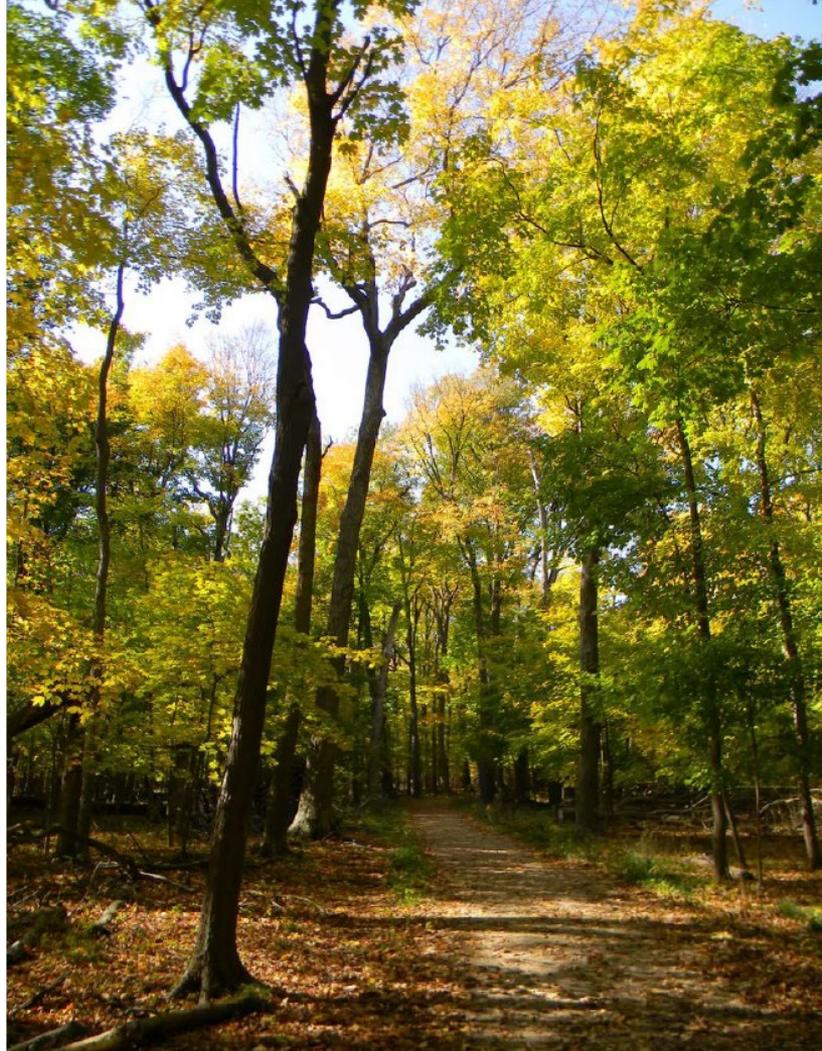


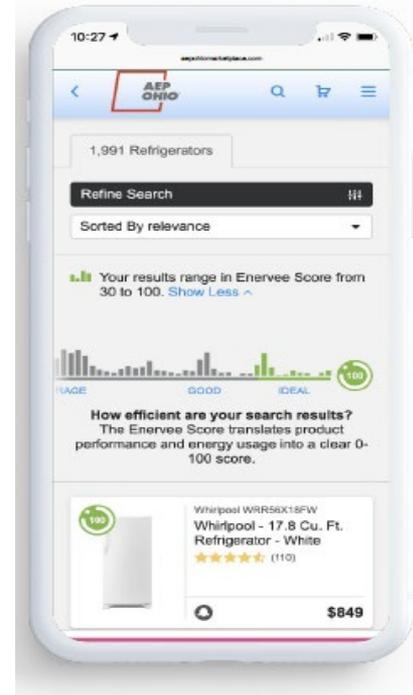
A person wearing a blue long-sleeved shirt is sitting on a couch, using a silver laptop. The laptop screen displays the Ameren website interface, which includes a navigation menu, a search bar, and several content cards. The person's hands are on the keyboard, and a white charging cable is plugged into the laptop's port.

