promotion at the top of the email. In this case, the selected end use is the customer's largest end use.

Utility Preferred Category: The utility selects the end use category to focus on for the main insight and promotion at the top of the email. This is not the customer's largest end use.

Heating and Cooling Combined - Top Use: Heating and cooling categories are combined and are the focus of the main insight and promotion at the top of the email. These end uses are the customer's largest end uses for last year.

Heating and Cooling Combined – Utility Preferred: Heating and cooling categories are combined and are the focus of the main insight and promotion. These end uses are not the customer's largest end uses for the last year.

Promotion Report Modules

The Promotion Report type is built with a predefined mix of dynamic and static modules carefully crafted to tell customers a personalized story about their energy use, and to promote specific offerings and tips for them to act upon. Go to the individual module page for more details about the user experience.

The Promotion Report includes the following modules:

- [Subject Line \(Not Depicted\)](#)
- [Header](#)
- [Disaggregation Main Insight](#)
- [Promotion Report Tips](#)
- [Promotion Module](#)
- [Customer Feedback](#)
- [Marketing Module](#)
- [Footer](#)

Seasonal Report

The Seasonal Report is designed to motivate customers to reduce their energy use in time leading up to the extreme weather seasons of summer and winter. The reports are sent before the start of the season to help the customer prepare and plan for the season ahead. The report provides specific tips and actions customers can take to lower their heating or cooling use, and a recommended thermostat adjustment that is unique to the seasonal report. See the [individual report modules](#) for more information about how the experience varies by module.

Summer Seasonal Report

The summer version of the Seasonal Report focuses on cooling use since cooling has the largest impact on the summer utility bills.

UtilityCo Account #*****7890



Warmth in the air?
Time to prepare!

Cooling has a big impact on summer energy bills

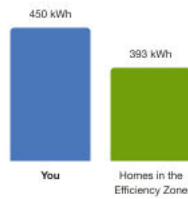
20%

of your total energy use went towards **cooling*** last summer

*Can include window units, central AC, and fans

LAST SUMMER

You used **more** on cooling than homes in the Efficiency Zone*



*Homes in the Efficiency Zone are the 20% of similar homes that used the least amount of energy from Jun 6 - Aug 30, 2020.

THIS SUMMER

When you're out for a few hours, turn up your thermostat for easy energy savings



Try raising settings by

5-8°F

Recommended by the Department of Energy

Make it easier: Installing a smart thermostat lets you switch between home and away temperature settings using your smartphone. If you're away at regular times during the week, you can set your thermostat to adjust automatically based on your schedule.

More ways to save this summer

These low-cost tips were chosen for you based on how you use energy in your home.



Schedule maintenance for your central AC

If your AC system isn't properly maintained, it will cost more to run and require more frequent repairs. Schedule an inspection each spring to ensure your cooling system is running safely and efficiently before summer.

Save up to \$90 per year



Select efficient home office equipment

If you have a home office, choosing an efficient printer, copier or scanner could cut its energy use by 30%. Choose ENERGY STAR® models and use low-power modes to reduce your bills.

Save up to \$60 per year

Winter Seasonal Report

The winter version of the Seasonal Report focuses on heating since heating has the largest impact on the winter bills.



Colder weather is on the way!

Heating has a big impact on winter energy bills

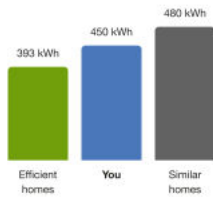
20%

of your total energy use went toward heating* last winter

*Includes things like furnaces, boilers, baseboard heaters, and space heaters

LAST WINTER

You used **more** on heating than efficient homes*



*Similar homes are in the same area as yours and about the same size and home type. Efficient homes are the 20% of similar homes that used the least amount of energy. The graph shows usage Dec 5, 2020 - Feb 28, 2021.

THIS WINTER

When you're heading to bed, turn down your thermostat for easy energy savings



Try lowering settings by

5-8°F

Recommended by the Department of Energy

Save even more: Using a programmable or smart thermostat lets you manage home and away temperature settings. If you're away at regular times during the week, you can set your thermostat to adjust automatically based on your schedule.

More ways to save this winter

These low-cost tips were chosen for you based on how you use energy in your home.



Take advantage of winter sunlight

Open your blinds during the day to capture free heat and light. When you let the sun in, remember to lower your thermostat a few degrees. These two simple steps can really make a dent in heating costs.

Save up to \$15 per year



Wash laundry with cold water

Washing clothes uses a lot of energy, especially if you use warm or hot water. About 90% of the energy is used just to heat the water. To save on water heating costs, wash your

Save up to \$60 per year

Find more winter tips

Seasonal Report Modules

Email Home Energy Report is built with predefined mix of dynamic and static modules that have been carefully crafted to tell customers a personalized story about their energy use. It provides new experiences and insights that vary over time, depending on specific customer attributes and utility goals. See the individual module pages for more details on the user experience.

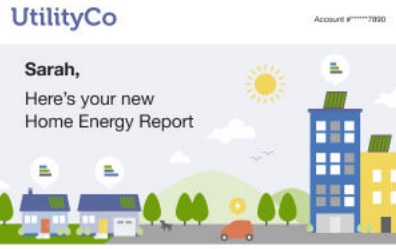
The Seasonal Report includes the following modules:

- [Subject Line \(Not Depicted\)](#)
- [Header](#)
- [Seasonal Breakout](#)
- [Seasonal Normative Comparison](#)
- [HVAC Adjustment](#)
- [Seasonal Report Tips](#)
- [Seasonal Home Energy Analysis](#)
- [Customer Feedback](#)
- [Footer](#)

Solar Report

The Solar Report provides a personalized report experience that is focused on improving energy savings behaviors and customer satisfaction for solar customers. The report takes into account the impact of solar on the customer's energy use and acknowledges how their solar use contributes to the public good. There are two types of solar reports: the welcome report and progress report.

Solar Welcome Report: The welcome report is the first report a customer on a solar plan receives. It introduces the customer to their solar-only neighbor comparison and tells them what they can expect from subsequent reports.



Why are you receiving this report?

These reports can help you save energy, which can lower your bill and help us deliver cleaner, more reliable energy to everyone. Here's what to expect:

- 1 Energy use insights**
You can learn about your net energy, and get helpful context for how you're doing compared to other solar households.
- 2 Personalized ways to save**
You'll get helpful tips and personalized expert advice chosen specifically for your home.
- 3 Timely, tailored advice**
You'll also get seasonal advice and special savings opportunities in future reports.

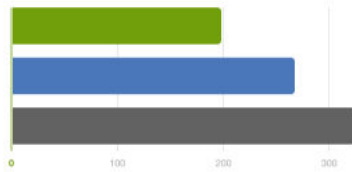
Your net energy at a glance

Mar 20 - Apr 19, 2022



Use this report to learn about your net energy and how you can save even more.

How your net energy compares to other homes with solar



- Efficient homes with solar: 198 kWh
- You: 268 kWh
- Similar homes with solar: 326 kWh

Net energy is the difference between the amount of energy your solar panels produce and the amount of energy you use. Efficient homes with solar are the 20% of homes in your comparison group with the lowest net energy.

To create your comparison group, we use your home profile to look for 100 single-family homes with solar in your area with a similar heating source and square footage. A kilowatt-hour (kWh) is the standard unit used to measure electricity use.

Your net energy was **higher** than efficient homes by

35%

Your net energy was **lower** than similar homes



Top recommended tip for you

This tip was personalized based on your Home Energy Survey.



Run ceiling fans in reverse during the winter to circulate warm air

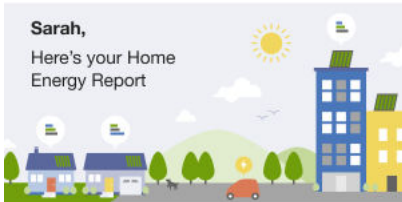
Warm air rises and collects near ceilings. In the winter, you can run ceiling fans in reverse to help circulate the warm air more evenly. Then lower your thermostat to save on heating costs.

Save up to \$13 per year

Solar Progress Report: The progress report is focused on general energy efficiency and money saving goals for solar customers.

UtilityCo Account #*****7890

Sarah,
Here's your Home Energy Report

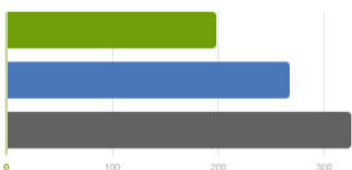


Your net energy at a glance
Mar 20 - Apr 19, 2022

Fair **Good** Great

Use this report to learn about your net energy and how you can save even more.

How your net energy compares to other homes with solar



- Efficient homes with solar: 198 kWh
- You: 268 kWh
- Similar homes with solar: 326 kWh

Net energy is the difference between the amount of energy your solar panels produce and the amount of energy you use. Efficient homes with solar are the 20% of homes in your comparison group with the lowest net energy.

To create your comparison group, we use your home profile to look for 100 single-family homes with solar in your area with a similar heating source and square footage.

A kilowatt-hour (kWh) is the standard unit used to measure electricity use.

Your net energy was **higher** than efficient homes by


35%

Your net energy was **lower** than similar homes

✓

Top recommended tip for you

This tip was personalized based on your Home Energy Survey.



Run ceiling fans in reverse during the winter to circulate warm air

Warm air rises and collects near ceilings. In the winter, you can run your ceiling fan in reverse on a low setting to circulate warm air more evenly. Then lower your thermostat to save on heating costs.

Save up to \$13 per year

Get more savings tips

How useful was this email?

Not useful at all 1 2 3 4 5 Very useful

Solar Report Modules

Email Home Energy Report is built with predefined mix of dynamic and static modules carefully crafted to tell customers a personalized story about their energy use. It provides new experiences and insights that vary over time, depending on specific customer attributes and utility goals. Go to the individual module page for more details on the user experience.

Solar Welcome Report Modules

The Solar Welcome Report includes the following modules:

- [Subject Line \(Not Depicted\)](#)
- [Header](#)
- [Welcome](#)
- [Energy Use Benchmark](#)
- [Three-Bar Neighbor Comparison](#)
- [Solar Report Tips](#)
- [Customer Feedback](#)
- [Footer](#)

Solar Progress Report Modules

The Solar Progress Report includes the same modules as the Welcome report, except it omits the Welcome module.

Time of Use Report

The Time of Use Report provides customers on a time of use energy plan with a email report experience that is focused on overall energy savings and rate education. The Time of Use Report experience includes the following report types:

Time of Use Welcome Report: The Time of Use Welcome Report is the first report a customer on a time of use plan receives. It welcomes the customer to the program and tells them what they can expect from their reports.



Why are you receiving this?

These reports provide insights about your energy use, so you can save more on your bill and make the most of your Time-of-Use (TOU) plan. Here's what to expect:

- 1 Energy use insights**
You can learn about your energy use, and get helpful context to determine how you're doing.
- 2 Personalized ways to save**
You'll get tips specifically for your home, so you can save more energy all the time, and especially during peak hours.
- 3 Timely, tailored advice**
You'll also get seasonal advice and special savings opportunities in future reports.

Your energy use at a glance

Mar 25 - Apr 24, 2022



Use this report to learn about your energy use and how you can save more.

How you compare to others



- Efficient homes: 600 kWh
- You: 700 kWh
- Similar homes: 800 kWh

Efficient homes represent the 20% of similar homes in your comparison group that used the least energy this period. To create this group, we look for 100 single-family homes in your area with a similar heating source and square footage.

Need to update your home profile?
Take the Home Energy Survey.

Your energy use was **higher** than efficient homes by

17%

You used less energy than similar homes.



Save money by using less electricity during peak hours

On weekdays, electricity costs 2.3x more from 3pm-8pm.



On weekends and holidays, there are no peak hours.



- Peak hours (\$\$\$)
- Mid-peak hours (\$\$)
- Off-peak hours (\$) (light blue)

Time of Use Progress Report: The Time of Use Progress Report is focused on general energy efficiency and money saving goals for customers on time of use plans.

UtilityCo Account #*****7850

Sarah,
Here's your Home Energy Report

Your energy use at a glance
Mar 25 - Apr 24, 2022

Fair **Good** Great

Use this report to learn about your energy use and how you can save more.

How you compare to others

- Efficient homes: 600 kWh
- You: 700 kWh
- Similar homes: 800 kWh

Efficient homes represent the 20% of similar homes in your comparison group that used the least energy this period. To create this group, we look for 100 single-family homes in your area with a similar heating source and square footage.

Need to update your home profile?
Take the Home Energy Survey.

Your energy use was **higher** than efficient homes by

17%

You used less energy than similar homes.

Save money by using less electricity during peak hours

On weekdays, electricity costs 2.3x more from 3pm-8pm.

On weekends and holidays, there are no peak hours.

- Peak hours (\$\$\$)
- Mid-peak hours (\$\$)
- Off-peak hours (\$)

Why does it matter when I use electricity?
Peak hours are when energy demand is highest in our region. Using less electricity during peak hours will save you more on your bill, and helps us deliver cleaner energy to the whole community.

