

Exhibit No. 9

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



 AMEREN MISSOURI
PO BOX 190818
ST LOUIS, MO 63179

PRESORTED
Standard Mail
11.5 Per ounce
PAID
ST LOUIS, MO
Permit No. 1057

**Reduce your energy bill with the
PAY AS YOU SAVE (PAYSSM) 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



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



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

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 on the power of the electric grid to save money every day. The smart savings comes from the electric charges you save and the amount you save today with the home's smart meter — not your monthly bill payments — and it's the best way to get a great solution by participating and fully enjoying the benefits of the PAYAS program every day for years.

[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 to call the program team to learn more today.

Free Home Energy Assessment

Our team will provide a free home energy assessment that identifies the energy-efficient improvements needed and suggests the savings from our garage assessment visit with the Ameren Energy Institute's EnergySmart™ solution for LED lights and smart power strips at the time of your assessment. It's cost is quality customer service.

Upgrade Approved

If you expect to have work done, a program partner of your choice will install approved and fully compliant 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 smart savings.

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 title "Participation PAYS" is centered. The body text explains the PAYS program and lists three steps: 1. Complete an online form for a free home energy assessment (with a small image of a person at a computer), 2. Agree to the home energy upgrades (with a small image of a person holding a document), and 3. Pay via a monthly addition to your energy statement (with a small image of a utility bill). A blue "GET STARTED" button is positioned below the steps. At the bottom, there are social media icons for Facebook, Twitter, and YouTube, followed by the text "Click here to unsubscribe." and the footer information: "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



PAYS Facebook - 7/14 - 8/7



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](#)

The advertisement is a Facebook post. At the top, it shows the profile name "Ameren Missouri" and the text "Published by Sprinklr Ads · July 14 ·". Below this is a short paragraph describing the PAYS program. The main visual is a photograph of a woman in a yellow sweater sitting at a table, looking at a laptop. A green diagonal banner is overlaid on the left side of the photo with the text "ENERGY-SAVING UPGRADES" in large white letters and "with little to no upfront costs" in smaller white letters below it. At the bottom of the ad, there is a white bar containing the website "AMERENMISSOURISAVINGS.COM", a bold headline "See if you qualify for energy-efficient upgrades", a sub-headline "It takes just three easy steps.", and a "Learn more" link.

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[®] 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



Energy Efficiency Made Easy with PAYS[®]

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

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



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 Ameren Missouri logo and "POWER TO SAVE" tagline are positioned at the bottom.

Identify energy waste with the
PAY AS YOU SAVE (PAYS) 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 Ameren Missouri logo and "POWER TO SAVE" tagline are positioned at the bottom.

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

Ameren
MISSOURI

**POWER
TO SAVE**

AmerenMissouriSavings.com/EfficientHome

Ameren
MISSOURI

AMEREN MISSOURI
PO BOX 370500
ST LOUIS, MO 63117

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

**Reduce your energy bill with the
PAY AS YOU SAVE (PAYSSM) 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

PAYS Direct Mail - 5/12

XYZ customers



Get a no-obligation,
FREE HOME ENERGY ASSESSMENT.



 **POWER TO SAVE**

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



PAYS Direct Mail - 6/27



Get a no-obligation,
FREE HOME ENERGY ASSESSMENT.



 **POWER TO SAVE**

AmerenMissouri.com/EfficientHome

 848.208.4633/6688
402.876.7899/6688
817.440.9437/6688

PRESTIGE
Postnet 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



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

 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



PAYS Direct Mail - 8/7



Get a no-obligation,
FREE HOME ENERGY ASSESSMENT.



 **POWER TO SAVE**

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



PAYS Direct Mail - 9/11



Get a no-obligation,
FREE HOME ENERGY ASSESSMENT.



 **POWER TO SAVE**

AmerenMissouriSavings.com/ParticipationPAYS

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

PRECEDENTED
Standard Mail
U.S. Postage
PAID
St. Louis, MO
Permit No. 5071

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.programdetails.ams.com or call 877-LOUIS-MS-8277.

AmerenMissouriSavings.com/ParticipationPAYS



PAYS Direct Mail - 10/9



Get a no-obligation,
FREE HOME ENERGY ASSESSMENT.



 **POWER TO SAVE**

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



PAYS Direct Mail - 11/7



Get a no-obligation,
FREE HOME ENERGY ASSESSMENT.



