

META ADS LEAD GENERATION CAMPAIGN CASE STUDY

Facebook & Instagram Performance Marketing

Prepared By
Growbargain Digital Solutions

Contact: +91 7794098945
Email: info@growbargain.com

Campaign Overview

Growbargain Digital Solutions successfully executed a **Meta Ads (Facebook & Instagram)** performance marketing campaign focused on generating **qualified direct phone call leads** through Meta's Click-to-Call objective.

The campaign was strategically designed to reach high-intent audiences, encourage immediate customer interaction, and generate measurable business enquiries while maintaining a low cost per acquisition.

Using data-driven audience targeting, creative optimization, and continuous campaign monitoring, the campaign achieved outstanding performance within a short period.

Campaign Objective

The primary objectives of the campaign were to:

- Generate qualified direct phone call leads.
 - Increase customer enquiries through Facebook and Instagram.
 - Reach a highly targeted audience with strong purchase intent.
 - Improve campaign efficiency while reducing Cost Per Lead (CPL).
 - Maximize return on advertising investment through continuous optimization.
-

Campaign Information

Particular	Details
Campaign Name	Test – ASADSET

Particular	Details
Advertising Platform	Meta Ads (Facebook & Instagram)
Campaign Objective	Direct Call Lead Generation
Attribution Setting	7-Day Click or 1-Day View
Campaign Duration	10 July 2026 – 17 July 2026
Campaign Status	Completed

Campaign Performance Summary

Performance Metric	Result
Qualified Phone Calls Generated	57
Reach	10,090 People
Impressions	13,117
Frequency	1.30
Amount Spent	₹1,385.72
Cost Per Qualified Phone Call	₹24.31
Link Clicks	208
Cost Per Link Click (CPC)	₹6.66
Link Click-Through Rate (CTR)	1.59%
Total Clicks	419
Overall Click-Through Rate	3.19%
Cost Per Click (All)	₹3.31
CPM (Cost per 1,000 Impressions)	₹105.64

Campaign Highlights

The campaign delivered strong performance across all key metrics within a seven-day period.

Key Achievements

- Generated 57 **qualified direct phone call enquiries**.
 - Reached **10,090 highly targeted users**.
 - Delivered **13,117 ad impressions** across Meta platforms.
 - Achieved **419 total user engagements**.
 - Recorded **208 qualified link clicks**.
 - Maintained a healthy **Frequency of 1.30**, ensuring audience reach without excessive ad repetition.
 - Achieved an excellent **Cost Per Lead (CPL) of ₹24.31**, demonstrating efficient budget utilization.
-

Audience Targeting Strategy

The campaign targeted audiences based on location, demographics, and interests to maximize lead quality.

Geographic Targeting

- Andhra Pradesh
- Telangana

Age Group

- 25 – 65+ Years

Gender

- Male
- Female

Languages

- Telugu
- English

Interest-Based Targeting

- Business Services
- Digital Marketing
- Facebook
- Instagram
- Entrepreneurs
- Small Business Owners
- Online Business
- Lead Generation
- Marketing & Advertising

Campaign Optimization

Throughout the campaign, continuous optimization techniques were implemented to improve performance, including:

- Audience refinement
- Creative optimization
- Budget optimization
- Placement optimization

- Meta AI delivery optimization
- Performance monitoring
- Click-to-Call optimization

These optimizations contributed significantly to achieving a low Cost Per Lead while maintaining high engagement.

Performance Insights

The campaign demonstrated excellent efficiency in converting audience engagement into qualified business enquiries.

The combination of a **1.59% Link Click-Through Rate**, **3.19% Overall CTR**, and **₹24.31 Cost Per Qualified Phone Call** indicates that the campaign successfully reached relevant audiences and motivated them to take immediate action.

The campaign also maintained a balanced frequency, ensuring advertisements remained effective without causing audience fatigue.

Conclusion

The **Test – ASADSET** campaign showcases the effectiveness of a well-planned and professionally managed Meta Ads strategy for lead generation.

Over the course of **10 July 2026 to 17 July 2026**, the campaign generated **57 qualified phone call leads** while reaching more than **10,000 potential customers** with an advertising spend of only **₹1,385.72**.

The campaign achieved an impressive **Cost Per Lead of ₹24.31**, demonstrating that strategic audience targeting, compelling ad creatives, and continuous optimization can produce high-quality leads at a cost-effective rate.

This case study reflects Growbargain Digital Solutions' expertise in delivering measurable business outcomes through performance-driven Meta advertising campaigns.

About Growbargain Digital Solutions

Growbargain Digital Solutions is a results-oriented digital marketing agency specializing in performance marketing and business growth solutions.

