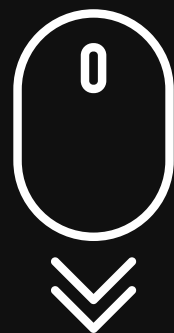


Case Study

Generating High-Quality Leads for
a Financial Services Brand



Platform: Meta Ads (Facebook & Instagram)
Goal: Generate High-Quality Financial Leads
Result: 68 Website Leads, 221 Landing Page Views
Average Cost: \$0.78 per Lead with \$52.79
Total Ad Spend

Financial Services / FinTech

Objective

Launch and optimize a lead generation campaign for a financial services company in a highly regulated advertising environment.

The primary objectives were

- Generate qualified website leads at the lowest possible cost
- Increase landing page engagement
- Maximize return on advertising spend
- Build a scalable lead acquisition funnel while maintaining stable campaign performance



Strategy & Execution

Financial services advertising requires strong trust signals, precise audience targeting, and continuous optimization to achieve sustainable results.

Our campaign strategy included

- Developing trust-focused creatives with clear value propositions.
- Using cloaked links for BH pages to get ads approved.
- Creating a streamlined landing page experience to maximize lead conversion.
- Testing multiple audience segments to identify the highest-quality prospects.
- Continuously optimizing campaign budgets, placements, and creatives based on performance data.
- Running ongoing A/B tests to reduce cost per lead while improving lead quality.

Through data-driven optimization and continuous performance monitoring, we achieved consistent lead generation at a competitive acquisition cost.

Results

The campaign delivered strong lead generation performance while maintaining excellent cost efficiency.

Campaign Performance

- 68 Website Leads
- 221 Landing Page Views
- \$0.78 Cost per Lead
- \$52.79 Total Ad Spend
- 12,321 Impressions
- \$50 Daily Budget



Performance Highlights

- 68 qualified website leads generated
- 221 engaged landing page visitors
- Cost per Lead of only \$0.78
- Over 12,000 targeted impressions
- Efficient customer acquisition with just \$52.79 in ad spend

Campaigns

Ad sets

Ads

+ Create

Duplicate

Edit

Analyze

A/B test

More

Columns

Breakdown

Grouping

☐	Off / On	Campaign	Landing page views	Delivery	Results	Cost per result	Budget	Amount spent	Impressio...	Reach
☐	☒	New Leads Campaign	221	Active	68 Website Leads	\$0.78 Per Lead	\$50.00 Daily	\$52.79	12,321	
Results from 1 campaign										



Thank You!!!