



DEMAND IQ

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SOLTERRA

How Demand IQ helped Solterra Solar Double the Leads from Their Website

2x

organic lead volume
from website

33%

of leads set
into appointments

+\$250K

in new revenue

PROBLEM

Solterra wanted to optimize its website for in-house lead generation. It needed an online calculator to increase customer trust and get more conversions from their website.



Customers wanted an online estimate before booking a consultation



Building its own instant estimate software would take too much time



Managers & directors didn't have bandwidth to optimize website conversions on their own

APPROACH

Solterra pivoted to an entirely virtual sales approach, which included Demand IQ's lead capture software, Stella.



Customized Stella to match Solterra's branding so it felt like a cohesive experience



Stella qualified leads with a series of chat questions

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Solterra's lead count from its website doubled & its sales team gained back valuable time.

RESULT

By adding, Demand IQ's Stella to its website, Solterra saw an increase in web visitors converting to leads and **netted an additional \$250,000 in revenue.**



AIMEE CARPENTER
CEO
Solterra Solar

"The first month we had 35 more leads and then the second month 45 more leads. Essentially, we're doubling our lead count from our website each month by having your platform on it."

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YOUR DIGITAL MARKETING?**

Request a demo

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