BlastPoint

PREDICT THE NEXT EV BUYER.

How BlastPoint's predictive analytics software helps utility companies identify which customers will be next to adopt electric vehicle technology.

Overview

BlastPoint uses AI-powered machine learning that amalgamates internal and external data for utility companies, helping them determine where to install EV charging stations next.

Company Stats

- Large, East Coast electricity provider
- 1 million customers across four states
- Earns revenue when customers adopt new technology, like EVs

Main Goals

✓ **Understand the EV adoption curve**

✓ **Make data-backed business decisions to spur adoption growth**

✓ **Install EV charging where it will generate the most revenue**

The Challenge

Regulated utilities can't just raise their rates. Revenue growth must come from converting new customers or selling new technology. But EV sales often depends on availability of EV infrastructure. It's the classic chicken-and-egg scenario. If the company knew where to install charging that would be most cost-efficient, it could spur more EV growth.

Understanding which customers are most likely to buy an EV would give the company a clear vision of who they should engage in order to drive sales. But figuring out who the right customers are is time-consuming and expensive.

BlastPoint

Identify Leads.

BlastPoint's proprietary algorithms take internal company data and layer in nuanced analytics from external sources. **In less than 3 months, departments across the organization can access BlastPoint's real-time, predictive interactive platform.**

Personas, Ranked & Scored.

BlastPoint identifies humans, households and businesses on a map based on numerous factors, including income, age, preferred communication channel, even social values. It reveals people and businesses through a rank, score, and persona, **determining who is most likely to buy an EV or convert a fleet to EV, and how best to reach them**.

Craft Messaging.

Based on BlastPoint's persona identification, the electric company knows whether these **target customers are more likely to respond to messaging** about cost savings or environmental appeal through adopting an electric vehicle.

Mr. Gadget

- Tech-savvy, affluent, willing to take a risk
- Male
- Age 45 - 60
- Married or Single
- Management-level Engineering, Sales, Tech, skilled labor

Super Mom

- Re-entering the workforce
- Age 30 - 45
- Education, law, finance
- Eco-conscious, family-oriented
- Enjoying an influx of new income

Empty Nester

- Management, Director, C-Level, close to retirement
- Baby Boomer
- Ready to spend on a vehicle upgrade
- Lives in an area with EV chargers nearby

The Results

With the right customer leads automatically generated, the utility saves millions* by generating effective, responsive sales and marketing campaigns.

*Based on previous outcome. Actual results depend on scope of company's business initiative.

Visit www.blastpoint.io to schedule your free demo today!