

# NEXXA Data Focus:

## Data Driven Energy Solutions for Electric Vehicle Programs



### Identify Consumers and Businesses that are getting "Plugged-IN".

The Electric Vehicle market is growing at a fast pace and Retail Energy Providers have an incredible opportunity to get ahead of the trend. Knowing which customers are already driving Electric or Hybrid vehicles as well as understanding current EV markets is key. **Nexxa's Data Driven Energy Solutions are designed to help you effectively "plug in" to these evolving markets**- including markets that have a higher percent of consumers who own or are in the market to purchase an Electric vehicle.

### FAST Facts

NEXXA's Data Driven Energy Solutions offer the following key benefits:

- Identify owners of Electric or Hybrid Vehicles
- Identify consumers in the market for Electric Vehicles.
- Identify commercial fleets of Electric, Hybrid, and Flex Fuel.
- Deliver targeted campaigns.
- Amplify your marketing reach.
- Assess your markets and scale.

### Product details:

Specific data offers you the ability to identify and market to an audience you have already attracted as a customer or a prospect within your markets.

- Identify current owners of Electric or Hybrid Vehicles
- Find out who is "in-market" to buy an EV or Hybrid
- Append key data points for vehicle type, fuel type, and more
- Demographics

### Know your customers & markets.

Reach new people you could not otherwise identify and customize content for returning customers.

### Align channels with relevant messaging.

Launch omnichannel campaigns including postal, email & digital promotions.

### Build intelligence.

Uncover key insights about your customers and markets with analysis and data enhancement.

### Behind the Services

**NEXXA** is a Direct Marketing Data & Database Solutions provider specializing in the Energy & Utilities Industry. With over 20 years of experience, Nexxa has successfully assisted companies in identifying data opportunities to solve marketing and operational challenges.

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