

Case Study: Massachusetts's Leading Solar Installers - Reducing CPA and Increasing Lead Quality through Targeted Google Ads Campaigns

Client Overview:

This client has led residential and commercial solar panel installations in Massachusetts and New Hampshire since 2011. They pride themselves on their reputation and service, and they are known for superior solar panels, exceptional customer service, and high-quality workmanship.

Campaign Goals:

The main goals were to increase lead quantity, reduce cost per acquisition (CPA), and improve lead quality by minimizing irrelevant inquiries such as employment opportunities.

Campaign Details:

Duration: Campaigns running since early March 2024.

Campaigns:

- Display Campaign: Focused on acquiring leads through retargeting for website visitors. Budget: \$70 per day.
- Search Campaign: Targeting lead acquisition with ad groups for solar panel installation and competitor targeting. Budget: \$280 per day.
- Branded Search Campaign: Focused on brand terms to acquire leads. Budget: \$25 per day.

Target Audience: Homeowners and business owners interested in solar panel installation for eco-friendliness and utility cost reduction.

Strategy and Implementation:

The goal was to ensure omnipresence for website visitors, attracting serious inquiries rather than casual interest. Tools like Google Keyword Planner, SEMRush, and quality scores were utilized to identify and optimize keywords for the best quality leads. A significant challenge was reducing the previously high CPA to make advertising more cost-effective.

Performance and Results:

Average CTR: 5%, with the branded campaign achieving 22%.

Average CPC: \$4.52.

Total Conversions (Last 30 Days): 119 qualified leads.

CPA Reduction: From \$200-\$300 to \$34 on average.

Client Feedback and Impact:

The client is thrilled with the significant reduction in CPA and the improved lead quality. There is a noticeable increase in customer engagement and qualified inquiries, and the client is pleased with the continuous improvement in lead generation and conversions.

Previous Marketing Efforts:

Before partnering with Barham Marketing, this client ran various ads, including display, YouTube, and minimal search campaigns. Their average CPC ranged from \$20 to \$95, with a CTR of 0.9%. Some campaigns had a CPA as high as \$1,600-\$4,517.