This Time-of-Use schedule lasts May 1 - Sep 30. [View the full details of your rate plan.](#)

Tips for peak hours and beyond

See the [individual report modules](#) for more information about how the experience varies by module.

Time of Use Report Modules

Email Home Energy Report is built with predefined mix of dynamic and static modules that have been carefully crafted to tell customers a personalized story about their energy use. It provides new experiences and insights that vary over time, depending on specific customer attributes and utility goals. See the individual module pages for more details on the user experience.

Time of Use Welcome Report

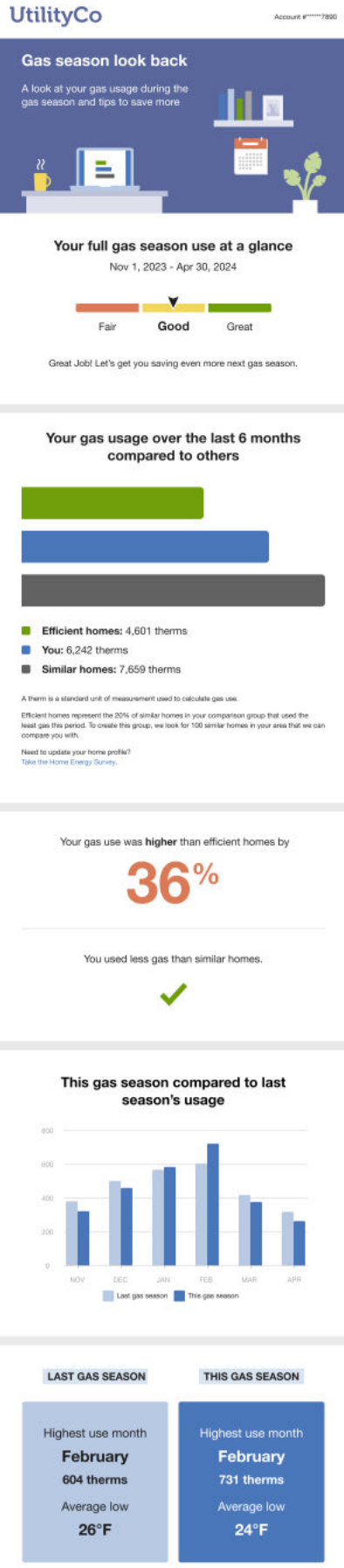
- [Subject Line \(Not Depicted\)](#)
- [Header](#)
- [Welcome](#)
- [Efficiency Zone](#) or [Three-Bar Neighbor Comparison](#)
- [Time of Use 101](#)
- [Two Tip Module](#)
- [Mini Home Energy Analysis](#)
- [Customer Feedback](#)
- [Footer](#)

Time of Use Progress Report

The Time of Use Progress Report includes the same modules as the Welcome report, except it omits the Welcome module and replaces it with the [Energy Use Benchmark](#) module.

Usage Lookback Report

The Usage Lookback Report educates gas-only customers about their energy use during the heating season of the previous calendar year. The report includes modules designed to help customers understand their energy consumption over a broader time frame, and motivate them to modify their behaviors to save energy, including a benchmark module focused on the season's total usage compared to similar and efficient homes, a normative comparison that extends over the full season, Personal Tracker module allowing customers to see how their current usage stacks up against previous seasons, practical year-round tips, and a Community Message modules that stresses the collective impact of energy savings.



See the [individual report modules](#) for more information about how the experience varies by module.

Usage Lookback Report Modules

Email Home Energy Report is built with predefined mix of dynamic and static modules carefully crafted to tell customers a personalized story about their energy use. It provides new experiences and insights that vary over time, depending on specific customer attributes and utility goals. Go to the individual module page for more details on the user experience.

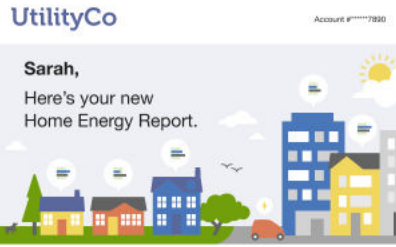
The report includes the following modules:

- [Subject Line \(Not Depicted\)](#)
- [Header](#)
- [Energy Use Benchmark](#)
- [Three-Bar Normative Comparison](#)
- [Personal Tracker](#)
- [Usage Lookback Report Modules](#)
- [Community Marketing Module](#)
- [Footer](#)

Welcome Report

The Welcome Report introduces new and legacy Email Home Energy Report recipients to the v3 experience. The Welcome Report structure builds off the [Progress Report](#) and includes an additional Welcome module at the top that varies slightly depending on whether the customer is a new or legacy customer.

New Customers: Customers who *have never received* an Email Home Energy Report before are considered new customers. A welcome module introducing them to the report experience is included at the top of their Welcome Report.



Sarah,
Here's your new
Home Energy Report.

Why are you receiving this?

These reports can help you save energy, which can lower your bill and help us deliver cleaner, more reliable energy to everyone. Here's what to expect:

- 1 Energy use insights**
You can learn about your energy use, and get helpful context to determine how you're doing.
- 2 Personalized ways to save**
You'll get helpful tips and personalized expert advice chosen specifically for your home.
- 3 Timely, tailored advice**
You'll also get seasonal advice and special savings opportunities in future reports.

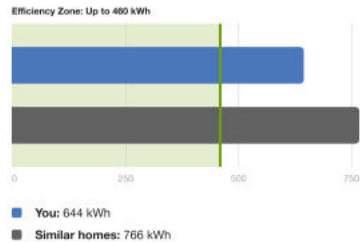
Your energy use at a glance

Mar 5 - Apr 4, 2021



Use this report to learn about your energy use and how you can save more.

How you compare to others



The **Efficiency Zone** represents the 20% of similar homes in your comparison group that used the least energy this period. To create this group, we look for 100 single-family homes in your area with a similar heating source and square footage.

Need to update your home profile?
[Go to the Home Energy Survey.](#)

Your energy use was outside of the Efficiency Zone by

40%

You used less energy than similar homes.



Top recommended tips for you

Based on your smart meter, your energy use was highest in heating, refrigerator, and clothes drying.

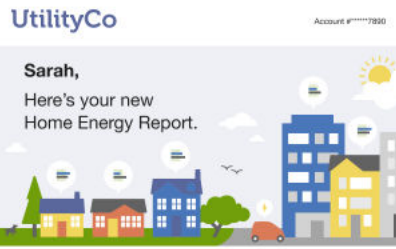


Run ceiling fans in reverse during the winter to circulate warm air

Warm air rises and collects near ceilings. In the winter, you can run your ceiling fan in reverse on a low setting to circulate

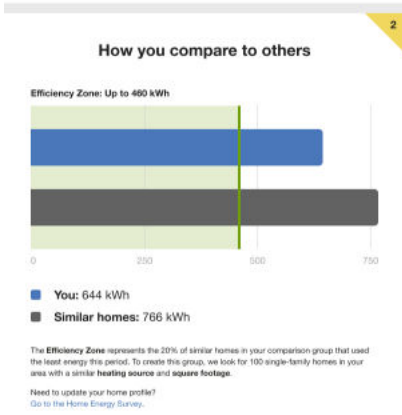
Save up to \$13 per year

Legacy Customers: Customers who *have received* an earlier legacy version of the Home Energy Report are considered legacy customers. A welcome module at the top of the Welcome Report acknowledges how the report has changed to include new and improved tips and insights. The new items are numbered, and corresponding numbers that highlight the new modules and insights appear in the email in the upper-right corner of the modules.



What's new in your report

- 1 Energy use at a glance**
A quick summary to let you know how you're doing.
- 2 The Efficiency Zone**
This new graph shows a different view of your energy use, and how you stack up.
- 3 Better tips and insights**
Your reports are now more tailored to your home, making it easier to manage your energy use.



Your energy use was outside of the Efficiency Zone by

40%

You used less energy than similar homes.



Top recommended tips for you

Based on your smart meter, your energy use was highest in heating, refrigerator, and clothes drying.

Run ceiling fans in reverse during the winter to circulate warm air

Warm air rises and collects near ceilings. In the winter, you can run your ceiling fan in reverse on a low setting to circulate warm air more evenly. Then lower your thermostat to save on heating costs.

Save up to \$13 per year

Welcome Report Modules

Email Home Energy Report is built with predefined mix of dynamic and static modules carefully crafted to tell customers a personalized story about their energy use. It provides new experiences and insights that vary over time, depending on specific customer attributes and utility goals. Go to the individual module page for more details on the user experience.

The Welcome Report includes the following modules:

- [Subject Line \(Not Depicted\)](#)
- [Header](#)
- [Welcome](#)
- [Energy Use Benchmark](#)
- [Efficiency Zone](#) or [Three-Bar Neighbor Comparison](#)
- [Welcome Report Tips](#)
- [Mini Home Energy Analysis](#)
- [Customer Feedback](#)
- [Footer](#)

3

Design and Configuration

The Oracle Utilities Opower platform allows for product configurations and customizations to meet the needs of each utility. A *configuration* is a simple change that can be made with no coding required. There are required configurations and optional configurations. A *customization* is a change that requires more in-depth technical work, design, or coding to alter the appearance or behavior of the product, or to create something new within the product.

This guide only provides a summary of configuration options. Customization options may be available for your program at cost as an Oracle Utilities Opower professional service offering. Ask your Delivery Team how customization options could enhance your program.

If an element is not listed as a configuration, you should assume that it cannot be configured and would require a customization. [Contact Your Delivery Team](#) if you have questions about this process or would like to make a customization request.

Annual Secondary Insight

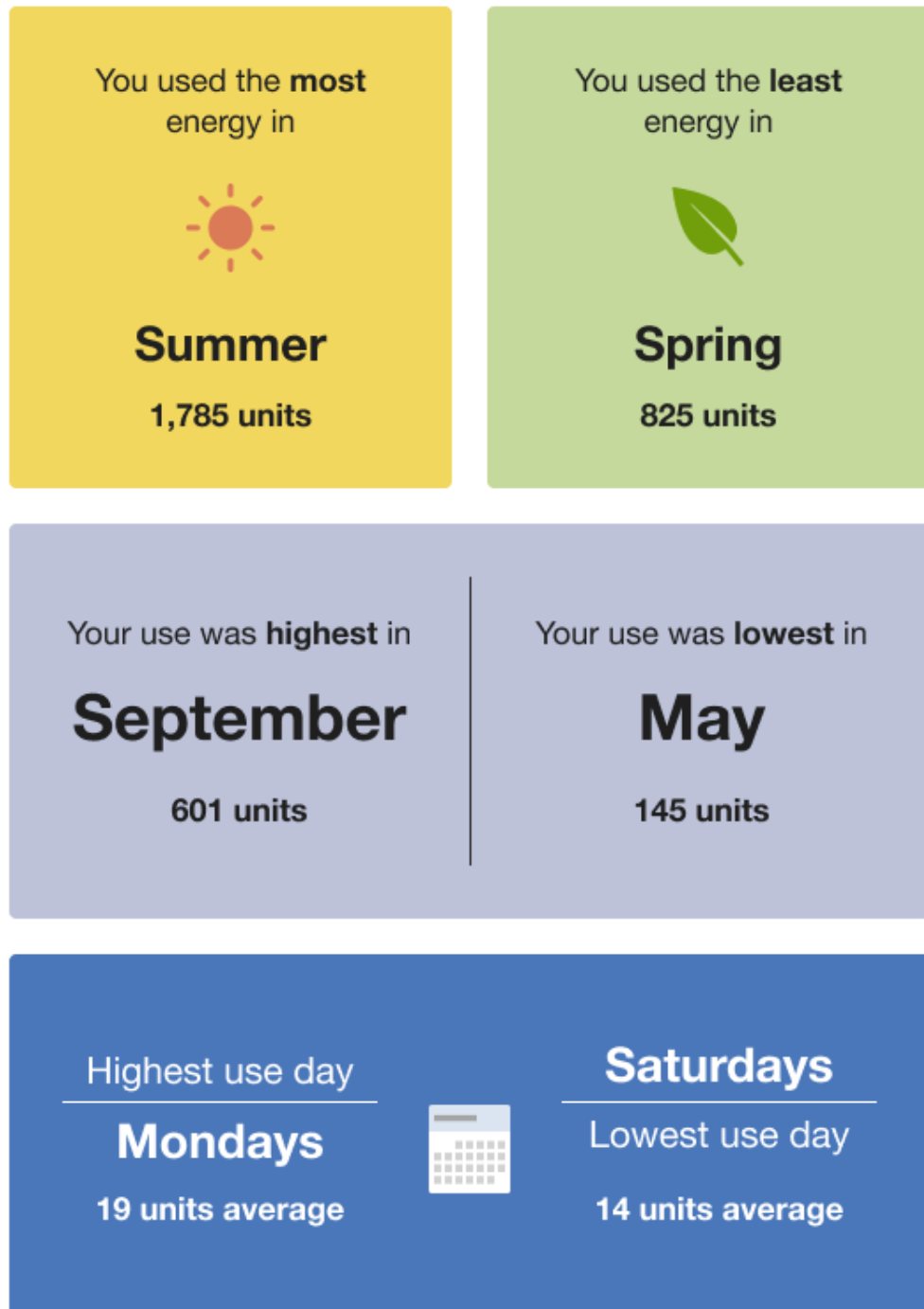
The Annual Secondary Insight provides customers with an overview of their energy use trends throughout the year. It includes a summary of their highest and lowest time periods by season, month, and day of the week. The goal of this module is to provide the customer with easily accessible insights about their annual use.

