

Ameren Missouri  
Case Name: EC-2023-0037  
Docket No(s): HVAC - MO Coalition for Fair Comp & Malone

Response to Discovery Request: MCFFC-MCFFC 1.3  
Date of Response: 7/9/2024  
Witness: N/A

Question:1.3 For each communication identified in response to Request 1.2, please state:  
(a) the date(s) the communications were provided (a range is sufficient);  
(b) how was it made available (i.e., on or as an inclusion to billing statements, direct e-mail, etc.);  
and  
(c) the number of copies distributed.

Response:

**Prepared By: Shelly Harmon**  
**Title: Manager, Energy Efficiency, MO Energy Efficiency & Renewab**  
**Date: July 9, 2024**

Subject to the Company's objection, please see attached.

**PAYS 2022**

# 2022 PAYS Creative Tactic Outline



- PPC: 8/8 - 12/31
- Display: 8/8 - 12/31
- Direct Mail: 1/21 (1,503), 4/15 (2,524), 8/4 (1,012), 8/16 (1,012), 9/2 (977), 9/12 (1k), 9/26 (1k)
- Email: 3/3 (506), 5/10 (1,037)
- Facebook: 3/7-4/3, 7/14-8/7
  - Standard targeting for direct mail and email begins with active Ameren Missouri residential customers with electric service, who have not participated in PAYS before, not in threat of disconnection or delinquent, with a household income of great than \$75k.
  - Then we consider the budget dollars we have to spend on the send (direct mail), other emails that are being sent to customers and de-dupe accordingly (in alignment with our email governance policy), the wait time for customers to be scheduled for an assessment, and what location we want to target to maximize the data collector's schedule.
  - Facebook targeting was to the Ameren Missouri service territory.
- Energy Statement Message: March, May, October
- Key Accounts eBoard: Oct + November
- PR: (joint press release with Spire) 6/1

# PAYS Display Banners - 8/8 - 12/31



Get energy-efficient upgrades at low upfront costs.

[LEARN MORE](#)



POWER TO SAVE



Get energy-efficient upgrades at low upfront costs.

[LEARN MORE](#)



POWER TO SAVE



Get energy-efficient upgrades at low upfront costs.



POWER TO SAVE




Get energy-efficient upgrades at low upfront costs.


[LEARN MORE](#)



POWER TO SAVE



Get energy-efficient upgrades at low upfront costs.



POWER TO SAVE



Get energy-efficient upgrades at low upfront costs.

[LEARN MORE](#)



POWER TO SAVE

# PAYS Direct Mail - August

+3k customers located in the Jefferson City area



**ENERGY-  
SAVING  
UPGRADES**

with little to no  
upfront costs

 **POWER  
TO SAVE**

[AmerenMissouriSavings.com/EfficientHome](http://AmerenMissouriSavings.com/EfficientHome)



 AMEREN MISSOURI  
PO BOX 190818  
ST LOUIS, MO 63179

**Reduce your energy bill with the  
PAY AS YOU SAVE (PAYS<sup>SM</sup>) PROGRAM**

Thinking about energy-efficient upgrades this summer? Take advantage of the PAYS program from Ameren Missouri. It's a low upfront cost way to pay for improvements like a new HVAC system, insulation and weatherization. See if you qualify in just three easy steps:

1. Complete our online form to schedule your free in-home energy assessment.
2. Agree to upgrades recommended by our team of professionals.
3. Pay for your upgrades through a monthly addition to your energy bill.

To see program details and start saving now, scan the QR code or visit:

[AmerenMissouriSavings.com/EfficientHome](http://AmerenMissouriSavings.com/EfficientHome)



**PRESORTED**  
Standard Mail  
U.S. Postage  
PAID  
St. Louis, MO  
Permit No. 1057

# PAYS Direct Mail - September

+3k customers located in the Mid-Missouri area



## ENERGY- SAVING UPGRADES

with little to no  
upfront costs



POWER  
TO SAVE

[AmerenMissouriSavings.com/EfficientHome](https://AmerenMissouriSavings.com/EfficientHome)



AMEREN MISSOURI  
PO BOX 70000  
ST. LOUIS, MO 63178

PRESORTED  
Standard Mail  
U.S. Postage  
PAID  
St. Louis, MO  
Permit No. 7037

## Reduce your energy bill with the **PAY AS YOU SAVE (PAYS®) PROGRAM**

Thinking about energy-efficient upgrades this summer? Take advantage of the PAYS program from Ameren Missouri. It's a low upfront cost way to pay for improvements like a new HVAC system, insulation and weatherization. See if you qualify in just three easy steps.

1. Complete our online form to schedule your free in-home energy assessment.
2. Agree to upgrades recommended by our team of professionals.
3. Pay for your upgrades through a monthly addition to your energy bill.

To see program details and start saving now,  
scan the QR code or visit:



[AmerenMissouriSavings.com/EfficientHome](https://AmerenMissouriSavings.com/EfficientHome)



# PAYS Email - 3/3/22

+500 customers using standard targeted list



**You're a candidate for the PAY AS YOU SAVE™ program**

As an Ameren monthly fixed cost customer choosing the Pay As You Save™ (PAYAS) program is important to help you determine that today through energy-efficient design upgrades for less or no cost — you can save on the utility cost of your home/business and call for help with it. This through a single or two monthly energy bill. The benefit savings exceed the monthly charges over time and the customer requested stays with the family's electric bill — not your — monthly. The requirements are simple. We invite you to a **great candidate to participate** and fully understand their suitability for the PAYAS program and its benefits.

[GET YOUR FREE HOME ASSESSMENT](#)

**Participation Pays**

Energy-efficient upgrades to your home are now more affordable thanks to the PAYAS program. You're free for \$0.00! Program fees are \$0.00. Simple.

**Free Home Energy Assessment**

Our team will provide a free home energy assessment that identifies the energy-efficient improvements needed and suggests the savings program. Our garage assessment will visit. The team's expertise is a significant resource for utility and home energy at the time of your assessment. It is cost to qualify customers.

**Upgrade Approved**

If you prefer to have work done, a program partner of your choice will install approved and be a contractor for you, and will write the check to cover the cost.

**Pay As You Save**

Once the work is done and you're enjoying a more energy-efficient home and reduced energy costs, you start paying up front for the improvements in light of your energy bills with the monthly savings saving.

For more information on the PAYS program, click the button below or call [1.877.215.5762](tel:18772155762).

[LEARN MORE](#)

# EE Email Newsletter - 3/22/22



All Ameren Missouri residential customers who have opted into receiving marketing emails

- Promotions included:
  - PAYS, EE Tips, Smart Thermostats, HPWH

**PLUG INTO SAVINGS**  
*Putting the power to save in your hands*

Celebrate spring with easy ways to increase your home's energy efficiency from Ameren Missouri. Fresh offers, energy-saving tips and discounted products let you choose how to save.

**Low Upfront Cost, Energy-Saving Upgrades as Easy as 1-2-3**

The Pay As You Save (PAYS®) program from Ameren Missouri offers a low upfront cost way to increase your home's energy efficiency and reduce your energy bill.

- Fill out a simple online form** and receive a free, no obligation home energy assessment to identify the upgrades that will save you the most on your energy bill.
- Ameren Missouri covers most or all of the upfront costs** of the recommended and installed upgrades.
- Use the savings from the upgrades** to repay the upgrade costs through a charge on your electric bill.

