



INDUSTRY — SOLAR / HOME SERVICES

Texas Solar Campaign

Direct Appointments at **\$15 CPL**

A performance marketing case study showing how Madvert Labs built a lead-gen system for a Texas solar company and generated high-intent applications and sales-ready leads.



136

Website Applications



\$13.72

Cost Per Website Application



36

Meta Leads



\$15.09

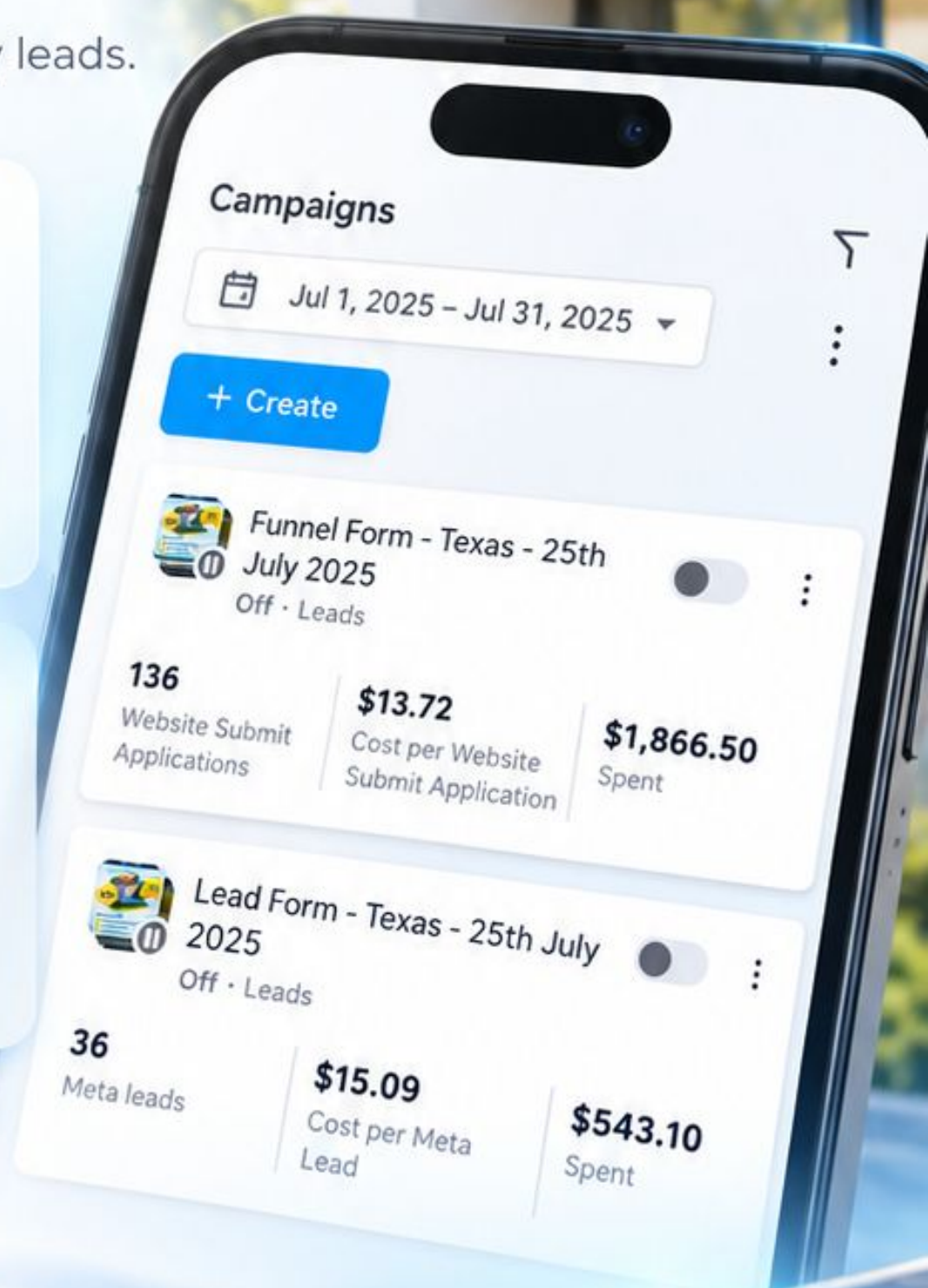
Cost Per Meta Lead



\$1,866.50 spend on the funnel form campaign



\$543.10 spend on the lead form campaign



Inside: strategy, offer, targeting, and results.





INDUSTRY — SOLAR / HOME SERVICES

Project Overview

A lead-generation system built to attract high-intent solar prospects and turn them into direct appointment opportunities in Texas.

My Role



Lead Generation & Performance Marketing



Offer Creator

What We Built



High-impact offer creation



Precise audience targeting



Communication-driven ad psychology



A lead-gen flow that captured bill details, property info, and installation interest

Why It Worked



Clear messaging for homeowners



Better lead intent before handoff



A scalable acquisition system





INDUSTRY — SOLAR / HOME SERVICES

Performance Snapshot

A strong cost-efficient acquisition system that produced applications and leads at highly competitive costs.



