

# SCALING SOLAR SOLUTIONS WITH A 233% LEAD SURGE

## A Climate Tech Developer

\*CLIENT NAME AND SPECIFIC DETAILS PROTECTED UNDER NDA\*

\*A GAN-FALL CLIENT\*

Industry: Climate Tech

Size: ~60 employees, \$16M revenue

Location: Southwest, USA

This climate tech developer specializes in innovative solar energy solutions, delivering scalable photovoltaic systems and energy storage for commercial and municipal clients across the Southwest. With a dedicated team of approximately 60 employees and annual revenue of \$16M, they've built a reputation for cutting-edge solar deployments that reduce grid reliance by up to 40% in pilot projects. Operating in a sun-rich region, they aim to expand their footprint into larger urban markets and position themselves as a leader in renewable energy adoption, targeting a \$50M revenue milestone within five years.

## BUSINESS CHALLENGES

- Low lead volume: 15 per month, mostly small firms, unfit for \$200K+ solar projects.
- High CAC: \$1,400 per client, slashing profits on \$300K average deals.
- Slow outreach: 25 hours weekly contacting prospects, delaying project bids.
- Market rivalry: Bigger renewable competitors grabbed municipal contracts.

## OBJECTIVES

- Boost leads to 50+ monthly, targeting \$200K+ solar contracts from businesses.
- Cut CAC to \$500, freeing funds for solar panel upgrades and staff growth.
  - Hit 90% lead fit for firms with 100+ employees needing renewable solutions.
- Reduce outreach time by 70%, focusing team on deal talks and proposals.

## SOLUTION

Our AutoReach Pro initiative:

- Targeted 3,500+ facilities managers at firms with 100+ employees seeking green energy.
- Ran 4-touch campaign: LinkedIn posts on solar savings, emails with ROI data, SMS demo invites, follow-ups for non-responders.
- Used AI scoring to reach 90% lead fit, cut low-value chases by 75%.
- Synced with Salesforce, automated tracking, sped up sales handoffs.

## RESULT AND BENEFITS

- Leads climbed from 15 to 50 per month, a 233% rise, filling pipeline with commercial clients.
- CAC dropped from \$1,400 to \$500, a 64% decrease, funding three new engineers.
- Revenue grew with \$1.2M solar deal from a city contract, \$3.8M more in pipeline.
  - Outreach time fell from 25 to 7 hours weekly, a 72% gain, boosting bid wins by 25%.
  - \$19K investment returned 40x in revenue, eyeing \$30M target.

"I didn't know much about AI and automation before your system or that it could even be added to our team to such an extent, but the numbers speak for themselves AI is the future."

— Owner