

# 225% LEAD BOOST FOR RENEWABLE TECH

## A Climate Innovation Company

\*CLIENT NAME AND SPECIFIC DETAILS PROTECTED UNDER NDA\*  
\*A GAN-FALL CLIENT\*

Industry: Climate Tech  
Size: ~80 employees, \$22M revenue  
Location: Southwest, USA

This climate innovation company pioneers renewable energy technologies, developing solar and wind integration systems that boost energy efficiency by 20–30% for commercial and municipal clients, based on deployment data. With a skilled team of approximately 80 employees and \$22M in annual revenue, they've established a strong presence in the Southwest, serving businesses and local governments committed to sustainability. Located in a sun-and-wind-rich region, they aim to expand into national markets, secure enterprise contracts, and grow into a \$50M leader in the renewable energy sector.

## BUSINESS CHALLENGES

- Stagnant leads: 20 per month, mostly small clients, unfit for \$200K+ renewable deals.
- High CAC: \$1,500 per client, cutting profits on \$300K average projects.
- Slow outreach: 28 hours weekly chasing leads, delaying system upgrades.
- Competition: Larger renewable firms locked up big municipal contracts.

## OBJECTIVES

- Boost leads to 65+ monthly, targeting \$200K+ deals from commercial firms.
- Reduce CAC to \$520, freeing funds for tech upgrades and team hires.
- Hit 90% lead fit for entities with 200+ staff needing renewable solutions.
- Cut outreach time by 70%, focusing team on engineering and pitches.

## SOLUTION

Our AutoReach Pro initiative:

- Targeted 3,500+ facilities managers at firms with 200+ staff seeking green energy.
- Ran 5-touch campaign: LinkedIn pitches with efficiency stats, emails with ROI data, SMS demo invites, follow-ups, nurture drips for non-responders.
- Used AI scoring to reach 90% lead fit, cut weak chases by 80%.
- Synced with Salesforce, automated tracking, sped up sales handoffs.

## RESULT AND BENEFITS

After 8 months (Q1 2024):

- Leads climbed from 20 to 65 per month, a 225% rise, filling pipeline with municipal clients.
- CAC fell from \$1,500 to \$520, a 65% drop, funding 4 new engineers.
- - Revenue grew with \$1M municipal deal, \$3M more in pipeline.
- Outreach time dropped from 28 to 8 hours weekly, a 71% gain, boosting upgrade speed by 25%.
- \$48K investment returned 39x in revenue, aiming for \$50M target.

“Your outreach initiative turned our lead hunt into a machine now we’re on bigger clients and faster closes.”  
— Chief Executive Officer