

# 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.

## The solution

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.

