

• AZTEC SOLAR · SOLAR MARKETING · SACRAMENTO REGION



From wasted ad spend to 2.2× lower cost per lead

How MarketKing rebuilt Aztec Solar's Google Ads account — turning underperforming campaigns into a predictable, high-converting lead engine

\$127 → \$57

Cost per lead

\$12.75 → \$8

Avg. CPC

More Leads

On less spend

\$171K → \$85K

Total ad spend



Overview

Client: Aztec Solar Inc. — residential & commercial solar company, Sacramento Region, Northern California

Service: Solar PV, battery, and full-service solar energy solutions

Channels: Google Search, Google Performance Max, YouTube — managed via Ellington Manager

OUTCOME

Rebuilt Aztec Solar's Google Ads account from the ground up — cutting cost per lead from \$135.59 to \$30.33 on core search campaigns, with CTR up to 16.04% and conversion rate up to 35.46%, while total ad spend dropped from \$171K to \$85K.

The Problem

Aztec Solar was spending heavily on Google Ads with no clear strategy or attribution.

Wasted spend. No tracking. No campaign-level visibility.



No ROI tracking

Clicks were being counted but not connected to booked consultations or closed deals.



High cost per lead

\$135.59 average cost per lead with no clear picture of which campaigns actually drove qualified homeowner leads.



Wasted ad spend

Budget spread across underperforming keywords and campaigns with no clear strategy or testing framework.



No campaign-level visibility

No way to tell which specific campaigns, keywords, or creatives were actually working.

Result: \$171K in annual ad spend with no clear ROI, high-cost leads, and no visibility into what was actually working.

What We Did

MarketKing rebuilt Aztec Solar's entire Google Ads account from the ground up

We didn't just optimize existing campaigns — we rebuilt the account's structure, tracking, and targeting from scratch, so every dollar spent could be tied to a real, qualified homeowner lead.



TRACKING

Conversion Tracking Overhaul

Rebuilt Google Ads conversion tracking to connect every click to real booked consultations, not just form fills.



PAID MEDIA

Search Campaign Rebuild

Restructured search campaigns around high-intent solar keywords, cutting wasted spend on broad, unqualified traffic.



AUDIENCE

Precision Audience Targeting

Focused targeting on homeowners actively searching for solar solutions across the Sacramento Region.



CREATIVE

Ad Copy & Landing Page Testing

Continuous testing of ad copy and offers to improve click-through and conversion rate.



OPTIMIZATION

Weekly Bid & Budget Optimization

Ongoing bid management and budget reallocation toward the highest-converting campaigns.



REPORTING

Transparent Performance Reporting

Full visibility into CPL, CTR, and conversion rate by campaign, tracked continuously via Ellington Manager.

RESULT

What the numbers look like now



ACCOUNT-WIDE

COST PER LEAD

\$57.43

Down From \$127.04

A 2.2× improvement in cost per lead across the entire account.



ACCOUNT-WIDE

CONVERSIONS

+10%

More Conversions

Lead volume grew +10%, even as total ad spend was cut nearly in half — from \$171K to \$85K.



ACCOUNT-WIDE

AVG. COST PER CLICK

\$8.00

Down From \$12.75

Cheaper clicks across the account, on top of a lower cost per lead.



ACCOUNT-WIDE

TOTAL ANNUAL AD SPEND

\$85K

Down From \$171K

Nearly half the spend — while total account conversions grew from 1,349 to 1,487.

