



GetWaterSmart & GetWaterFit

**Unlocking High Purchase
Intent Sustainable Shoppers**

Discover the key to winning price and sustainability-conscious customers.





Making every drop of water count is especially important today, with climate change, population growth, and the emergence of environmental contaminants like “Forever Chemicals” reducing and disrupting water supplies in North America. As a result, there is a need to increase water efficiency and conservation, which are typically the fastest and least expensive ways to save water while also lowering water bills, reducing energy use and greenhouse gas emissions, and protecting rivers and lakes.

To that end, the Alliance for Water Efficiency (AWE) has partnered with UK water efficiency experts Save Water Save Money to introduce the Alliance for Water Efficiency GetWaterSmart Directory with GetWaterFit digital tool. The tool helps inform customers how they can be more water-savvy and recommends relevant, personalized products to help mitigate water wastage that are featured in the Directory.

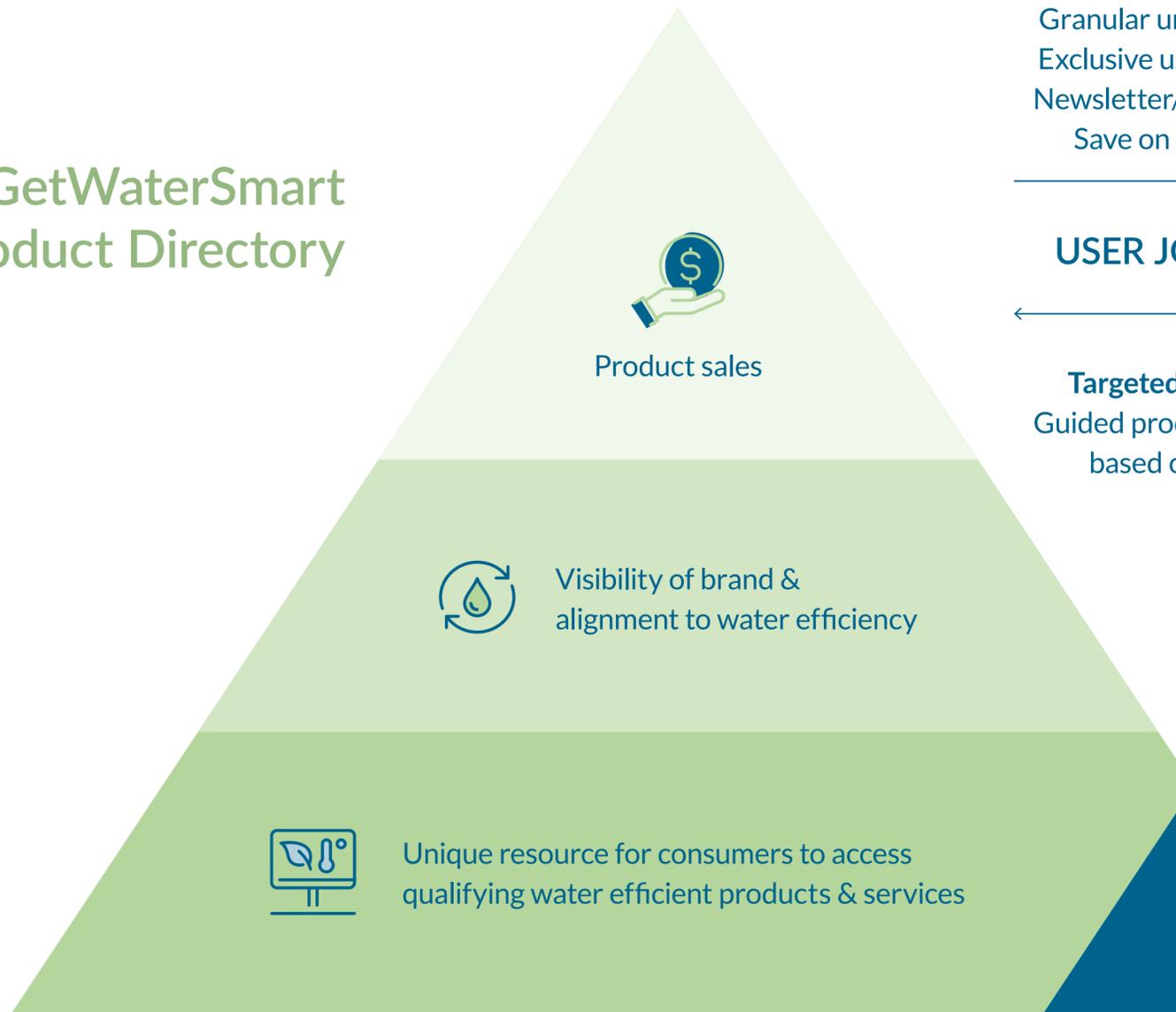
Brands, manufacturers, and retailers of WaterSense, ENERGY STAR, and Smart Drop Certified products can feature them on the Alliance for Water Efficiency GetWaterSmart Directory, bringing their brands closer to high-purchase intent customers than ever before.

