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CASE STUDY
Meta Ads Campaign for Aus Sunwise Rebate Service

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CLIENT OVERVIEW

Aus Sunwise Rebate Service is a leading company helping homeowners in Queensland access government rebates for solar installations. Their goal is to assist homeowners in reducing their electricity bills by offering financial incentives for adopting solar energy solutions.

THE CHALLENGE:

In September, Aus Sunwise approached us with a clear goal in mind: generate high-quality leads for their solar rebate program while keeping the cost per lead (CPL) within a specified budget. Their initial target CPL was $93. The key challenge was to find homeowners who would qualify for the rebate and were genuinely interested in making the switch to solar energy.

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STRATEGY & APPROACH:

We began by crafting highly engaging Meta Ads that would resonate with Queensland homeowners. Our creatives were designed not just to inform but to also convert, showcasing the tangible benefits of the solar rebate in terms of both immediate savings and long-term impact on electricity bills.

1. Target Audience: We targeted homeowners in Queensland, focusing on those likely to be interested in reducing their high power bills. We leveraged precise geo-targeting and interest-based targeting to ensure the ads were seen by the right people.

2. Ad Creative: We produced compelling ad creatives that highlighted the $7,000 rebate and the financial freedom that homeowners could gain by making the switch to solar. Our copy was optimized to emphasize immediate value—lower energy bills—while maintaining a strong call to action.

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INITIAL CAMPAIGN RESULTS:

The campaign took off with excellent momentum. Within the first few days, we were able to achieve a CPL of $58, which was significantly below the client's initial target of $93. This performance continued as the campaign scaled, and we maintained an impressive CPL of $76 after reaching 100 leads, saving the client $1,700 in potential advertising costs.
This success was driven by our ability to deliver quality leads with strong intent to convert, paired with our high-performance ad targeting strategies.

PIVOT TO A NEW OBJECTIVE:

After achieving initial success, the client requested a shift in strategy. They wanted to refine the target audience further by focusing exclusively on homeowners who had quarterly power bills of $800 or more. This new goal would require generating higher-value leads, so the client adjusted their CPL target to $150.

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REFINED STRATEGY & EXECUTION:

To meet the new requirements, we designed a specialized campaign targeting homeowners with higher-than-average power bills. The creative was tailored to emphasize the higher value of the rebate for homeowners facing substantial energy costs.

1. Advanced Targeting: We incorporated custom audience segments based on energy consumption and utility bill patterns, ensuring we reached the right demographic—homeowners facing substantial quarterly power bills.

2. Ad Messaging: The messaging focused on the urgent financial relief provided by the solar rebate, and we highlighted the long-term cost savings of solar energy for those facing higher electricity bills.

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ONGOING CAMPAIGN RESULTS:

As a result of our refined targeting and updated creative strategy, the campaign generated 212 leads at a CPL of $132, which was a great improvement over the client's $150 target.This success saved the client an additional $3,816 in advertising costs.

KEY ACHIEVEMENTS:

- 100 Leads at $77 – Exceeded expectations with cost savings of $1,700.
- Adjusted CPL of $132 – Beat the target CPL of $150, saving the client $3,816.
- Generated high-quality leads from a more targeted audience.
- Consistent lead generation with optimized ad creatives that increased conversion rates.

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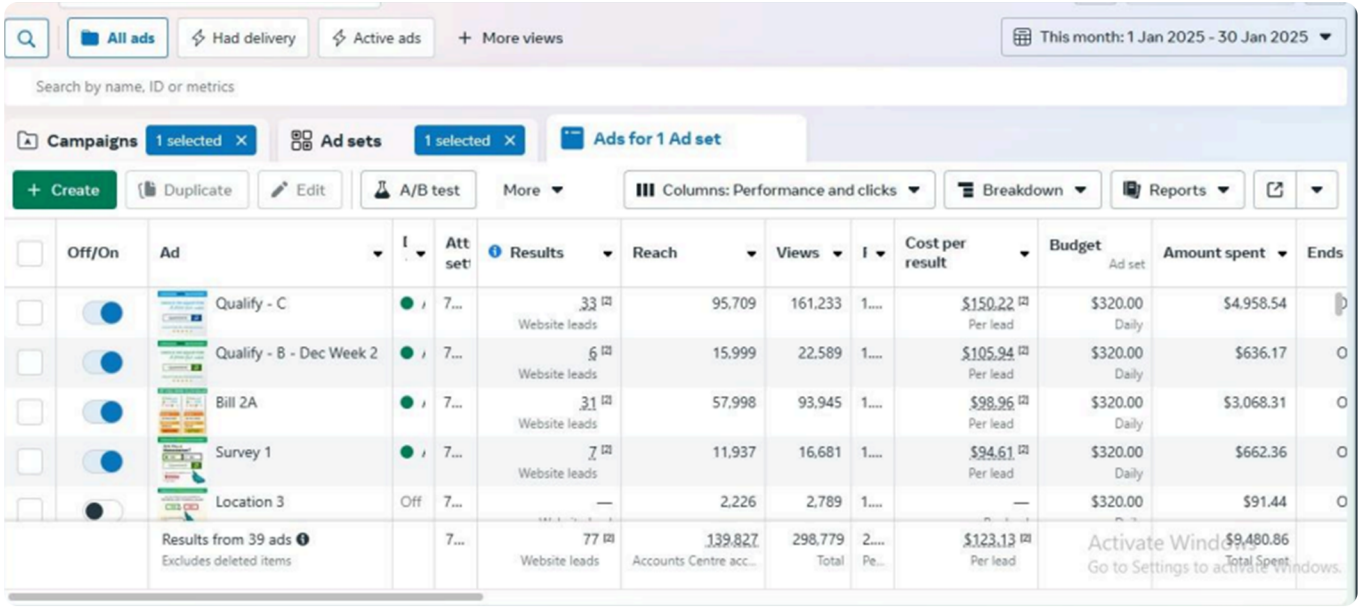