 **POWER TO SAVE**

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



PAYS Direct Mail - 12/11



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

 **POWER
TO SAVE**

AmerenMissouriSavings.com/EnergySavingsPlan



 AMEREN MISSOURI
PO BOX 790096
ST. LOUIS, MO 63129

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 *flexibles* 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



PAYS Email - 1/24

5k customers located in Mid-Missouri



The image shows a vertical email layout. At the top, there are logos for Ameren Missouri and a partner organization. Below that is a green banner with white text: "GET ENERGY-SAVING UPGRADES AT LITTLE OR NO UPFRONT COSTS" and "From Pay As You Save (PAYS)". A photo of a woman and a child in a living room is on the right. The main body has a white background with green text: "Kick off 2023 with energy-efficient upgrades". A paragraph explains the PAYS program. Below that, a section titled "Here's how it works in three simple steps:" lists three steps with small images: 1. Complete an online form for a free energy assessment. 2. Agree to the home energy upgrades. 3. Pay via a monthly addition to the energy statement. A blue "START NOW" button is at the bottom. The footer is green with social media icons and contact information: "The email was sent by Ameren Missouri, 1607 Chouteau Ave., St. Louis, MO 63103" and "©2023 AME".

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 (PAYSSM) 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

©2023 AME

PAYS Email - 3/23



LOWER YOUR ENERGY COSTS
with Pay As You Save (PAYS)SM

Spring Is the Season for Energy-Efficient Upgrades

The PAYSSM 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

ENGARDME

PAYS Email - 4/26



The email content is a promotional message for the PAYS program. It features a green header with the Ameren Missouri logo and a photo of a family. The main text explains the benefits of the program, such as saving on energy costs and getting help with upfront costs. It lists three simple steps to get started: completing an online form, agreeing to recommended upgrades, and paying as you save. The email ends with a 'GET STARTED' button and social media icons.

LOWER YOUR ENERGY COSTS
with Pay As You Save (PAYS)SM

Spring Is the Season for Energy-Efficient Upgrades

The PAYSSM 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



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 (PAYSSM)** 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 - 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 (PAYSSM)** 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



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 attentively.

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 - 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
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

[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



**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



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



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



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 (PAYSSM) 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



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



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 (PAYSSM) 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



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



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 (PAYSSM) 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



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

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

PRESORTED
Free Class
U.S. Postage
PAID
St. Louis, Mo.
Permit No. 1332

The back of the direct mail piece features the Ameren Missouri logo and address in the top left corner. The main headline reads "Uncover savings with a FREE HOME ENERGY ASSESSMENT." in green and black text. Below this, a paragraph describes the PAYS program and the benefits of the free assessment. A QR code is located in the bottom left corner, with the text "To get started, scan the QR code or visit: AmerenMissouriSavings.com/EnergyAssessment" next to it. 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. 1332".

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




AMEREN MISSOURI
PO BOX 730288
ST. LOUIS, MO 63174

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

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 email content is presented in a white rectangular frame. At the top, it features the Ameren logo and a "Home Energy Assessment" icon. Below this is a green banner with the text "Get a FREE, no-obligation HOME ENERGY ASSESSMENT" and a photograph of two technicians in a home. The main body of the email has a white background with a green heading: "And a personalized plan for energy-efficient upgrades." This is followed by a paragraph explaining the PAYS program, a second paragraph about the free assessment and plan, and a blue "GET STARTED NOW" button at the bottom.

Get a FREE, no-obligation HOME ENERGY ASSESSMENT

And a personalized plan for energy-efficient upgrades.

Ameren Missouri's Pay As You Save (PAYSSM) 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

The image shows a screenshot of an email newsletter. At the top, there is a green banner with the text "PLUG INTO SAVINGS" and a sub-headline "Putting the power to save in your hands" next to a photo of a woman working on a laptop. Below this, a paragraph of text reads: "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." The second section is titled "Get a FREE Home Energy Assessment With the PAYS® Program" and includes a photo of two people looking at a laptop. The text below the photo says: "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." At the bottom of this section is a blue button that says "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 talking. 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 text describes the program as a way to discover energy efficiency savings at home, mentioning a free, no-obligation assessment and a customized plan for long-term savings. A final line 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 (PAYSSM) 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



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. The text on the image reads: "Get a FREE, no-obligation HOME ENERGY ASSESSMENT". Below the photo, the headline says "Get ready to save some green!". The main body of the email contains the following text: "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 text, it 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".

