



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.

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.



RESULTS:

Search by name, ID or metrics Maximum: 30 Dec 2021 - 30 Jan 2025

Pivot Table Group Breakdowns Reset Column Widths Format Customise

Campaign name	Impressions	Cost per result	Results	Frequency	Amount spent
CBO - CC	6,489,626	\$139.89 On-Facebook leads	2,716 On-Facebook leads	6.03	\$379,947.90
Dan Selfie - 5x creative 2...	3,292,255	\$240.26 On-Facebook leads	907 On-Facebook leads	4.24	\$217,914.32
Dan Selfie - 5x creative 2...	3,807,481	\$149.86 On-Facebook leads	1,367 On-Facebook leads	5.89	\$204,854.35
Batt Only	2,732,975	\$222.46 On-Facebook leads	689 On-Facebook leads	5.34	\$153,274.43
New Creative 10.03.22 - T...	2,648,833	\$87.02 Messaging conversa...	868 Messaging conversa...	4.16	\$84,214.94
Over 55s - Dan Selfie - 5x ...	1,212,482	\$213.22 On-Facebook leads	383 On-Facebook leads	4.64	\$81,662.04
High Budgets - Caps - Top...	1,335,955	\$195.21 On-Facebook leads	369 On-Facebook leads	2.61	\$72,033.28
Total results 19,176 rows displayed	37,085,404 Total	—	—	12.71 Per Accounts Centre account	\$1,806,302.59 Total Spent

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

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

Search by name, ID or metrics

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
<input checked="" type="checkbox"/>	Quick Conversion 29 Dec 2024	.65 Leads	\$86.75 Per Lead	\$4353.62	Using ad set bud...	40,909	Using ad se
<input checked="" type="checkbox"/>	CBO - CC - Big Pivot	56 Facebook leads	\$196.91 Per on-Facebook leads	\$11,027.10	\$120.00 Daily	59,024	Highest
<input checked="" type="checkbox"/>	SEQ Advantage+ audience + Big Pivot	27 Facebook leads	\$330.37 Per on-Facebook leads	\$8,919.98	\$100.00 Daily	39,392	Highest
<input checked="" type="checkbox"/>	CBO - CC	2,716 Results from 176 campaigns Excludes deleted items	\$139.89 Multiple conversions	\$379,947.36 Multiple conversions	\$200.00	\$1,076,236 Total Spent	Cost per res...

Activate 29,627,089... (Accounts Centre 80%...)





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!

