

Momentum Solar *unlocked millions* in savings using LeadConduit add-ons

The problem

Momentum Solar, a solar installation company, had been using ActiveProspect's LeadConduit for a few months, but wasn't tapping into the full potential of its numerous integrations and add-ons that separate LeadConduit from competitors.

By only using LeadConduit to a fraction of its capabilities, Momentum Solar was only experiencing a fraction of the benefits and limiting its own growth in the process.



ActiveProspect's outstanding customer support and sales teams bolstered the power of LeadConduit for Momentum Solar by utilizing key integrations and add-ons like **SuppressionList, TrustedForm Consent,** and **TrustedForm Insights**, that fortified their CRM and prevented the purchase of undesirable leads. Powered by the full force of LeadConduit, Momentum Solar has been able to leverage add-ons to de-dupe, verify location, verify consent, and scrub its lists of potential litigators.

Momentum Solar has unlocked **millions in savings** and has optimized its whole lead flow after unlocking the full potential of LeadConduit.

[With LeadConduit] we can create different flows with different rules, allowing us to look beyond a black and white approach of lead intake."

Josh Buma, VP of Growth & Performance Marketing

By leveraging LeadConduit's dynamic add-ons, Momentum Solar was able to identify and reject over 99,000 leads, increase productivity, improve its ROI, and save 4.1 million dollars with higher-quality leads in a span of only 90 days.

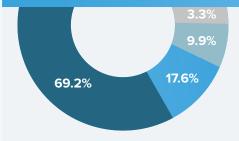


\$4.1 million

saved in only 90 days

99,794

leads rejected with LeadConduit add-ons



- Duplicate leads identified with SuppressionList
- Leads outside of geographical parameters established with TrustedForm Insights
- Leads that had not consented to be contacted verified by TrustedForm Consent
- Leads rejected using other add-ons and filters