Our Core Services

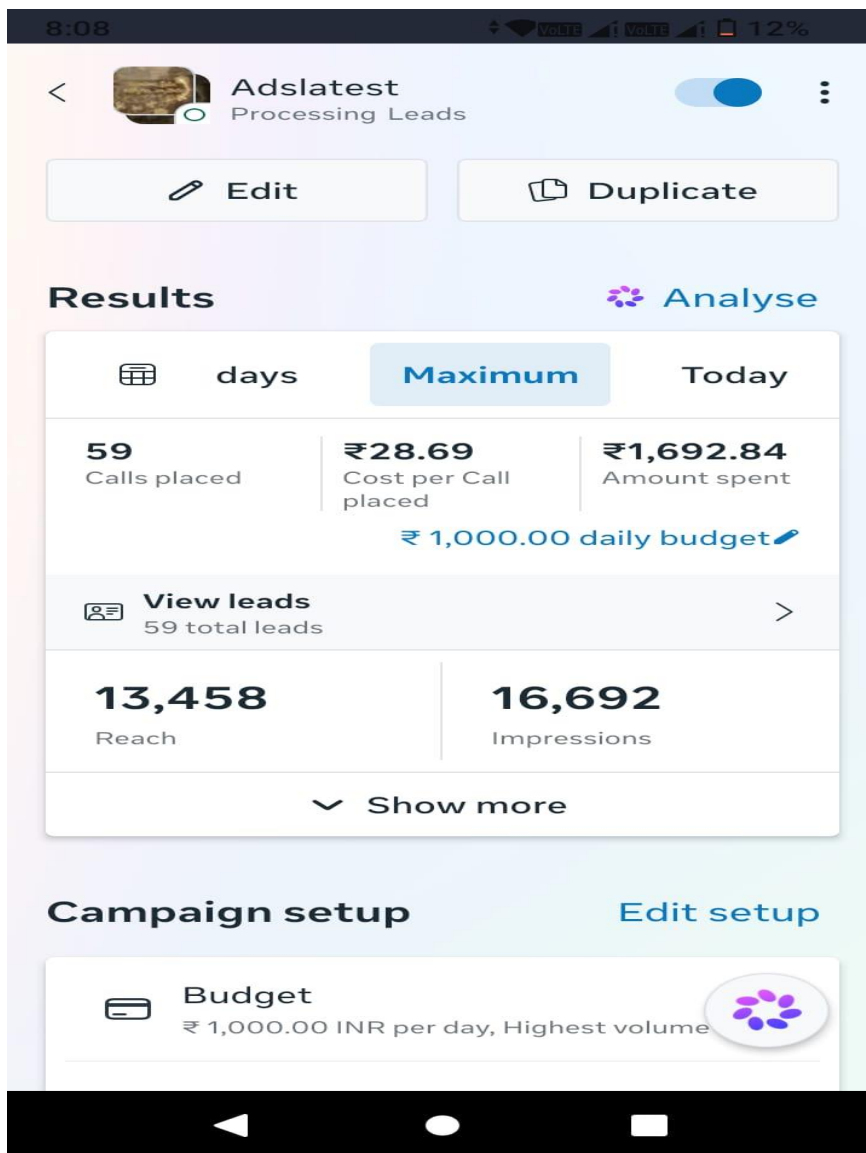
- Meta Ads (Facebook & Instagram)
- Google Ads
- Lead Generation Campaigns
- Website Design & Development
- Search Engine Optimization (SEO)
- Social Media Marketing
- Branding & Creative Design
- Performance Marketing

