



**DIGITAL**  
A Harte Hanks Company

## Solar Company

30.6% increase in qualified lead conversions  
through strategic CRO

## CLIENT

A market leading solar electricity company specializing in the design, installation, financing, and maintenance of home and commercial solar systems.

## CHALLENGE

The client's goals were to 1) increase qualified lead conversions and 2) lower CPA on an SEM landing page.

3Q Digital's SEM team began working with the client in 2015. 3Q's Conversion Rate Optimization (CRO) team was brought in to help drive increased sign-up volume for their consumer solar panel division; specifically through their "get a quote now" form. The CRO team implemented their strategic process to uncover the root of the problem, determine the contributing factors, and create a targeted solution.

## RESEARCH

1) The 3Q CRO and Strategy teams collaborated to conduct customer journey surveys to better understand what moved people through the buying process. This approach focused on users' motivations, desired outcomes, hesitations, and objections.

2) The 3Q team performed an in-depth competitive analysis to understand the consumer solar market and the relevant players, how each addressed users' needs, and what impact they had in the evaluation stage.

3) From there, the Strategy team built customer profiles that grouped buyers into subcategories based on the important characteristics that were revealed through the research.

## SOLUTION

Based on the information gathered, the 3Q team worked closely with the client to completely redesign the consumer landing page to align with buyer motivations, address hesitations, and effectively position them against the competition. By recreating the messaging, the team was able to educate the right buyers, remove barriers to filling out the form, and increase both overall leads and form submissions from their target audience.

## TEST METHODOLOGY

Test hypothesis: By altering the content strategy to match the exact customer motivation and align with desired outcomes, we could increase the number of qualified leads on the consumer solar landing page.

Test method: Set up an A/B test using Optimizely to isolate which content strategy resonated with users.

Test duration: 59 days

We calculated the minimum sample size and an estimated duration based on the following questions:

- What is the conversion rate for the primary KPI (goal) on the page?
- What is the weekly traffic volume over the past 7 days for the page?

## RESULTS

Ultimately, the client was able to reach the desired KPIs, increasing qualified leads to their “get a quote now” form by a huge margin, and lowering CPA. However what they gained in customer and competitive insights proved to be even more valuable to how the client positions itself in the market and messages its value in the highly saturated solar industry.

- 30.6% increase in qualified leads
- Deeper understanding of consumer profiles, including buyer motivations, hesitations, and objections
- Strategy for how to position against competition derived from deep competitive analysis
- Messaging that addressed all of the above and could be used across all consumer-related messaging



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