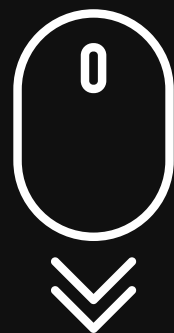


Case Study

Scaling Lead Generation for a
Dating SaaS Platform



Platform: Meta Ads (Facebook & Instagram)
Goal: Generate High-Quality User Leads at Scale
Campaign 1 Result: 67 Qualified Leads at **\$0.49** Cost per Lead with **\$32.53** ad spend

Campaign 2 Results: 59 Website Leads at **\$0.86** Cost per Lead with **\$50.66** ad spend.

Dating SaaS

Objective

Launch and optimize paid advertising campaigns to acquire high-quality users for a dating SaaS platform while maintaining stable campaign performance in a competitive advertising category.

The campaign objectives included

- Generate cost-effective leads at scale
- Acquire users with genuine interest in the platform
- Optimize acquisition costs through continuous testing
- Build a repeatable and scalable lead generation funnel



Strategy & Execution

Dating platforms operate in a highly competitive digital advertising environment where creative quality, audience targeting, and continuous optimization are essential.

Our strategy focused on:

- Creating trust-focused, conversion-oriented ad creatives.
- Using high-quality cloaked links to stay away from ad rejections
- Testing multiple audience segments to identify the lowest-cost lead sources.
- Optimizing campaign budgets based on real-time performance data.
- Improving landing page experience to maximize lead conversion rates.
- Running ongoing A/B tests on creatives, copy, and targeting to continuously reduce acquisition costs.

This iterative optimization approach allowed us to consistently improve efficiency while scaling lead volume.

Campaign 1 Results

Meta Ads Performance

- 67 Qualified Leads
 - \$0.49 Cost per Lead
 - \$32.53 Total Ad Spend
 - 6,817 Impressions
 - 4,508 People Reached
 - \$30 Daily Budget
- ### Highlights

- ✓ 67 qualified users acquired
- ✓ Average CPL of only \$0.49
- ✓ Excellent reach-to-lead efficiency
- ✓ High-volume lead generation from a modest budget

Campaign 1 Results

Meta Ads Performance

- 59 Website Leads
- \$0.86 Cost per Lead
- \$50.66 Total Ad Spend
- 11,616 Impressions
- 8,304 Reach
- \$50 Daily Budget

- ✓ 59 website leads generated
- ✓ Consistent lead quality
- ✓ Cost-efficient acquisition under \$1 per lead
- ✓ Strong campaign stability throughout the reporting period

Overall Campaign Impact

Across both campaigns, the dating SaaS platform achieved

- 126 Total Leads
- Under \$83 Total Ad Spend
- Average Cost Per Lead below \$0.70
- 18,433 Total Impressions
- 12,812 Users Reached

Campaign

B

CYBER 901 0561 (81724...

⚡

96

Tất cả quảng cáo

There is distribution

Act

The ad is active.

+ See more

Phân phối chiến dịch là

Bản nhập và 7 giá trị khác

Describe what you are looking for.

Campaign

Ad group

Advertisement

+ Create

Cloning

Edit

A/B testing

See more

Column : Efficiency

Data breakdown

	On... ↑↓	Campaign ↑↓	Distribution ↓	Act	Result ↑↓	Cost per outcome ↑↓	Budget ↑↓	Amount spent ↑↓	Impressions ↑↓	The person who...	End ↑↓
☐	☒	New Leads Campaign	Currently operating	2 proposals	67 Number of potential ...	\$0.49 For each potential cu...	\$30.00 Every day	\$32.53	6,817	4,508	In progr
☐	☒	New Awareness Campaign	Ads are turning off.	—	— Reach	— For every 1,000 peopl...	Use the ad grou...	\$0.00	—	—	In progr
☐	☒	New Leads Campaign	Not yet distributed	Errors in advertising	— Potential customers o...	— For each potential cus...	\$30.00 Every day	\$0.00	—	—	In progr
Results from 3 campaigns ⓘ					— Multiple conversions	— Multiple conversions		\$32.53 Total expenditure	6,817 Total	4,508 Meta Account	

Result ↑↓	Cost per outcome ↑↓
67 Number of potential ...	\$0.49 For each potential cu...
— Reach	— For every 1,000 peopl...
— Potential customers o...	— For each potential cus...

Campaigns

Ad sets

Ads

+ Create

Duplicate

Edit

A/B test

More

Columns

Breakdown

Grouping

	Off / On ↑↓	Campaign ↑↓	Delivery ↑	Actions	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressions ↑↓	Reach ↑↓	Ends ↑↓
☐	☒	New Leads Campaign	Account spend limit	—	59 Website Leads	\$0.86 Per Lead	\$50.00 Daily	\$50.66	11,616	8,304	O
Results from 1 campaign ⓘ											



Thank You!!!