



Evergy Missouri Metro  
Case Name: 2022 Evergy MO Metro Rate Case  
Case Number: ER-2022-0129

Requestor Kremer Lisa -  
Response Provided August 09, 2022

Question:5076

With reference to the Company's response to DR number 5060.2 please provide explanation for the Company paying Acxiom for customer segment information such as Element ID numbers 8688 Gender 8621\_01 and \_02: Age 9514 Education 3101 Race Code 2351 Single Parent 7726 Community Charities 7729 Strange and Unusual 9043 and 9053 Vehicle Make Code 1st and 2nd vehicle AP006469 Orders Groceries on Line AP000595 Have written or called any politician in the state Financial AP000645 Written or called any politician at the state local or national level. Please indicate how such data is utilized by the Company or any Evergy affiliated or affiliated company.

**RESPONSE:** (do not edit or delete this line or anything above this)

**Confidentiality:** PUBLIC

**Statement:** This response is Public. No Confidential Statement is needed.

**Response:**

Evergy uses customer data such as demographic & psychographic data (Gender, Age, Education, Income, etc.) to understand the makeup of the customer base for more relevant messaging and programs. For example, the data point of Income allows us to identify low-income households who may benefit from income eligible programs and services. Without this data point, it is much more difficult to get the right program or message to the right customer.

Using Acxiom data, and/or data like it, to more efficiently market to and provide more personalized and relevant information to customers, is best practice and a standard business practice for almost every business in the United States including most, if not all electric utilities.

**Information provided by:** Cari Ferrara, Marketing

**Attachment(s):**



**Missouri Verification:**

I have read the Information Request and answer thereto and find answer to be true, accurate, full and complete, and contain no material misrepresentations or omissions to the best of my knowledge and belief; and I will disclose to the Commission Staff any matter subsequently discovered which affects the accuracy or completeness of the answer(s) to this Information Request(s).

Signature /s/ *Brad Lutz*  
Director Regulatory Affairs