



Solar Cancellation - Paid Ads Report

Highlights key metrics like impressions, clicks, CTR, cost per conversion, conversion value, and ad spend – plus keyword results, landing page insights, and ad group breakdowns.

August 13th, 2025 - November 4th, 2025

Solar Cancellation

Table of Contents

Solar Cancellation Analytics Dashboard

Facebook Ads


Google Ads


3


3


3

Data Definitions

 Performance Metrics

 Engagement Metrics

 Landing Page Metrics

 Conversion Metrics

5

5

5

5

5

Platform Breakdown

Google Ads

Facebook Ads

Instagram Ads

6

6

7

8

Solar Cancellation Analytics Dashboard

Facebook Ads

Facebook Ads Amount ...

\$311.71 K

Leads

15,878

Cost Per Click

\$2.79

Facebook Ad Clicks 197 K

Facebook Ad Clicks

197 K

FB Ads Cost Per Lead

\$19.63

FB Ads CTR

1.74%

Top Campaigns (Clicks)

SSA/MF/TOF/Lead Form/Updated States/ Videos	21,666
SSA/MF/ - Lead Generation Campaigns - NEW VIDEOS [27.07.25]	21,327
SSA/MF/TOF/ Meta Lead Form/ Banners/ABO / Broad Test	18,567
SSA/MQ/BOF& MOF/ Videos Only/ Updated States	12,077
SSA/MQ/TOF/ 1Banners Only / Updated US states / Quiz Link	9,489

Facebook Ad Impressions

11.30 M

FB Ads 3s Video Views

735 K

Revenue Generated

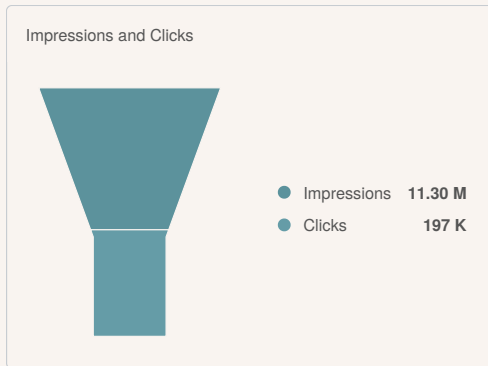
\$3,637,120

ROAS

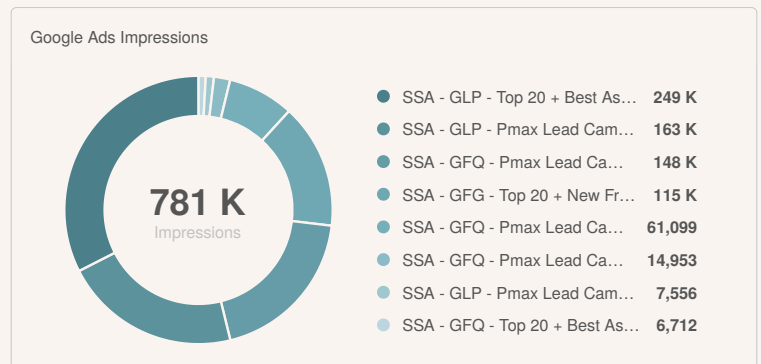
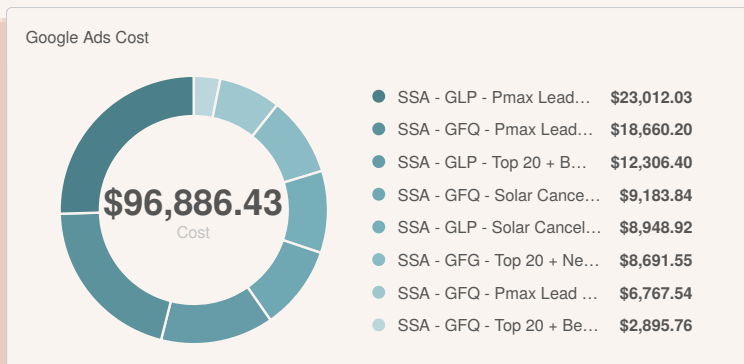
11.66

