



# Strategic electrification: Insights to spark your interests

By Steven Day, Ryan Odell, Laura Ruff Agard  
May 6, 2019

---

## [Strategic electrification: Insights to spark your interests](#)

During the 2018 E Source Forum session Strategic Electrification and the Next Generation of Efficiency Programs, we polled the audience about marketing strategic electrification. The results showed that 69% of respondents had already started or are planning to start marketing strategic electrification to their customers. Our infographic shows you the drivers, cost-favorability, and technological areas of focus utilities are looking at.

[Download the Strategic electrification infographic \(PDF\)](#)

[Download](#)esource-strategic-electrification-insights-spark-infographic.pdf

---

© 2008 - 2026 E Source Companies LLC. All rights reserved.  
Distribution outside subscribing organizations limited by [license](#).