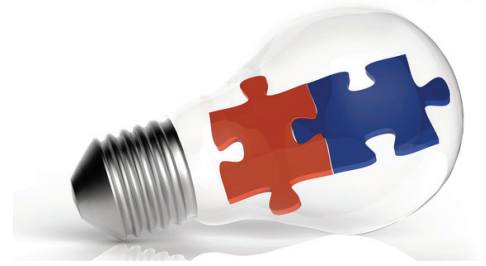


# NEXXA Product Focus:

## Energy Utility Boundary ID



### OVERVIEW

Often as an Energy marketer, you are tasked with entering a new energy market and do not have easy access to the specific geography needed, commodity percent within zip code, and identification of overlapping utilities. Now with NEXXA's Energy Utility Boundary ID, you can quickly identify the market geography you need to launch your marketing programs.

### FAST Facts

NEXXA's Energy Utility Boundary ID product offers the following key benefits:

- Energy utility boundary by zip4, for increased market accuracy
- Provides easy access to zip code level utility boundaries
- Identifies commodities within zip codes or dual commodities
- Uncovers overlapping utilities within zip codes
- Determines the utility coverage by zip codes, so you can set priorities
- Is a useful tool to provide key marketing insight into new markets

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**NEXXA ENERGY UTILITY BOUNDARY ID** provides energy marketers with accurate and timely boundary information for making key marketing decisions. NEXXA's boundary data is updated on an annual basis and is driven by federal, state, local data and service territory maps.

#### Specific data points available:

- Electric IOU
- Electric Non-IOU
- Gas LDC
- Custom Utility Priority Coding
- Utility Name

Gas utility boundaries by zip code are available at the National, State and Territory level.

**NEW** Electric Utility boundary leads at the zip+4 level, for increased accuracy and reduction in market overlap.

### RESULT

NEXXA can help you identify the Utility within zip codes (Electric IOU, Electric Non-IOU, and Gas LDC), the priority ranking within a zip code, and the utility territory types giving you the power to make insightful marketing decisions.

Take the guess work out of your marketing and get in the "power" seat!



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