

Connected Co-ops

Building a Shared Communication Platform Across Ohio



(a solutions company)

OHIO'S ELECTRIC
COOPERATIVES

Your Touchstone Energy® Cooperatives 

Our Discussion

What Wasn't
Working

Building a
System
That **Does**
Work

Seeing
Results



The Challenge

Our Goal (→)

Enhance member communication by coordinating an efficient and scalable email platform for our 24 member systems

Tech Challenge (→)

Previous system was difficult to maintain with limited flexibility for multiple users; data management was terrible

Contracting with Inside to Build the System



Email Design



Email Delivery

Data Management



Our New Stats

99%

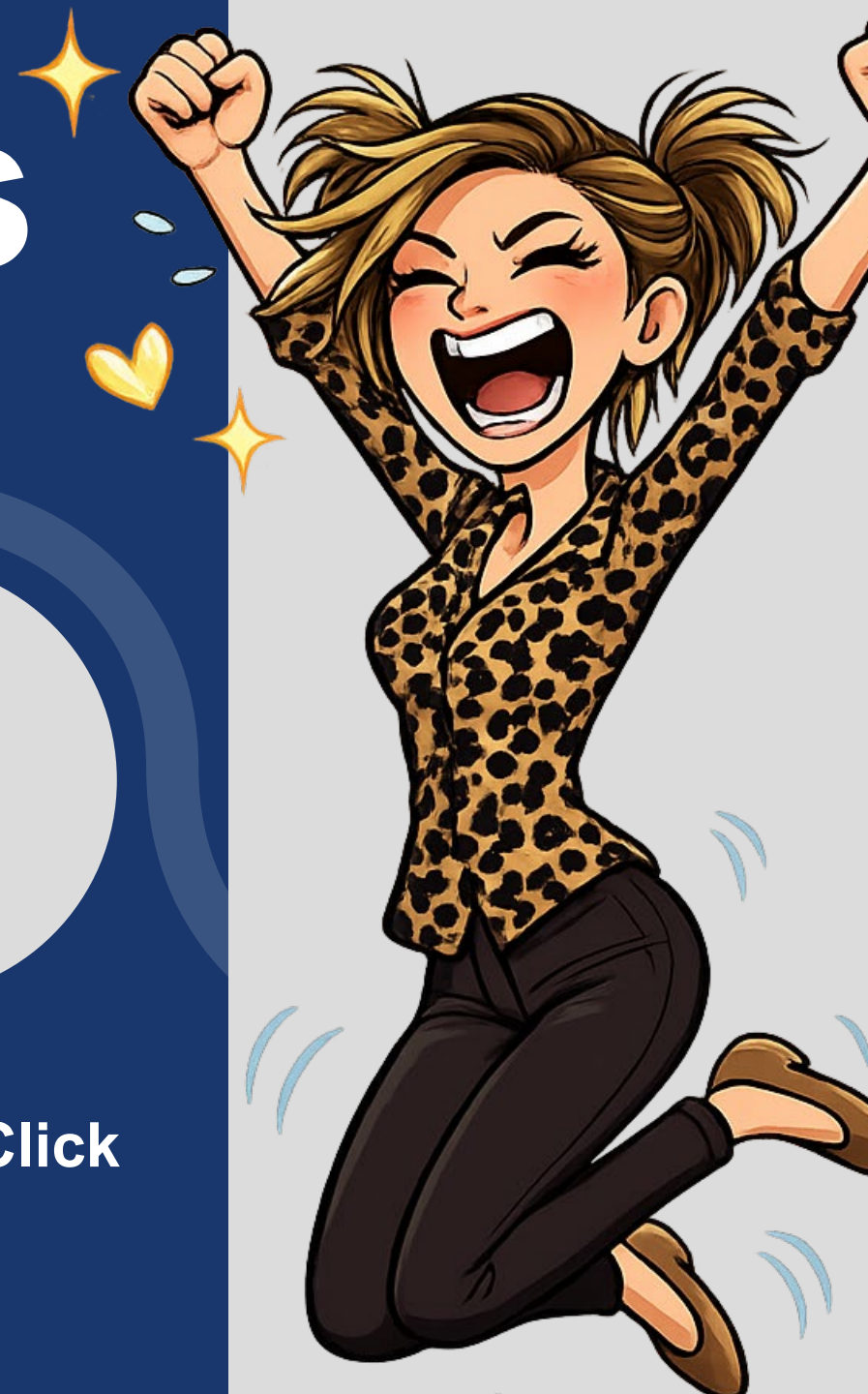
Average Delivery
Rate

37%

Average Co-op
Open Rate

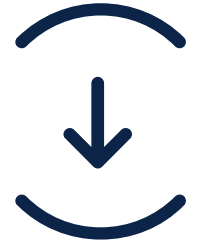
6%

Average Click
Rate

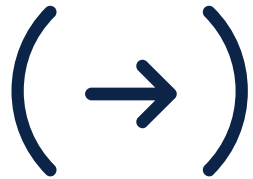


Campaigns

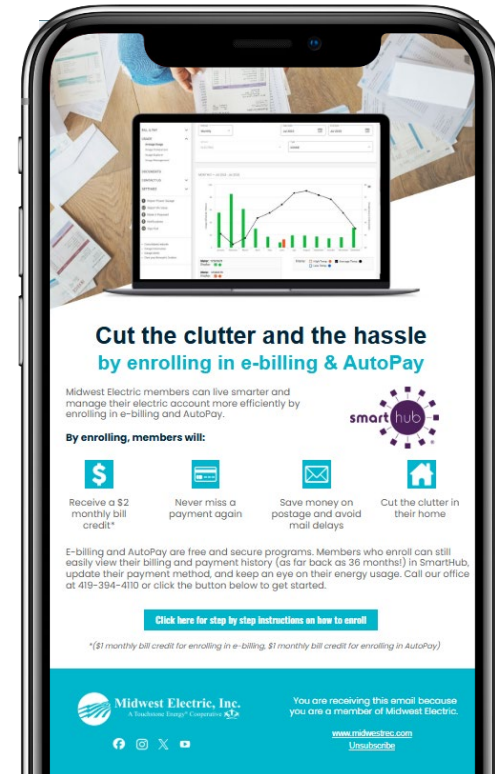
Promoting programs, services and events and **quantifying results**



More than
1,000
enrollments



More than
160 clicks to
sign up



1 Changing Currents

2 Safety News

3 Gov't Affairs

4 More to Come



Statewide Initiatives

Next Steps

2026 & Beyond Goals



New Member Communication



Peak Alert Notices



Emergency Weather Alerts



Expanded Regular Communication

Please Reach Out!



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Thank You!