Showing 50 of 52 Rows

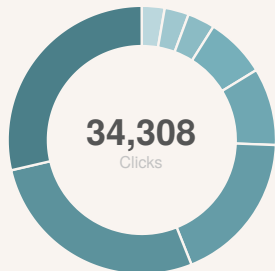
REGION	CLICKS	IMPRESSIONS	AVERAGE CPC	CTR
Texas	47,916	2,849,406	\$1.53	1.68%
California	40,504	2,379,084	\$1.60	1.70%
Florida	32,601	1,776,332	\$1.69	1.84%
Arizona	14,225	787,964	\$1.60	1.81%



Google Ads

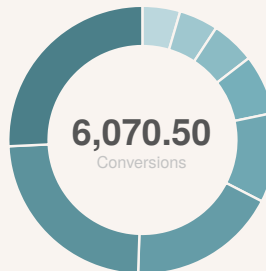


Google Ads Clicks



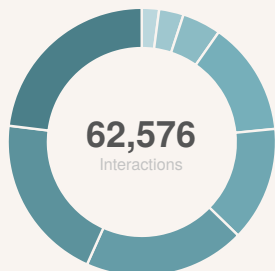
- SSA - GLP - Top 20 + Best As... 9,202
- SSA - GLP - Pmax Lead Cam... 8,816
- SSA - GFQ - Pmax Lead Cam... 5,906
- SSA - GFG - Top 20 + New Fr... 2,998
- SSA - GFQ - Pmax Lead Cam... 2,352
- SSA - GLP - Pmax Lead Cam... 1,056
- SSA - GLP - Solar Cancellation ... 944
- SSA - GFQ - Top 20 + Best Assets 884

Google Ads Conversions



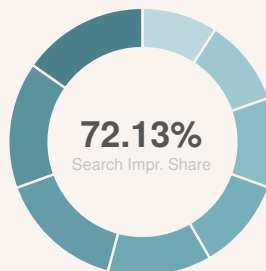
- SSA - GLP - Pmax Lead C... 1,483.67
- SSA - GFQ - Pmax Lead C... 1,368.69
- SSA - GLP - Top 20 + Best... 1,035.48
- SSA - GFG - Top 20 + New F... 623.38
- SSA - GLP - Pmax Lead Ca... 414.62
- SSA - GFQ - Pmax Lead Ca... 305.63
- SSA - GFQ - Top 20 + Best ... 271.01
- SSA - GLP - Pmax Lead Ca... 262.43

Google Ads Interactions



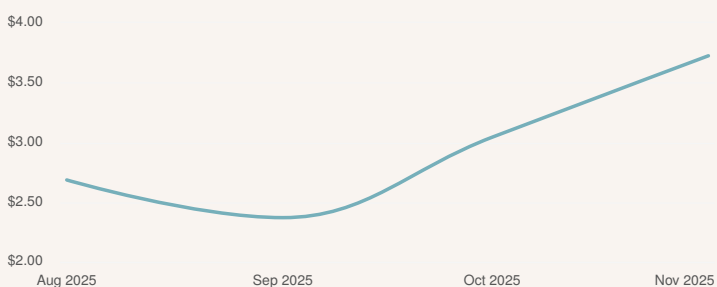
- SSA - GLP - Top 20 + Best A... 13,821
- SSA - GLP - Pmax Lead Ca... 12,140
- SSA - GFQ - Pmax Lead Ca... 11,653
- SSA - GFG - Top 20 + New Fr... 8,296
- SSA - GFQ - Pmax Lead Cam... 8,222
- SSA - GFQ - Pmax Lead Cam... 2,811
- SSA - GLP - Pmax Lead Cam... 1,777
- SSA - GFQ - Top 20 + Best As... 1,244