136

Website Applications



\$13.72

Cost Per Website Application



\$1,866.50

Spend



\$15.09

Cost Per Meta Lead



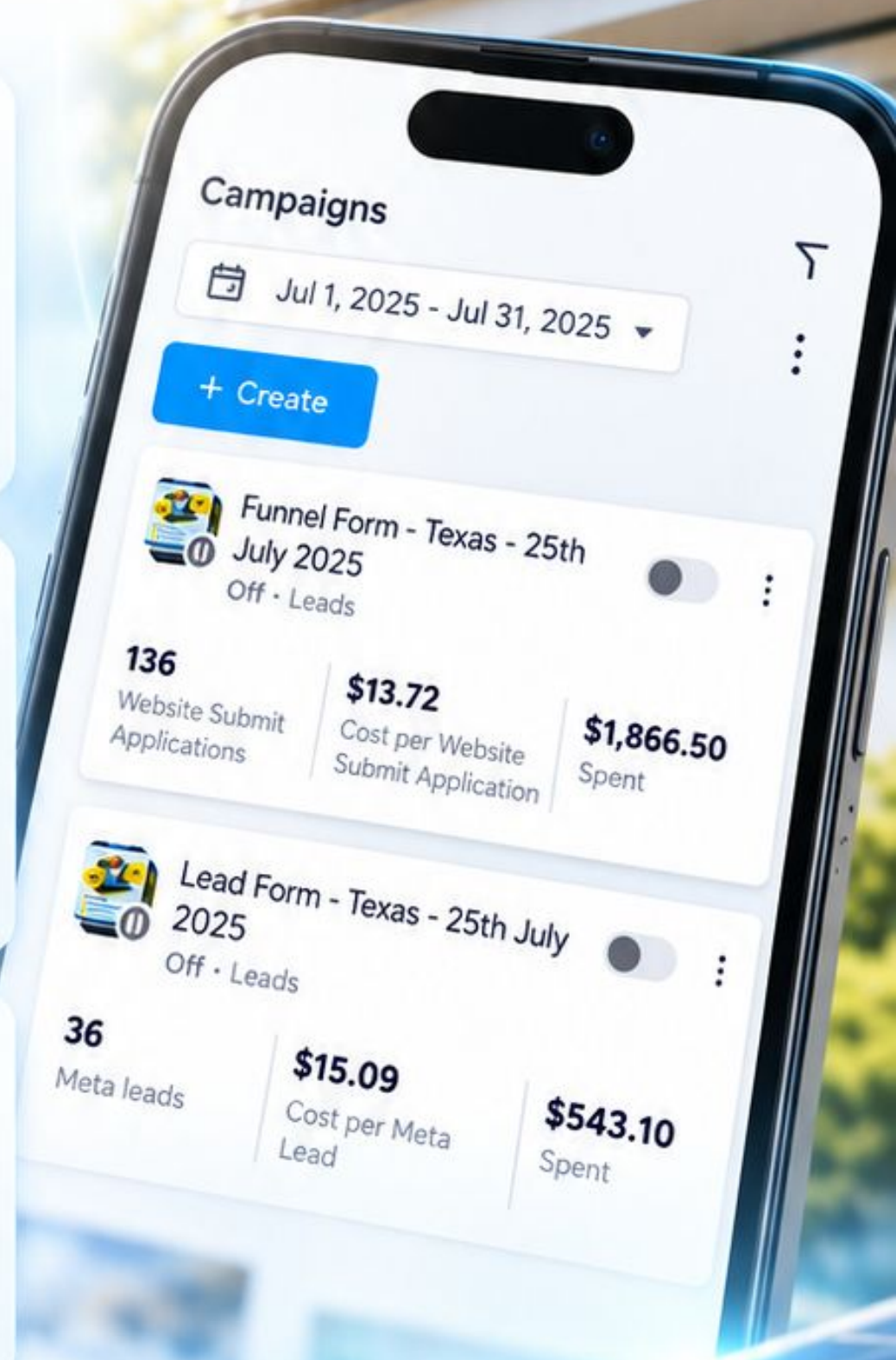
36

Meta Leads



\$543.10

Spend



OUTCOME

The campaign generated a stable flow of sales-ready solar opportunities and helped create stronger conversations for the sales team.

INDUSTRY — SOLAR / HOME SERVICES

Skills & Deliverables



**Appointment
Scheduling**



**Paid
Media**



**Social Media
Advertising**



**Lead
Generation**



**Lead Generation
Strategy**

What This Engagement Proved



A strong offer
lowers acquisition
friction



Better targeting
improves lead
quality



Clear communication
drives scalable
results

MADVERT
LABS

**Want Madvert Labs to build
your growth system?**

Let's build a lead-generation engine tailored
to your market, offer, and sales process.

BOOK DISCOVERY CALL NOW

