Energy Storage Solutions FY 26 Marketing Review

In Fiscal Year (FY) 2026, the Connecticut Green Bank's Marketing, Communications, and Outreach team continued to support the Energy Storage Solutions team and their progress towards their deployment goals for the Program. This support included:

- Execution and relaunch of a paid media campaign to grow Program awareness and encourage webinar participation,
- Messaging and website development support around Program changes and updates,
- Solar + storage and electrical contractor engagement as well as storage industry such as equipment distributers and Original Equipment Manufacturers (OEMs)engagement, and
- Outreach to Connecticut community, municipal, and aligned organizations in Eversource and United Illuminating territories.

FY 26 Paid Media Campaign Performance Metrics

As an overarching takeaway, Energy Storage Solutions saw strong year-over-year website growth, while paid media successfully supported both awareness and traffic across channels. Google Search emerged as a key conversion driver with a 20.90% conversion rate (a conversion is website form download, including the completion of a "contact us" form) based on website form downloads) while Meta and Reddit exceeded industry click-through rate (CTR) benchmarks and YouTube delivered a particularly strong 51.64% video view rate (meaning the video was watched to completion and not skipped). Integrating these tactics demonstrated effective engagement across both lower- and upper-funnel tactics.

Reporting period is September 2025 - June 2026

(Conversion is any File Download on ESS website)

Overall website

- 53,060 Sessions (Up 17.5% year-over-year (YoY))
- 31,759 Total Users (Up 11.7% YoY)
- 90,396 Pageviews (Up 9.9% YoY)
- 5,395 File Downloads (Up 4.4% YoY)

Google Search

- 3,251 clicks
- 8.82% CTR
- 20.90% Conversion Rate
- $37.32 Cost per Conversion
- 679.61 Conversions
- Top cities by conversions: Hartford, New Haven, Trumbull, Stratford, Wilton, Stamford, Glastonbury, New Britain, Bridgeport

Display

- Over 1.6 million impressions
- Over 1,170 clicks
- 242 impressions conversions
- Retargeting drove 196 conversions
- Commercial ads drove 437 clicks and 29 conversions
- Residential ads drove 567 clicks and 19 conversions

Podcast and Streaming Audio Advertising

- Over 2.1 million impressions
- 221 Clicks
- 19 impression conversions
- Top cities by conversions: Naugatuck, Plainville, Waterbury

Meta Ads (promoting an informational Program webinar)

- 770,000+ impressions
- 1,451 link clicks
- 1.59% CTR (Meta benchmark: 1.00%)
- Top age ranges: 65+, followed by 55–64

LinkedIn Ads

- 15,129 impressions
- 40 clicks
- 0.26% CTR (LinkedIn benchmark: 0.60%)
- Top companies: University of Connecticut, Yale University, Shipman & Goodwin LLP
- Top job titles: Founder, CEO, President

LinkedIn Ads: Webinar specific

- 1,597 impressions
- 2 clicks
- 0.13% CTR (LinkedIn benchmark: 0.60%)
- Top companies: Coldwell Banker Realty, Berkshire Hathaway HomeServices
- Top job titles: Founder, CEO, Owner

Reddit Ads

- 233,000+ impressions
- 1,493 clicks
- 0.64% CTR (Reddit benchmark: 0.30%)
- Top communities: r/connecticut, r/homeowners, r/landscaping, r/newengland
- Top keyword searches: battery storage, backup power, resiliency solutions, emerging clean energy technologies

Reddit Ads: Webinar specific

- 45,000+ impressions
- 277 clicks
- 0.61% CTR (Reddit benchmark: 0.30%)
- Top communities: r/connecticut, r/news, r/home, r/todayilearned
- Top keyword searches: power banks, emergency backup power, battery backups

Reddit Retargeting

- 92,028 impressions
- 601 clicks
- 0.65% CTR (Reddit benchmark: 0.30%)

Youtube

- Over 209,000 impressions
- 100 clicks
- 0.05% CTR (benchmark is 0.07% CTR)
- Video View Rate 51.64% (benchmark 30%)
- Top audiences by clicks: Tesla Batteries, ESS Keywords, Solar Energy

ConnectedTV (CTV)

- Over 400,000 impressions
- 2 Impression Conversions
- Top placements: FOX, DirecTV, Paramount, LG, AMC, Samsung

Other FY 26 Marketing, Communications, and Outreach Support

Email, Public Relations (PR), and Communications

- Ongoing execution and delivery of contractor newsletters with consistent monthly cadence
- Deployment of storage targeted email messages, including Program updates and Public Utility Regulatory Authority (PURA) milestones and decisions and seasonal outreach emails to contractors, OEMs, and customers, as well as follow-up communications tied to webinars, contractor engagement, and Program changes
- Released a press announcement about the Construct 5 roll-out and Program changes
- Creation and maintenance of Program materials, including sell sheets (with Spanish translations)