[GET STARTED NOW](#)



# PAYS Email - 5/10/22

+1k customers using standard targeted list



The screenshot shows an email from Ameren Missouri. At the top left, there is a small logo with the text "for Ameren" and "POWER TO SAVE". The main header is "GET ENERGY-EFFICIENT UPGRADES" in white text on a green background, with the subtext "for little to no upfront costs." below it. A photograph of a woman and a child in a living room is visible in the background of the header. Below the header, the section is titled "Participation PAYS". The text explains that Ameren Missouri recently sent a letter about the Pay As You Save (PAYS<sup>SM</sup>) program, which allows customers to make energy-saving upgrades for little to no upfront costs. It lists examples like a new HVAC system, duct repair, and insulation. The email then invites the customer to learn more and provides three simple steps: 1. Complete an online form for a free home energy assessment (illustrated with a hand pointing at a screen). 2. Agree to the home energy upgrades (illustrated with a hand holding a document). 3. Pay via a monthly addition to the energy statement (illustrated with a hand holding a credit card). A blue "GET STARTED" button is located below the steps. At the bottom, there are social media icons for Facebook, Twitter, and YouTube, followed by a link "Click here to unsubscribe." and the footer text: "This email was sent by Ameren Missouri, 1901 Chouteau Ave., St. Louis, MO 63103" and "E0061CME".

# EE Email Newsletter - 8/16/22



All Ameren Missouri residential customers who have opted into receiving marketing emails

- Promotions included:  
Peak Time Savings, EE Tips,  
HPWH, Smart Thermostat, PAYS

**Ameren MISSOURI** | POWER TO SAVE

## PLUG INTO SAVINGS

*Putting the power to save in your hands*

Don't get beat by the heat. Ameren Missouri has cool savings, energy saving tips and discounted products to help you increase your home's energy efficiency.

### Earn \$

#### Get Energy-Efficient Upgrades at a Low Upfront Cost

The Pay As You Save (PAYS®) program offers a low upfront cost way to pay for improvements like a new HVAC system, insulation and weatherization. See if you qualify for energy-efficient upgrades in just three easy steps.

- 1** Complete our online form to schedule your free in-home energy assessment.
- 2** Agree to upgrades recommended by our team of professionals.
- 3** Pay for upgrades through a monthly addition to your energy bill.

[LEARN MORE](#)

# PAYS Facebook - 3/7-4/3



**Post:**

The Pay As You Save® (PAYS®) program makes energy-efficient upgrades affordable now and helps save on your bill later.

**Headline:** PAYS: Upgrades that save.

**Link Description:** Get started now — it's easy!

**CTA:** Learn More

**URL:** [AmerenMissouriSavings.com](https://AmerenMissouriSavings.com)



# PAYS Facebook - 7/14 - 8/7



A Facebook advertisement for Ameren Missouri's PAYS program. The ad features a woman in a yellow sweater sitting at a table, looking at a laptop while holding a white mug. A green diagonal banner on the left side of the image contains the text "ENERGY-SAVING UPGRADES" in large white letters, followed by "with little to no upfront costs" in smaller white text. The top of the ad shows the Ameren Missouri profile picture and name, along with the text "Published by Sprinklr Ads" and the date "July 14". Below the image, the website "AMERENMISSOURISAVINGS.COM" is listed, followed by the text "See if you qualify for energy-efficient upgrades" and "It takes just three easy steps." A "Learn more" button is located in the bottom right corner of the ad.

**Ameren Missouri**  
Published by Sprinklr Ads · July 14 ·

The Pay As You Save (PAYS®) program offers a low upfront cost way to pay for improvements like a new HVAC system, insulation and weatherization.

**ENERGY-SAVING UPGRADES**  
with little to no upfront costs

AMERENMISSOURISAVINGS.COM  
**See if you qualify for energy-efficient upgrades**  
It takes just three easy steps.

[Learn more](#)

## Energy Efficiency Upgrades Made Affordable

Don't let your home's efficiency overwhelm you. Let us help! With little to no upfront costs through the PAYS<sup>®</sup> program, you can enjoy immediate energy savings while you pay the upgrade cost over time on your bill.

Learn how it works by visiting

[AmerenMissouriSavings.com/EEUpgrades](https://AmerenMissouriSavings.com/EEUpgrades)



## Energy Efficiency Made Easy with PAYS<sup>®</sup>

Ameren Missouri and Spire are working together to bring you the Pay As You Save (PAYS) program. Lower your energy bill through home improvements — such as insulation, duct repair or a new HVAC system — with little to no upfront costs.

Get started with PAYS at [AmerenMissouriSavings.com/EEHome](https://AmerenMissouriSavings.com/EEHome)

*Some restrictions may apply.*





## Efficient Upgrades as Easy as 1-2-3 with PAYS®

Schedule a FREE assessment with our online form, agree to recommended upgrades, and pay for upgrades through a monthly charge on your bill. It's that easy to Pay As You Save!

Get started at [AmerenMissouriSavings.com/ScheduleNow](https://AmerenMissouriSavings.com/ScheduleNow)



Some restrictions may apply.

**PAYS 2023**

# 2023 PAYS Creative Tactic Outline



- PPC: Ran all year consistently
- Display: Ran all year consistently
- Direct Mail (customer count): 1/20 (2,010), 1/27 (2,011), 2/10 (2,011), 2/24 (2,013), 5/12 (9,612), 6/27 (19,209), 7/11 (20k), 8/7 (8k), 9/11 (7,878), 10/9 (7,604), 11/14(7,020), 12/5 (12k)
- Email (customer count): 1/24 (5k), 3/23 (27k), 4/26 (96,651), 5/9 (70k), 7/18 (9k), 7/31 (33k), 8/22 (34k), 9/19 (24k), 10/24 (22k), 11/30 (47k), 12/18 (20k)
- Facebook: 1/16-2/5, 2/13 - 3/5, 4/10-4/30, 5/29-6/18, 8/25-9/14, 10/16-11/6
  - Standard targeting for direct mail and email begins with active Ameren Missouri residential customers with electric service, who have not participated in PAYS before, not in threat of disconnection or delinquent, with a household income of great than \$75k.
  - Then we consider the budget dollars we have to spend on the send (direct mail), other emails that are being sent to customers and de-dupe accordingly (in alignment with our email governance policy), the wait time for customers to be scheduled for an assessment, and what location we want to target to maximize the data collector's schedule.
  - Facebook targeting was consistent with direct mail and email targeting.
- Energy Statement Message: May, August, October

# PAYS Display Banners - January-June



Get energy-efficient upgrades at low upfront costs.

[LEARN MORE](#)



POWER TO SAVE



Get energy-efficient upgrades at low upfront costs.

[LEARN MORE](#)



POWER TO SAVE



Get energy-efficient upgrades at low upfront costs.



POWER TO SAVE




Get energy-efficient upgrades at low upfront costs.


[LEARN MORE](#)




POWER TO SAVE



Get energy-efficient upgrades at low upfront costs.




POWER TO SAVE



Get energy-efficient upgrades at low upfront costs.

[LEARN MORE](#)



POWER TO SAVE

# PAYS Display Banners - July-December



Get a  
**FREE HOME ENERGY ASSESSMENT.**

**SCHEDULE TODAY >**

Some restrictions may apply.

**Ameren**  
MISSOURI

**POWER TO SAVE**

This banner features a background image of a person in a yellow safety vest and plaid shirt writing on a clipboard. The text is overlaid on a dark green background. The main headline is "Get a FREE HOME ENERGY ASSESSMENT." Below it is a white-bordered button with the text "SCHEDULE TODAY >". A small disclaimer "Some restrictions may apply." is located below the button. At the bottom, the Ameren Missouri logo and the "POWER TO SAVE" slogan are displayed.