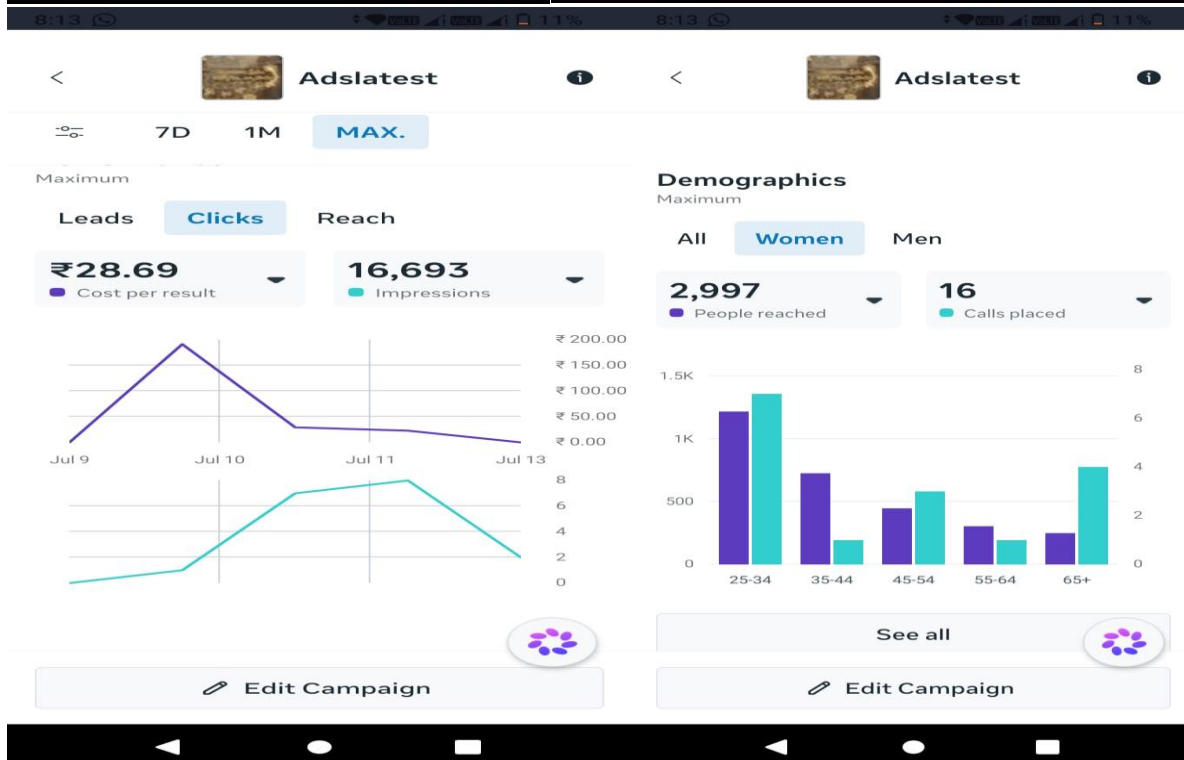
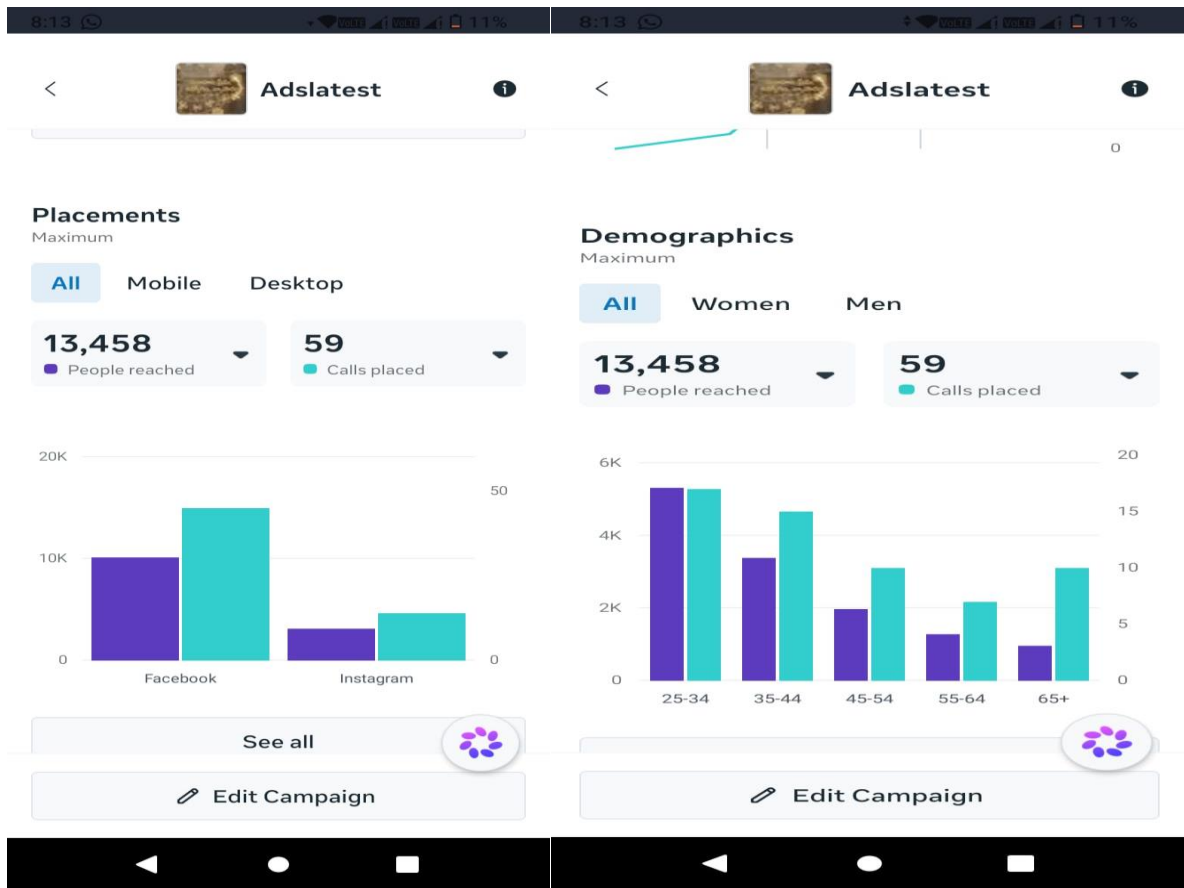
Growbargain Digital Solutions

