

Fuel Marketing Case Study

Category: Solar

Fueling your small business growth!

CHALLENGES

We onboarded a reluctant startup client in the solar industry to generate leads for them. The business had no homepage, a low media budget, and a high level of impatience. Being a startup, the expectations were high, as were the limitations for us. here's what the client wanted:

- A large number of high-ticket B2B leads
- A consistently dropping CPL
- Campaigns on auto-pilot while ensuring scalability without increasing the CPL
- To achieve goals within a limited advertising budget

SOLUTIONS

We began the process by creating their website with high conversion potential. Since we did not have any past data to run the ads, we went all out to research the best possible cold audiences.

However, we did not let our research limit our audiences, giving FB more room to optimize for the best results. Our TOF CBO campaign consisted of 3 adsets with multiple creatives in the Dynamic Creative Setup to shortlist the winning creatives.

As we could bring the CPL within the client's range, we put multiple rules on the campaign to maintain that cost while other factors were being continuously tested and optimized.

RESULTS

By the end of 6 months, we had reeled in 73 leads. The client was euphoric with the high conversion rate when he scheduled 62 appointments. Despite the high conversion rate, we successfully maintained the CPL of \$15.04. The ad spent at the end of this period was a bare minimum of **\$1,098.22**

Key metrics



73 LEADS

within 6 months



\$15.04

Cost per lead