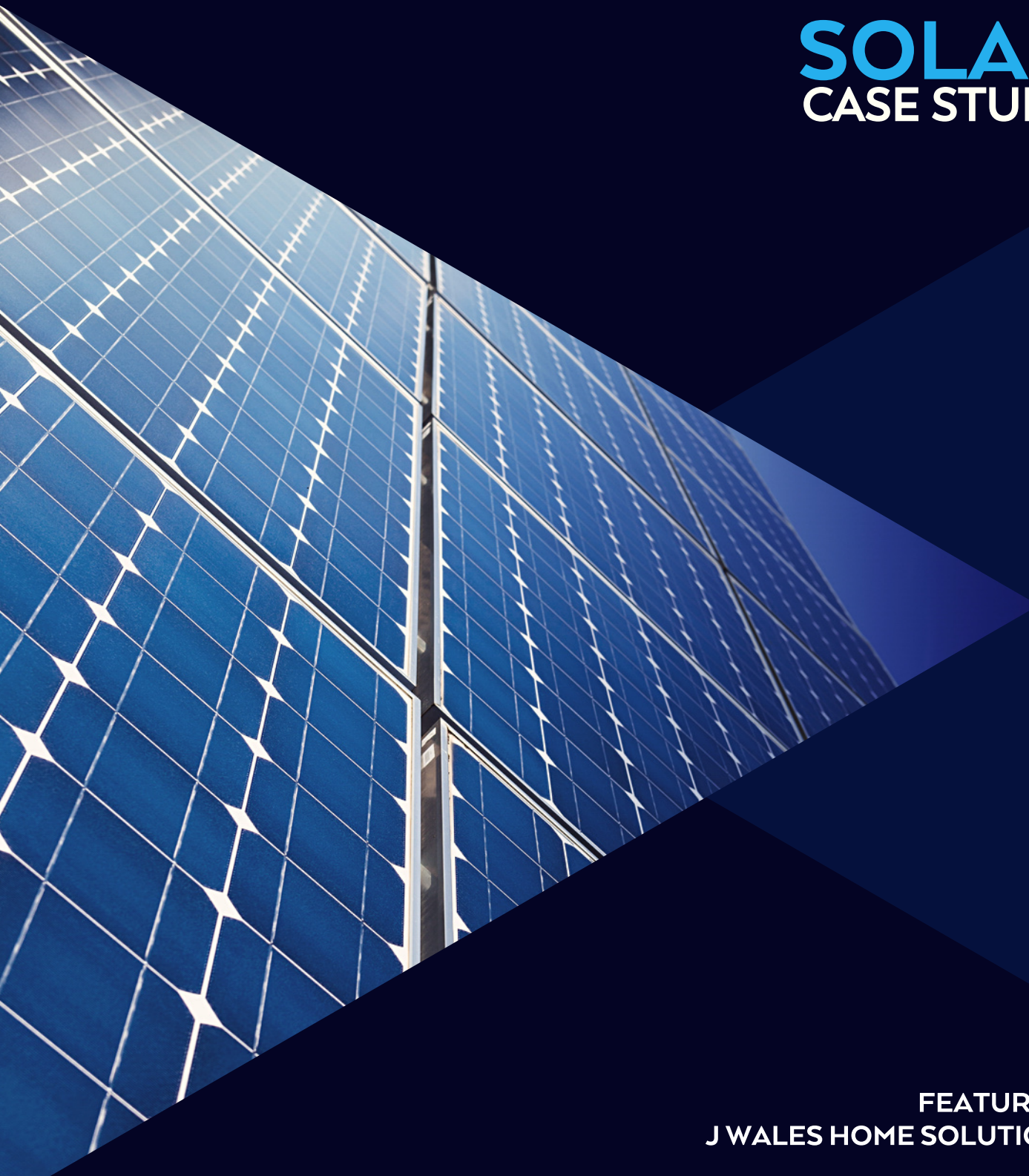




COGNITIVE
CONTRACTOR

SOLAR CASE STUDY



FEATURING:
J WALES HOME SOLUTIONS

REASON: SOLAR LAUNCH

J Wales Home Solutions is an expert in residential roofing and is using a data-driven strategy to grow within their markets, however, they did not know what the DFW market looked like for solar products and services. They lack sufficient sales and marketing resources to canvass or advertise to the entire area, and it would be irresponsible to do so. In order to have a successful solar launch, they needed an accurate understanding of their potential customers and take a more targeted approach with marketing and sales to get the most value for their time and money. JWHS enlisted the help of Cognitive Contractor to provide deeper insights into their market, and to launch their solar campaigns the right way.

GOAL

WHO: JWHS aimed to understand the profile of households that are most likely to install solar on their homes.

WHERE: Identify which households in the DFW area match their ideal customer profile for residential solar.

BONUS VALUE: Get the most value for their time, money, and resources. Specifically, J Wales wants to identify households that might result in a two-for-one value of combined roofing and solar contracts.

CONSUMER INSIGHTS

- Only 66% of owner-occupied DFW homes are considered to be a high-probability for solar.
- 850,000 homes were narrowed down to approximately 500,000 .
- 3 types of solar customers exist in the DFW area related to life stages: baby boomers and gen x.



850K

HOUSEHOLDS ANALYZED

3 TYPES OF CUSTOMERS

GROUP 1	GROUP 2	GROUP 3
<p>Baby Boomers</p> <ul style="list-style-type: none">• Age: 57-75• Income: \$100-150k• Credit Score: 650-750• Marital Status: Married• Home Value: \$100-300k• Year Built: 1970-2000• Median Sqft: 1855• 4 beds / 4 baths	<p>Gen X</p> <ul style="list-style-type: none">• Age: 41-56• Income: \$75-100k• Credit Score: 600-700• Marital Status: Single• Home Value: \$100-200k• Year Built: 1950-2000• Median Sqft: 1650• 4 beds / 4 baths	<p>Mix Gen X & Boomers</p> <ul style="list-style-type: none">• Age: 41-75• Income: \$250k+• Credit Score: 700-800• Marital Status: Married• Home Value: \$300k+• Year Built: After 2000• Median Sqft: 3300• 7 beds / 7 baths

MARKET INSIGHTS

J WALES GAINED STRATEGIC INSIGHTS ABOUT THEIR NEW AUDIENCE

Insights were used to target and customize their sales and marketing strategies to high-value homes.

300K

HOMES OMITTED

Cognitive Contractor narrowed 800,000 homes to 500,000 potential customers.

63%

RELEVANT HOMES

Only 63% of the market was relevant to J Wales. The narrowed focus saved significant time, money, and resources.



J Wales Home Solutions was able to understand their target market, identify where their ideal leads were located and how to market to them. One significant revelation was that their customers mostly varied by age, but otherwise shared very similar characteristics. In other words, the younger group will eventually become the older group.

This insight means that if leads are converted early on, they have the potential to become ongoing customers for the long-term.