**Residential Customer Retention Email Campaign**

Residential Email Retention Campaign was a program initiated by Marketing department in conjunction with the Pricing Team to send emails to the residential customers, based on certain criteria, to lock a set percentage increase per year for 3 years. This campaign was done in Minnesota, Little Rock (Arkansas) and New Jersey in Campaign-1 and Pennsylvania and New Jersey in Phase-2. In each Campaign Email were sent to customers in three waves presenting the customers with a per month base rate for next three years. Once the Marketing team sent the list of takers in each wave of both campaigns the rates was uploaded by the Pricing Team. Additionally, after the completion of Campaigns an analysis was done to gauge the campaign performance. The results were shared with the stakeholders and additional campaigns might get planned.

* Campaigns

The Marketing Email Retention was done in two Campaigns.

Campaign 1 consisting of Infopro Divisions

* 858 (Little Rock, AR)
* 865(New Jersey)
* 894, 899,923 (Minnesota)

Campaign 2:

* BU123 (Infopro: 282, 320)
* BU125 (Infopro: 324)
* Customer list generation.

<point to the R program files and explain in detail relevant components>

* Exclusion Lists

<describe exclusion lists>

* Contracts and contracts upload
* Rates Upload
* Creating Database
* Analysis of Results