



CASE STUDY

Meta Ads Success for Qvolt Solar



CLIENT OVERVIEW

Qvolt Solar is a premier solar installation and configuration company in Queensland, known for providing high-quality solar energy solutions to homeowners and businesses. With an ad spend in the millions of dollars, Qvolt Solar needed a high-performing Meta Ads strategy to drive cost-effective, high-quality leads at scale.

THE CHALLENGE:

Despite having a significant advertising budget, the client wanted to optimize their Meta Ads campaigns to reduce cost per lead (CPL) while maintaining lead quality. Their primary objective was to attract homeowners actively looking for solar installation while ensuring a strong return on investment (ROI).



STRATEGY & APPROACH:

We approached the campaign with a data-driven performance marketing strategy, focusing on:

- Advanced Audience Targeting** – Using high-intent targeting, we refined Qvolt Solar's audience to reach homeowners with high electricity bills and a strong interest in solar solutions.
- Highly Engaging Ad Creatives** – We designed compelling visual and video ads that effectively communicated the financial and environmental benefits of switching to solar. Our creatives were optimized for engagement and conversions.
- Landing Page Optimization** – To ensure seamless lead capture, we optimized the client's landing pages, making them highly persuasive and mobile-friendly for a frictionless experience.
- Continuous Campaign Optimization** – By running A/B tests on ad creatives, copy, and targeting, we consistently refined the campaign to improve performance while keeping CPL as low as possible.



OUTSTANDING RESULTS

High-Quality Leads at Lower Costs – Our campaigns delivered thousands of highly targeted leads every month at significantly lower costs, saving the client tens of thousands of dollars monthly.

Massive Cost Savings – Through smart bidding strategies and precise audience segmentation, we helped Qvolt Solar maximize their ad budget, ensuring they got the highest return on ad spend (ROAS).

Scalability & Growth – With our efficient lead generation system, Qvolt Solar was able to scale operations without increasing CPL, allowing them to expand their market share and increase conversion rates.



Verification required soon Starting on 4 February 2025, additional information will be required to run financial services ads in Australia. Contact someone with f... Learn more X

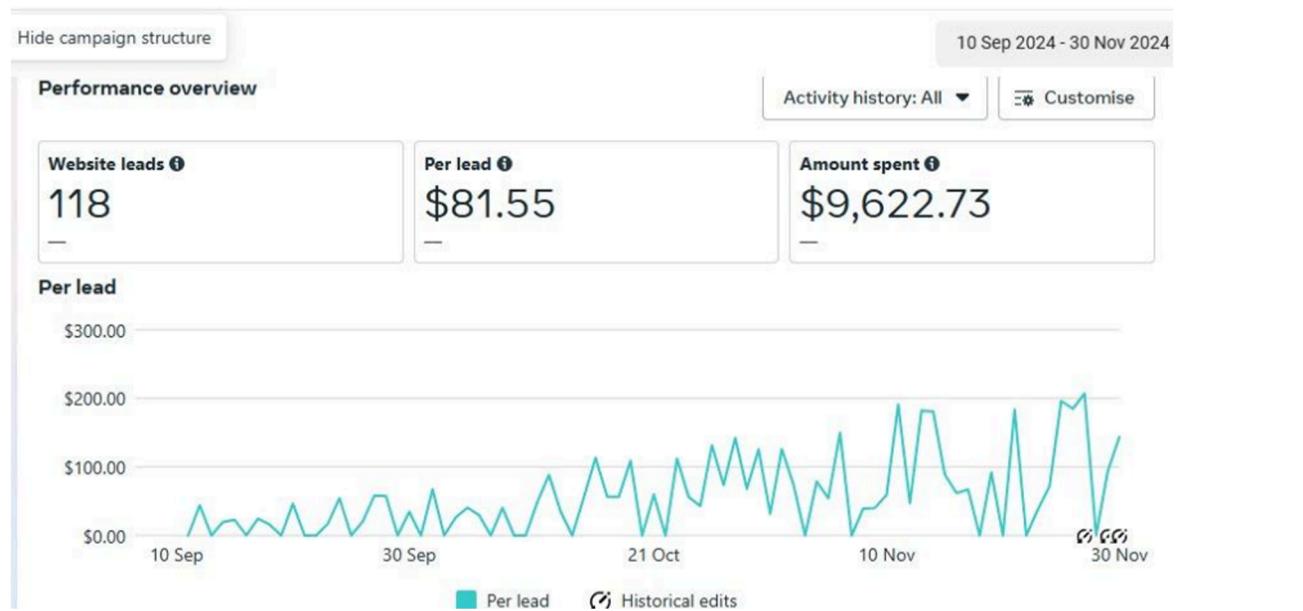
All ads Active ads Had delivery + More views Maximum: 30 Dec 2021 - 30 Jan 2025

Campaigns 1 selected Ad sets 1 selected Ads for 1 Ad set

+ Create Duplicate Edit More Columns: Custom Breakdown

Off/On	Campaign	Results	Cost per result	Amount spent	Budget	Reach	Bid strategy
●	ENG BOT	205 Post engagements	\$2.02 Per post engagement	\$414.62	Using ad set bud...	10,693	Using ad set b...
●	NSW - BOT	18 Messaging convers...	\$99.64 Per messaging conv...	\$1,793.47	Using ad set bud...	23,070	Using ad set b...
●	NSW	413 Facebook leads	\$118.08 Per on-Facebook leads	\$48,767.16	Using ad set bud...	315,873	Using ad set b...
●	DUPE CBO - no CC (before pivot)	217	\$194.48	\$42,202.10	Using ad set bud...	168,497	Using ad set b...
Results from 176 campaigns Excludes deleted items			— Multiple conversions	\$1,806,298.64 Total Spent	—	2947,088	Activate Windows Accounts Centre acco...

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CONCLUSION:

By leveraging the power of Meta Ads, Qvolt Solar was able to achieve unmatched cost-efficiency in lead generation. Our expertise in targeting, creative strategy, and campaign optimization ensured they got high-converting leads while saving thousands of dollars every month.

If you're looking to supercharge your solar lead generation and maximize your advertising ROI, let's talk about how we can do the same for you!