



CASE STUDY

**META ADS SUCCESS FOR
AUS SUNWISE REBATE SERVICE**



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.



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.

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.

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.



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.

| Off/On | Ad | Results | Cost per result | Amount spent | Budget | Reach | Views | Ends |
|--------------------------|--------------------------|-------------------|----------------------|----------------------------|-------------------|---------|---------|---------|
| <input type="checkbox"/> | Qualify - C | Website leads 27 | \$142.21 Per lead | \$5,262.41 | \$320.00 Daily | 98,769 | 171,493 | Ongoing |
| <input type="checkbox"/> | Qualify - B - Dec Week 2 | Website leads 21 | \$133.40 Per lead | \$2,801.49 | \$320.00 Daily | 58,932 | 97,349 | Ongoing |
| <input type="checkbox"/> | Bill 2A | Website leads 78 | \$92.87 Per lead | \$7,243.86 | \$320.00 Daily | 120,012 | 235,450 | Ongoing |
| <input type="checkbox"/> | Survey 1 | Website leads 73 | \$71.29 Per lead | \$5,204.20 | \$320.00 Daily | 81,532 | 152,854 | Ongoing |
| <input type="checkbox"/> | Location 3 | Off 12 | \$123.66 Per lead | \$1,483.96 | \$320.00 Daily | 25,992 | 39,266 | Ongoing |
| Results from 39 ads | | 268 Website leads | \$103.81 Per lead | \$27,821.54 Total Spent | | 289,531 | 574,917 | |



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.

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.