

# Case Study, 2022-2023



## At a Glance...

EcoGenAmerica.com provides exclusive leads to solar companies in statewide territories. All leads are inbound, high-intent, active buyers.

### Key Metrics



**62%**

Average lead to appointment conversion rate



**8%**

Average close rate



**\$50K**

Average deal size



**\$3.4M**

Total closed revenue



**EcoGen**  
AMERICA

[sales@ecogenamerica.com](mailto:sales@ecogenamerica.com)

## CHALLENGES

EMT Solar Faced:

- Expensive leads and campaigns converting at low rates
- Bulk majority of leads being shared with competitors
- Needing more sales and growth in underserved regions

## OUR SOLUTION

EcoGenAmerica.com exclusively licensed website leads to EMT Solar in the statewide territories of PA, NJ, & DE during Q1 of 2022.



**High-Intent,  
exclusive,  
profitable leads**



**Reliable volume  
without Ad  
budgets**



**Immediate  
revenue without  
door-knocking**

## RESULTS AND PROFITS

**1**

### The first 300 leads..

EcoGen America generated over **\$1.2M** in revenue at **double** their normal win rate, with an average lead to appointment conversion of **63.67%**

**2**

### After 12 months...

EMT closed over 64 deals from 1,400+ exclusive leads at a healthy close rate of **8%**, and an average deal size of **\$50,442**

**3**

### Increasing growth..

In January-April 2022, EcoGen leads provided EMT over **\$728K** in revenue. During January-April 2023, EcoGen leads provided EMT over **\$1.9M** in revenue, **2.6x** greater than the year before