Identify energy waste with the  
**PAY AS YOU SAVE (PAYS)<sup>®</sup> PROGRAM.**

**SCHEDULE TODAY >**

Some restrictions may apply.

**Ameren**  
MISSOURI

**POWER TO SAVE**

This banner features a background image of a person in a yellow safety vest and plaid shirt writing on a clipboard. The text is overlaid on a dark green background. The main headline is "Identify energy waste with the PAY AS YOU SAVE (PAYS)<sup>®</sup> PROGRAM." Below it is a white-bordered button with the text "SCHEDULE TODAY >". A small disclaimer "Some restrictions may apply." is located below the button. At the bottom, the Ameren Missouri logo and the "POWER TO SAVE" slogan are displayed.



# PAYS Direct Mail - 1/20 and 1/27

4k customers located in Mid-Missouri





# PAYS Direct Mail - 2/10 and 2/24

4k customers served by  
Wentzville Operating Center



**ENERGY-  
SAVING  
UPGRADES**

with little to no  
upfront costs

**POWER  
TO SAVE**

[AmerenMissouriSavings.com/EfficientHome](http://AmerenMissouriSavings.com/EfficientHome)

AMEREN MISSOURI  
PO BOX 370500  
ST LOUIS, MO 63117

**Reduce your energy bill with the  
PAY AS YOU SAVE (PAYS<sup>SM</sup>) PROGRAM**

Thinking about energy-efficient upgrades this summer? Take advantage of the PAYS program here! Ameren Missouri, it's a low upfront cost way to pay for improvements like a new HVAC system, insulation and weatherization. So if you qualify it's just five easy steps.

1. Complete our online form to schedule your free in-home energy assessment.
2. Agree to upgrades recommended by our team of professionals.
3. Pay for your upgrades through a monthly addition to your energy bill.

To see program details and start saving now, scan the QR code or visit:

[AmerenMissouriSavings.com/EfficientHome](http://AmerenMissouriSavings.com/EfficientHome)

PRESORTED  
Standard Mail  
U.S. Postage  
PAID  
St. Louis, MO  
Permit No. 1027

# PAYS Direct Mail - 5/12

XYZ customers



Get a no-obligation,  
**FREE HOME ENERGY ASSESSMENT.**



 **POWER TO SAVE**

[AmerenMissouri.com/EfficientHome](http://AmerenMissouri.com/EfficientHome)

 848.208.4633  
4000 N. PARKWAY  
ST. LOUIS, MO 63119

**PRESTIGE**  
Standard Mail  
U.S. Postage  
PAID  
St. Louis, MO  
Permit No. 3037

**IS YOUR HOME WASTING ENERGY?**  
Find out with PAYS®.

The Pay As You Save (PAYS®) program from Ameren Missouri is the easy way to find out how energy efficiency your home is. Schedule your free, no-obligation home energy assessment today. Our energy specialists will give you feedback to make your home more energy efficient and, if your home could benefit from more significant upgrades, you'll get a customized plan. For any upgrade costs we cover, you repay through a fixed monthly charge on your bill.

To learn program details and get started,  
scan the QR code or visit:

[AmerenMissouri.com/EfficientHome](http://AmerenMissouri.com/EfficientHome)



# PAYS Direct Mail - 6/27



Get a no-obligation,  
**FREE HOME ENERGY ASSESSMENT.**



 **POWER TO SAVE**

[AmerenMissouri.com/EfficientHome](http://AmerenMissouri.com/EfficientHome)

 848.208.4633/6600  
402.876.7899/6600  
817.440.9437/6600

**PRESTIGE**  
Postage Paid  
U.S. Postage  
PAID  
St. Louis, MO  
Permit No. 3037

**IS YOUR HOME WASTING ENERGY?**  
Find out with PAYS®.

The Pay As You Save (PAYS) program from Ameren Missouri is the easy way to find out how energy efficiency your home is. Schedule your free, no-obligation home energy assessment today. Our energy specialists will give you feedback to make your home more energy efficient and, if your home could benefit from more significant upgrades, you'll get a customized plan. For any upgrade costs we cover, you repay through a fixed monthly charge on your bill.

To learn program details and get started,  
scan the QR code or visit:

[AmerenMissouri.com/EfficientHome](http://AmerenMissouri.com/EfficientHome)



# PAYS Direct Mail - 7/11

21k customers served by  
Wentzville Operating Center



Get a no-obligation,  
**FREE HOME ENERGY ASSESSMENT.**



 **POWER TO SAVE**

[AmerenMissouriSavings.com/EfficientHome](http://AmerenMissouriSavings.com/EfficientHome)

 AMEREN MISSOURI  
PO BOX 790008  
ST. LOUIS, MO 63179

PRESORTED  
Standard Mail  
U.S. Postage  
PAID  
St. Louis, MO  
Permit No. 1037

**IS YOUR HOME WASTING ENERGY?**  
Find out with the PAYS® program.

Ameren Missouri's Pay As You Save (PAYS®) program is an easy way to discover energy efficiency savings at home. Schedule your free, no-obligation energy assessment today. Our energy specialists will install freebies to make your home more energy efficient and, if your home could benefit from more significant upgrades, you'll get a customized plan.

The home energy assessment and customized plan are FREE regardless of whether you proceed with any suggested upgrades.

To see program details and get started, scan the QR code or visit:

[AmerenMissouriSavings.com/EfficientHome](http://AmerenMissouriSavings.com/EfficientHome)



# PAYS Direct Mail - 8/7



Get a no-obligation,  
**FREE HOME ENERGY ASSESSMENT.**



 **POWER TO SAVE**

[AmerenMissouriSavings.com/EfficientHome](http://AmerenMissouriSavings.com/EfficientHome)

 AMEREN MISSOURI  
PO BOX 790098  
ST. LOUIS, MO 63179

**PRESORTED**  
Standard Mail  
U.S. Postage  
PAID  
St. Louis, MO  
Permit No. 1037

**IS YOUR HOME WASTING ENERGY?**  
Find out with the PAYS® program.

Ameren Missouri's Pay As You Save (PAYS®) program is an easy way to discover energy efficiency savings at home. Schedule your free, no-obligation energy assessment today. Our energy specialists will install freebies to make your home more energy efficient and, if your home could benefit from more significant upgrades, you'll get a customized plan.

The home energy assessment and customized plan are **FREE** regardless of whether you proceed with any suggested upgrades.

To see program details and get started, scan the QR code or visit:  
[AmerenMissouriSavings.com/EfficientHome](http://AmerenMissouriSavings.com/EfficientHome)



# PAYS Direct Mail - 9/11



Get a no-obligation,  
**FREE HOME ENERGY ASSESSMENT.**



 **POWER TO SAVE**

[AmerenMissouriSavings.com/ParticipationPAYS](http://AmerenMissouriSavings.com/ParticipationPAYS)

 AMEREN MISSOURI  
POWER TO SAVE  
877-LOUIS-MS-8277

**PRECEDENTED**  
Standard Mail  
U.S. Postage  
PAID  
St. Louis, MO  
Permit No. 5037

**IS YOUR HOME WASTING ENERGY?**  
Find out with the PAYS® program.

Ameren Missouri's Pay As You Save (PAYS)® program is an easy way to discover energy efficiency savings at home. Schedule your free, no-obligation home energy assessment today. Our energy specialists will install monitors to make your home more energy efficient and, if your home could benefit from more significant upgrades, you'll get a customized plan.

The home energy assessment and customized plan are **FREE**, regardless of whether you proceed with any suggested upgrades.

To see program details and get a PAYS monitor, visit [www.paysprogram.com](http://www.paysprogram.com) or call 877-LOUIS-MS-8277.