Website & Digital Experience

- Major updates to the Energy Storage Solutions website structure and user experience, including:
    - The “Get started” page, where the customer journey begins
    - Established dedicated Third-Party Owners (TPOs), homes, and buildings pages
- Development and maintenance of resource libraries and Program tools (incentive calculator widgets and dashboards)
- Ongoing iteration on digital tools:
    - Incentive calculator updates and redesign
    - Resource library functionality and content management

Outreach Support

- Development and execution of contractor outreach and engagement strategy, including:
    - Recruitment and onboarding support
    - Research and outreach regarding state of the market and forecasts
    - Support of cobranding through supply of badges and creation of materials
- Planning and execution of contractor events and networking opportunities
- Engagement with OEMs, financiers (e.g., TPOs), and installer networks (including through Greentech events, RE+ New England, and other forums)
- Planning, promotion, and execution of webinars targeting key audiences, including: Commercial property owners, Homeowners, and Industry stakeholders (e.g., Interreligious Eco-Justice Network (IREJN)).
- Coordination of municipal and regional outreach through Councils of Governments (COGs)
- Engagement with community, nonprofit, and industry partners, such as IREJN collaboration and Greentech
- Participation in community and industry events

FY 27 Marketing, Communications, and Outreach Plan

The FY 27 plan builds upon the momentum of FY 26. Paid media will continue to serve as a high-level awareness tool driving people to learn more about the Program and technology, while outreach tactics will create opportunities for more direct engagement. Additionally, based on the research completed by Catalyst Consulting[1] which identified four primary barriers limiting growth of the program, Marketing, Communications, and Outreach can help address two of these barriers, specifically:

1. Batteries are not consistently entering the sales conversation.
2. The customer value proposition is real but not yet being communicated clearly or consistently.

We intend to focus on improved messaging to contractors and customers to encourage conversations about battery storage and its value proposition under Construct 5. This means creating new messaging and tools, such as educational handouts, FAQs, and videos.

Paid Media Tactics

The Green Bank is currently working with our marketing agency partner, GO LLC in Hartford, to create a campaign plan for FY 27. This plan will continue to use the best performing tactics based on FY 26 and will look to optimize these for maximum impact. Consistent with previous years, the budget assigned to these tactics will be $100,000, and the key performance indicators will continue to be website traffic and form submissions (completions of contact forms or downloads of materials). Similar to previous years, the full plan will likely launch in September with some elements, such as paid search coming online sooner if possible.

Outreach

In addition to community outreach to the COGs and other aligned partners to further educate them about the benefits of solar and battery storage, the Green Bank is helping launch a new initiative called Switch Together. The Green Bank may also explore additional municipal-based campaigns or initiatives with other partners.

Switch Together Campaigns

In FY 27, the Green Bank will begin collaborating with Solar United Neighbors (SUN) to promote Switch Together campaigns to municipalities in the state. Switch Together partners with local governments, state agencies, and non-profits to make sustainable energy transitions such as solar and battery storage accessible and affordable for everyone. A free, trusted, turnkey solar and storage program for residents, Switch

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[1] https://www.dpuc.state.ct.us/dockcurr.nsf/8e6fc37a54110e3e852576190052b64d/69d583d05616f91485258e2f006cd6c0/$FILE/CAE-4%20Attachment%201%20Connecticut%20Residential%20Energy%20Storage%20Solutions%20Market%20Assessment.pdf

Together combines group-buying power, a solar help desk, educational content, digital and mail promotion, outreach support and installer vetting. Through their current campaigns across 10 states and around the globe, Switch Together has facilitated more than 200,000 solar installations and 50,000 battery systems, reducing CO2 production by more than 230 million tons of and saving consumers $138 million in lifetime energy savings. This partnership hopes to create similar success in Connecticut.

More information can be found here: https://www.ctgreenbank.com/switch-together/

Other Marketing Tactics

Webinars – The Green Bank will continue to host informational webinars for homeowners, commercial property owners, and community/municipal groups on the technology and incentive program.

Public Relations – The Green Bank, working with the Authority, Electric Distribution Companies (EDCs), and our PR consultants, will continue to issue press releases on the activity of the Program and will look for other opportunities to promote the Program in the media.

Case studies – The Green Bank will produce case studies with photos to highlight homeowners and commercial properties that have used the Energy Storage Solutions Program. These will be incorporated into the website and used in other outreach as appropriate.