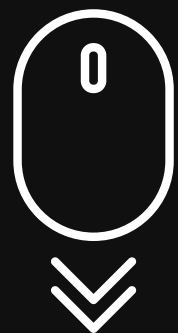


Case Study

Scaling a Dating Offer While Staying
Under the Radar



Platform: Meta Ads (Facebook & Instagram)

Goal: Website Lead Generation

Result: 409 Website leads with average **CPL** of **\$0.42**

Dating

Objective

Generate High-Quality Leads Without Getting Banned Dating is one of Meta's higher-risk advertising categories. Accounts often face rejected ads, restricted delivery, or complete bans due to aggressive creatives or misleading messaging.

Our objective was simple

- Generate a high volume of qualified dating leads.
- Keep campaigns compliant enough to maintain delivery.
- Minimize account risk and avoid unnecessary ad disapprovals.
- Achieve a sustainable cost per lead (CPL) while scaling.



Strategy & Execution

Low-Risk Creative + Smart Review Protection.

Instead of using aggressive dating creatives that commonly trigger Meta's automated review systems, we focused on a safer campaign structure.

What we implemented

- Low-risk, policy-friendly ad creatives designed to reduce review friction.
- Optimized landing page experience that matched ad messaging.
- Advanced cloaking infrastructure to protect campaign longevity while ensuring reviewers were shown compliant content.
- Multiple creative variations to avoid ad fatigue.
- Continuous monitoring and optimization to maintain stable delivery.
- Budget scaling only after campaigns demonstrated stable performance.

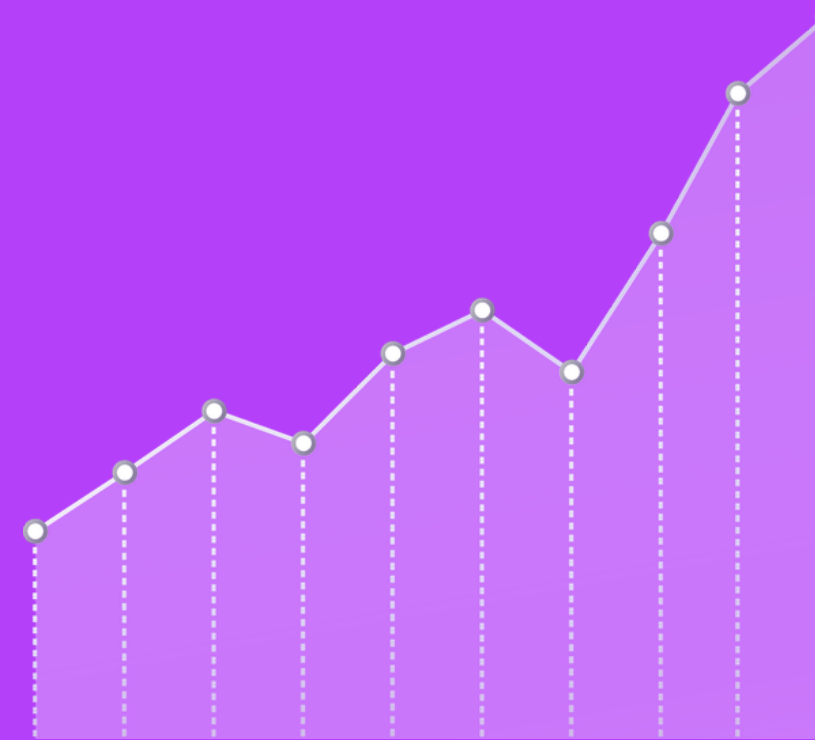
This approach allowed campaigns to remain active longer, maintain delivery, and continue generating leads at a predictable acquisition cost.

Results

Consistent Lead Generation at a Low Cost

Campaign Performance

- **409 Website Leads**
- **Average Cost Per Lead: \$0.42**
- **Total Ad Spend: \$173.54**



Performance Highlights

- 392 leads generated at \$0.42 CPL
- Additional campaigns delivered 17 leads at \$0.59 CPL
- Overall blended CPL remained at \$0.42
- Stable campaign delivery with minimal review interruptions
- Successfully generated hundreds of dating leads while maintaining campaign continuity

Columns: Custom Breakdown

Cost per result	Budget Ad set	Amount spent	Impressions
— Website Lead Per Lead	Using campaign...	\$0.00	
— Website Lead Per Lead	Using campaign...	\$0.00	
17 Website Leads Per Lead	Using campaign...	\$10.08	
392 Website Leads Per Lead	Using campaign...	\$163.46	
— Website Lead Per Lead	Using campaign...	\$0.00	
409 Website Leads Per Lead		\$173.54 Total spent	



Thank You!!!