Google Ads Results

Real campaign performance — same account, rebuilt from the ground up

Before · 2024

HIGH COST, LOW EFFICIENCY

Google Ads													
MarketKing · Ellington Manager Acc. · 552-225-4371													
Aztec Solar													
Search "What are my top performing campaigns?"													
View (2 filters) All campaigns Campaigns (43) Select a campaign													
Filters Campaign status: All Ad group status: All Add filter													
Campaigns View (2 filters) All campaigns													
Custom Jan 1 - Dec 31, 2024 Show last 30 days													
Optimize your budgets: You missed conversions because you're limited by budget. Increasing your budget can result in more conversions, while staying within your target. 47.7% Create investment strategy View													
Add filter													
Campaign	Cost	Clicks	Impr.	Conversions	CTR	Avg. CPC	Cost / conv.	Conv. rate	Avg. cost	Interact	Interact r	Conv. value / cost	Conv. value
Total: Campaigns in your current view	\$171,380.14	13,445	1,853,143	1,349.00	0.72%	\$12.75	\$127.04	9.20%	\$11.69	14,565 clicks, agements	0.79%	0.00	354.00
Drafts in progress: 1													
Solar Search Campaigns	\$151,771.51	9,068	238,310	1,119.33	3.81%	\$16.74	\$135.59	12.34%	\$16.74	9,068 clicks	3.81%	0.00	335.33
Tax Calculator	\$11,880.21	1,031	11,920	129.00	8.65%	\$11.52	\$92.09	12.51%	\$11.52	1,031 clicks	8.65%	0.00	0.00
Aztec Solar PMAA	\$2,365.46	1,161	1,302,727	59.67	0.09%	\$2.04	\$39.64	2.51%	\$0.99	2,381 clicks, agements	0.18%	0.01	14.67
Tax Calculator	\$1,580.88	193	2,249	5.00	8.58%	\$8.19	\$316.18	2.59%	\$8.19	193 clicks	8.58%	0.00	0.00

After MarketKing · 2025

LOW COST, HIGH EFFICIENCY

Google Ads													
MarketKing · Ellington Manager Acc. · 552-225-4371													
Aztec Solar													
Search "What are my top performing campaigns?"													
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Campaign	Cost	Clicks	Impr.	Conversions	CTR	Avg. CPC	Cost / conv.	Conv. rate	Avg. cost	Interact	Interact r	Conv. value / cost	Conv. value
Total: Campaigns in your current view	\$85,395.49	10,676	8,758,639	1,487.00	0.12%	\$8.00	\$57.43	0.08%	\$0.05	1,843,357 clicks, agements	21.10%	0.02	1,706.50
Drafts in progress: 1													
AZTEC SOLAR YOUTUBE, TV GENERAL SOLAR V 2	\$16,839.20	527	7,327,864	0.00	0.01%	\$31.95	\$0.00	0.00%	\$0.01	1,788,931 agements	24.41%	0.00	0.00
AZTEC GENERAL SOLAR SEARCH V 1	\$15,679.70	1,458	9,089	517.00	16.04%	\$10.75	\$30.33	35.46%	\$10.75	1,458 clicks, agements	16.04%	0.04	599.00
AZTEC GENERAL SOLAR PMAA V 1	\$13,071.89	3,297	105,626	304.00	3.09%	\$3.96	\$43.00	1.62%	\$0.70	19,742 clicks, agements	17.58%	0.03	332.50
AZTEC GENERAL SOLAR SEARCH V 2	\$13,028.52	821	42,655	114.00	1.92%	\$15.87	\$114.29	13.89%	\$15.87	821 clicks	1.92%	0.04	579.00

What Changed

- ✗ FROM

 - ✗ \$127.04 average cost per lead with no clear ROI visibility
 - ✗ \$12.75 average cost per click, with no room to scale
 - ✗ \$171K annual ad spend with no attribution to booked jobs
 - ✗ No visibility into which campaigns were actually working

- ✓ TO

 - ✓ \$57.43 cost per lead — a 2.2× improvement
 - ✓ \$8.00 average cost per click, account-wide
 - ✓ \$85K annual ad spend — nearly half, with better results
 - ✓ Full campaign-level tracking and reporting via Ellington Manager

Wanna be our next success story?

- ✓ Book a Complimentary Growth Audit — we'll show you exactly where your marketing is leaking revenue
- ✓ Get a clear map of what's broken, what's missing, and how to fix it
- ✓ Walk away with a step-by-step growth plan — whether you work with us or not

Book a Complimentary Audit

\$57.43

Cost per lead down from \$127.04

2.2×

Lower cost per lead