Customers can find the GetWaterSmart Directory either directly via Google, where they can browse for indoor and outdoor qualified and accredited products, or via the GetWaterFit tool, where they will be recommended products according to their household or business premises profile.

To date, Save Water Save Money’s UK GetWaterFit tool has over one million users in the United Kingdom alone.

This report will explore how customer sentiment is changing around sustainability and how retail media has evolved to a point where brands must innovate to ensure competitive market positions, even in sustainable industries. We will also highlight how North American appliance brands and retailers can unlock greater sales with the brand-new Alliance for Water Efficiency’s Directory and tool proposition.

GetWaterSmart Product Directory



Browse & Buy
Featured listings of exclusively certified water efficient products

Google indexed, organic traffic

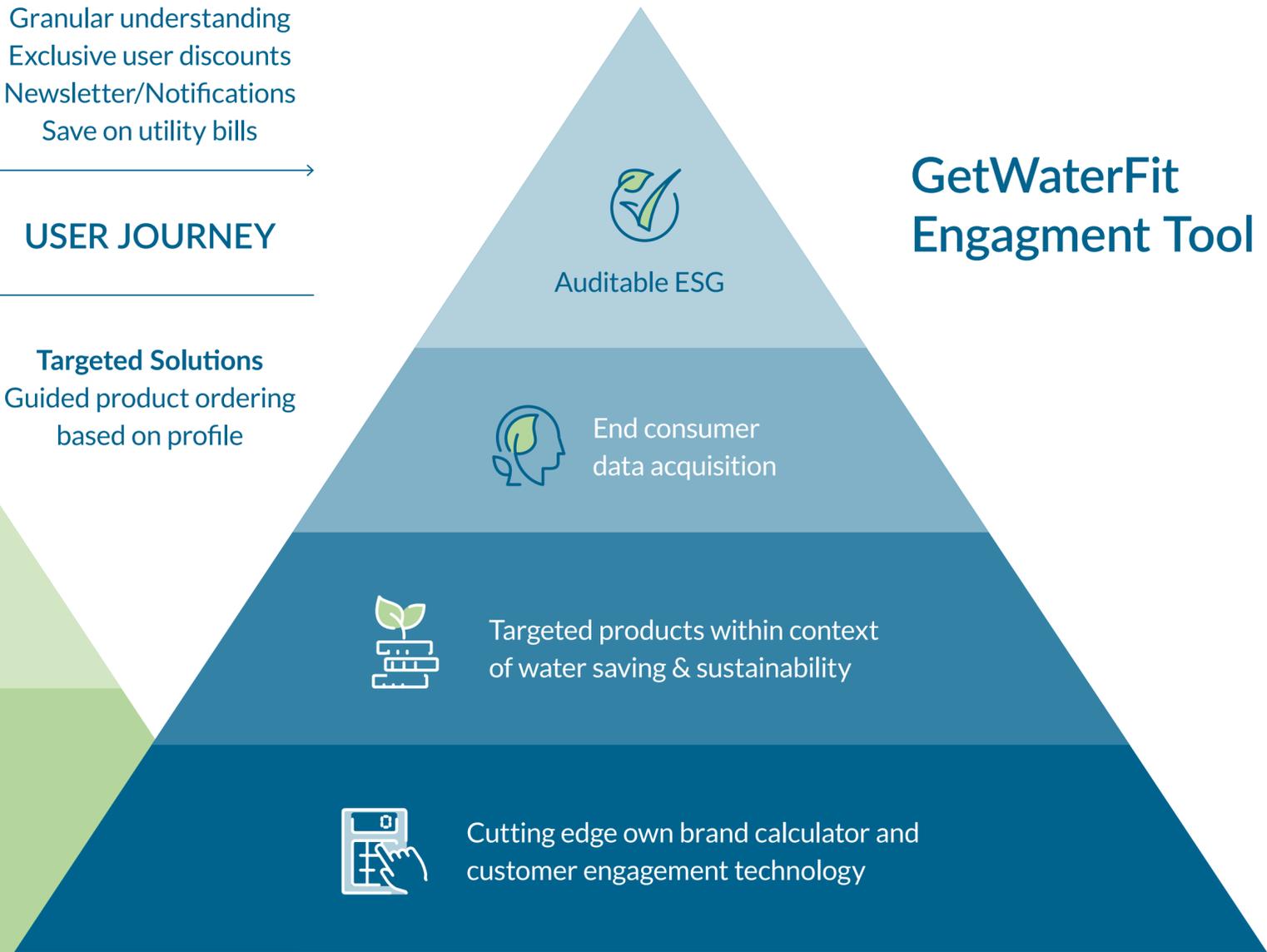
User Acquisition
Granular understanding
Exclusive user discounts
Newsletter/Notifications
Save on utility bills