Appears in: [Annual Report](#)

Annual Secondary Insight Example

This image shows an example of the module for an electric customer that receives an Annual Report with 12 months of data.

How you used energy across the year



Configuration Options

Configuration Option	Input Value
<p>Header</p> <p>The heading draws the customer's attention to module as an a overview of their energy use trends throughout the year.</p> <p>Default: How you used [energy/gas] across the year</p>	<p>Optional</p> <p>Select one of the following:</p> <ul style="list-style-type: none"> Use the default text. Contact your Delivery Team about altering the text.

User Experience Variations

The user experience varies for customers depending upon their service types, available data, costs, and locale. For more information, see the Annual Secondary Insight topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

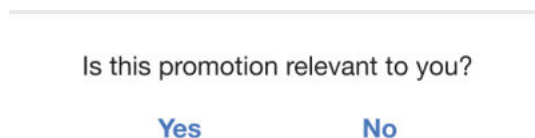
Customer Feedback

The Customer Feedback module is an optional module that can be included to solicit feedback about the Email Home Energy Report. It asks the customer how useful they found the report and provides a way to gather feedback that can be used to improve the report experience. The module questions vary by report type.

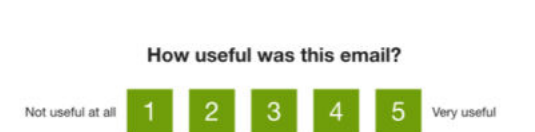
Appears in: [Peak Focused Report](#), [Progress Report](#), [Promotion Report](#), [Seasonal Report](#), [Solar Report](#), [Time of Use Report](#)

Customer Feedback Examples

The image below shows an example of the module in the Promotion Report.



The image below shows an example of the module as it could appear in the Progress Report, Seasonal Report, Time of Use Report, or Solar Report.



Configuration Options

Configuration Option	Input Value
<p>Prompt Utilities may configure the prompt to reinforce the report promotion. For example, "Is this heat pump water promotion relevant to you?"</p> <p>Default:</p> <ul style="list-style-type: none"> • Progress Report Module: "How useful was this email?" • Promotion Report Module: "Is this promotion relevant to you?" 	<p>Optional</p> <ul style="list-style-type: none"> • Use the default header. • Provide alternate configuration.

Disaggregation Main Insight

The Disaggregation Main Insight module uses personalized information about an end use in the customer's home to motivate the customer to take advantage of a utility promotion. The goal is to help customers understand their use in a specific category where they are using more than the regional average so that they may feel motivated to uptake the promotion and subsequently reduce their energy use. The module can be used to promote the customer's largest end use category, or the utility may select a preferred end use category to reinforce the report promotion. Oracle Utilities Opower works closely with the utility to create marketing modules that enhance the report experience.

Appears in: [Promotion Report](#)

Disaggregation Main Insight Example

This image shows an example of the Disaggregation Main Insight module.

Where you spent the most on energy

Jun 1, 2020 – May 30, 2021

Water Heating

21% of your total use last year

\$396 spent last year

You were selected to receive this report because you may be using more than the regional average for this energy use category. Numbers are approximate and calculated with your energy usage.

Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
<p>Disclaimer</p> <p>The disclaimer explains to the customer why the customer is receiving the report.</p> <p>Default:</p> <p>"You were selected to receive this report because you may be using more than the regional average for this energy use category. Numbers are approximate."</p>	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> Use the default. Contact your Delivery Team about altering the text.

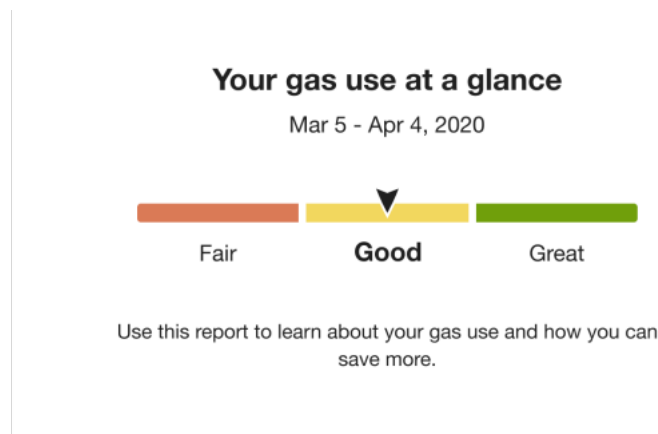
Energy Use Benchmark

The Energy Use Benchmark module provides a personalized, at-a-glance visualization of the customer's energy use. It consists of three sections of a gauge to indicate the customer's overall status as it relates to their energy use: Fair, Good, and Great.

Appears in: [Progress Report](#), [Welcome Report](#), [Limited Income Report](#), [Annual Report](#), [Time of Use Report](#), [Solar Report](#), [Usage Lookback Report](#)

Energy Use Benchmark Example

This image shows an example of the Energy Use Benchmark module for a gas customer.



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
<p>Benchmark Header</p> <p>The heading notifies the customer that the benchmark gives them an at-a-glance view of their energy use. It also includes the customer's fuel type.</p> <p>Default: "Your <fuel type variation> use at a glance."</p>	<p>Optional</p> <p>Contact Your Delivery Team about configuring the benchmark header.</p>

Configuration Option	Input Value
<p>Color Labels</p> <p>The benchmark has three potential states, and each corresponds to a color. The labels (Fair, Good, and Great) are configurable. However, the default labels and colors are strongly recommended.</p> <p>Default:</p> <ul style="list-style-type: none"> • Orange: Fair. Customer is using more than Similar Homes. • Yellow: Good. Customer is using more than Efficiency Zone /Efficient Neighbors threshold, but less than Similar Homes. • Green: Great. Customer is using less than the Efficiency Zone/Efficient Neighbors threshold. 	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default labels. • Contact Your Delivery Team about configuring the color labels.
<p>Benchmark Copy</p> <p>The copy below the gauge tells the customer how they can leverage the report or recognizes a change in state.</p> <p>Default:</p> <p>The copy defaults vary by fuel type and the customer's energy use. Discuss the default language with your Service Delivery Manager.</p>	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default labels. • Contact Your Delivery Team about configuring the benchmark copy.

User Experience Variations

The user experience varies for customers depending upon their service types, available data, costs, and locale. For more information, see the Usage Benchmark topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

Home Energy Analysis

The Home Energy Analysis modules prompt the customer to answer simple questions about their home attributes and energy habits to improve their report experience. The type of module the customer receives varies by report type.

Mini Home Energy Analysis: The Mini Home Energy Analysis prompts the customer to answer simple questions about their home attributes and energy habits from within the report. See the Mini Home Energy Analysis for more information.

Seasonal Home Energy Analysis: The Seasonal Home Energy Analysis encourages customers to complete the Home Energy Analysis in order to improve their report experience, and includes a call to action button that redirects the customer to the Home Energy Analysis in [Digital Self Service - Energy Management](#) where they can complete the full survey. See the Seasonal Home Energy Analysis for more information.

Mini Home Energy Analysis

The Mini Home Energy Analysis module prompts the customer to answer simple questions about their home attributes and energy habits from within the Email Home Energy Report. The module creates an additional opportunity for customers to provide information that can be used

to improve their report experience regardless of whether they complete the [full Home Energy Analysis survey](#) online.

Appears in: [Progress Report](#), [Welcome Report](#), [Limited Income Report](#), [Time of Use Report](#)

Mini Home Energy Analysis Example

The image below is an example of one of the questions in the Mini Home Energy Analysis.

The screenshot shows a survey question titled "Help us improve your report". Below the title is the question "Do you own your home?". A subtext reads "Answer questions like this to help make your tips and insights more relevant." At the bottom, there are two buttons: "Yes" and "No".

Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
Mini Home Energy Analysis Header Default: Help us improve your report	Optional <ul style="list-style-type: none"> Use the default header. Contact Your Delivery Team about creating an alternative header.
Questions Default: The Home Energy Analysis question cycles through unanswered binary Home Energy Analysis questions.	Optional <ul style="list-style-type: none"> Use the default order. Contact Your Delivery Team about customizing the questions.

User Experience Variations

The user experience of the feature may vary for customers depending on which questions have been included and the order in which the questions are presented. For more information, see the Mini Home Energy Analysis topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

Seasonal Home Energy Analysis

The Seasonal Home Energy Analysis module encourages customers to complete the Home Energy Survey in order to improve their report experience specific to the seasonal report. The module creates an additional opportunity for customers to provide information that can improve the information they receive.

Appears in: [Seasonal Report](#)

Seasonal Home Energy Analysis Example

This image shows an example of the Seasonal Home Energy Analysis module.

Get personalized winter tips and insights

Tell us more about your home

Take the 5-minute Home Energy Survey so we can deliver tips and insights customized to how you use energy in your home.

[Take the survey](#)

Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
Seasonal Home Energy Analysis Header Default: Help us improve your report	Optional <ul style="list-style-type: none"> Use the default header. Contact Your Delivery Team about creating an alternative header.

User Experience Variations

There are no supported user experience variations.

Home Profile


The Home Profile highlights the customer's progress in completing the [Home Energy Analysis](#) survey, and reminds them of the impact of completing the survey on their report insights. The module includes a list of known and unknown home attributes, a percent complete wheel, and a link to the survey itself.

Appears in: [Progress Report](#), [Welcome Report](#)

Home Profile Example

The image below shows an example of the Home Profile module.

Complete your Home Energy Survey



71%

Home Energy Survey completion

You're so close to getting personalized tips for energy savings and more accurate neighbor comparisons!

- ✓
Home type: Unit in multi-family building
- ✓
Home size: 1400 sq. ft.
- ?
Heating
- ?
More home details

Finish the survey

Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
<p>Online Energy Assessment Name The utility may select an alternative name for the Home Energy Analysis. Default: By default, Home Energy Survey is used.</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Contact Your Delivery Team about selecting a different name.

Configuration Option	Input Value
<p>Header</p> <p>The header varies by state. The utility may select alternative headers for each state.</p> <p>Default:</p> <ul style="list-style-type: none"> • Not started: Start your Home Energy Survey • Incomplete: Complete your Home Energy Survey • Recently completed: Congrats to completing your Home Energy Analysis survey • Completed: Start your Home Energy Survey 	<p>Required</p> <ul style="list-style-type: none"> • Use the default. • Contact Your Delivery Team about selecting different headers.
<p>Explainer text</p> <p>The explainer text may be configured for each state.</p> <p>Defaults:</p> <ul style="list-style-type: none"> • Not attempted: You're so close to getting personalized tips for energy savings and more accurate neighbor comparisons! • Incomplete: For personalized tips on energy savings and more accurate neighbor comparisons, complete this quick survey. • Recently completed: Personalized tips and accurate neighbor comparisons are now at your fingertips. • Completed: Update your Home Energy Survey to get better tips and more accurate neighbor comparisons. 	<p>Required</p> <ul style="list-style-type: none"> • Use the default. • Contact Your Delivery Team about configuring the explainer text for each state.
<p>Call to Action Button Text</p> <p>The QR codes call to action may be configured by state.</p> <p>Default:</p> <ul style="list-style-type: none"> • Not attempted: Start the survey • Incomplete: Finish the survey • Recently completed: View your survey • Completed: Update the survey 	<p>Required</p> <ul style="list-style-type: none"> • Use the default. • Contact Your Delivery Team about configuring the text.
<p>Call to Action URL</p> <p>The utility may configure the URL by state.</p> <p>Default: utility.co/homesurvey</p>	<p>Required</p> <ul style="list-style-type: none"> • Use the default. • Contact Your Delivery Team about configuring the QR code by state.

User Experience Variations

The user experience of the feature may vary for customers and utilities depending on their service types (gas, electricity, dual fuel, and so on), available data, costs, locale, and other factors. For more information, see the Home Profile topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

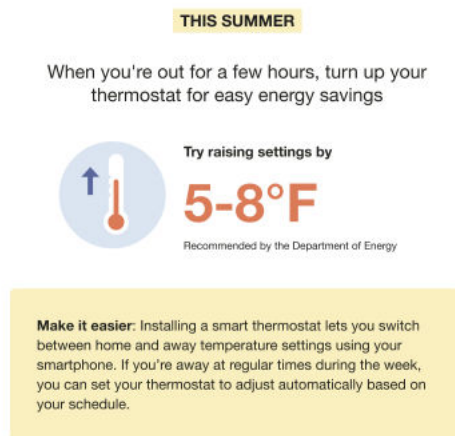
HVAC Adjustment

The HVAC Adjustment module provides customers with a recommended thermostat adjustment for the season. It also includes an additional recommendation to purchase a smart thermostat in order to automate seasonally appropriate savings on heating or cooling.

