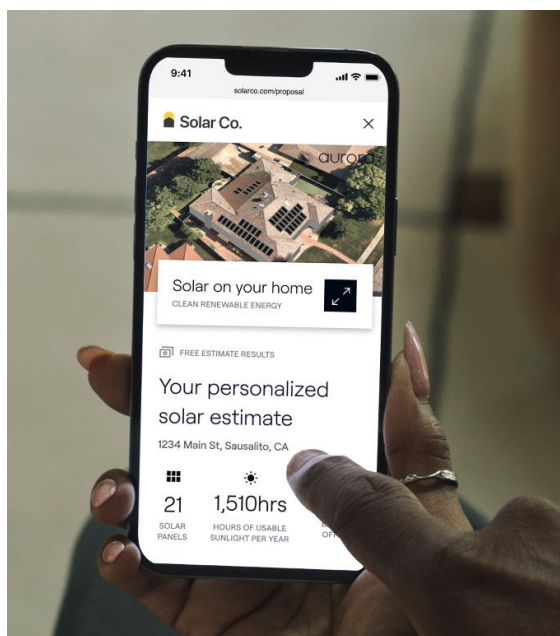


Lead Capture AI

Outshine the competition to win over your leads



"In less than a month utilizing Aurora's Lead Capture AI, we were able to **quadruple our web lead volume**, and we see **25% higher set rates** from our organic leads compared to those generated through other marketing channels."



Richard Murdocco
Vice President of Marketing
NY State Solar

Boost your website conversion rates and capture higher-quality leads with an innovative lead capture experience for homeowners, powered by Aurora's industry-leading solar design software.

Leveraging Aurora's proprietary AI technology, Lead Capture AI delivers an engaging, 3D solar estimate to enable you to stand out from the competition.



Capture attention before the competition

Engage homeowners with a personalized, AI-generated 3D solar estimate to build your brand credibility and stand out with an innovative experience.



Boost your conversion funnel with higher-quality leads

Capture critical qualification data upfront to focus and act quickly on high-quality leads only—no phone call required.



Lower your customer acquisition costs

Streamline qualification and lead routing, reduce costs from nurturing low-quality leads, and empower homeowners to self-qualify.



Enter your address

Where do you live?

Search

Free estimate results

What is your average monthly electric bill?

\$250

Under \$25 Over \$900

Automate qualification away from a phone call

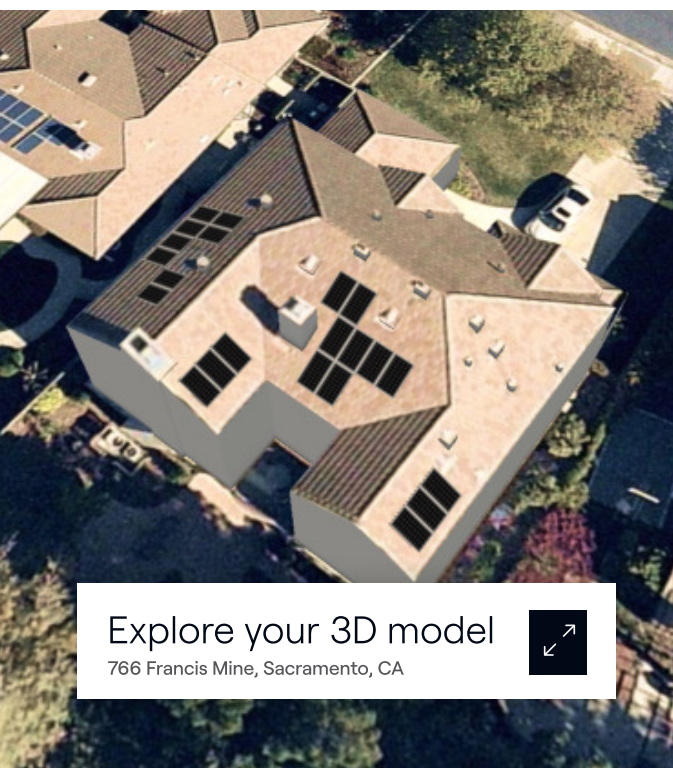
Compatible on desktop, tablet, or phone in landscape or portrait, Lead Capture AI engages homeowners through a set of questions that streamlines your qualification and empower your sales team to focus on what matters.

Bring homeowners in with an AI-powered 3D solar estimate

Deliver an individualized, AI-generated 3D solar estimate to homeowners on demand, including easy-to-understand visuals that empower homeowners to educate and qualify themselves.

Nurture leads before anyone else gets to them

View all homeowner information, including valuable qualification data, and convert qualified leads into projects directly in the Aurora app. Or, integrate Lead Capture API data with your CRM, email, Google Sheets, and over 3,000 other cloud apps via Zapier.



Interested in upleveling your digital marketing strategy?

Request a demo today at
aurorasolar.com/lead-capture-ai