Google Ads Search Impr. Share

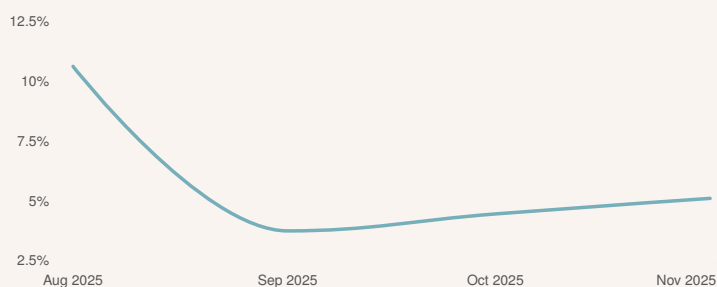


- cancel my solar 100%
- how to get out of tesla solar le... 100%
- how to get out of sunrun contr... 100%
- solar cancellation resource ... 81.98%
- solar cancellation 72.89%
- solar cancellation 71.01%
- solar cancellation resource ... 68.77%
- cancel solar 60%

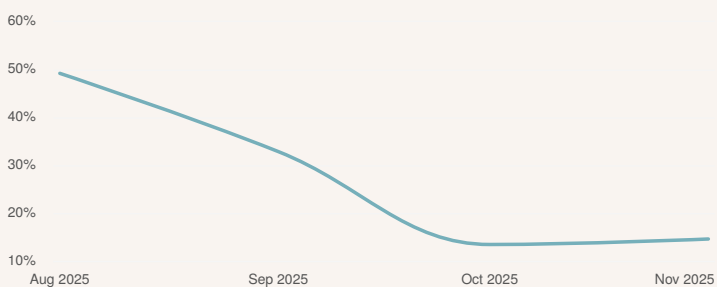
Google Ads Avg CPC



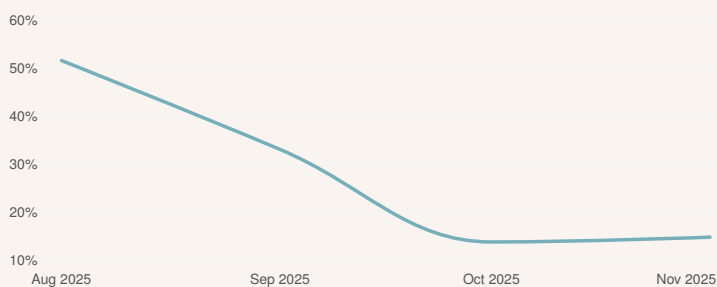
Google Ads CTR



Google Ads Impr. (Abs Top) %



Google Ads Impr. (Top) %



Google Ads Cost / Con...

\$15.96

Google Ads Avg CPM

\$124.06

GA Revenue Generated

\$1,116,024

ROAS

11.52

Data Definitions

Performance Metrics

Impressions:

Number of times an ad was shown.

Reach:

Number of unique users who saw an ad.

Clicks:

Total number of clicks on ads.

CTR (Click Through Rate):

Percentage of impressions that resulted in a click.

CPC (Cost Per Click):

Average cost paid for each click.

Ad Spend / Cost:

Total amount spent on a campaign.

Conversion Metrics

Conversions:

Number of completed desired actions such as purchases or signups.

Cost per Conversion:

Average cost to generate one conversion.

Conversion Value:

Total revenue generated from conversions.

ROAS (Return on Ad Spend):

Revenue earned for every \$1 spent.

Engagement Metrics

Photo Views:

Number of times an image ad was viewed.

Post Reactions:

Likes, loves, and other reactions to an ad.

Post Comments:

Total comments left on an ad.

Engagement:

All interactions including reactions, shares, comments, and clicks.

Landing Page Metrics

Sessions:

Total visits to a landing page.

Users:

Number of unique visitors.

User Engagement:

Average session duration or activity on the page.

Event Count:

Total tracked interactions (e.g. clicks, scrolls, video plays).

