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**FOR IMMEDIATE RELEASE:****Questline releases latest annual Energy Utility Email Benchmarks Report**

*Report incorporates human side of data while analyzing  
an all-time high of 451 million emails*

**Columbus, Ohio— 1 March 2019** – Behind every email open and click is an energy utility customer with unique needs and preferences. This year, Questline has gone beyond the numbers to explore the human stories often hidden within the numbers.

Reflecting record-setting volume and engagement, Questline's *2018 Energy Utility Email Benchmarks Report* is now available for free download at [questline.com/benchmarks](http://questline.com/benchmarks) via access code WELCOME2019.

Utilizing emails sent by 480+ utility companies across all 50 states, the company analyzed over 451 million emails sent from January 1, 2018 through December 31, 2018— an all-time high volume that nearly doubled over last year's report.

"This report is unique because it gives energy utilities an opportunity to evaluate their email metrics with other similar utility communications. We see it as our responsibility to share our metrics findings accurately and we're proud that the report is a true industry performance comparison that our clients eagerly await," said Dave Reim, president of Questline.

This year, leveraging nearly 30 years of industry expertise, Questline has developed distinct personas that shed light on customer needs and behaviors. The new report is packed with a combination of benchmarks data and human application to guide energy utilities through the report stats. While not actual customers, the personas were created to paint a clearer picture of the individuals most likely to be target audiences for the types of utility campaigns being analyzed.

"We know that behind every click is an individual making distinctly human choices. So, we're now applying a layer of strategic insight to help energy utilities better understand customer needs and scenarios, so that they can build a positive, even more effective customer experience through digital communications," said Jill Bryan, director of marketing for Questline.



The annual report's performance metrics include Delivery Rate, Open Rate, Click-to-Open Rate, Click-Through Rate, Complaint Rate and Opt-Out Rate. Questline also segments the metrics based on audience type (Residential, Small Business and Key Account customers) and communication type.

Questline provides detailed analytics on how certain communications work together to increase ongoing customer engagement. Questline's Welcome Series product, for example, was once again a top performer and positive influencer of future customer engagement, with a higher-than-ever Open Rate of nearly 45%. Energy utilities' monthly eNewsletters also continued to increase reader engagement with other email communications, too.

Returning to the 2018 report are a breakdown of:

- successful subject lines
- best performing content topics
- the effects of customer list size
- information on the email lifecycle
- email reading environment/devices
- how quickly customers are opening emails
- how long customer are looking at the emails

"This report enables our energy utilities to understand how they are performing across audience and communication types. The detailed analysis lends answers to common questions we receive and helps influence future communications strategies," said Susan Kownacki, vice president of Account Services. "We're able to single out the best practices in outage communications, paperless billing conversions and more. We share those insights with our clients, helping them positively impact their customer experience."

The report is in its sixth year of publication. Download Questline's free *2018 Energy Utility Email Benchmarks Report* at [questline.com/benchmarks](http://questline.com/benchmarks). Access code is WELCOME2019.

Questline will also have printed reports available at the upcoming CS Week Conference April 8-12 in Phoenix, Arizona at booth #919.

#### **About Questline:**

Questline is the innovative digital communications agency dedicated solely to the energy utility industry. We are strategists, creators and problem-solvers for over 480 energy utilities across all 50 states.

Our mission is to provide unparalleled customer experience through communications that engage, educate and inspire action.

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