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[®] Home Visit

[SCHEDULE TODAY](#)

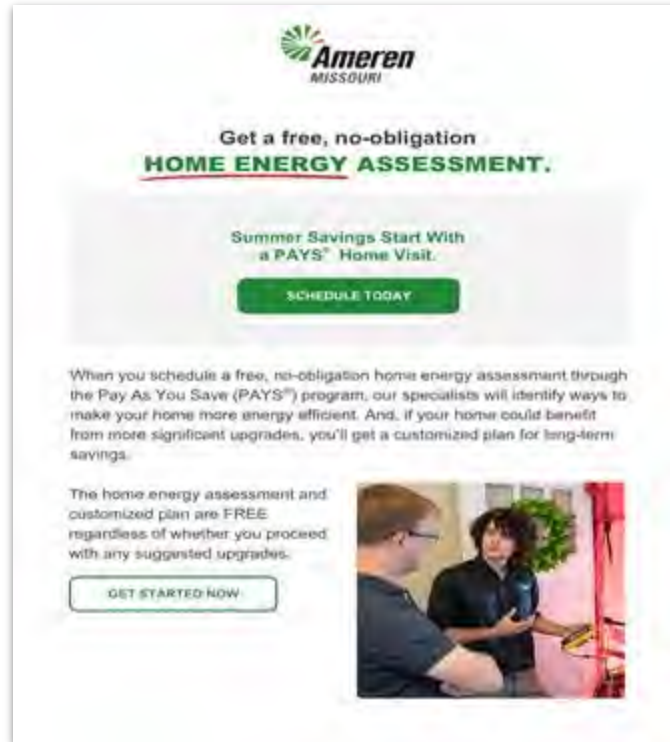
When you schedule a free, no-obligation home energy assessment through the Pay As You Save (PAYS[®]) program, our specialists will identify ways to make your home more energy efficient. And, if your home could benefit from more significant upgrades, you'll get a customized plan for long-term savings.



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[®] Home Visit.

[SCHEDULE TODAY](#)

When you schedule a free, no-obligation home energy assessment through the Pay As You Save (PAYS[®]) 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[®] Home Visit.

[SCHEDULE TODAY](#)

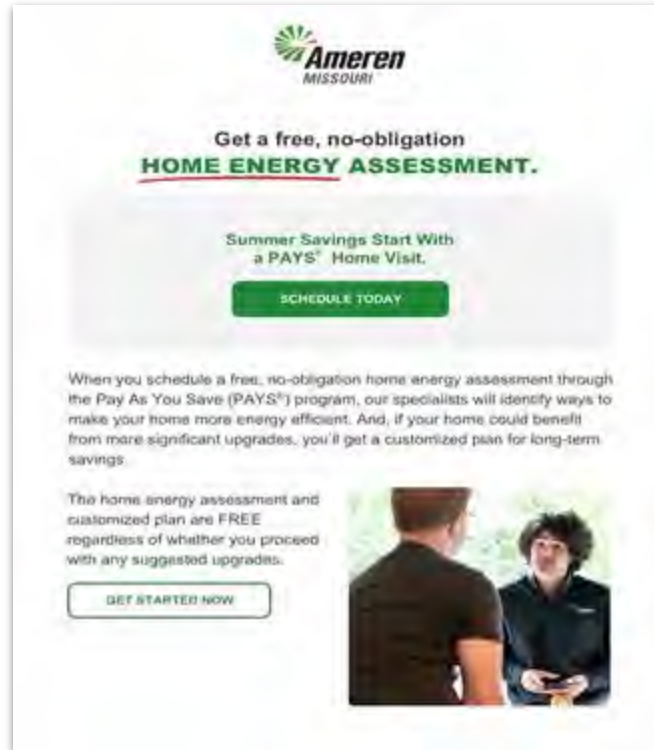
When you schedule a free, no-obligation home energy assessment through the Pay As You Save (PAYS[®]) program, our specialists will identify ways to make your home more energy efficient. And, if your home could benefit from more significant upgrades, you'll get a customized plan for long-term savings.



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[®] Home Visit.

[SCHEDULE TODAY](#)

When you schedule a free, no-obligation home energy assessment through the Pay As You Save (PAYS[®]) 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

Schedule your home energy assessment.

It's free and easy!

[Learn More](#)

👍👎👤 1.4K

425 Comments 308 Shares



PAYS Facebook Ad - April ALT



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

Schedule your home energy assessment.

It's free and easy!

[Learn More](#)

👍👎👤 1.4K

425 Comments 308 Shares

👍 Like

💬 Comment

➦ Share

PAYS Facebook Ad - May/June



Ameren Missouri

Sponsored · 🌐

Summer is the perfect time to schedule 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/residential/energy-efficiency/pays

Schedule your home energy assessment.

It's free and easy!

[Learn More](#)

👍👎❤️ 1.4K

425 Comments 308 Shares

👍 Like

💬 Comment

➦ Share