[AmerenMissouriSavings.com/ParticipationPAYS](http://AmerenMissouriSavings.com/ParticipationPAYS)





# PAYS Direct Mail - 10/9



Get a no-obligation,  
**FREE HOME ENERGY ASSESSMENT.**



 **POWER TO SAVE**

[AmerenMissouriSavings.com/HomeEnergySavings](http://AmerenMissouriSavings.com/HomeEnergySavings)

 AMEREN MISSOURI  
PO BOX 191008  
ST. LOUIS, MO 63119

**PRESORTED Standard Mail**  
U.S. Postage  
PAID  
St. Louis, MO  
Permit No. 1033

**IS YOUR HOME WASTING ENERGY?**  
Find out with the PAYS® program.

Ameren Missouri's Pay As You Save (PAYS®) program is an easy way to discover energy efficiency savings at home. Schedule your free, no-obligation home energy assessment today. Our energy specialists will install *freebies* to make your home more energy efficient and, if your home could benefit from more significant upgrades, you'll get a customized plan.

The home energy assessment and customized plan are **FREE**, regardless of whether you proceed with any suggested upgrades.

To see program details and get an actual, scan the QR code or visit:  
[AmerenMissouriSavings.com/HomeEnergySavings](http://AmerenMissouriSavings.com/HomeEnergySavings)



# PAYS Direct Mail - 11/7



Get a no-obligation,  
**FREE HOME ENERGY ASSESSMENT.**



 **POWER TO SAVE**

[AmerenMissouriSavings.com/HomeEfficiencyPlan](http://AmerenMissouriSavings.com/HomeEfficiencyPlan)

 AMEREN MISSOURI  
PO BOX 170000  
ST LOUIS, MO 63107

**PREPAID**  
Standard Mail  
U.S. Postage  
PAID  
St. Louis, MO  
Permit No. 1234

**IS YOUR HOME WASTING ENERGY?**  
Find out with the PAYS® program.

Drafty attic? Gaps around windows? Ameren Missouri's Free for You Home (FRYH)® program is an easy way to discover energy efficiency savings at home before cold weather hits. Schedule your free, no-obligation home energy assessment today. Our energy specialists will install freebies to make your home more energy efficient and, if your home could benefit from more significant upgrades, you'll get a customized plan.

The home energy assessment and customized plan are FREE regardless of whether you proceed with any suggested upgrades.

To see program details and get started,  
scan the QR code or visit:

[AmerenMissouriSavings.com/HomeEfficiencyPlan](http://AmerenMissouriSavings.com/HomeEfficiencyPlan)



# PAYS Direct Mail - 12/11



**IS YOUR HOME  
WINTER WEATHER-  
READY?**  
Find out with the PAYS® program.

 **POWER  
TO SAVE**

[AmerenMissouriSavings.com/EnergySavingsPlan](http://AmerenMissouriSavings.com/EnergySavingsPlan)



 AMEREN MISSOURI  
PO BOX 790096  
ST. LOUIS, MO 63126

**PRESORTED**  
Standard Mail  
U.S. Postage  
#6127  
St. Louis, MO  
Permit No. 1031

Get a no-obligation,  
**FREE HOME ENERGY ASSESSMENT.**

Make sure every corner of your home is comfortable. No drafts. No gaps around windows. Ameren Missouri's Pay As You Save (PAYS)® program is an easy way to discover energy efficiency savings at home. Schedule your free, no-obligation home energy assessment today. Our energy specialists will install freebies to make your home more energy efficient and, if your home could benefit from more significant upgrades, you'll get a customized plan.

The home energy assessment and customized plan are FREE regardless of whether you proceed with any suggested upgrades.

To see program details and get started,  
scan the QR code or visit:  
[AmerenMissouriSavings.com/EnergySavingsPlan](http://AmerenMissouriSavings.com/EnergySavingsPlan)



# PAYS Email - 1/24

5k customers located in Mid-Missouri



The image shows a vertical email layout for the PAYS program. At the top, there are logos for Ameren Missouri and a 'PAYS' logo. Below this is a green banner with the text 'GET ENERGY-SAVING UPGRADES AT LITTLE OR NO UPFRONT COSTS' and 'From Pay As You Save (PAYS)'. The main body of the email has a white background with a green header 'Kick off 2023 with energy-efficient upgrades'. The text describes the PAYS program as a way to save on energy-efficient upgrades with no upfront costs, paying instead through a monthly addition to the bill. It lists three simple steps: 1. Complete an online form for a free home energy assessment (with a photo of a person at a computer), 2. Agree to the home energy upgrades (with a photo of a person holding a document), and 3. Pay via a monthly addition to the energy statement (with a photo of a utility bill). A blue 'START NOW' button is located below the steps. At the bottom, there are social media icons for Facebook, Twitter, and YouTube, followed by the Ameren Missouri address: 'The email was sent by Ameren Missouri, 1607 Chouteau Ave., St. Louis, MO 63103' and the phone number '800.646.6161'.

GET ENERGY-SAVING UPGRADES AT LITTLE OR NO UPFRONT COSTS

From Pay As You Save (PAYS)

## Kick off 2023 with energy-efficient upgrades

The Pay As You Save (PAYS<sup>SM</sup>) program can help make this the year you save on energy-efficient upgrades. It's easy to apply for upgrades like a new HVAC system, duct repair and insulation. You'll pay for the improvements you agree to through a monthly addition to your bill.

### Here's how it works in three simple steps:



Complete our online form to set up a free home energy assessment.



Agree to the home energy upgrades.



Pay via a monthly addition to your energy statement.

START NOW



The email was sent by Ameren Missouri,  
1607 Chouteau Ave., St. Louis, MO 63103

800.646.6161

# PAYS Email - 3/23



**LOWER YOUR ENERGY COSTS**  
with Pay As You Save (PAYS)<sup>SM</sup>.

### Spring Is the Season for Energy-Efficient Upgrades

The PAYS<sup>SM</sup> program can help make this the year you save on energy-efficient updates. It's easy to apply for upgrades like a new HVAC system, duct repair and insulation. We'll help with upfront costs, then you simply pay as you save with a fixed monthly charge on your bill.

Here's how it works in three simple steps:

-  Complete our online form to schedule your free, no obligation in-home energy assessment.
-  Agree to the upgrades recommended by our team of professionals.
-  Pay as you save – either in one lump sum or through a monthly addition to your energy bill.

It's easy to enjoy lower energy costs and improved comfort when you Pay As You Save.

[GET STARTED](#)

This email was sent by Ameren Missouri  
1901 Chouteau Ave. St. Louis, MO 63103

ENGARDME

# PAYS Email - 4/26



The email content is presented in a vertical layout. At the top, there is a green banner with the Ameren Missouri logo and a photo of a family. Below this is a white section with a green header containing the main title and a sub-headline. The body text explains the PAYS program and lists three steps. A blue 'GET STARTED' button is centered below the text. The footer is a green bar with social media icons and contact information.

**LOWER YOUR ENERGY COSTS**  
with Pay As You Save (PAYS)<sup>SM</sup>

**Spring Is the Season for Energy-Efficient Upgrades**

The PAYS<sup>SM</sup> program can help make this the year you save on energy-efficient updates. It's easy to apply for upgrades like a new HVAC system, duct repair and insulation. We'll help with upfront costs, then you simply pay as you save with a fixed monthly charge on your bill.

Here's how it works in three simple steps:

-  Complete our online form to schedule your free, no obligation in-home energy assessment.
-  Agree to the upgrades recommended by our team of professionals.
-  Pay as you save – either in one lump sum or through a monthly addition to your energy bill.