Appears in: [Seasonal Report](#)

HVAC Adjustment Example

This image shows an example of the HVAC Adjustment experience for a customer who receives the summer [Seasonal Report](#).



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
<p>Source</p> <p>The recommended adjustment tells the customer how they should modify their thermostat as recommended by an official source.</p> <p>Default: Department of Energy</p>	<p>Optional</p> <p>Select one of the following:</p> <ul style="list-style-type: none"> Use the default text. Contact Your Delivery Team about altering the text.
<p>Details</p> <p>The details encourage the customer to make saving energy easier by purchasing a smart thermostat so that they can automate their thermostat adjustment.</p> <p>Default: See example image above.</p>	<p>Optional</p> <p>Select one of the following:</p> <ul style="list-style-type: none"> Use the default text. Contact Your Delivery Team about altering the text.

User Experience Variations

The user experience varies for customers depending upon their service types, available data, costs, and locale. For more information, see the HVAC Adjustment topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

Marketing Modules

Marketing modules encourage customers to take advantage of utility-specific or Oracle Utilities-specific products or programs. The modules are selected from a library of content that has been tested to optimize conversions and satisfaction. Small edits can be made to the text and visuals. For example, the modules can be customized to promote utility-specific programs (such as a home audit), products or features, processes, rebates, calls to action (URL, phone number, or both), and more.

Appears in: [Promotion Report](#), [Progress Report](#), [Limited Income Report](#), [Annual Report](#), [Electric Vehicle Report](#)

Flexible Marketing Module Example

The following image is an example of a flexible marketing module promoting an appliance. This can be shown to customers who have taken the [Home Energy Analysis](#) survey and have identified what appliances they have. It can also be shown to customers if a data-driven method has been used to identify the appliances at a customer's site, such as through the use of Oracle Utilities Opower data science models.

A new water heater could help you save



\$400 UtilityCo Rebate

If your water heater is over 10 years old, now's a good time to upgrade to an ENERGY STAR® heat pump water heater.

According to the U.S. Department of Energy, you can save over 50% on water heating costs—for a family of 3, that adds up to \$2,610 in energy savings over its lifetime!

Though they're a little pricey, you can make up the extra cost in as little as 3 years, plus save another \$400 with a limited-time UtilityCo rebate.

[Claim your rebate](#)

Electric Vehicle Marketing Module Example

The following image is an example of a marketing module with an electric vehicle focus.

Install solar to power your electric vehicle



You may have noticed your electric bills have increased since getting an electric vehicle (EV). To cut down on these costs, consider installing solar panels to power both your EV and your home!

[Save Now](#)

Limited Income Marketing Module

The following image is an example of a marketing module for limited income customers.

See if you qualify for free weatherization upgrades

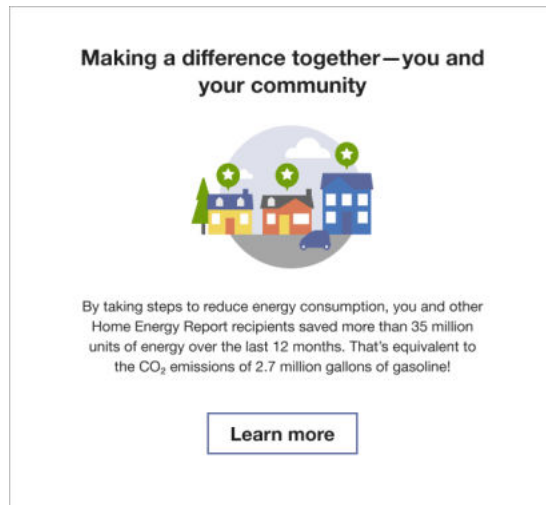


Looking to make your home more comfortable without driving up the bill? With the Weatherization Assistance Program (WAP), you could get free weatherization improvements to help you save more energy and money all year round.

[See if you qualify](#)

Community Marketing Module

The following image is an example of a Community Marketing Message module.



Configuration Options

The content within marketing messages is customizable in coordination with Oracle Utilities Opower. Depending on the purpose of the module, you may be required to provide additional inputs. Talk to your Service Delivery Manager about selecting marketing modules that support the report experience.

Mini Time of Use Reminder

Positioned in the top right of the progress version of the [Peak Focused Report](#), the Mini Time of Use Reminder module is a customer's first point of reference for understanding peak electricity cost periods based on their Time of Use plan. The module clearly displays the multiplier for high-cost periods and their specific timings, provides a color-coded timeline that highlights peak times in for easy identification, and adapts to different utility peak times and billing structures, such as demand charges.

Appears in: [Peak Focused Report](#)

Mini Time of Use Reminder Example

The image below is an example of the Mini Time of Use Reminder module.

Electricity costs **2.75x**
more during on-peak hours
(4pm-7pm) on weekdays



Configuration Options

Configuration Option	Input Value
<p>Header</p> <p>The header informs the customers what the multiplier in cost will be during the peak period and what times the period will occur. Utilities may bold words.</p> <p>Default: Varies by peak type.</p> <ul style="list-style-type: none"> • Two peak and three peak variations: "Electricity costs x more during on-peak hours (X-X) on weekdays" • Demand charge: "From X-X on weekdays, the highest usage hour incurs a monthly demand charge" 	<p>Optional</p> <ul style="list-style-type: none"> • Use the default header. • Provide alternate configuration.
<p>Color Settings</p> <p>Color settings determine the colors assigned to elements within the module.</p> <p>Default: The default module colors are determined by the utility color pallet provided by the utility during Opower Platform configuration.</p>	<p>Optional</p> <ul style="list-style-type: none"> • Use the default. • Contact Your Delivery Team about configuring alternative colors.

User Experience Variations

The user experience varies for customers depending upon their service types, available data, costs, and locale. For more information, see the Mini Time of Use Reminder topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

Normative Comparisons

Normative Comparison modules compare a customer's energy usage against their own past usage or that of their neighbors. These modules are designed to motivate customers to understand the differences in each comparison and subsequently reduce energy. Types of normative comparisons include:

- **Three-Bar Normative Comparison:** The Three-Bar Normative Comparison is designed to motivate customers to save energy based on how they see themselves in relation to their neighbors. It compares the customer ("You") to two groups: "Efficient Homes" and "Similar Homes." The results are displayed in a horizontal bar graph.
- **Efficiency Zone:** The Efficiency Zone is composed of a bar graph depicting the use of the customer and similar homes relative to a green efficiency zone, paired with the key insights or takeaways for the customer. If the customer's bar is at the green vertical threshold line or to the left of it, within the light green box, they are considered "in the efficiency zone." The Efficiency Zone threshold represents the average use of the 20th percentile of similar homes during that bill period and will change with each report.
- **Seasonal Normative Comparison:** The Seasonal Normative Comparison compares the customer's cooling or heating energy use from the previous season compared to other homes.

- **Peak-Focused Normative Comparison:** The Peak Focused Normative Comparison module includes total electricity usage values so that the customer can have a better understanding of what their peak use is compared to their total use.

Note: Utilities have the option of including either the Efficiency Zone or the Three-bar Neighbor Comparison module in some report experiences. It is recommended that utilities with a savings focus include a Three-Bar Neighbor Comparison in their report experience.

The design of the modules varies by the customer's report type and program design. Go to the individual module page to learn about the details of each module experience.

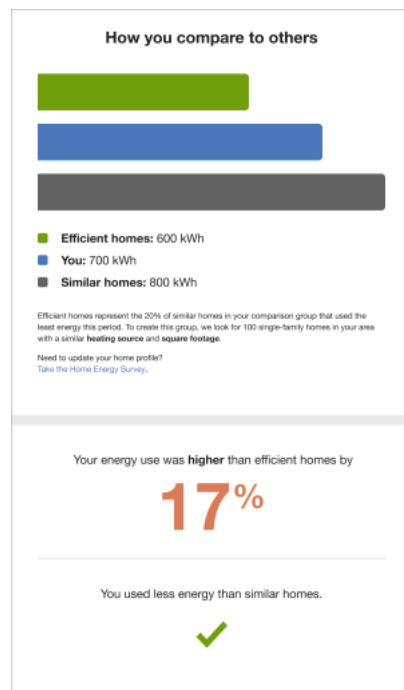
Three-Bar Normative Comparison

The Three-Bar Normative Comparison is designed to motivate customers to save energy based on how they see themselves in relation to their neighbors. It compares the customer ("You") to two groups: "Efficient Homes" and "Similar Homes." The results are displayed in a horizontal bar graph. A brief message indicates how the customer compares to efficient homes in the area. An informational section below the bar graph explains that "Efficient Homes" represent the 20% of similar homes in the customer's comparison group that used the last amount of energy in the billing period and provides information about how the graph works. An insight statement located below the Three-Bar Neighbor Comparison indicates whether the customer falls in one of three states: good, great, or using more than average.

Appears in: [Progress Report](#), [Welcome Report](#), [Limited Income Report](#), [Annual Report](#), [Time of Use Report](#), [Solar Report](#), [Electric Vehicle Report](#), [Usage Lookback Report](#)

Three-Bar Normative Comparison Example

This image is an example of the Three-bar Neighbor Comparison module, which is a part of most standard report types.



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
<p>Similar Homes Terminology Default: "Similar Homes" terminology is the default, but it can be replaced with "Neighbors" terminology.</p>	<p>Optional Indicate the desired terminology in the Oracle Utilities Opower Platform Configuration Guide.</p>
<p>Explainer Text The text encouraging the customer to modify their Home Energy Analysis / Home Energy Survey is configurable. Default:</p> <ul style="list-style-type: none"> • Progress Report: Home Energy Survey • Annual Report: Home Energy Survey • Welcome Report: Home Energy Survey • Solar Report: Your Home Profile • Electric Vehicle Report: Home Energy Survey • Usage Lookback Report: Home Energy Survey 	<p>Optional Select one of the following:</p> <ul style="list-style-type: none"> • Use the default text. • Contact Your Delivery Team about altering the text.
<p>Insight Threshold The insight threshold is used to ensure that the insights have a material impact on the user. Default: The percentage insight threshold for the top insight is >100%. After the percentage threshold is reached, the alternative insight version of the insights is used.</p>	<p>Optional Select one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Contact Your Delivery Team about altering the threshold.
<p>Seasonal Lookback Period - Usage Lookback Report Only The start lookback date and number of months to lookback for Three-bar Normative Comparison in the Usage Lookback Report must be configured. Default: Not applicable.</p>	<p>Required. Contact Your Delivery Team to set the lookback date and number of months.</p>

User Experience Variations

The user experience of the feature may vary for customers and utilities depending on their service types (gas, electricity, dual fuel, and so on), available data, costs, locale, and other factors. For more information, see the Neighbor Comparison topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

Efficiency Zone Normative Comparison

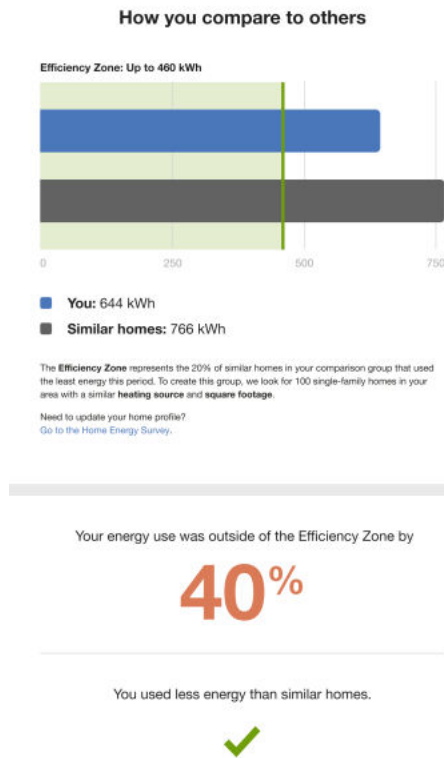
The Efficiency Zone module is designed to motivate customers to save energy based on how they see themselves in relation to similar homes. It reframes the Efficient Homes concept from the Neighbor Comparison to improve customer satisfaction without heavily compromising energy efficiency. The module is comprised of a bar graph that compares customer and similar homes usage against an Efficiency Zone, and insights that place the customer's usage in

context. Usage below or up to the threshold is considered in the "efficiency zone." The Efficiency Zone threshold is the average use of the most efficient 20% of similar homes during that bill period and might change with each report.

Appears in: [Progress Report](#), [Welcome Report](#), [Limited Income Report](#), [Annual Report](#), [Time of Use Report](#)

Efficiency Zone Normative Comparison Example

This image shows an example of the Efficiency Zone module.



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
<p>Efficiency Zone Color</p> <p>Changing the Efficiency Zone color is supported but strongly discouraged. The Efficiency Zone color must match the Great color in the benchmark and insight colors.</p> <p>Default: A green tinted rectangle.</p>	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> Use the default color. Change the Efficiency Zone color to light gray.

