



DEMAND IQ

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Demand IQ Increased Solar Power Pros Sales Volume & Reduced CPL and CAC

\$1,000

Reduction in CAC

15

New sales per month

PROBLEM

Solar Power Pros struggled to build an online funnel that converted well. It tried dozens of online funnels but wasn't satisfied with the results. It needed a funnel with high-performing analytics and tracking.



Difficulty finding a funnel that matched their needs



Required a funnel with robust analytics and tracking

APPROACH

Demand IQ worked with Solar Power Pros to build landing pages and embed our automated lead capture tool on its website. Solar Power Pros stopped buying third-party leads or knocking doors and pointed 100% of its website traffic to Stella.



Pointed all web traffic to Stella



Developed custom Stella landing pages & widgets



Hands-on collaboration with Demand IQ's team

www.demand-iq.com | Denver, CO



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By leveraging Demand IQ's system, Solar Power Pros accomplished what an entire agency would do, with a one-person marketing team.

RESULT

This approach resulted in the lowest CPL of any funnel, their in-house lead **CAC was \$1,000 less than purchased leads**, and it brought in 15 deals per month from Facebook alone.



BEN BLAIR

Director of marketing & development
Solar Power Pros

"No matter what other software I use or what other funnels I build, Stella works the best... It just converts way better than anything else. It's definitely worth it."

READY TO TURBOCHARGE
YOUR DIGITAL MARKETING?

Request a demo

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