

Smart Commerce Marketplace

Franklin Energy's Smart Commerce Marketplace makes it easy for customers to buy efficiency products, redeem rebates, and enroll in energy programs—all in one place.





Smart Commerce Marketplace

Franklin Energy's Smart Commerce Marketplace makes it easy for customers to buy efficiency products, redeem rebates, and enroll in energy programs—all in one place.

Our solution connects customers to energy-saving products and programs through a configurable, utility-branded e-commerce platform. It removes friction with real-time eligibility validation, pre-applied rebates, and fulfillment under one roof. With cross-program integration and behavior-informed design, it's more than a storefront—it's a launchpad for participation across your entire portfolio.

► Compelling Products and Pricing

We manufacture over 400 products including air purifiers, advanced power strips, lighting, showerheads, faucets, window kits, and weatherstripping. Clients receive the cost advantage of buying directly from the manufacturer and experience further cost reduction with client-funded rebates.

► Installation and Field Integration

More than a marketplace—it's a fulfillment engine. With integrated contractor scheduling installation options, customers can add professional service to their order at checkout. From product to program to installation, we make the entire journey seamless.

► Cross-Program Enrollment

Our marketplaces are able to integrate demand response and managed charging programs, support links to behavioral portals, and offer contractor scheduling tools for seamless portfolio-wide access.



KEY BENEFITS

Turnkey Platform

Deliver an end-to-end solution featuring compelling products, dynamic functionality, funded promotions, order fulfillment, and comprehensive customer care.

Integrated Utility Operations

Support incentive management, product fulfillment, demand response pre-enrollment, and contractor scheduling all under one roof.

Flexible Data Security

Offer a secure experience with validation from customer data, client API, ZIP code based on service territory, or an OAuth integration for an SSO-like experience.

WORKS WELL WITH

Nexus Customer Portal

Create a continuous digital experience by linking Smart Commerce Marketplace to behavioral dashboards, usage tips, and follow-up actions.

Direct Installation

Convert purchases into field engagement by offering optional installation or in-business setup for high-impact measures like smart thermostats or EV chargers.

Nexus Behavioral Demand Response

Deliver measurable peak savings through real-time alerts, personalized communication, and equitable customer engagement by offering products eligible for BDR on your Smart Commerce Marketplace.