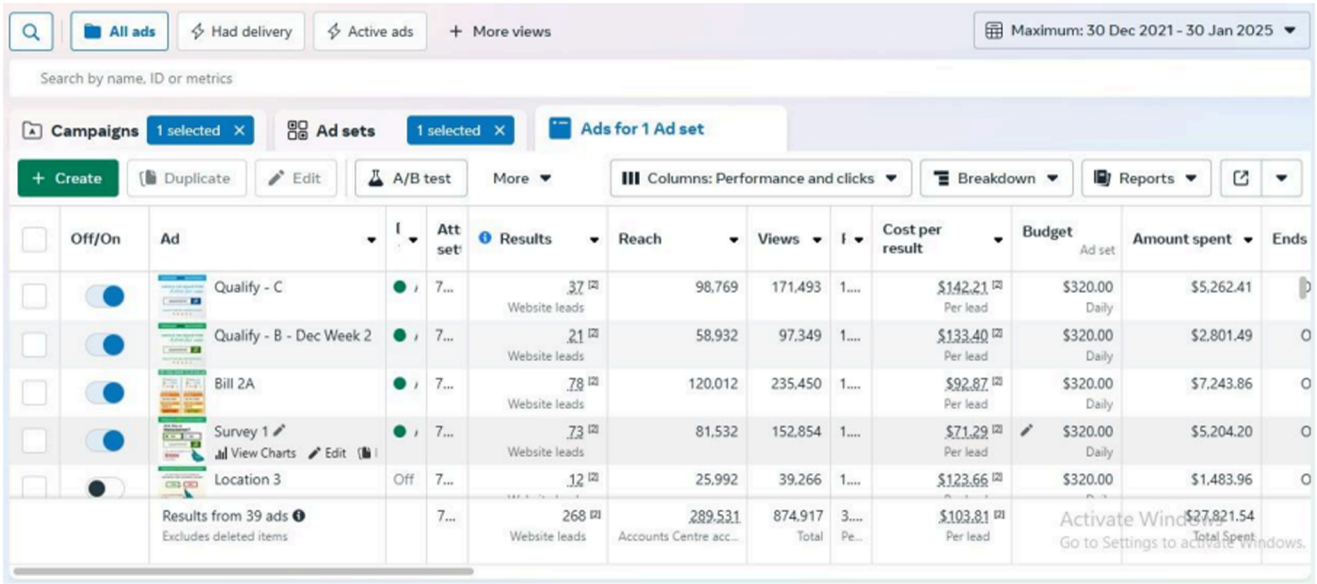

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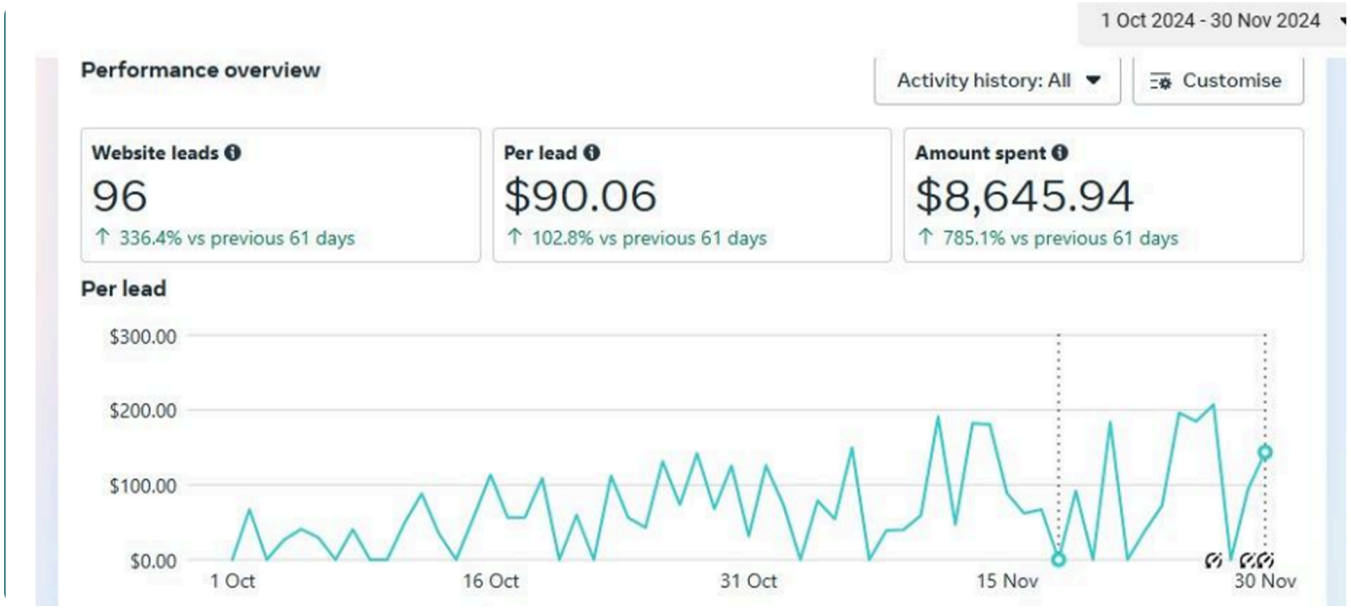

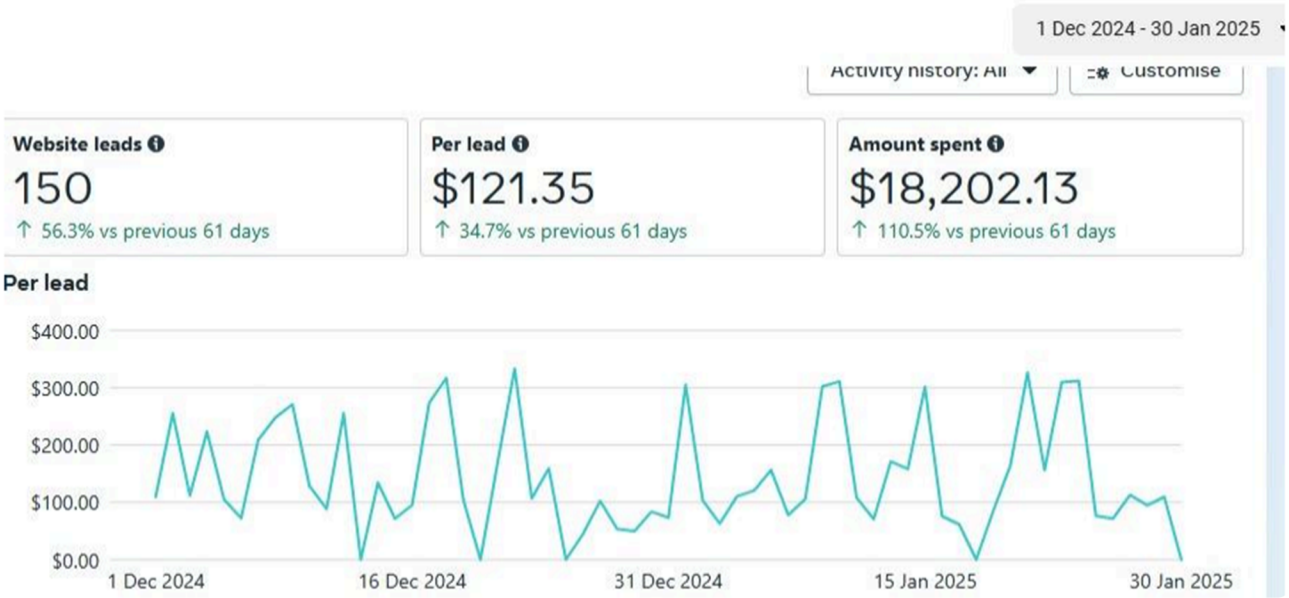

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CONCLUSION:

This campaign demonstrates the power of Meta Ads in driving cost-effective lead generation for businesses like Aus Sunwise. By leveraging Meta's advanced targeting capabilities and crafting compelling creatives, we were able to help the client not only meet but exceed their goals—saving them a total of $5,516 in advertising costs till now while delivering highly qualified leads.

In short, a combination of smart targeting, creative design, and continuous optimization led to impressive savings and ROI for the client, cementing this campaign as a huge success.
If you want to scale your lead generation efforts and maximize your advertising budget, We can help you achieve impressive results—just like we did for Aus Sunwise.