The Efficient Choice Tool

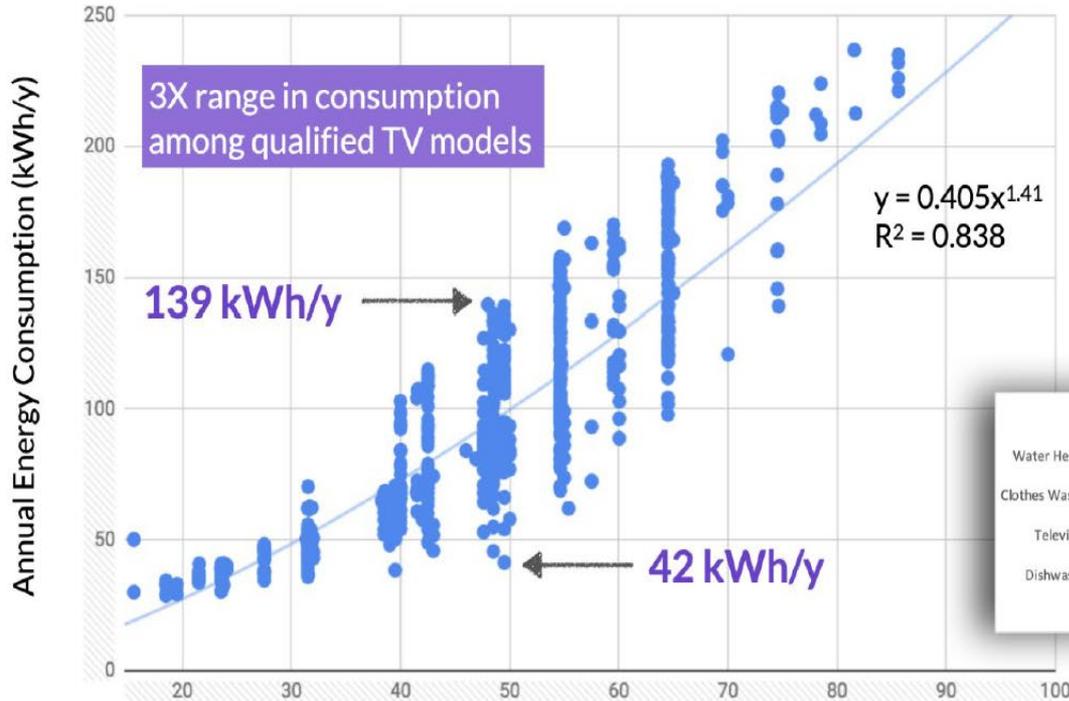


Uniquely meeting customer expectations

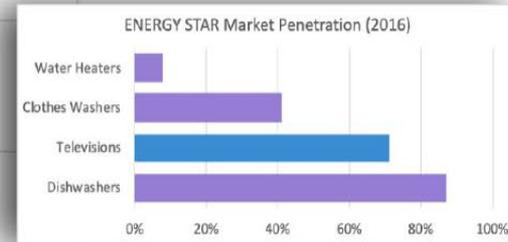
- Sort and filter > 15,000 products in > 40 categories
- Best price daily across retailers
- Detailed consumer reviews
- Personalized energy savings and CLEARCOST
- Enervee Score- provides visible efficiency



What about the ENERGY STAR Label?



Can't compare two qualified models
Zero-cost savings being left on the table
Level of stringency varies by category



The Enervee Score[®] makes efficiency actionable

Updated daily for tens of thousands of products and scientifically proven to increase the energy efficiency of products purchased by double digit percentages.

1,575 Refrigerators [Buying Guide](#) [Track Prices](#)

\$69.99 - \$19,999 [Q](#) Sorted By Relevance [Refine Search](#)

Capacity: 12 cu ft and up [Reset All Filters](#)

Top picks for you

We analyze product data daily across major retailers to provide you with highly efficient recommendations.

BEST OVERALL	LOWEST PRICE	MOST EFFICIENT
 Whirlpool WRR56X18FW Whirlpool 17.7-cu ft Freezerless ★★★★☆ (35) \$849	 Frigidaire FFTR1425VW Frigidaire 13.9-cu ft Top-Freezer ★★★★☆ (3) \$493	 Fisher and Paykel RS2484SRK1 Fisher & Paykel Activesmart 12.4-Cu Ft ★★★★★ (1) \$6,099

[Compare](#) [See all 9 offers](#) [Compare](#) [See all 8 offers](#) [Compare](#) [See all 8 offers](#)

Your results range in Enervee Score from 48 to 100. [Show Less](#)

How efficient are your search results?
The Enervee Score translates product performance and energy usage into a clear 0-100 score.

1575 other refrigerators

 Whirlpool WRR56X18FW Whirlpool 17.7-cu ft Freezerless ★★★★☆ (35) PRICE DROPI \$849	 GE GTE18GTHWW GE - 17.5 Cu. Ft. Frost-Free Top-Freezer ★★★★☆ (2991) PRICE DROPI \$683	 GE GTE18GTHCC GE - 17.5 Cu. Ft. Frost-Free Top-Freezer ★★★★☆ (2986) PRICE DROPI \$683
 Insignia NS-RTM18SS7 ★★★★☆ (1710) \$680	 GE GTE18GMHES GE - 17.5 Cu. Ft. Frost-Free Top-Freezer ★★★★☆ (2987) \$812	 Insignia NS-RTM18WH7 Insignia - 18 Cu. Ft. Top-Freezer ★★★★☆ (1710) \$600

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[Compare](#) [See offer](#) [Compare](#) [See all 2 offers](#) [Compare](#) [See offer](#)



Pilot Annual Savings Summary



Table 78. Survey Sample and Fielding Summary

	Wave 1				Wave 2			
	Population	Sample	Completes	Unique Active Shoppers	Population	Sample	Completes	Unique Active Shoppers
Engaged with ECT marketing email ^a	22,350	16,330	546	N/A	8,026	4,057	149	N/A
Responded to ECT pop-up survey	904	679	43		506	114	8	
Created ECT profile	743	576	34		497	126	5	
Total	23,997	17,585	623	18,510	9,029	4,297	162	14,872

^a Counts shown exclude customers who also provided contact info on the ECT website.

Table 79. 2021 Efficient Choice Tool Annual Savings

	Electric Energy Savings (MWh)	Electric Demand Savings (MW)	Gas Savings (Therms)
Verified Gross Savings	630	0.09	45,738
NTGR	0.683	0.650	0.529
Verified Net Savings	430	0.06	24,209

Goal

To drive 628 MWh and 24,000 therms of savings in 2022 via Market Based System methodology.

- To do this, we will tracked against the key performance indicator of site visits, with a target of 175,000.

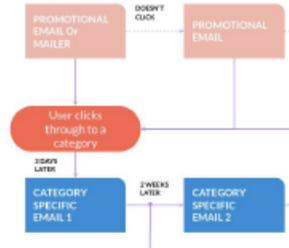


Air purifiers,
water heaters
(gas + electric),
fridges,
washers,
dehumidifiers,
thermostats

Focus on the
same 6
categories from
2021



16 email blasts
to full list per
year



Automated drip
campaigns for 6
categories



Paid Search and
display
advertising

Questions?



Energy Efficiency
PROGRAM

AmerenIllinoisSavings.com