USER JOURNEY



Targeted Solutions
Guided product ordering based on profile



GetWaterFit Engagement Tool

Guided Purchasing
Personalised actions to save water including tailored product recommendations

Option for advertiser-led promotions via UTM links

Environmental Challenges

Water stress is particularly problematic in the Western United States, where climate change and an increasingly arid climate have contributed to an emergency in the Colorado River Basin, requiring dramatic water usage cuts. Climate change also stresses water supplies beyond this region, with seasonal drought becoming commonplace in most states and parts of Canada. Nearly every state experienced drought in 2022, including the worst drought in

hundreds of years in the western U.S. While 2023 was better, drought continued to be widespread. These challenges go beyond droughts. Many cities across the U.S. and Canada are experiencing rapid population growth. As [ABC](#) put it: “The sources for drinking water haven’t changed much over the last 70 years, but the [U.S.] population has grown by nearly 190 million.”

Population growth has contributed to the overuse of surface waters, with rivers and reservoirs reaching historically low levels and widespread depletion of groundwater that accounts for 30 percent of freshwater usage in the U.S. Even communities with ample rainfall are running out of groundwater and scrambling to find new sources while ramping up efficiency measures.



CONSUMER SENTIMENT

In recent years, the public has focused on sustainability more than ever before, as **78% of US consumers say they consider a sustainable lifestyle important**, and **45% say it's important when buying consumer packaged goods (CPGS)**. Their wallets reinforce these claims: **a recent McKinsey report** discovered that since 2018, “products making ESG-related claims accounted for 56% of all growth—about 18% more than would have been expected given their standing [prior to 2018].” Similarly, **PWC** revealed earlier this year that shoppers are willing to pay up to a **9.7% ‘sustainability premium’** for products they deem sustainable.

Studies show that a substantial portion of consumers are willing to support brands that align with their sustainability values. However, companies often struggle to generate sufficient demand for their eco-friendly products. While environmental, social, and governance (ESG) initiatives are important to consumers, economic constraints and the perceived higher cost of sustainable products can hinder their adoption.

However, generating demand for water-efficient products can be a challenge for brands. Balancing what consumers might perceive as ‘greenwashing’ and a genuine environmentally aware initiative is why it’s becoming increasingly important to be affiliated and partnered with well-known institutions that can help legitimize your message.

The State of Retail Media and a Sustainable Solution



Over the last five years, retail media has been a dominant force in the advertising landscape, with brands collectively investing billions in the promise of targeted, high-impact advertising.