Configuration Option	Input Value
<p>You Bar Color</p> <p>Colors in the graph can match the utility's color palette. The You bar color must contrast the other colors to meet Accessibility guidelines.</p> <p>Default: The colors in the example represent the default colors.</p>	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> Use the default color. Contact Your Delivery Team about configuring this label.
<p>Similar Homes Label</p> <p>The bar graph label can be changed. However, Oracle Utilities strongly recommends using the default label.</p> <p>Default: Similar Homes</p>	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> Use the default label. Provide alternate label:
<p>Similar Homes Bar Color</p> <p>Colors in the graph can match the utility's color palette.</p> <p>Default: The colors in the example represent the default colors.</p>	<p>Choose one of the following:</p> <ul style="list-style-type: none"> Use the default color. Provide alternate color.
<p>Explainer Text</p> <p>The text encouraging the customer to modify their Home Energy Analysis/ Home Energy Survey is configurable.</p> <p>Default: Go to the Home Energy Survey.</p>	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> Use the default text. Contact Your Delivery Team about altering the text.

User Experience Variations

The user experience varies for customers depending upon their service types, available data, costs, and locale. For more information, see the Efficiency Zone topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

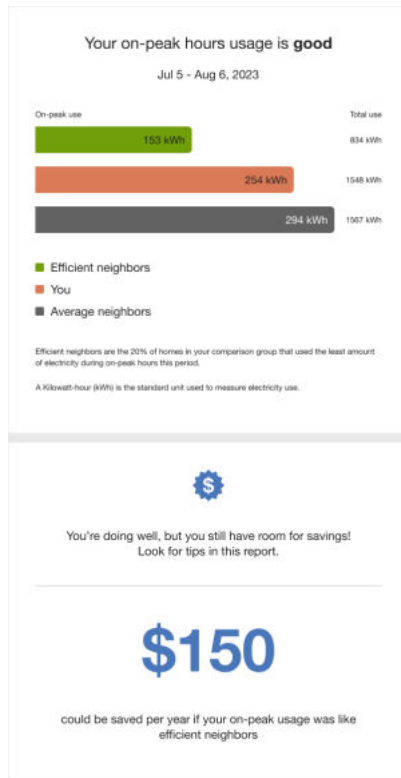
Peak Focused Normative Comparison

The Peak Focused Normative Comparison module educates customers about how their energy use compares to their neighbors. It compares the customer ("You") to "Efficient Neighbors" and "Average Neighbors," and provides the customer with an comparison state (such as fair, good, or great) to help them measure how their electricity use is compared to these neighbors. The results are displayed in a horizontal bar graph. Total electricity usage values are also displayed so the customer can have a better understanding of what their peak use is compared to their total use.

Appears in: [Peak Focused Report](#)

Peak Focused Comparison Example

The image below is an example of the peak-focused normative comparison.



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
<p>Efficient Homes Color This bar displays a usage value for the most efficient 20% of the customer's neighbors. Default: Green</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default color. Provide alternate configuration.
<p>Similar Homes Color This bar indicates how all the customer's neighbors are doing. Default: Gray</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default label. Provide alternate configuration.
<p>Efficient Homes Label This bar displays a usage value for the most efficient 20% of the customer's neighbors. Default: Efficient Neighbors</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default label. Provide alternate configuration.
<p>Similar Homes Label This bar indicates how all the customer's neighbors are doing. Default: Average Neighbors</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default label. Provide alternate configuration.
<p>You Label This bar indicates how the customer is doing. Default: You</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default label. Provide alternate configuration.

Configuration Option	Input Value
<p>Short Explainer</p> <p>The explainer text appears below the bar chart and includes an efficient homes description that defines the efficient neighbors the customer is being compared to.</p> <p>Default: "Efficient neighbors are the 20% of homes in your comparison group that used the least amount of electricity during on-peak hours this period."</p>	<p>Optional</p> <ul style="list-style-type: none"> • Use the default text. • Provide alternate configuration.
<p>Fuel Explainer</p> <p>The fuel units used in the comparison are defined below the efficient neighbors description.</p> <p>Default: "A Kilowatt-hour (kWh) is the standard unit used to measure electricity use."</p>	<p>Optional</p> <ul style="list-style-type: none"> • Use the default text. • Contact Your Delivery Team about altering the text.
<p>Smiley Icons</p> <p>If smileys icons are configured, the icon set appears beside the main insight heading. Icon set options include:</p> <ul style="list-style-type: none"> • No icons (Off) • Comprehension-focus neutral smiley icons • Comprehension-focus thinking smiley icons • Environmental-focus leaf icons • Commemorative-focus medal icons <p>Default: No icons (Off)</p>	<p>Optional</p> <ul style="list-style-type: none"> • Use the default setting. • Contact Your Delivery Team about enabling icons.
<p>Threshold</p> <p>When the cost/savings are not greater than the threshold, the fallback is used.</p> <p>Default: \$100</p>	<p>Optional</p> <ul style="list-style-type: none"> • Use the default setting. • Provide alternate configuration.
<p>Bottom Insight</p> <p>The utility may opt for a financial or percentage version of the bottom insight.</p> <ul style="list-style-type: none"> • The financial version uses the customer's Time of Use rate to calculate an approximate annualized cost of the energy use gap between the recipient and their most relevant comparison group. • The percentage version of the insight indicates how much more or less energy the customer has used compared to their neighbors. <p>Default: Financial</p>	<p>Optional</p> <ul style="list-style-type: none"> • Use the default setting. • Contact Your Delivery Team about altering the bottom insight.

User Experience Variations

The user experience of the feature may vary for customers and utilities depending on their service types (gas, electricity, dual fuel, and so on), available data, costs, locale, and other factors. For more information, see the Peak Focused Normative Comparison in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

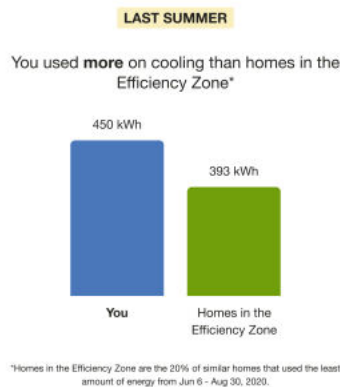
Seasonal Normative Comparison

The Seasonal Normative Comparison module compares the customer's cooling or heating energy use from the previous season compared to other homes. This comparison motivates them to reduce cooling energy use during the upcoming extreme weather season.

Appears in: [Seasonal Report](#)

Seasonal Normative Comparison Example

The image below is an example of the Seasonal Normative Comparison module.



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
<p>Explainer</p> <p>This text appears below the graph and defines the season date range.</p> <p>Default: Based on utility seasonal date ranges.</p>	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> Use the default. Contact Your Delivery Team about alternative text.

User Experience Variations

The user experience varies for customers depending upon their service types, available data, costs, and locale. For more information, see the Seasonal Normative Comparison topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

Personal Tracker

The Personal Tracker is an optional module that provides customers with up to one year's comparison of their current year's usage to the previous year. It offers a range of data scenarios, displaying usage information across as few as three bills or as many as two full years of bills. The module includes an evaluative statement that assesses the customer's performance, a bar chart for visualization, seasonal helpers, and insights into why their energy

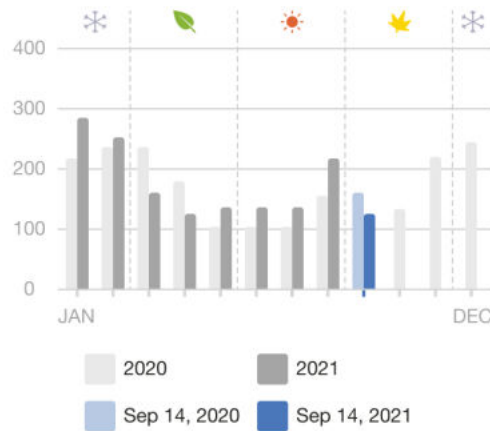
use may have increased, decreased, or remained the same. The goal of the module is to provide customers with important insights into their energy use in order to help them make informed decisions about their consumption and improve their overall efficiency.

Appears in: [Progress Report](#), [Usage Lookback Report](#)

Personal Tracker Example

The image below is an example of the Personal Tracker module in the Progress Report for an electricity-only customer.

Your energy use compared to last year



What could have caused your energy use to decrease?

Factors like lower appliance use or fewer household guests may have contributed.

Comparing this bill period to a similar period last year, your energy use **decreased**

65 kWh

Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
<p>Header</p> <p>The header varies by report type, fuel type and available data. The utility may select alternative headers.</p> <p>Default:</p> <ul style="list-style-type: none"> • Progress Report: Your energy use compared to last year • Usage Lookback Report: This gas season compared to last season's usage 	<p>Required</p> <ul style="list-style-type: none"> • Use the default. • Contact Your Delivery Team about selecting different headers.
<p>Bar Chart Colors</p> <p>The bar chart colors may be altered.</p> <p>Default: By default, the chart colors match the utility branding.</p>	<p>Required</p> <ul style="list-style-type: none"> • Use the default. • Contact Your Delivery Team about changing the chart colors.
<p>Legend Labels (Usage Lookback Report Only)</p> <p>Can either be a label or a date range.</p> <p>Default: "Last gas season" and "This gas season"</p>	<p>Required</p> <ul style="list-style-type: none"> • Use the default. • Contact Your Delivery Team about changing the legened labels.
<p>Primary Insight (Progress Report Only)</p> <p>The primary insight varies by fuel type.</p>	<p>Required</p> <ul style="list-style-type: none"> • Use the default. • Contact Your Delivery Team about configuring the primary insight.
<p>Secondary Insight (Progress Report Only)</p> <p>The primary insight varies by weather data.</p>	<p>Required</p> <ul style="list-style-type: none"> • Use the default. • Contact Your Delivery Team about configuring the secondary insight.
<p>Usage Lookback Insight - Heading (Usage Lookback Report Only)</p> <p>The heading identifies the insight comparison categories of the previous and current season.</p> <p>Default headings:</p> <ul style="list-style-type: none"> • Previous season heading: "Last gas season" • Current season heading: "This gas season" 	<p>Required</p> <ul style="list-style-type: none"> • Use the default. • Contact Your Delivery Team about configuring the insight heading.
<p>Usage Lookback Insight - Season Highest Use Period label (Usage Lookback Report Only)</p> <p>The highest use period label prepares the customer to learn the time frame of their highest usage from the current or previous season.</p> <ul style="list-style-type: none"> • Previous season default: "Highest use month" • Current season default: "Highest use month" 	<p>Required</p> <ul style="list-style-type: none"> • Use the default. • Contact Your Delivery Team about configuring the label

User Experience Variations

The user experience of the feature may vary for customers and utilities depending on their service types (gas, electricity, dual fuel, and so on), available data, costs, locale, and other

factors. For more information, see the Personal Tracker topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

Promotion Module

The Promotion module enables the utility to promote a program of their choice that is related to the available disaggregation categories: heating, cooling, water heating, appliances, lighting, and refrigerator. The module is designed to help the customer understand the cost and benefits of taking advantage of the program. Oracle Utilities Opower works directly with the utility to design the promotion module on the front of the report to be specific to the report promotion.

Appears in: [Promotion Report](#)

Promotion Module Example

The image is an example of the module promoting a hot water heater.

A new water heater could help you save



\$400 UtilityCo Rebate

If your water heater is over 10 years old, now's a good time to upgrade to an ENERGY STAR® heat pump water heater. According to the U.S. Department of Energy, you can save over 50% on water heating costs—for a family of 3, that adds up to \$2,610 in energy savings over its lifetime!

Though they're a little pricey, you can make up the extra cost in as little as 3 years, plus save another \$400 with a limited-time UtilityCo rebate.

[Claim your rebate](#)

Configuration Options

Oracle Utilities Opower works directly with the utility to design the promotion module on the front of the report to be specific to the report promotion. The module elements are configurable. Contact your Delivery Team for more information.

Seasonal Breakout

The Seasonal Breakout module informs the customer what percentage of their energy use the previous summer or winter went toward cooling or heating. The purpose of this module is to highlight the how large a customer's heating or cooling costs can get and prepare them for the seasonal insights and tips presented later in the report.

Appears in: [Seasonal Report](#)

Seasonal Breakout Example

This image shows an example of the module for a customer that receives the summer Seasonal Report.

Cooling has a big impact on summer
energy bills

20%

of your total energy use went towards **cooling*** last
summer

*Can include window units, central AC, and fans

Configuration Options

There are no supported configuration options for this module.

User Experience Variations

The user experience varies for customers depending upon the season during which it is sent. For more information, see the Seasonal Breakout topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

Subject Line, Header, and Footer

The subject line and header are used to engage the customer and brand the communication. The footer provides customers with links to manage preferences and unsubscribe from the email channel. It also contains the utility address, necessary legal text, and optional app download and social media links. The user experience varies by report type.

Appears in: All [report types](#).