Purchasers:

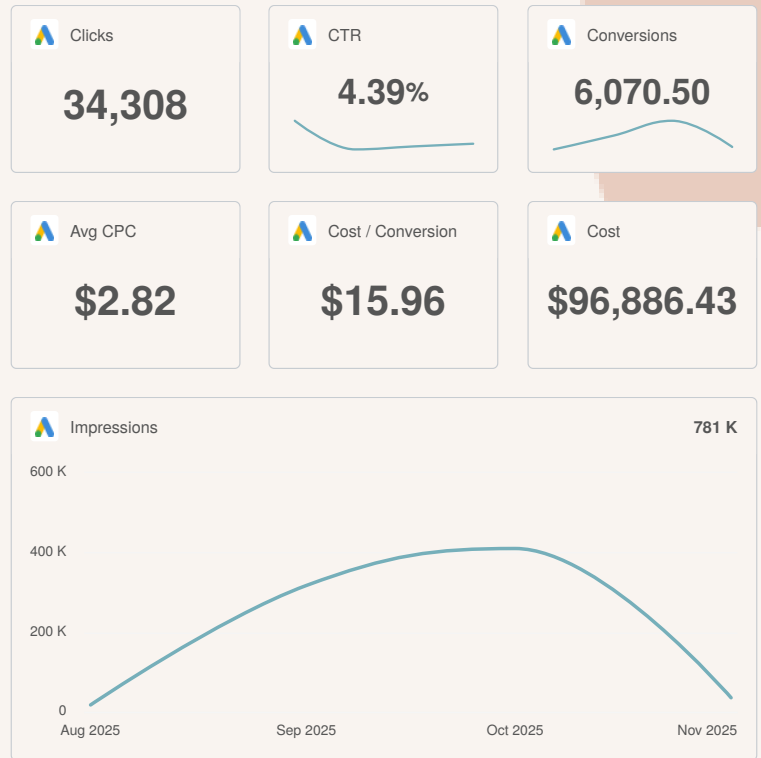
Total number of completed purchases.

Platform Breakdown

Google Ads

Google delivered high-intent traffic through keyword targeting. Conversions were steady, with competitive CPC. Watch for high-cost keywords that may not convert efficiently.

Tip: Regularly review search term reports to identify negatives and reduce wasted spend.



