



Sunrun Case Study

Background

Sunrun is the largest dedicated residential solar company in the U.S. and pioneered the use of solar leasing for residential customers. They sell directly to consumers over the phone, web, and at retail stores, as well as through a network of certified partners. Sunrun has 100,000+ customers across the country and is growing quickly. Headquartered in San Francisco, CA, the company operates in 17 states.

Sunrun requires a steady flow of candidates to meet the demands of their growing business. Positions include sales, marketing, construction and engineering.

Approach

Sunrun sponsored their positions in a performance-based pay-per-click advertising campaign on LinkUp.

Results

LinkUp delivered quality candidates at an average cost of \$0.50 per click, fully exceeding client expectations. Sunrun received applications for positions like Construction Supervisor, Director of Call Center Operations and Inside Solar Consultant.



Industry

Solar Energy

Challenge

Increase candidate flow to meet demands due to growth

Solution

LinkUp pay-per-click campaign

Results

Campaign duration:

1 month

Avg cost per click:

\$0.50

Avg cost per applicant:

\$15.19