Subject Line Examples

The subject line is designed by Oracle Utilities to engage customers. All subject lines include a customer's name, as research has shown that including the customer's name results in a higher open rate. Some subject line examples include:

Annual Report: "[first name, last name], here's your [YYYY] Energy Lookback"

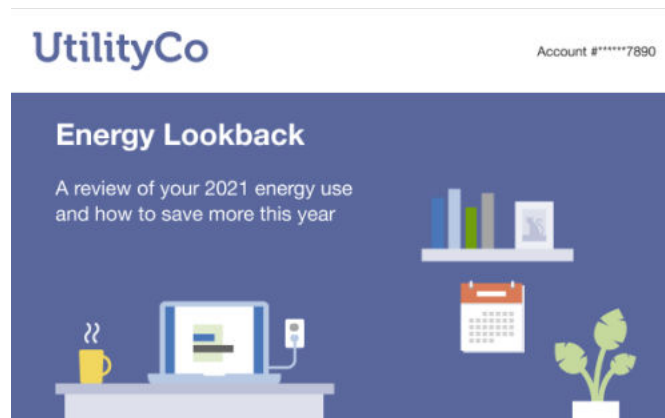
Usage Lookback Report: "[first name, last name] Your Home Energy Report is here"

Seasonal Report: "Hi [first name, last name], see how much energy you used last [winter/summer]"

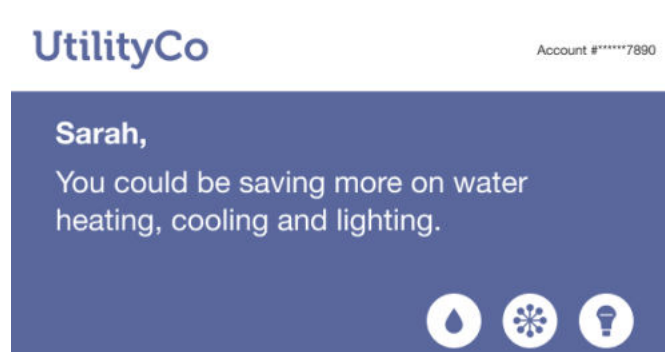
Header Examples

The report headers are distinct and appear at the top of each communication. Most of the report headers simply provide a colorful introduction. The header of the Promotion Report is unique in that it highlights three energy end-uses in the customer's home where their usage is the highest and they may benefit from taking action to lower their usage.

The following image is an example of the [Annual Report](#) header.

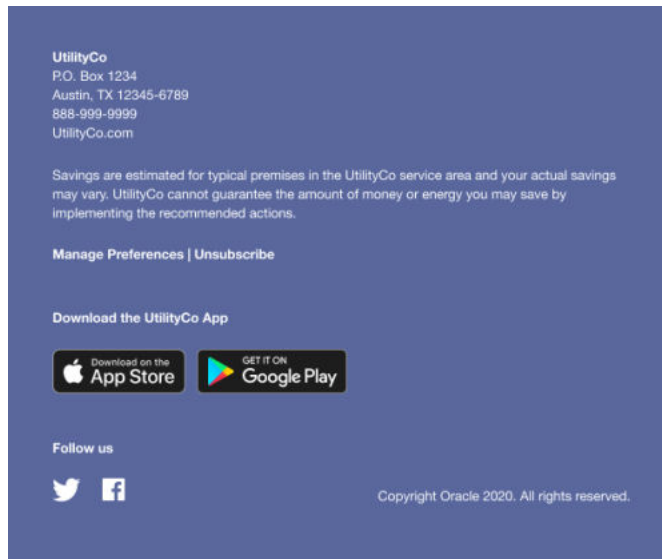


The following image is an example of the [Promotion Report](#) header.



Footer Example

The footer is included at the bottom of every report and includes components that provide more context about the report, such as the utility's contact information and legal disclaimers.



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
<p>Utility Logo</p> <p>The RGB version of the utility logo as an .ai file. Oracle Utilities Opower will configure the logos appropriately for the communication.</p> <p>Example: UtilityCo_Logo_RGB.ai</p>	<p>Required</p> <p>Provide the utility logo in the Oracle Utilities Opower Platform Configuration Guide.</p>

Configuration Option	Input Value
<p>Email Subject Line (Not Depicted)</p> <p>Clients can choose between a static (default) or dynamic subject line in the Progress Report. The promotional report uses a disaggregation-based subject line.</p> <p>Default:</p> <p>Progress Report: "[first name, last name] Your Home Energy Report is here"</p> <p>Usage Lookback Report: "[first name, last name] Your Home Energy Report is here"</p> <p>Promotional Report: The subject line varies by disaggregation category. Contact Your Delivery Team about subject line options.</p> <p>Welcome Report: "[first name], check out your new Home Energy Report"</p> <p>Limited Income Report: The subject line varies by report type:</p> <ul style="list-style-type: none"> • Limited Income Welcome Report:"[first name], check out your new Home Energy Report" • Limited Income Progress Report: "[first name, last name] Your Home Energy Report is here" <p>Seasonal Report: "Hi [first name, last name], see how much energy you used last [winter/summer]"</p> <p>Time of Use Report: The subject line varies by report type:</p> <ul style="list-style-type: none"> • Time of Use Welcome Report: "[first name], check out the new Home Energy Report" alerts the customer to a new report experience. • Time of Use Progress Report: "[first name, last name] Your Home Energy Report is here." <p>Annual Report: "[first name, last name], here's your [YYYY] Energy Lookback"</p> <p>Solar Report: The subject line varies by report type:</p> <ul style="list-style-type: none"> • Solar Welcome Report: "Hi [first name] your Home Energy Report for solar households is here" • Solar Progress Report: "Hi [first name], your Home Energy Report is here" <p>Electric Vehicle Report: Utilities have the choice of using a standard default subject line each time "[first name, last name] Your Home Energy Report is here"</p>	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.
<p>Preference Prompt</p> <p>A link to the Energy Efficiency Web Portal page or utility preferences page where a customer can edit their report preferences.</p> <p>Default: Manage Preferences</p>	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default prompt. • Provide alternate configuration.

Configuration Option	Input Value
Preference URL Default: UtilityCo.com/preferences	Optional Choose one of the following: <ul style="list-style-type: none"> • Use the default URL. • Provide alternate configuration.
Unsubscribe Prompt A link to a page where customers can unsubscribe from email Home Energy Reports. Default: Unsubscribe	Optional Choose one of the following: <ul style="list-style-type: none"> • Use the default prompt. • Provide alternate configuration.
Unsubscribe URL Default: UtilityCo.com/unsubscribe	Optional Choose one of the following: <ul style="list-style-type: none"> • Use the default URL. • Provide alternate configuration.

User Experience Variations

The user experience of the feature may vary for customers and utilities depending on their service types (gas, electricity, dual fuel, and so on), available data, locale, and other factors. For more information, see the Subject Line, Header, and Footer topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

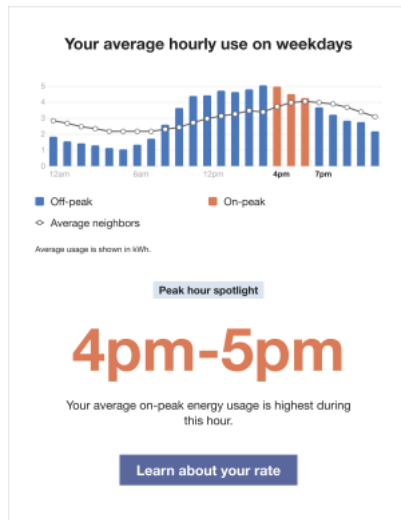
Time of Day Hourly Insight

The Time of Day Hourly Insight provides the customer with additional details about when a customer is consuming electricity and how they compare to their nearest comparison group. The module displays the customer's average hourly electricity use on weekdays, the highest cost period (peak) hours, non-peak hours, and an insight to highlight to the customer in which high cost period hour they are consuming the most energy.

Appears in: [Peak Focused Report](#)

Time of Day Hourly Insight Example

The image below is an example of the Time of Day Hourly Insight for a customer with two peak periods.



Configuration Options

Configuration Option	Input Value
<p>Heading</p> <p>The heading identifies the purpose of the graph.</p> <p>Default: "Your average hourly use on weekdays"</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
<p>Efficient Neighbors or Average Neighbors Label</p> <p>Identifies the comparison group in the cost period labels. The labels are dependent on the use state.</p> <p>Default: Varies by use state.</p> <ul style="list-style-type: none"> If customers in a good or great usage state, efficient homes data is used and the label is "Efficient neighbors." If customers in a fair usage state, average neighbors data is used and the label is "Average neighbors." 	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
<p>Color Settings</p> <p>Color settings determine the colors assigned to elements within the module.</p> <p>Default: The default module colors are determined by the utility color pallet provided by the utility during Opower Platform configuration.</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Contact Your Delivery Team about configuring alternative colors.
<p>Insight Heading</p> <p>Reinforces the purpose of the module as a focus on the customer's usage.</p> <p>Default: Varies.</p> <ul style="list-style-type: none"> Two or three peak: "Peak hour spotlight" Demand charge: "Demand charge spotlight" No peak data: "Highest usage hour spotlight" 	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.

Configuration Option	Input Value
Comparison Group Usage Line Indicates the comparison group's average hourly usage. Default: On.	Optional <ul style="list-style-type: none"> Use the default. Disable this element.
Insight Description Defines the Highest Consumption Time Period. Default: Varies. <ul style="list-style-type: none"> Two or three peak: "Your average on-peak energy usage is highest during this hour." Demand charge: "Your demand charge occurred during this period. Take a closer look and manage this to save." No peak data: "Your highest energy consumption occurs during this hour." 	Optional <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
Call to Action Text Redirects the customer to the web portal where they can learn more about their usage or rates. Default: "Learn about your rate."	Optional <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
Call to Action Button URL Determines the destination of the Call to Action button. Default: Utility web portal.	Optional <ul style="list-style-type: none"> Use the default. Provide alternate configuration.

User Experience Variations

The user experience of the feature may vary for customers and utilities depending on their service types (gas, electricity, dual fuel, and so on), available data, costs, locale, and other factors. For more information, see the Time of Day Hourly Insight topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

Time of Use 101

The Time of Use 101 module educates customers about when electricity is most expensive based on their time of use rate plan. The module provides customers with information such as whether electricity prices differ on weekdays and weekends, how much more expensive peak prices are than off-peak prices, the hours during which electricity is most expensive, and a visual time line displaying off-peak, partial-peak, and peak hours.

Appears in: [Time of Use Report](#)

Time of Use 101 Example

The image below is an example of the Time of Use 101 module.

Save money by using less electricity during peak hours

On weekdays, electricity costs 2.3x more from 3pm-8pm.



On weekends and holidays, there are no peak hours.



- Peak hours (\$\$\$)
- Mid-peak hours (\$\$)
- Off-peak hours (\$)

Why does it matter when I use electricity?

Peak hours are when energy demand is highest in our region. Using less electricity during peak hours will save you more on your bill, and helps us deliver cleaner energy to the whole community.

This Time-of-Use schedule lasts May 1-Sep 30. [View the full details of your rate plan.](#)

Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
<p>Heading</p> <p>The heading tells the customer that they can save money by using less energy during peak hours.</p> <p>Default: "Save money by using less electricity during [peak hours]"</p>	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> Use the default header. Provide alternate configuration.
<p>Color Settings</p> <p>Color settings determine the colors assigned to elements within the module.</p> <p>Default: The default module colors are determined by the utility color pallet provided by the utility during Opower Platform configuration.</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Contact Your Delivery Team about configuring alternative colors.
<p>Call to Action Link Text</p> <p>The call to action invites the customer to view their full plan details and provides a link to the utility's rate plan page.</p> <p>Default: "View your full details of your rate plan."</p>	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.

Configuration Option	Input Value
<p>Call to Action URL</p> <p>The call to action invites the customer to view their full plan details and provides a link to the utility's rate plan page.</p> <p>Default: The URL links to the utility's rate plan page.</p>	<p>Required</p> <p>Contact Your Delivery Team to discuss URL options.</p>

User Experience Variations

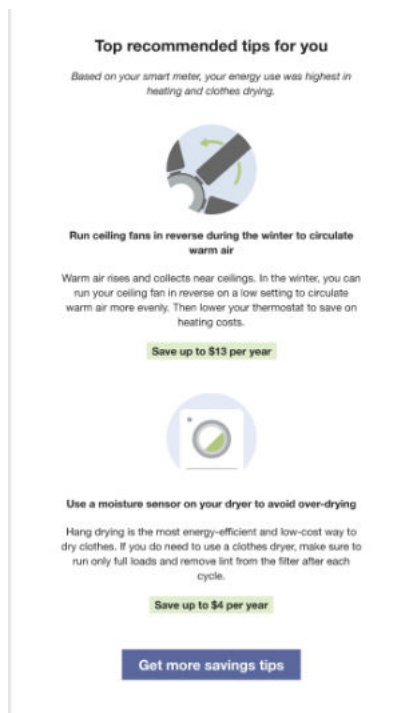
The user experience of the feature may vary for customers and utilities depending on their service types (gas, electricity, dual fuel, and so on), available data, costs, locale, and other factors. For more information, see the Time of Use 101 topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

Tip Modules

Tip modules present actionable energy savings tips for customers to follow. Tip module designs vary by report type as well as available customer and utility data.