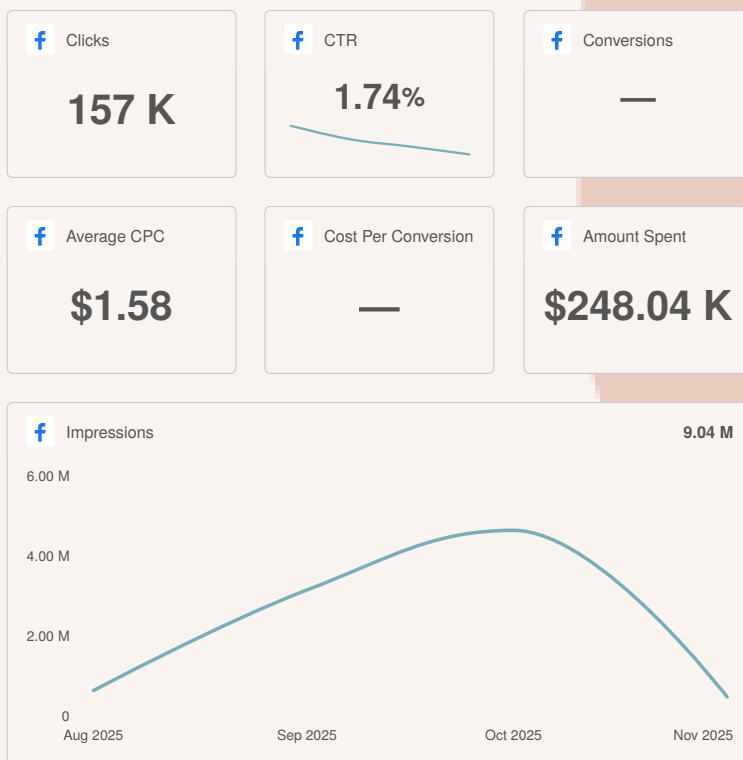
Most Engaging Content

Campaign Performance					
AD	CLICKS	AVG CPC	COST	CONVERSION RATE	COST / CONVERSION
Cancel Your Solar Contract Legal Help for Solar... You May Be Owed a Refund or Settlement If You	870	\$9.41	\$8,189.64	8.25%	\$114.04
Cancel Your Solar Contract Legal Help for Solar... You May Be Owed a Refund or Settlement If You	744	\$11.24	\$8,359.69	11.47%	\$97.96
Trapped in a Bad Solar Deal? Cancel Your Solar... We Help Homeowners Cancel Unfair Solar Contr	65	\$9.40	\$611.13	5.38%	\$174.61
Trapped in a Bad Solar Deal? Cancel Your Solar... We Help Homeowners Cancel Unfair Solar Contr	56	\$8.01	\$448.52	9.82%	\$81.55
Legal Solar Help Available Over 6,000 Homes H... We Use Consumer Laws To Fight Unfair Solar Te	23	\$9.26	\$213.02	8.70%	\$106.51
Legal Solar Help Available Over 6,000 Homes H... We Use Consumer Laws To Fight Unfair Solar Te	18	\$17.26	\$310.76	2.60%	\$663.57





Facebook Ads

Facebook performed well in driving conversions and reach. Video ads generated strong engagement while remarketing campaigns delivered quality leads.

Tip: Continue creative testing to keep CTR high and refine audience exclusions for efficiency.



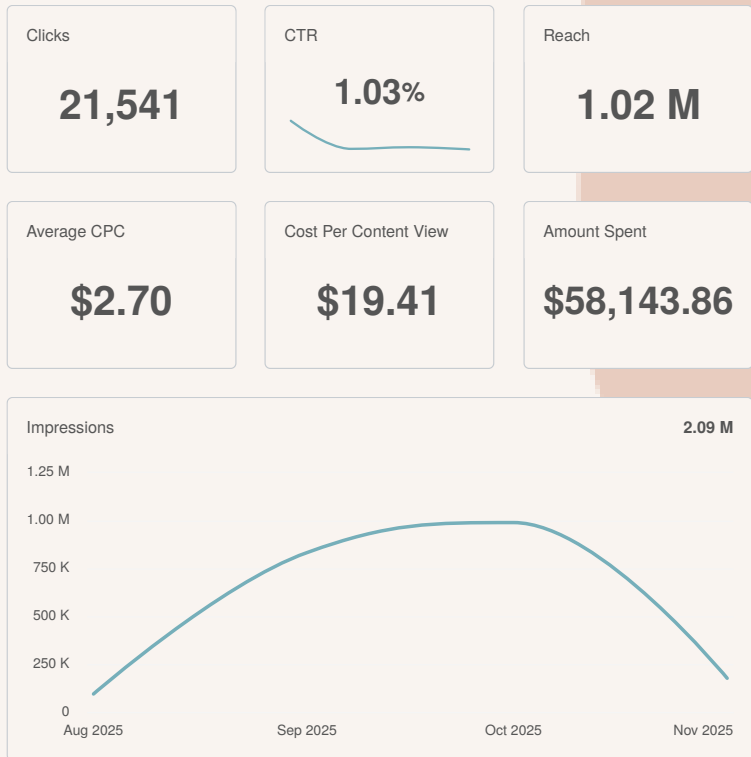
Most Engaging Content

Campaign Performance				
AD	CLICKS	IMPRESSIONS	AVERAGE CPC	CTR
 <p>IMAGE</p>	11,423	836,528	\$1.36	1.37%
 <p>Banner_9</p>	6,817	440,136	\$1.51	1.55%
 <p>banner #4</p>	6,608	330,148	\$1.45	2.00%
 <p>Video Let us help</p>	5,551	325,800	\$1.69	1.70%





Instagram Ads

Instagram boosted brand awareness with strong reach and steady engagement, especially on story placements. Conversions were lower than search platforms but supported the funnel.

Tip: Invest more in story and reel formats which show higher interaction rates.



Most Engaging Content

Campaign Performance				
AD	CLICKS	IMPRESSIONS	AVERAGE CPC	CTR
 <u>IMAGE</u>	5,577	480,117	\$2.09	1.16%
 <u>House black news - IMAGE</u>	1,725	146,945	\$2.41	1.17%
 <u>Video 16</u>	1,267	163,084	\$2.50	0.78%
 <u>Banner 9</u>	1,076	96,260	\$2.75	1.12%