However, as we march into 2025, the effectiveness and true return on investment (ROI) of these efforts are under a harsher microscope than ever before. With every major player in the market employing similar strategies, there's a growing concern that the collective impact of these efforts is being diluted. The question arises: as countless brands pursue similar marketing strategies, are they simply neutralizing each other's efforts?

There's also a growing concern that much of retail media might be targeting high-intent customers who would have made purchases anyway, cannibalizing organic sales rather than driving true growth.

The crux of the issue now revolves around achieving true incrementality. This has prompted brands to reassess their media and marketing expenditures, with a keen eye on uncovering areas that can yield authentic incremental shoppers. One area gaining traction is the sustainable market. Historically, this segment may have been considered overlooked, partly due to the assumption that environmentally-conscious consumers are resistant to traditional marketing tactics.

However, this subset is experiencing rapid growth. According to recent studies, the global market for sustainable products is projected to grow from **projected to grow from \$28.6 billion in 2024 to \$134.9 billion by 2030**, reflecting a significant shift in either customer sentiment or an underestimation of the shopper's desire to buy more environmentally-friendly goods.

THE NEW ERA OF CUSTOMER ENGAGEMENT

Loyalty is also absolutely foundational, and building a positive emotional relationship with your customers is incredibly valuable. **A 2018 study** discovered that emotionally connected customers have a 306% higher lifetime value. Sustainability initiatives are particularly effective at garnering brand loyalty. As **Marketing Week** put it: “Brands that prioritize sustainability demonstrate their commitment to making a positive impact on the world, aligning with the values of socially and environmentally conscious consumers.”

At the same time, these moves are a reflection of a brand’s commitment to transparency and integrity. In a world of organizations seemingly determined to become more guarded and secretive, shoppers resonate with businesses willing to prioritize sustainability and act responsibly.

The Alliance for Water Efficiency’s GetWaterSmart & GetWaterFit proposition provides a new opportunity for brands and retailers to attract environment- and price-conscious consumers. Customers can find the GetWaterSmart Directory via search engines - usually when they know what they are looking for.

For more discerning customers for whom sustainability is important, users fill out the short GetWaterFit survey about how they use water in the home and are provided with strategies and product recommendations that can help cut their usage (and costs). Through direct links, users can find exclusively certified water-efficient products for inside and outside the home, including showerheads, toilets, leak detectors, washing machines, soil conditioners, and pool covers that enable users to reduce their water consumption in both homes and commercial premises. While brands still compete, GetWaterSmart ensures a level playing field by only featuring products that genuinely meet water efficiency standards—helping users make informed choices without misleading claims.

The GetWaterFit tool puts your items directly in front of the customers who’ve demonstrated an active desire to make their lives more sustainable, and the results are clear. Forty percent of the British GetWaterFit users click through to the directory from the tool. The platform’s user-friendly interface and comprehensive data analytics enable them to make more informed decisions about their water consumption and make the product suggestions feel more like recommendations than a pushy, direct sales approach.

A common challenge advertisers face in modern marketing is understanding exactly where their investment goes in their sales returns. This is partly due to the omnichannel nature of modern marketing (making it difficult to get a holistic measurement of your total ad spend) and partly due to RMNs making their data inaccessible or hard to access. On our platform, advertisers get access to valuable customer water usage & intervention data (anonymized), better informing their decision-making in the marketing process and enabling them to get more out of their advertising dollars.

Conclusion

While North American shoppers are sharing their growing interest in more ecological and sustainable products and habits, businesses often still need help generating demand for these products.

The evolving retail media landscape requires brands to innovate and differentiate themselves effectively. The Alliance for Water Efficiency's GetWaterSmart Directory and GetWaterFit digital tool offer a solution by helping brands engage sustainability-conscious consumers.

GetWaterFit has helped brands across the UK reach more than one million consumers and has achieved a 40% clickthrough-to-directory rate in that time. Now, as an Alliance for Water Efficiency initiative, we're confident of the same success and invite you to be one of the first names to join as an initial sponsor.





Alliance
for Water
Efficiency

Get in touch and discover
how we can help you.



Alliance for Water Efficiency GetWaterFit tool



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