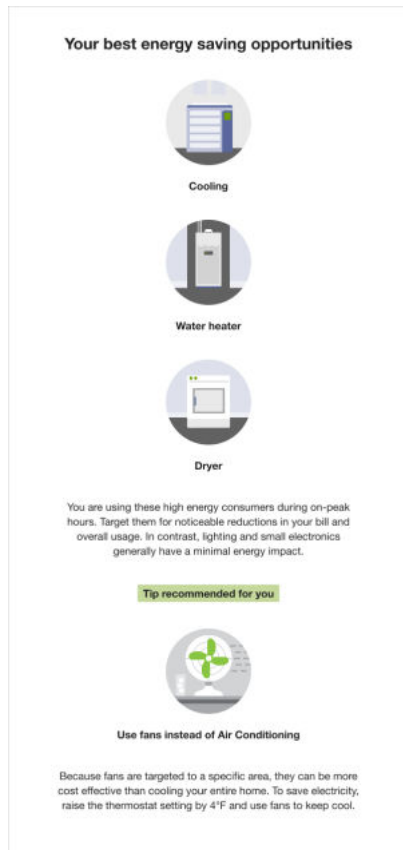
Disaggregation Tip Example

The image below is an example of a disaggregation tip module containing two tips.



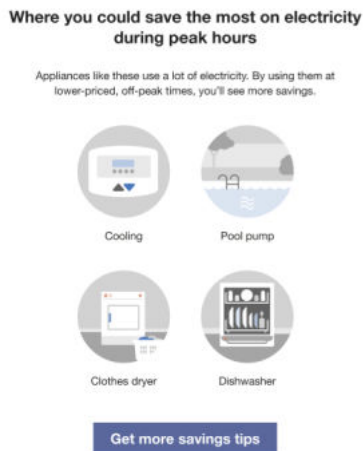
Energy Literacy and Tip Example

The image below is an example of the Energy Literacy and Tip module.



Large Appliance Tip Example


The image below is an example of a Large Appliance Tip module.



Lookback Tips Example


The image below is an example of the Lookback Tip module for a customer that receives a utility virtual home energy assessment program tip and a generated tip in their [Annual Report](#).

Prepare for a year of energy savings
Start the new year off right—try these tips



Schedule a virtual home energy assessment
You could save up to 30% on your energy bill by making upgrades identified in a home energy assessment. [Sign up for a no-cost virtual home energy assessment](#) today so we can help you start saving right away.

Save up to \$280 per year



Use a moisture sensor on your dryer to avoid over-drying
Hang drying is the most energy-efficient and low-cost way to dry clothes. If you do need to use a dryer, make sure to run only full loads and remove lint from the filter after each cycle.


Save up to \$30 per year

[Find more ways to save](#)

Paired Tips Example

This image below is an example of an air leak tip selected to pair with a top energy use highlighted in the [What Uses Most](#) module.

Top heating tip to help you save



Seal air leaks
In most homes, if you add up the air leaks, it is similar to leaving a window open. Sealing air leaks can save you up to 20% on your heating and cooling costs. Weatherstrip windows and doors and seal cracks with caulk.

Save up to \$35 per year

[Find more ways to save](#)

Promotion Report Tip Example

The image below is an example of a Promotion Report Tip.

More ways you can save right now

Cooling

19% of your total use last year

Use fans instead of AC

Because fans are targeted to a specific area, they can be more cost effective than cooling your entire home. To save electricity, raise the thermostat setting by 4°F and use fans to keep cool.

Save up to \$28 per year

Lighting

10% of your total use last year

Spotlight your work spaces

Overhead bulbs often provide more light than you need. Using a kitchen counter light while preparing dinner—or a small lamp when reading a book—brings better light to the task at hand and saves energy.

Save up to \$12 per year

Seasonal Report Tip Example

This image is an example of tips included in the summer version of the Seasonal Report.

More ways to save this summer

These low-cost tips were chosen for you based on how you use energy in your home.



Schedule maintenance for your central AC

If your AC system isn't properly maintained, it will cost more to run and require more frequent repairs. Schedule an inspection each spring to ensure your cooling system is running safely and efficiently before summer.

Save up to \$90 per year



Select efficient home office equipment

If you have a home office, choosing an efficient printer, copier or scanner could cut its energy use by 30%. Choose ENERGY STAR® models and use low-power modes to reduce your bills.

Save up to \$60 per year

Find more summer tips

Solar Tip Example

This image is an example of the Solar Report tips design for a module that includes three tips.

Top recommended tip for you

This tip was personalized based on your Home Energy Survey.



Run ceiling fans in reverse during the winter to circulate warm air

Warm air rises and collects near ceilings. In the winter, you can run your ceiling fan in reverse on a low setting to circulate warm air more evenly. Then lower your thermostat to save on heating costs.

Save up to \$13 per year



Trim trees that shade your solar panels

Tree branches casting shade over your solar panels can significantly reduce the amount of electricity your panels produce. It isn't necessary to cut down entire trees, but it is a good idea to trim branches.



Use solar outdoor lights

Save energy by replacing outdoor lights with solar lights. They don't need electricity and can provide light almost anywhere, like along an outdoor path.

Save up to \$45 per light per year

Get more savings tips

Two Tips Example

This image is an example of the Two Tips module.

Tips for peak hours and beyond



Use a power strip and turn it off during peak hours

Many devices draw power even when turned off. Use a power strip to turn off several electronics at once, including your TV, game console, and computer. Smart power strips can make it even easier to switch them all off.

This tip is low cost



Open your shades on winter days for natural light and warmth

Take advantage of winter sunlight. By opening blinds during the day to use natural light and capture free heat, you'll be able to lower the temperature on your thermostat and save on heating costs.

This tip is free

Get more savings tips

Configuration Options

Disaggregation Tip

Configuration Option	Input Value
<p>Online Energy Assessment Name The online energy assessment name to be configured at module level and apply to wherever shown in the module.</p> <p>Default:</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
<p>Tip Call-to-Action URL Redirects the customer to where they can learn more ways to save.</p> <p>Default: Not applicable. The URL must be configured for each utility.</p>	<p>Required Contact Your Delivery Team about selecting a utility-specific URL.</p>
<p>Button Background and Text Color The tip label draws the customer's attention to the tip action.</p> <p>Default: The button is primary color and the text is the primary contrast color.</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.

Energy and Literacy Tip

Configuration Option	Input Value
<p>Heading The header invites customers to learn about their best opportunities to save energy.</p> <p>Default: The heading default varies by the number of detected appliances:</p> <ul style="list-style-type: none"> Two or three appliances default: "Your best energy saving opportunities" One appliance detected: "Your top energy consumers" 	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
<p>Disaggregation Education Text Text explaining why the appliances were selected, and encouraging the customer to reduce their bill and overall energy use.</p> <p>Default: "You are using these high energy consumers during on-peak hours. Target them for noticeable reductions in your bill and overall usage. In contrast, lighting and small electronics generally have a minimal energy impact."</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
<p>Tip Label The tip label draws the customer's attention to the tip action.</p> <p>Default: Varies by tip.</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.

Large Appliance Tip

Configuration Option	Input Value
<p>Heading</p> <p>The header invites customers to learn about their best opportunities to save energy.</p> <p>Default: "Where you could save the most on electricity during peak hours"</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
<p>Body Text</p> <p>The body text echoes the headings message that the customer can save the most energy and money on their bill by using the featured appliances only during off-peak hours.</p> <p>Default: "Appliances like these use a lot of electricity. By using them at lower-priced, off-peak times, you'll see more savings."</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
<p>Top Left Appliance</p> <p>Default: Varies by season.</p> <ul style="list-style-type: none"> Cold weather: Heating - Furnace Warm weather: Cooling - Thermostat 	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
<p>Top Right Appliance</p> <p>Default: Varies by season.</p> <ul style="list-style-type: none"> Cold weather: Clothes dryer Warm weather: Pool pump 	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
<p>Bottom Right Appliance</p> <p>Default: Varies by season.</p> <ul style="list-style-type: none"> Cold weather: Dishwasher Warm weather: Dishwasher 	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
<p>Bottom Left Appliance</p> <p>Default: Varies by season.</p> <ul style="list-style-type: none"> Cold weather: Oven Warm weather: Clothes dryer 	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
<p>Call to Action Text</p> <p>Encourages the customer to learn additional ways to save.</p> <p>Default: "Get more savings tips"</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
<p>Call to Action URL</p> <p>Redirects the customer to where they can learn more ways to save.</p> <p>Default: Not applicable.</p>	<p>Required</p> <p>Contact Your Delivery Team about selecting a utility-specific URL.</p>

Lookback Tips

Configuration Option	Input Value
<p>Heading</p> <p>The header indicates that these tips will help the customer save in the year ahead.</p> <p>Default: "Prepare for a year of energy savings"</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.

Configuration Option	Input Value
<p>Context</p> <p>The context encourages the customer to take action to save energy.</p> <p>Default: "Start the new year off right—try these tips"</p>	<p>Optional</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.
<p>Top Tip Title</p> <p>A static title encouraging the customer to schedule or complete their home energy assessment</p> <p>Default: Varies by tip type.</p> <ul style="list-style-type: none"> • Utility Home Energy Analysis: "Schedule a virtual home energy assessment" • Utility in-home Home Energy Analysis: "Schedule a home energy assessment" • Oracle Utilities Opower Home Energy Analysis: "Take an online home energy survey" • Tip Library tip: Not applicable. An existing title from Tip Manager, depending on the tip shown. 	<p>Optional</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.
<p>Top Tip Body</p> <ul style="list-style-type: none"> • The text encourages the customer to sign up for their utility's virtual home energy assessment. The text includes a link that redirects the customer to the utility website where they can sign up. <p>Default:</p> <ul style="list-style-type: none"> • Utility Home Energy Analysis: "You could save up to 30% on your energy bill by making upgrades identified in a home energy assessment. Sign up for a no-cost virtual home energy assessment today so we can help you start saving right away." • Utility in-home Home Energy Analysis: "Most homes have many opportunities to save energy and money, but it can be hard to know where to start. Schedule a home energy assessment to have a certified energy expert inspect your home for ways to save." • Oracle Utilities Opower Home Energy Analysis: "It can be difficult to know how to make the biggest impact on your energy bills. By answering a few questions about your home, you can learn about your energy use and view the most relevant tips for you." • Tip Library tip: Not applicable. An existing tip is used from the tip library. 	<p>Optional</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.

Configuration Option	Input Value
<p>Top Tip Home Energy Analysis URL</p> <p>The text includes a link that redirects the customer to the utility website where they can sign up.</p> <p>Default: Not applicable. This link must be configured for each utility.</p>	<p>Required</p> <p>Contact Your Delivery Team about selecting a utility-specific URL.</p>

Paired Tip

There are no supported configuration options for this module.

Promotion Report Tip

The content within tips is customizable in coordination with Oracle Utilities Opower. Depending on the purpose of the module, Oracle Utilities Opower may require additional inputs from you. [Contact Your Delivery Team](#) about selecting tips that support the report experience.

Seasonal Report Tip

Configuration Option	Input Value
<p>Heading</p> <p>The heading indicates that the tips have been selected to help the customer.</p> <p>Default: The default varies by season:</p> <ul style="list-style-type: none"> Summer: "More ways to save this summer" Winter: "More ways to save this winter" 	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
<p>Tip Call-to-Action URL</p> <p>Redirects the customer to where they can learn more ways to save.</p> <p>Default: Not applicable. The URL must be configured for each utility.</p>	<p>Required</p> <p>Contact Your Delivery Team about selecting a utility-specific URL.</p>
<p>Tip Call-to-Action Button Text</p> <p>Encourages the customer to learn more ways to save.</p> <p>Default: The default varies by season:</p> <ul style="list-style-type: none"> Summer: "Find more summer tips" Winter: "Find more winter tips" 	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.

Two Tips

Configuration Option	Input Value
<p>Heading</p> <p>The heading indicates that the tips has been selected for the customer and can be used to save energy during peak and off peak hours.</p> <p>Default: "Tips for [peak hours] and beyond"</p>	<p>Optional</p> <ul style="list-style-type: none"> Use the default. Provide alternate configuration.

Configuration Option	Input Value
High Cost Period Name The high cost period is the period when the customer's rate is the highest. Default: Peak hours	Optional <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
Call to Action Text Encourages the customer to learn additional ways to save. Default: "Get more savings tips"	Optional <ul style="list-style-type: none"> Use the default. Provide alternate configuration.
Call to Action URL Redirects the customer to where they can learn more ways to save. Default: Not applicable.	Required Contact Your Delivery Team about selecting a utility-specific URL.