It's easy to enjoy lower energy costs and improved comfort when you Pay As You Save.

[GET STARTED](#)

This email was sent by Ameren Missouri  
1901 Chouteau Ave. 5L, St. Louis, MO 63103

ESGARDME



# PAYS Email - 5/8



The Ameren Missouri logo, consisting of a green sunburst icon and the text "Ameren MISSOURI".

POWER  
TO SAVE

Get a no-obligation,

## FREE HOME ENERGY ASSESSMENT

A photograph of an older man and woman sitting at a table, looking at a laptop screen. The man is pointing at the screen while the woman looks on.

### Enjoy a variety of free energy efficiency products and a plan of upgrades.

It's easy to save with **Pay As You Save (PAYS®)** from Ameren Missouri. You'll get a free, no-obligation home energy assessment. Our energy specialists will give you **freebies to make your home more energy efficient** and, if your home could benefit from more significant upgrades, you'll get a customized plan. For any upgrade costs we cover, you repay through a fixed monthly charge on your bill.

GET STARTED NOW

Three social media icons: Facebook, Twitter, and YouTube, arranged horizontally.

This email was sent by Ameren Missouri  
1901 Chouteau Ave., St. Louis, MO 63103

E0040CME

# PAYS Email - 7/19

9k customers served by  
Wentzville Operating Center



Get a no-obligation,  
**FREE HOME ENERGY ASSESSMENT**

**Enjoy a variety of free energy efficiency products and a plan of upgrades.**

It's easy to save with **Pay As You Save (PAYS®)** from Ameren Missouri. You'll get a free, no-obligation home energy assessment. Our energy specialists will give you **freebies to make your home more energy efficient** and, if your home could benefit from more significant upgrades, you'll get a customized plan. For any upgrade costs we cover, you repay through a fixed monthly charge on your bill.

[GET STARTED NOW](#)

This email was sent by Ameren Missouri  
1901 Chouteau Ave., St. Louis, MO 63103

E0040CME

# PAYS Email - 8/01



Get a no-obligation,

## FREE HOME ENERGY ASSESSMENT



### Enjoy a variety of free energy efficiency products and a plan of upgrades.

It's easy to save with **Pay As You Save (PAYS®)** from Ameren Missouri. You'll get a free, no-obligation home energy assessment. Our energy specialists will give you **freebies to make your home more energy efficient** and, if your home could benefit from more significant upgrades, you'll get a customized plan. For any upgrade costs we cover, you repay through a fixed monthly charge on your bill.

[GET STARTED NOW](#)



This email was sent by Ameren Missouri  
1901 Chouteau Ave., St. Louis, MO 63103

E0040CME

# PAYS Email - 8/22



Get a no-obligation,

## FREE HOME ENERGY ASSESSMENT



### Enjoy a variety of free energy efficiency products and a plan of upgrades.

It's easy to save with **Pay As You Save (PAYS®)** from Ameren Missouri. You'll get a free, no-obligation home energy assessment. Our energy specialists will give you **freebies to make your home more energy efficient** and, if your home could benefit from more significant upgrades, you'll get a customized plan. For any upgrade costs we cover, you repay through a fixed monthly charge on your bill.

[GET STARTED NOW](#)



This email was sent by Ameren Missouri  
1901 Chouteau Ave., St. Louis, MO 63103

E0040CME



**Get a no-obligation,  
FREE HOME ENERGY  
ASSESSMENT.**

Enjoy a variety of free energy efficiency products  
and a plan for upgrades

If you're to save with the Pay As You Save (PAYS) program from Ameren Missouri. When you schedule a free, no-obligation home energy assessment, our energy specialists will give you feedback to make your home more energy-efficient. And, if your home could benefit from additional energy-efficient upgrades, you'll get a customized plan for long-term savings.

The home energy assessment and customized plan are FREE regardless of whether you proceed with any suggested upgrades.

[GET STARTED NOW](#)



Get a no-obligation,  
**FREE HOME ENERGY ASSESSMENT.**

**Enjoy a variety of free energy efficiency products and a plan for upgrades**

It's easy to save with the Pay As You Save (PAYS®) program from Ameren Missouri. When you schedule a free, no-obligation home energy assessment, our energy specialists will give you feedback to make your home more energy efficient. And, if your home could benefit from additional energy-efficient upgrades, you'll get a customized plan for long-term savings.

The home energy assessment and customized plan are **FREE** regardless of whether you proceed with any suggested upgrades.

[GET STARTED NOW](#)







**COLD WEATHER IS COMING.**

Get a free home energy assessment.

## FREE energy efficiency products and a FREE plan for upgrades

Drafty attic? Gaps around windows? With cold weather approaching, make sure your home is energy efficient. Ameren Missouri makes it easy with the **Pay As You Save (PAYS®) program**. When you **schedule a free, no-obligation home energy assessment**, our energy specialists will give you freebies to make your home more energy efficient. And, if your home could benefit from additional energy-efficient upgrades, **you'll get a customized plan for long-term savings**.

The home energy assessment and customized plan are **FREE** regardless of whether you proceed with any suggested upgrades.

[GET STARTED NOW](#)





## COLD WEATHER IS HERE.

Get a free home energy assessment.

### Get a plan for upgrades as well as a variety of FREE energy efficiency products

Make sure every corner of your home is comfortable. No drafts. No gaps around windows. Ameren Missouri's **Pay As You Save (PAYS®)** program is an easy way to discover energy efficiency savings at home. When you **schedule a free, no-obligation home energy assessment**, our energy specialists will give you freebies to make your home more energy efficient. And, if your home could benefit from more significant upgrades, **you'll get a customized plan for long-term savings.**

The home energy assessment and customized plan are **FREE** regardless of whether you proceed with any suggested upgrades.

[GET STARTED NOW](#)

# PAYS Facebook - 1/16-1/31



 Ameren Missouri

Published by Matthew Hibbard · January 17 at 11:11 AM · 🌐

You can save on energy-efficient upgrades with the PAYS® program. Complete our online form today to apply for upgrades like a new HVAC system, duct repair and insulation.

**SAVE  
ENERGY**  
and money  
in 2023



[AMERENMISSOURISAVINGS.COM](http://AMERENMISSOURISAVINGS.COM)

**Pay As You Save**

Apply today

[Learn more](#)

# PAYS Facebook - 2/13-3/5, 4/10-4/30, 5/29-6/12, 8/25-9/14



**Post Copy:** The Pay As You Save (PAYS) program makes energy-efficient upgrades affordable now and helps save on your bill later.

**Headline:**  
PAYS: Upgrades that save.

**Link Description:**  
Get started now — it's easy!

**CTA:** Learn More

**URL:** [AmerenMissouriSavings.com/PAYS](https://AmerenMissouriSavings.com/PAYS)

[VIDEO LINK](#)



# PAYS Facebook - October

 **Ameren Missouri** Sponsored  \*\*\*

Get a **FREE**, no-obligation home energy assessment with the Ameren Missouri PAYS program. If your home could benefit from upgrades, you'll get a customized plan that makes it easy to pay as you save with a fixed monthly charge on your energy bill.



AMERENMISSOURISAVINGS.COM/PAYS [Learn More](#)

**Is your home wasting energy?**  
Upgrade and save with PAYS®

   1.4K 425 Comments 308 Shares

 Like  Comment  Share

Is Your Home Wasting Energy?

**Get a FREE home assessment with PAYS!**

Pay As You Save energy experts will do a walk-through of your home and install FREE energy efficiency products like low flow shower heads, smart power strips and more!

