



DEMAND IQ

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CASE STUDY 005\_23

# esaSolar Took Sales Approach Entirely Virtual with Demand IQ's Stella

\$155

Cost per set appointment on Facebook in CA

33%

of leads set into appointments

50+%

of pre-booked appointments come with utility bills

## PROBLEM

esaSolar was in a build-versus-buy scenario. It wanted to optimize its website for in-house lead generation with an online calculator to increase customer trust and get more conversions from its website.



Needed customer pipeline that didn't rely on cold calling, email, and front-end marketing



In a build-versus-buy scenario for instant estimate software



Traditional solar estimate process was cumbersome and slow

## APPROACH

esaSolar paired its virtual sales approach with Demand IQ's conversational AI lead capture tool, Stella, to offer instant online pricing estimates.



Customized Stella to match esaSolar's branding for a cohesive experience



Stella qualified leads 24/7 with conversational AI

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## RESULT

esaSolar brought its lead generation in-house using Demand IQ's automated lead capture tool. It was able to stop spending money on less reliable third-party lead generators. The customizable platform allowed esaSolar to provide a seamless customer experience by keeping messaging and branding consistent throughout the lead qualifying experience.



**MORGAN BRAWNER**  
VP of Business Development  
esaSolar

*"Where Demand IQ has supported us is that they're committed to our success as a partner—to constantly adjust and work through different solutions."*

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