User Experience Variations

The user experience of the feature may vary for customers and utilities depending on their service types (gas, electricity, dual fuel, and so on), available data, costs, locale, and other factors. For more information, see the Tip Modules topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

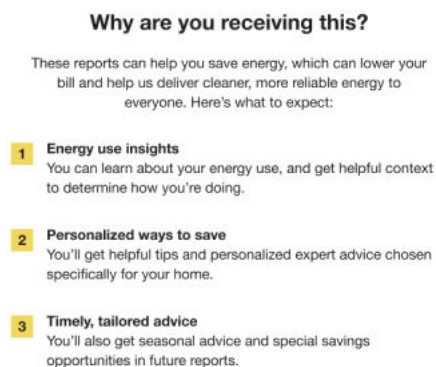
Welcome

The Welcome module introduces new and existing customers to the Email Home Energy Report experience. For customers who have received earlier versions of the reports in the past, the Welcome module acknowledges how the report has changed. For customers who have never received an Email Home Energy Report, the Welcome module introduces the report insights.

Appears in: [Welcome Report](#), [Limited Income Report](#), [Time of Use Report](#), [Solar Report](#), [Peak Focused Report](#).

Welcome Module Example

The image below is an example of the Welcome module for a new customer.



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
<p>Heading The heading draws the customer's attention to the purpose of the report.</p> <p>Default:</p> <ul style="list-style-type: none"> • Limited Income Report: <ul style="list-style-type: none"> – New Customer: "Why are you receiving this?" – Legacy Customer: "What's new in your report" • Welcome Report: <ul style="list-style-type: none"> – New Customer: "Why are you receiving this?" – Legacy Customers: "What's new in your report?" • Solar Report: "Why are you receiving this?" • Time of Use Report: <ul style="list-style-type: none"> – New Customer: "Why are you receiving this?" – Legacy Customer: "What's new in your report?" • Peak Focused Report: <ul style="list-style-type: none"> – New Customer: "Why are you receiving this?" – Legacy Customer: "What's new in your report" – Legacy Customer with Demand Charge: "What's new in your report" 	<p>Optional Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.

Configuration Option	Input Value
<p>Introduction Text</p> <p>The introduction text appears in welcome modules sent to new customers and to solar customers.</p> <p>Default:</p> <p>Welcome Report Default - New Customers: "These reports can help you save energy, which can lower your bill and help us deliver cleaner, more reliable energy to everyone. Here's what to expect:"</p> <p>Limited Income Welcome Report Default - New Customers: "These reports are designed to help you save energy and money, so your energy bill can be one less thing to worry about. Here's what to expect:"</p> <p>Time of Use Welcome Report Default - New Customers: "These reports provide insights about your energy use, so you can save more on your bill and make the most of your Time-of-Use (TOU) plan. Here's what to expect:"</p> <p>Solar Report Default: "These reports can help you save energy, which can lower your bill and help us deliver cleaner, more reliable energy to everyone. Here's what to expect:"</p> <p>Peak Focused Report: "These reports provide insights about your energy use, so you can save more on your bill and make the most of your Time-of-Use (TOU) plan. Here's what to expect:"</p>	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.
<p>Welcome Report Highlights Subheadings and Text - New Customers</p> <p>A list of three features explains how the report will help the customer save energy and lower their bill.</p> <p>Default:</p> <ol style="list-style-type: none"> 1. Energy use insights You can learn about your energy use and get helpful context to determine how you're doing." 2. Personalized ways to save You'll get helpful tips and personalized expert advice chosen specifically for your home. 3. Timely, tailored advice You'll also get seasonal advice and special savings opportunities in future reports. 	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.

Configuration Option	Input Value
<p>Welcome Report Highlights Subheading and Text - Legacy Customers Only</p> <p>A list of three features explains how the report will help the customer save energy and lower their bill.</p> <p>Default:</p> <ol style="list-style-type: none"> 1. Energy use at a glance A quick summary to let you know how you're doing. 2. The Efficiency Zone This new graph shows a different view of your energy use, and how you stack up. 3. Better tips and insights Your reports are now more tailored to your home, making it easier to manage your energy use. 	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.
<p>Limited Income Welcome Report Highlights Subheadings and Text - New Customers</p> <p>Default:</p> <ol style="list-style-type: none"> 1. Energy use insights You can learn about your energy use and get helpful context to determine how you're doing. 2. Personalized ways to save You'll get helpful tips and personalized expert advice chosen specifically for your home. 3. Savings and assistance programs You'll learn about energy efficiency programs that can help you save, as well as assistance programs you may qualify for 	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.
<p>Limited Income Welcome Report Highlights Subheading and Text - Legacy Customers Only</p> <p>Default:</p> <ol style="list-style-type: none"> 1. Energy use at a glance A quick summary to let you know how you're doing. 2. The Efficiency Zone This new graph shows a different view of your energy use, and how you stack up. 3. Better tips and insights Your report now gives a closer look at your home's energy use, so you know where you have the biggest potential to save. 	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.

Configuration Option	Input Value
<p>Time of Use Report Highlights Subheading and Text - Legacy Customers Only</p> <p>Default:</p> <ol style="list-style-type: none"> 1. Energy use at a glance A quick summary to let you know how you're doing. 2. The Efficiency Zone This new graph shows a different view of your energy use, and how you stack up. 3. Better tips and insights Your report now more tailored to your home, and will include ways to save during peak hours. 	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.
<p>Time of Use Report Highlights Subheadings and Text - New Customers</p> <p>Default:</p> <ol style="list-style-type: none"> 1. Energy use insights You can learn about your energy use and get helpful context to determine how you're doing. 2. Personalized ways to save You'll get helpful tips and personalized expert advice chosen specifically for your home. 3. Savings and assistance programs You'll also get seasonal advice and special savings opportunities in future reports. 	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.
<p>Solar Report Highlights Subheadings and Text- All Customers</p> <p>Default:</p> <ol style="list-style-type: none"> 1. Energy use insights You can learn about your net energy, and get helpful context for how you're doing compared to other solar households. 2. Personalized ways to save You'll get helpful tips and personalized expert advice chosen specifically for your home. 3. Timely, tailored advice You'll also get seasonal advice and special savings opportunities in future reports. 	<p>Optional</p> <p>Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.

Configuration Option	Input Value
<p>Peak Focused Report Highlights Subheadings and Text - New Customers Default:</p> <ol style="list-style-type: none"> 1. Your on-peak energy use compared to others You can learn how much energy you use during on peak-hours, and how it stacks up against similar homes. 2. Personalized ways to save You'll get tips selected for your home, so you can save more energy all the time, and especially during on-peak hours. 3. Timely, tailored advice You'll also get seasonal advice and special savings opportunities in future reports. 	<p>Optional Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.
<p>Peak Focused Report Highlights Subheadings and Text - Legacy Customers Default:</p> <ol style="list-style-type: none"> 1. Time-of-Use rate reminder See when on-peak hours occur, and how much more energy costs during those hours, to help you save. 2. Updated comparison graph The new graph focuses on your on-peak energy use and how you stack up compared to similar homes. 3. Better tips and insights Your reports are now more tailored to your rate plan and will include ways to save energy during on-peak hours. 	<p>Optional Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.
<p>Peak Focused Report Highlights Subheadings and Text - Legacy Customers with Demand Charges Default:</p> <ol style="list-style-type: none"> 1. Time-of-Use with demand charge rate reminder See when on-peak hours occur, and how much more energy costs during those hours, to help you save. 2. Updated comparison graph The new graph focuses on your on-peak energy use and how you stack up compared to similar homes. 3. Better tips and insights Your reports are now more tailored to your rate plan and will include ways to save energy during on-peak hours. 	<p>Optional Choose one of the following:</p> <ul style="list-style-type: none"> • Use the default. • Provide alternate configuration.

User Experience Variations

The user experience of the feature may vary for customers and utilities depending on their service types, available data, locale, and other factors. For more information, see the Welcome topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

What Uses Most

The What Uses Most module educates customers about the top three energy uses in their home for the report period. One of the customer's top energy uses is highlighted at the top of the module and is followed by a related energy-saving tip.

Appears in: [Limited Income Report](#), [Electric Vehicle Report](#)

What Uses Most Example




The image below is an example of the module for a customer with heating as the highest energy use in the billing period.

Here's how your home likely uses energy

Heating

30% of your total energy use

Your other energy uses

	Pool	25%
	Water heating	16%
	All other energy uses	29%

How do we determine your energy breakdown?

Your energy breakdown is based on smart meter data and past usage. Complex energy data may cause minor inaccuracies. Improve accuracy by taking the short Home Energy Assessment survey.

Update my home profile

Top heating tip to help you save



Raise your thermostat temperature to 78°F

If you have AC, decreasing its use during Energy Savings Days is the most effective way you can save. Customers who raise the temperature by 3-4°F stay comfortable and earn bill credits.

Save up to \$110 per year

Find more ways to save

Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
Energy Breakdown Subheader Default: "Your other energy uses"	Optional Select one of the following: <ul style="list-style-type: none"> Use the default text. Contact Your Delivery Team about altering the text.

Configuration Option	Input Value
<p>Disaggregation Explainer Header Heading that prepares the customer to learn how the categories are calculated. Default: "How do we determine your energy breakdown?"</p>	<p>Optional Select one of the following:</p> <ul style="list-style-type: none"> Use the default text. Contact Your Delivery Team about altering the heading.
<p>Disaggregation Explainer Text An explanatory note that clarifies that these categorizations are derived from data science model estimates, and reminds customers that they can improve their report accuracy by completing their Home Energy Analysis. Default: "Your energy breakdown is based on smart meter data and past usage. Complex energy data may cause minor inaccuracies. Improve accuracy by taking the short Home Energy Assessment survey."</p>	<p>Optional Select one of the following:</p> <ul style="list-style-type: none"> Use the default text. Contact Your Delivery Team about altering the text.
<p>Call to Action Text The call to action button redirects customers to the [Home Energy Analysis where they can provide more details about their home to improve their report accuracy. Default: "Update my home profile"</p>	<p>Optional Select one of the following:</p> <ul style="list-style-type: none"> Use the default. Contact Your Delivery Team about altering the text.
<p>Call to Action URL The call to action button redirects customers to the [Home Energy Analysis where they can provide more details about their home to improve their report accuracy. Default: The URL redirects the customer to the Home Energy Analysis and must be configured.</p>	<p>Required Contact Your Delivery Team about altering the URL destination.</p>

User Experience Variations

The user experience of the feature may vary for customers and utilities depending on their service types (gas, electricity, dual fuel, and so on), available data, costs, locale, and other factors. For more information, see the What Uses Most topic in the *Oracle Utilities Opower Energy Efficiency Cloud Service Overview*.

4

Delivery

Oracle Utilities coordinates with a third-party email platform to send Email Home Energy Reports. This platform provides Oracle Utilities with information on send, bounces, opens, opt-outs, unsubscribes, and click-throughs. Oracle Utilities does not track the web behavior of a customer after they have clicked on a link in the Email Home Energy Report.

For programs that include both email and paper reports, [Email Home Energy Reports are usually generated during the same week as the corresponding paper [Home Energy Reports are generated.

Content is delivered directly in the email message with no attachments. This makes it more convenient for customers to quickly view the information, and it makes the emails less likely to be blocked by spam filters.

Delivery Cadence

Oracle Utilities supports the following delivery frequencies for Email Home Energy Report programs: monthly, bi-monthly, and quarterly. Because the reports are generated from data from the latest utility bill for each customer, the delivery cadence will depend on each customer's billing dates and the program design specified in your statement of work.

Delivery Options

For programs that include both email and paper reports, Email Home Energy Reports are usually generated during the same week as the corresponding Home Energy Reports. Email Home Energy Reports are typically sent on Friday afternoons so that customers will have time to review the reports over the weekend. However, delivery may be configured for days other than Friday. Ask your Service Delivery Manager which delivery options are best suited to your program.

5

Next Steps

After completing all required inputs in this guide, complete the following next steps.

1. Complete any other product-specific configuration guides provided to you by your Service Delivery Manager.
2. Submit all configuration guides and required documents to your Service Delivery Manager as an email attachment. Be sure to include the following:
 - The Oracle Utilities Opower Platform Configuration Guide
 - Utility branding guidelines
3. Update the Version table of this guide with your name, the date, and a descriptive comment. Complete this step using the PDF version of this guide.

Note

This HTML documentation is for reference only. Your Delivery Team will give you an editable PDF or DOCX version of the document to capture your inputs. Once submitted to Oracle Utilities, all utility inputs recorded in the configuration guides are final and cannot be modified. Ensure that all configuration inputs are accurate before submitting them.

6

Version

The table below is used to track the version of this document. Comments in the table indicate the latest state of the document. For example, the utility could comment "Sent draft to Oracle Utilities" or "Final Sign-off" when the completed version of this document is returned to the Service Delivery Manager for product configuration. Fill out the next row in the table with your name, today's date, and a comment.

Name	Date	Comment

7

Contact Your Delivery Team

Your Oracle Delivery Team is the group responsible for setting up, configuring, launching, or expanding your Oracle Utilities Opower program. Contact your Delivery Team if you have any questions about your program products and implementation.

To contact your Delivery Team:

1. Sign in to Inside Opower (<https://inside.opower.com>). This is your portal for questions and information related to your program.
2. Go to the Community tab to see who is on your Delivery Team.
3. Contact any of the team members using the information provided.

If you need to report an issue or get technical support, contact [My Oracle Support](#).