

THE ATTENTIVE SPENDER



A career-minded & budget-conscious Facebook user, the Attentive Spender has worked hard to achieve success.

- Female
- Age 50-65
- Single
- Occupation: Health, Finance, Law



ENROLL MORE CUSTOMERS IN PAPERLESS BILLING PROGRAMS AND SAVE \$\$

Switching customers to paperless billing saved one energy company **over a million dollars** in just a few months! With BlastPoint, they knew which customers were most likely to switch - including those who don't fit the 'green messaging' stereotype - and how best to reach them.

To find how how BlastPoint can help your company, visit blastpoint.io and request a demo.