Get started at [AmerenMissouriSavings.com/FreeHomeAssessment](https://AmerenMissouriSavings.com/FreeHomeAssessment)



*\*Some restrictions apply.*



# PAYS Energy Statement - August



## Energy Efficiency Upgrades Made Easy

Is your home wasting energy? Let us help with our Pay As You Save program!  
When you sign up, you get a FREE home energy assessment, FREE energy-saving products, and a plan for ongoing savings.

Sign up today at

[AmerenMissouriSavings.com/FreeAssessment](https://AmerenMissouriSavings.com/FreeAssessment)



Some restrictions may apply.

# PAYS Energy Statement - October



**Get Peace of Mind About Your Energy Use**

Is your home wasting energy? Let us help with our Pay As You Save program! When you sign up, you get a FREE home energy assessment, FREE energy-saving products, and a plan for ongoing savings.

Sign up today at [AmerenMissouriSavings.com/FreeAssessment](https://AmerenMissouriSavings.com/FreeAssessment)



Save on energy the easy way.

**PAYS 2024**

# 2024 PAYS Creative Tactic Outline



- PPC: Running all year
- Display: Running all year
- Direct Mail (customer count): 1/29 (4k), 3/18 (4k), 4/25 (4k), 5/14 (8k), 6/4 (4k), 6/11 (12k)
- Email (customer count): 2/5 (30k) 3/26 (13,709), 5/1 (2,061), 5/22 (7k), 6/4 (6,500), 6/18 (5,717)
- Facebook: 1/8-3/31, 5/13-12/31
  - Standard targeting for direct mail and email begins with active Ameren Missouri residential customers with electric service, who have not participated in PAYS before, not in threat of disconnection or delinquent, with a household income of great than \$75k.
  - Then we consider the budget dollars we have to spend on the send (direct mail), other emails that are being sent to customers and de-dupe accordingly (in alignment with our email governance policy), the wait time for customers to be scheduled for an assessment, and what location we want to target to maximize the data collector's schedule.
  - In April, our PAYS vendor (ICF) began supplying us with customer lists using targeting parameters available within their system capabilities such as:
    - Standard targeting - Ameren single-family residential customers who have not been targeted in the last two months, removing all multi-family and single-family income-eligible customers/past participants, removing customers who have already participated in PAYS or are currently scheduled or in process Tiers 1-4.
    - Additional targeting - Prioritize low PAYS co-pay, followed by the lowest co-pay customers to meet the list size and further that we'd like the accounts to be geospatially clustered so try to focus on one or two counties and even within fewer towns/cities if possible. The use of the ICF digital twin propensity list is highly targeted based off customers who have the lowest co-pays and are most likely to participate. The email lists are limited since we can only target customers who have opted into email communications from Ameren.
  - Facebook targeting aligns with direct mail and email targeting.

# PAYS Digital Display - January - April



Frame 1  
Get a  
FREE HOME  
ENERGY ASSESSMENT.

[CTA]  
SCHEDULE TODAY

[Legal]  
Some restrictions may apply.



Frame 2  
Identify energy  
waste with the  
PAY AS YOU SAVE (PAYS) PROGRAM.

[CTA]  
SCHEDULE TODAY

[Legal]  
Some restrictions may apply.



GIF

# PAYS Digital Display - May/June



[FRAME 1]  
GET A NO-OBLIGATION,  
FREE HOME  
ENERGY  
ASSESSMENT.

[CTA]  
SCHEDULE TODAY

[Legal]  
Some restrictions may apply.



[FRAME 2]  
The PAYS®  
program can help  
ELIMINATE  
ENERGY WASTE.

[CTA]  
SCHEDULE TODAY

[Legal]  
Some restrictions may apply.



# PAYS Direct Mail - 1/29

4k customers located within St. Louis city region



## IS YOUR HOME WASTING ENERGY?

Find out with a free assessment!



POWER TO SAVE

[AmerenMissouriSavings.com/FreeAssessment](http://AmerenMissouriSavings.com/FreeAssessment)



AMEREN MISSOURI  
PO BOX 790998  
ST. LOUIS, MO 63179

PRESORTED  
Standard Mail  
U.S. Postage  
PAID  
St. Louis, Mo.  
Permit No. 1027

### Get a no-obligation, **FREE HOME ENERGY ASSESSMENT.**

Ameren Missouri's Pay As You Save (PAYS<sup>SM</sup>) program offers you the chance to make your home more energy efficient. With our **FREE home energy assessment**, you'll discover where your home is wasting energy. And if your home qualifies, you'll receive a personalized plan to **make energy-efficient upgrades** with minimal upfront costs.

To get started, scan the QR code or visit:

[AmerenMissouriSavings.com/FreeAssessment](http://AmerenMissouriSavings.com/FreeAssessment)



# PAYS Direct Mail - 3/18

+4k customers located in the St. Peters area



## IS YOUR HOME WASTING ENERGY?

Find out with a free assessment!



POWER TO SAVE

[AmerenMissouriSavings.com/AffordableUpgrades](http://AmerenMissouriSavings.com/AffordableUpgrades)



AMEREN MISSOURI  
PO BOX 790098  
ST. LOUIS, MO 63178

PRESORTED  
Standard Mail  
U.S. Postage  
PAID  
St. Louis, Mo.  
Permit No. 1027

## Get a no-obligation, **FREE HOME ENERGY ASSESSMENT.**

Ameren Missouri's Pay As You Save (PAYS<sup>SM</sup>) program offers you the chance to make your home more energy efficient. With our **FREE home energy assessment**, you'll discover where your home is wasting energy. And if your home qualifies, you'll receive a personalized plan to make energy-efficient upgrades with minimal upfront costs.

To get started, scan the QR code or visit:

[AmerenMissouriSavings.com/AffordableUpgrades](http://AmerenMissouriSavings.com/AffordableUpgrades)



# PAYS Direct Mail - 4/15

+4k customers using a propensity list from ICF



**IS YOUR HOME WASTING ENERGY?**  
Find out with a free assessment!

 **POWER TO SAVE**

[AmerenMissouriSavings.com/AffordableUpgrades](http://AmerenMissouriSavings.com/AffordableUpgrades)



AMEREN MISSOURI  
PO BOX 790098  
ST. LOUIS, MO 63178

**PRESORTED**  
Standard Mail  
U.S. Postage  
**PAID**  
St. Louis, Mo.  
Permit No. 1027

Get a no-obligation,  
**FREE HOME ENERGY ASSESSMENT.**

Ameren Missouri's Pay As You Save (PAYS<sup>SM</sup>) program offers you the chance to make your home more energy efficient. With our **FREE home energy assessment**, you'll discover where your home is wasting energy. And if your home qualifies, you'll receive a personalized plan to make energy-efficient upgrades with minimal upfront costs.

To get started, scan the QR code or visit:  
[AmerenMissouriSavings.com/AffordableUpgrades](http://AmerenMissouriSavings.com/AffordableUpgrades)



# PAYS Direct Mail - 5/14

+8k customers using a propensity list from ICF



  
**IS YOUR HOME WASTING ENERGY?**  
Find out with a free assessment!

[AmerenMissouriSavings.com/EnergyAssessment](http://AmerenMissouriSavings.com/EnergyAssessment)

The front of the direct mail piece features the Ameren Missouri logo in the top left corner. Below the logo, the headline "IS YOUR HOME WASTING ENERGY?" is written in large, bold, green capital letters. Underneath the headline, the text "Find out with a free assessment!" is written in a smaller, black font. At the bottom left, the website URL "AmerenMissouriSavings.com/EnergyAssessment" is provided. On the right side of the front panel, there is a photograph of a male Ameren employee with curly hair, wearing a dark polo shirt with the Ameren logo, leaning over a table and looking at a laptop screen.



