



# Pioneer Community Energy

How Pioneer Community Energy used Technology to Revitalize Its In-House Marketing and Communications Capabilities

From 3 Hours to Less Than 5 Minutes

to send out emails to a full subscriber list

30%

average email open rate (up to 43%)

17-20%

average click-through rate

Saved

tens of thousands of dollars on printing and postage costs

## OVERVIEW

Pioneer Community Energy (Pioneer) is a community-owned provider of electricity serving Placer and El Dorado Counties in California's Sierra Nevada region. After using cumbersome, deficient communications methods for a few years, Pioneer engaged govDelivery—a solution that saved thousands of dollars on printing and postage costs as well as employee time and resources.

## SITUATION

### When Clunky and Inefficient Just Won't Do

Pioneer had been expending precious energy and personnel resources to communicate with residents and businesses about their utility options and other offered programs. After the board requested an increase in communications, Pioneer turned to govDelivery to provide better, faster, more targeted communications to customers, residents, and businesses.

## SOLUTION

### Segmentation and Ease

Because Retallack and the Pioneer team had the foresight to set up topical subscription notices on their website prior to the govDelivery launch, they had a strong subscriber base right out of the gate. When it was time to launch, Pioneer divided their subscribers into smaller subcategories which helped them to create more targeted messaging that resonates deeper with their current and future customers.

## IMPACT

### The Pudding

Prior to govDelivery, sending out emails to a subscriber list took two to three hours to complete. Now, it takes about five minutes. Pioneer has an average email open rate of 30% (up to 43%). While click-through rates vary, rates between 17 and 32% are normal, depending on who is being targeted and the subject matter.

## MUST HAVE SOLUTION

govDelivery

“For smaller agencies like ours, govDelivery gave us the power of a major marketing firm. It expanded and deepened our ability to communicate with the public and customers without having to hire more people.”

— Alexia Retallack,  
Program Specialist II,  
Pioneer Community Energy