

CASE STUDY



# Solar Company Shines with New Affiliate Site Hitting \$1MIL+ in Sales in 5 Months



## The Challenge

Solar Energy World wanted to build a marketing arm to bring in the same traffic and leads that third-party lead vendors provided, effectively bringing this capability in-house. They engaged WebMechanix to create an affiliate site called National Solar Savings (NSS) to provide consumer education about solar energy and the opportunities solar provides.

The additional benefit of a separate brand and content marketing capability to the business would be to extend the messaging options and the benefits of solar energy beyond the reach of the core brand, building an additional audience of service leads.

## The Process

Starting with branding, the team worked with the client to architect a new brand that appealed to homeowners and established National Solar Savings as a trusted educational resource.

With a new brand established the next steps were to build a conversion-focused micro-website with a dedicated squeeze page for campaign traffic. A wizard was also created to disqualify leads who don't fit the ideal buyer profile ensuring the site only captured high-quality leads.



**The proof is in the numbers:**

**86%**

prices cut per lead

**\$1M**

and more in sales within 5 months

**3.9x**

return of ad spend

Finally, a robust creative ads strategy and testing roadmap based on learning from competitive research was implemented with campaign performance improving month-over-month.

## The Result:

The newly branded site launched in Q1 2024 and within the first 5 months NSS' cost per lead was already 86% cheaper than the expected benchmark. Within the same time, the affiliate site had a 3.9x ROAS and had surpassed over \$1 million in sales.



“

We were not expecting to get where we are in month 5 so fast, which has been great. The turn-down rate with National Solar Savings (NSS) is really low compared to some of our pay-per-lead vendors. We have been so happy to see the highly-motivated and high-quality leads that we've been able to produce with NSS.

**Miki Peiffer**

Marketing Manager @ Solar Energy World

## What about you?

At WebMechanix, we excel at turning traffic into tangible results. Whether you're looking to increase lead volume or optimize ad spend, our expert team is ready to help you achieve your goals. Contact us today to take your digital marketing to the next level.

[Schedule a call with one of our experts here.](#)



1.888.932.6861



8621 Robert Fulton Drive, Suite 110  
Columbia, MD 21046



[win@webmechanix.com](mailto:win@webmechanix.com) | [contact form](#)

 **webmechanix**  
A LEVEL AGENCY