  
AMEREN MISSOURI  
PO BOX 730098  
ST. LOUIS, MO 63178

**UNCOVER SAVINGS WITH A FREE HOME ENERGY ASSESSMENT.**

Ameren Missouri's Pay As You Save (PAYS™) program offers you the chance to make your home more energy efficient. With our FREE home energy assessment, you'll discover where your home is wasting energy. And if your home qualifies, you'll receive a personalized plan to make energy-efficient upgrades with minimal upfront costs.

 To get started, scan the QR code or visit:  
[AmerenMissouriSavings.com/EnergyAssessment](http://AmerenMissouriSavings.com/EnergyAssessment)

**PRESORTED**  
Free Class:  
U.S. Postage  
**PAID**  
St. Louis, Mo.  
Permit No. 1327

The back of the direct mail piece features the Ameren Missouri logo and address in the top left corner. The main headline is "UNCOVER SAVINGS WITH A FREE HOME ENERGY ASSESSMENT.", where "FREE" is underlined. Below this, a paragraph of text describes the PAYS program and the benefits of the free assessment. At the bottom left, there is a QR code and the text "To get started, scan the QR code or visit: AmerenMissouriSavings.com/EnergyAssessment". In the top right corner, there is a postage meter stamp that reads "PRESORTED Free Class: U.S. Postage PAID St. Louis, Mo. Permit No. 1327".

# PAYS Direct Mail - 6/4 & 6/11

+16k total customers using a propensity list from ICF



  
**IS YOUR HOME WASTING ENERGY?**  
Find out with a free assessment!

[AmerenMissouriSavings.com/EfficientUpgrades](http://AmerenMissouriSavings.com/EfficientUpgrades)



  
AMEREN MISSOURI  
PO BOX 730288  
ST. LOUIS, MO 63178

**UNCOVER SAVINGS WITH A FREE HOME ENERGY ASSESSMENT.**

Ameren Missouri's Pay As You Save (PAYS) program offers you the chance to make your home more energy-efficient. With our FREE home energy assessment, you'll discover where your home is wasting energy. And if your home qualifies, you'll receive a personalized plan to make energy-efficient upgrades with minimal upfront costs.

 To get started, scan the QR code or visit:  
[AmerenMissouriSavings.com/EfficientUpgrades](http://AmerenMissouriSavings.com/EfficientUpgrades)

POSTNET  
First Class  
U.S. Postage  
PAID  
St. Louis, MO  
Permit No. 1287



# PAYS Email - 2/8

4k customers located within the St. Louis city region



The image shows a screenshot of an email advertisement. At the top, there are logos for Ameren Missouri and a "Pay As You Save" logo. Below the logos is a photograph of two people, one kneeling and one standing, inspecting a wall in a home. To the left of the photo, the text reads "Get a FREE, no-obligation HOME ENERGY ASSESSMENT". Below the photo, the headline says "And a personalized plan for energy-efficient upgrades." The main body of the email contains a paragraph explaining the program: "Ameren Missouri's Pay As You Save (PAYS®) program is an easy way to discover energy efficiency savings at home. When you schedule a free, no-obligation home energy assessment, our specialists will identify ways to make your home more energy efficient. And, if your home could benefit from more significant upgrades, you'll get a customized plan for long-term savings." Below this paragraph is another line of text: "The home energy assessment and customized plan are FREE regardless of whether you proceed with any suggested upgrades." At the bottom of the email is a blue button with the text "GET STARTED NOW".

**Get a FREE, no-obligation HOME ENERGY ASSESSMENT**

**And a personalized plan for energy-efficient upgrades.**

Ameren Missouri's Pay As You Save (PAYS®) program is an easy way to discover energy efficiency savings at home. When you schedule a free, no-obligation home energy assessment, our specialists will identify ways to make your home more energy efficient. And, if your home could benefit from more significant upgrades, you'll get a customized plan for long-term savings.

The home energy assessment and customized plan are FREE regardless of whether you proceed with any suggested upgrades.

[GET STARTED NOW](#)



# EE Email Newsletter - 2/22

All Ameren Missouri residential customers who have opted into receiving marketing emails

- Newsletter promotions included:  
PAYS, HPWH, Smart Thermostat, EE Tips, Peak Time Savings, HVAC



**PLUG INTO SAVINGS**  
*Putting the power to save in your hands*

February is here, but it's not too late to commit to a few energy-efficient habits for 2024. Ameren Missouri is here to help. Save both energy and money around your home with discounts, cash-back programs, and special offers and tips.

**Get a FREE Home Energy Assessment With the PAYS® Program**

Ameren Missouri's Pay As You Save (PAYS®) program is an easy way to discover energy efficiency savings at home. When you schedule a free, on-site home energy assessment, our energy specialists will help you discover where your home is wasting energy. And if your home qualifies, you'll get a customized plan for long-term savings.

[GET STARTED](#)

# PAYS Email - 3/26

+13k customers located in the St. Peters area



The image shows a promotional email for Ameren Missouri's Home Energy Assessment program. At the top, there are logos for Ameren Missouri and "POWER TO SAVE". Below the logos is a photograph of a man and a woman in a professional setting. A green banner across the photo contains the text "Get a FREE, no-obligation HOME ENERGY ASSESSMENT". Below the photo, the headline reads "Get ready to save some green!". The main body of the email contains a paragraph explaining the program: "Ameren Missouri's Pay As You Save (PAYS) program is an easy way to discover energy efficiency savings at home. When you schedule a free, no-obligation home energy assessment, our specialists will identify ways to make your home more energy efficient. And, if your home could benefit from more significant upgrades, you'll get a customized plan for long-term savings." Below this paragraph, another line of text states: "The home energy assessment and customized plan are FREE regardless of whether you proceed with any suggested upgrades." At the bottom of the email is a blue button with the text "GET STARTED NOW".

**Get a FREE, no-obligation  
HOME ENERGY  
ASSESSMENT**

**Get ready to save some green!**

Ameren Missouri's Pay As You Save (PAYS) program is an easy way to discover energy efficiency savings at home. When you schedule a free, no-obligation home energy assessment, our specialists will identify ways to make your home more energy efficient. And, if your home could benefit from more significant upgrades, you'll get a customized plan for long-term savings.

The home energy assessment and customized plan are FREE regardless of whether you proceed with any suggested upgrades.

[GET STARTED NOW](#)

# EE Email Newsletter - 4/23



All Ameren Missouri residential customers who have opted into receiving marketing emails



## PLUG INTO SAVINGS

Putting the power to save in your hands

Ameren Missouri is encouraging all customers to explore a few energy-efficient shifts in honor of Earth Day. Read on to discover discounts, cash-back programs, special offers and tips that can save both energy and money around!

- Promotions included:
  - HVAC, Peak Time Savings, smart thermostat, HPWH, Advanced Power Strips, EE Tips, PAYS

**Get a FREE Home Energy Assessment With the PAYS® Program**

Get up to

Ameren Missouri's Pay As You Save (PAYS®) program is an easy way to discover energy efficiency savings at home. When you schedule a free, no-obligation home energy assessment, our energy specialists will help you discover where your home is wasting energy. And if your home qualifies, you'll get a customized plan for long-term savings.

[SIGN UP](#)

Offer applies to

Some restrictions may apply.

