



Meta Ad Copy – Non-Brand Specific Version

Variation 1 – Financial Savings Focus

Headlines:

- Save 30% on Insulation Before It's Gone
- Federal Tax Credit Ends Dec. 31, 2025
- Up to \$1,200 Back on Your Project

Descriptions:

- Lock in big savings before the deadline.
- Stop overpaying on energy—claim your credit now.
- Limited-time savings for local homeowners.

Ad Copy:

Energy costs keep climbing—but you still have one last chance to put money back in your pocket.

The federal insulation tax credit ends December 31, 2025, giving you up to 30% back—or \$1,200 on your insulation project.

👉 Schedule your free estimate with [Insert Brand Name Here] and secure your savings before the deadline.

Variation 2 – Comfort & Lifestyle Focus

Headlines:

- Stop Hot Summers & Drafty Winters
- Insulation = Comfort + Savings
- Make Your Home Comfortable Year-Round

Descriptions:

- Upgrade your comfort and save up to \$1,200.
- Keep your home cozy while lowering bills.
- Act now before the federal tax credit disappears.

Ad Copy:

Tired of hot rooms in the summer and drafty spaces in the winter? Now's the time to fix it—and save while you do.

The federal insulation tax credit ends December 31, 2025, giving you up to \$1,200 back for making your home more comfortable and efficient.

🌟 Don't wait—book your free insulation estimate with [Insert Brand Name Here] today and get the comfort you deserve before the deadline.

Variation 3 – Urgency & Deadline Focus**Headlines:**

- The Clock Is Ticking on Tax Credits
- Insulation Deadline: Dec. 31, 2025
- Don't Miss Out—Save Up to \$1,200

Descriptions:

- Schedules are filling up—don't wait.
- Secure your insulation project before time runs out.
- Beat the rush and claim your savings now.

Ad Copy:

The clock is ticking. On December 31, 2025, the federal insulation tax credit ends for good. Thousands of homeowners are rushing to complete projects and claim up to \$1,200 back.

📞 Call [Insert Brand Name Here] or schedule your free estimate today to make sure your project is finished in time.

Why All 3 Variations Matter

- Financial Savings Focus → Speaks to the most logical buyers who are motivated by dollars and cents. These are the homeowners who care about ROI and cutting their bills.
- Comfort & Lifestyle Focus → Reaches the emotional buyers who don't want to live with hot rooms, drafts, and discomfort. This taps into quality-of-life improvements.

- Urgency & Deadline Focus → Targets the procrastinators by creating fear of missing out. It addresses the reality that schedules fill up and the federal credit is ending.

Together, these three approaches make sure you're speaking to every pain point in your market: money, comfort, and urgency. Running all three in parallel creates a complete funnel strategy that maximizes response.