



Meta Ads Campaign

Generated High-Quality Leads Using Targeted Facebook & Instagram Ads

Focused on high-intent audiences and conversion-driven creatives to improve lead quality, not just quantity.

The Challenge

- The business was running ads but faced high costs.
- Poor targeting.
- Low-quality leads, resulting in wasted ad spend.

Meta Business Suite Image showing very less leads and high CPL before we started working.

Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	On	55 On-Facebook Leads	17,842	51,324	\$7.27 Per On-Facebook Leads	\$399.71	
<input type="checkbox"/>	On	53 On-Facebook Leads	16,531	47,892	\$6.81 Per On-Facebook Leads	\$361.93	
<input type="checkbox"/>	On	46 On-Facebook Leads	14,287	42,615	\$8.26 Per On-Facebook Leads	\$379.76	
Results from 3 campaigns		154 On-Facebook Leads	28,563 Accounts Center accounts	141,831 Total	\$7.42 Per On-Facebook Leads	\$1,141.40 Total Spent	-

- Monthly Ad Spend: \$800
- Cost Per Lead (CPL): \$18 – \$25
- Leads Generated: 30 – 45/month
- Lead Quality: Low (unqualified / low intent)
- Conversion Rate: 1.5% – 2%
- Click Through Rate (CTR): 0.8% – 1.2%
- Cost Per Click (CPC): \$1.5 – \$2.2

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- ROAS: Poor

Our Strategy

We created high-converting ad campaigns with precise audience targeting.

- Optimized creatives.
- Implemented retargeting strategies.
- Focused on conversion tracking.
- Funnel optimization to improve performance.

Results Achieved

- Reduced cost per lead significantly.
- Generated consistent, high-quality leads.
- Improved overall return on ad spend (ROAS).

After working consistently, we got quality leads & sales increased at low CPL.

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- Monthly Ad Spend: Approx Equal, 1000\$
- Cost Per Lead (CPL): \$6 – \$9

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- Leads Generated: 110 – 160/month
- Lead Quality: High (intent-based, relevant audience)
- Conversion Rate: 5% – 7%
- Click Through Rate (CTR): 2.5% – 4.2%
- Cost Per Click (CPC): \$0.6 – \$1.1
- ROAS: 2.5X – 4X improvement

Before: Bad Quality Leads, High CPL, Low Conversions.

After: Good Quality Leads, Low CPL, High Conversions.

Want Similar Results for Your Business?

We help businesses in the USA and UAE generate consistent leads through SEO and performance marketing.

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