

→ Designing an impactful e-commerce marketplace



"The launch of the new ICF supported marketplace site has enabled us to highlight the Entergy Solutions energy efficient products and better understand our customer engagement. This new platform continues to exceed our expectations and we look forward to seeing the ongoing growth to draw more customers while improving their online marketplace experience." – Entergy

For more information, contact:

Alexander Citron

Alexander.Citron@icf.com

+1.313.568.5256

Visit icf.com/energy to learn more.



About ICF

ICF (NASDAQ: ICFI) is a global consulting and digital services company with over 7,000 full- and part-time employees, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future.



Delivering benefits that go beyond energy saving targets

A utility marketplace has a much more complex purpose than a standard e-commerce site. In addition to generating sales, it must underscore the utility's unique role as a trusted energy resource to its customers. ICF helps utilities not only achieve program energy targets, but also drive forward-thinking innovations, while fostering continued customer engagement through a flexible e-commerce platform.

We curate the right fit by customizing an ICF platform or integrating a third-party solution into your program design. Through our industry leading expertise, we position your marketplace to build campaigns that leverage strategically planned promotions, micro-target customers with personalized offers, and increase conversion rates and cart size.

Our full-service marketplace offerings include:

- Flexible and innovative program models
- Collaboration with market partners
- Cost-effective, customer-centric program design
- Universal integration of our energy efficiency programming services

Built to deliver results. More than a software solution, ICF is a full-service provider and marketing agency—ranked third nationally for independent agency size by *PR Week 2020 Agency Business Report*. ICF clients have experienced **over 150% increase in online sessions** and promotional **return customer rates up to 50%**, driven by ICF's propensity modeling, actionable messaging, and engaging content.

We bring decades of experience designing and delivering energy and climate policies and programs with a focus on **decarbonization, flexible load management, electrification, and customer insights and incentives**. Our forward-thinking and innovative services create new customer pathways and richer relationships with energy companies yielding greater results as they deploy their e-commerce programs.

Contact us to learn how ICF can help you begin or evolve your e-commerce offering.