# PAYS Email - 5/1

+2k customers using propensity list from ICF



The image shows a screenshot of an email advertisement. At the top, there are logos for Ameren Missouri and PAYS. Below the logos is a photograph of a man and a woman in a home setting. A green banner is overlaid on the photo with the text "Get a FREE, no-obligation HOME ENERGY ASSESSMENT". Below the photo, the text reads "Get ready to save some green!". The main body of the email contains a paragraph about the PAYS program, stating it is an easy way to discover energy efficiency savings at home. It mentions that specialists will identify ways to make homes more energy efficient and that a customized plan for long-term savings will be provided if significant upgrades are needed. A final paragraph states that the assessment and plan are free, regardless of whether upgrades are pursued. At the bottom, there is a blue button with the text "GET STARTED NOW".

**Get a FREE, no-obligation  
HOME ENERGY  
ASSESSMENT**

**Get ready to save some green!**

Ameren Missouri's Pay As You Save (PAYS<sup>SM</sup>) program is an easy way to discover energy efficiency savings at home. When you schedule a free, no-obligation home energy assessment, our specialists will identify ways to make your home more energy efficient. And, if your home could benefit from more significant upgrades, you'll get a customized plan for long-term savings.

The home energy assessment and customized plan are FREE regardless of whether you proceed with any suggested upgrades.

[GET STARTED NOW](#)

# PAYS Email - 5/22

+6k customers using propensity list from ICF



**Ameren**  
MISSOURI

Get a free, no-obligation  
**HOME ENERGY ASSESSMENT.**

Summer Savings Start With a  
PAYS<sup>®</sup> Home Visit

[SCHEDULE TODAY](#)

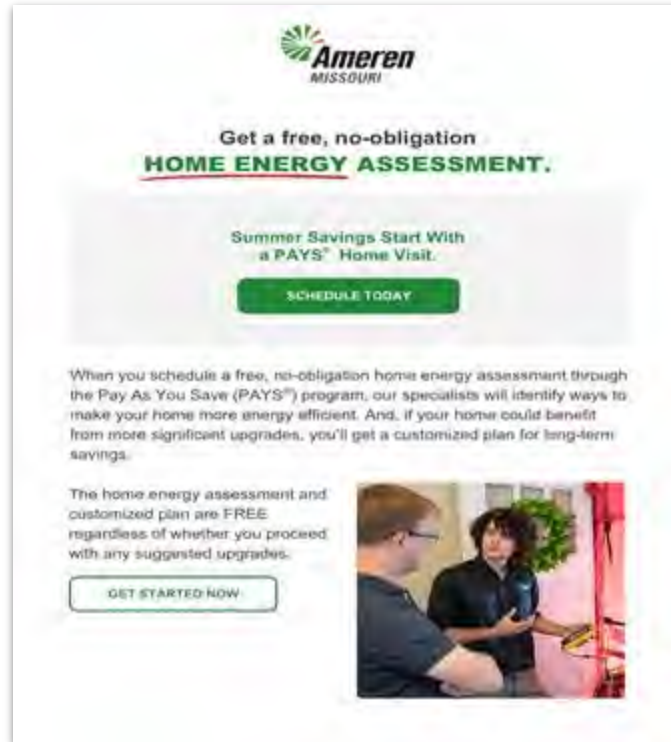
When you schedule a free, no-obligation home energy assessment through the Pay As You Save (PAYS<sup>®</sup>) program, our specialists will identify ways to make your home more energy efficient. And, if your home could benefit from more significant upgrades, you'll get a customized plan for long-term savings.



The home energy assessment and customized plan are FREE regardless of whether you proceed with any suggested upgrades.

[GET STARTED NOW](#)

Mobile View



**Ameren**  
MISSOURI

Get a free, no-obligation  
**HOME ENERGY ASSESSMENT.**


Summer Savings Start With a  
PAYS<sup>®</sup> Home Visit.

[SCHEDULE TODAY](#)

When you schedule a free, no-obligation home energy assessment through the Pay As You Save (PAYS<sup>®</sup>) program, our specialists will identify ways to make your home more energy efficient. And, if your home could benefit from more significant upgrades, you'll get a customized plan for long-term savings.

The home energy assessment and customized plan are FREE regardless of whether you proceed with any suggested upgrades.

[GET STARTED NOW](#)



Desktop View

# PAYS Email - 6/3 & 6/18

+12k total customers using propensity list from ICF



**Ameren**  
MISSOURI

Get a free, no-obligation  
**HOME ENERGY ASSESSMENT.**

Summer Savings Start With a  
PAYS<sup>®</sup> Home Visit.

[SCHEDULE TODAY](#)

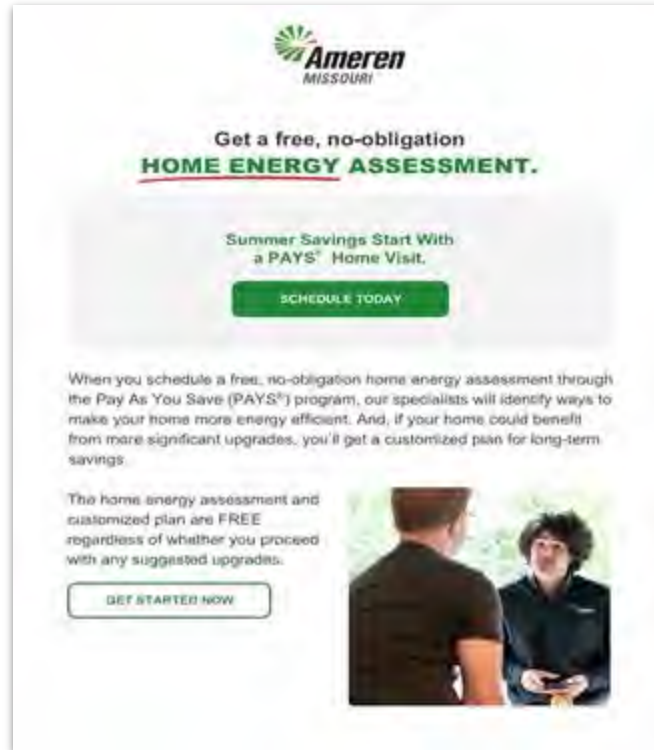
When you schedule a free, no-obligation home energy assessment through the Pay As You Save (PAYS<sup>®</sup>) program, our specialists will identify ways to make your home more energy efficient. And, if your home could benefit from more significant upgrades, you'll get a customized plan for long-term savings.



The home energy assessment and customized plan are FREE, regardless of whether you proceed with any suggested upgrades.

[GET STARTED NOW](#)

Mobile View



**Ameren**  
MISSOURI

Get a free, no-obligation  
**HOME ENERGY ASSESSMENT.**


Summer Savings Start With a  
PAYS<sup>®</sup> Home Visit.

[SCHEDULE TODAY](#)

When you schedule a free, no-obligation home energy assessment through the Pay As You Save (PAYS<sup>®</sup>) program, our specialists will identify ways to make your home more energy efficient. And, if your home could benefit from more significant upgrades, you'll get a customized plan for long-term savings.

The home energy assessment and customized plan are FREE regardless of whether you proceed with any suggested upgrades.

[GET STARTED NOW](#)



Desktop View



# PAYS Facebook Ad - 1/8-3/31



Ameren Missouri

Sponsored · 🌐

Get a FREE, no-obligation home energy assessment through the Ameren Missouri Pay As You Save program. If your home qualifies for energy-efficient upgrades, we'll help with upfront costs by spreading them over time through a fixed charge on your bill.



[www.ameren.com/missouri/essential/energy-efficiency/pays](http://www.ameren.com/missouri/essential/energy-efficiency/pays)

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