Phone: +91 7794098945

Email: info@growbargain.com

Proofs





8:08

Adslatest
Processing Leads

Edit

Duplicate

Results

Analyse

days

Maximum

Today

59
Calls placed

₹28.69
Cost per Call placed

₹1,692.84
Amount spent

₹ 1,000.00 daily budget

View leads
59 total leads

13,458
Reach

16,692
Impressions

Show more

Campaign setup

Edit setup

Budget
₹ 1,000.00 INR per day, Highest volume

8:12

Demographics

65+, Men

Calls placed6

Cost per Call placed₹ 13.75

Reached706

CTR0.71%

55-64, Men

Calls placed6

Cost per Call placed₹ 22.43

Reached961

CTR0.50%

65+, Women

Calls placed4

Cost per Call placed₹ 6.49

Reached250

CTR1.36%

45-54, Women

Calls placed3

Cost per Call placed₹ 22.12

Reached448

CTR%

55-64, Women

The image displays two side-by-side screenshots of the Adslatest mobile application interface.

Left Screenshot:

- Header:** Shows the time as 8:07, battery level at 12%, and a toggle switch labeled "Active Leads".
- Buttons:** "Edit" and "Duplicate" buttons are visible below the header.
- Results Section:**
 - Includes a calendar icon and tabs for "days", "Maximum" (selected), and "Today".
 - Key metrics displayed:
 - Calls placed: 59
 - Cost per Call placed: ₹28.69
 - Amount spent: ₹1,692.84
 - A note indicates a budget of ₹400.00 daily.
 - A section titled "View leads" shows "59 total leads" with a right arrow.
 - Below this, "Reach" is shown as 13,458 and "Impressions" as 16,692.
 - A "Show more" link is present at the bottom of the results section.
- Campaign setup Section:**
 - Shows the "Budget" as ₹400.00 INR per day, Highest volume.
 - An "Edit setup" link is available.

Right Screenshot:

- Header:** Shows the time as 8:14, battery level at 11%, and a profile icon.
- Performance Section:**
 - Includes a filter icon and tabs for "7D", "1M", and "MAX." (selected).
 - Sub-sections for "Leads", "Clicks", and "Reach" (selected) are shown.
 - Key performance indicators:
 - Impressions: 16,693
 - CPM (cost per 1,000 impressions): ₹101.42
 - Two line graphs showing trends over time (Jul 9 to Jul 13). The top graph (purple) represents Impressions, peaking around Jul 11. The bottom graph (teal) represents CPM, also peaking around Jul 11.
- Action Button:** An "Edit Campaign" button is located at the bottom.



Adslatest

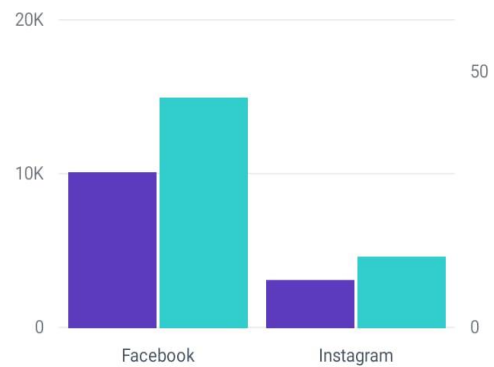
MAX.

Maximum

Desktop

59

- Calls placed



 Edit Campaign

Demographics

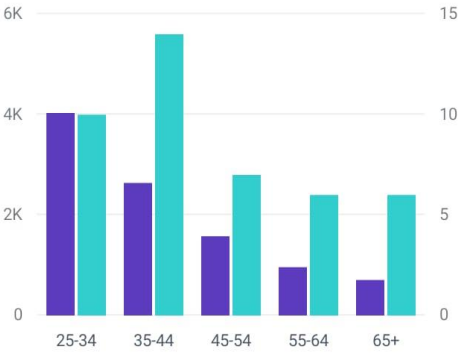
Maximum

All Women Men

10,372 43

People reached

Calls placed



See all

Edit Campaign

See all

Locations

Maximum

Countries Regions

Telangana	
Calls placed	--
Reached	7,899
Andhra Pradesh	
Calls placed	--
Reached	5,140

See all

Edit Campaign