

NEXXA Product Focus:

Smart Home Insight



OVERVIEW

Today, there is a device for everything in your home. From the smart thermostat, to the refrigerator that is connected to your grocery store, information is being captured on all aspects of home living. Consumers are using their smart phones and devices to create efficiencies for common household needs, like controlling home energy use, smart garage door openers, smart locks, smart lights, and more.

FAST Facts

- Smart home technology adoption is quickly on the rise. In 2020, there are more than 42 million smart households.
- In 2022, it is projected that there will be over 63 million smart homes. Get in front of the wave!
- Consumers are looking for ways to make their busy lives more efficient.
- Identify your Smart Home customers by offering new products and services.
- Identify new prospects who are looking for Smart Home products and services to simplify their lives.

Now you can gain valuable insight into consumer product propensity segments, determining the likelihood of a consumer to:

- use any type of Smart Home Device
- own or be interested in owning a Smart Home Device
- have no concerns about using Smart Home Technology
- be concerned that using Smart Home Technology will affect personal information and privacy
- trust a homeowner's insurance carrier to provide a smart device

Consumer Attitude and Behavior Propensities:

- Use wearable devices to track home utilities
- Interest in using a wearable device to track home utilities
- Identify Mobile Wallet Power Users or those interested in using the Mobile Wallet for payment options

Do you know what products and services your customer have an affinity for before you launch a new program?

NEXXA can help identify and score your customers and prospects who are Mobile Power users and most likely to adopt to Smart Home Products. Take the guess work out of your marketing and enjoy the competitive advantage.

Available for customer append as well as prospect marketing leads.



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