



Direct Response Advertising and a Little Vegas Luck

LAS VEGAS, THE PLACE WHERE EVEN THE LITTLE GUYS CAN WIN BIG.

This is the story of two, small Las-Vegas-based tech startups that almost single-handedly started the residential solar boom.

Vegas-based Lead Genesis, LLC is the leader in customer acquisition and lead generation for the consumer solar space. In the first quarter of 2015, they connected more than 40,000 consumers across the U.S. with licensed solar contactors in their areas, generating hundreds of thousands of dollars in revenue for Lead Genesis and more than \$50 million in new business for the contractors they partner with. But the numbers haven't always been so exciting.

"When we started in this industry in early 2011, most people had never even considered putting solar panels on their houses," said James Duband, CEO of Lead Genesis. "This meant even if we had great SEO and organic rankings and we spent a fortune on AdWords, we couldn't just sit back and wait for people to find us, because they weren't looking".

In those days, they were happy if a couple hundred leads came in each month, but they knew the industry was primed for much faster growth.

Enter Madrivo

Madrivo is a four-year-old integrated online media firm that has quickly gained recognition as a leader in affiliate marketing and especially direct-response advertising.

Direct response advertising differs from traditional advertising because it's about actively seeking new customers where they are, rather than waiting for them to come to you. In the Internet age, that means getting onto people's mobile devices and into their inboxes.

Duband approached Madrivo based on its reputation as a compliant, no-nonsense, ethical agency that also maintains considerable publishing relationships and backs them up with strong analytics.

"The affiliate marketing space has seen its fair share of shady deals pushed out by unsavory groups - but when used correctly, ethically, and with a legitimate product, it delivers incredible results," Duband said.

"When it comes to doing affiliate marketing the right way, Madrivo is one of the very best, and I think the results in our case prove that."

- James Duband, CEO, Lead Genesis



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Affiliate Marketing Results

Targeting homeowners across the U.S., Madrivo launched both a cost-per-impression (CPM) campaign and a cost-per-action (CPA) campaign where Lead Genesis paid only for completed lead forms.

Madrivo helped hone the messaging and then published the content through their exclusive media channels. The results were immediate. Madrivo's first campaign on behalf of Lead Genesis took the company from 200-300 leads per month to 700, and by the next month, it was over 1,300.

These days, it is not uncommon for Madrivo to deliver upwards of 20,000 completed leads to LG's network in a good month.

"Lead Genesis was a perfect partner for Madrivo," said Madrivo CEO Ronen Hamatian.



"They had a legitimate service to offer, but few people knew about it, which means traditional marketing methods were not going to be very effective.

They needed an active campaign to target and seek out potential buyers, and that's what direct response advertising delivers."

- Ronen Hamatian, CEO, Madrivo -

Over the past three years, these two organizations have generated more than 114,000 qualified leads for the residential solar industry.

When you consider the 5% average conversion rate by these solar contractors, and an average cost of \$30,000 per installation (much of which may be covered by incentives, rebates, and tax credits), this means **Madrivo and Lead Genesis's combined direct-response campaign has pumped more than \$117 million dollars into the budding residential solar industry** over the past few years.

For the solar companies, investing in direct marketing through a dedicated lead generation company has delivered better than 500% ROI.

Want to see what Madrivo's direct response marketing and lead generation efforts can do for YOUR business?

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