Case Study 2: 346 Leads, 12 Closed Deals, $372,000 in Closed Contract Value

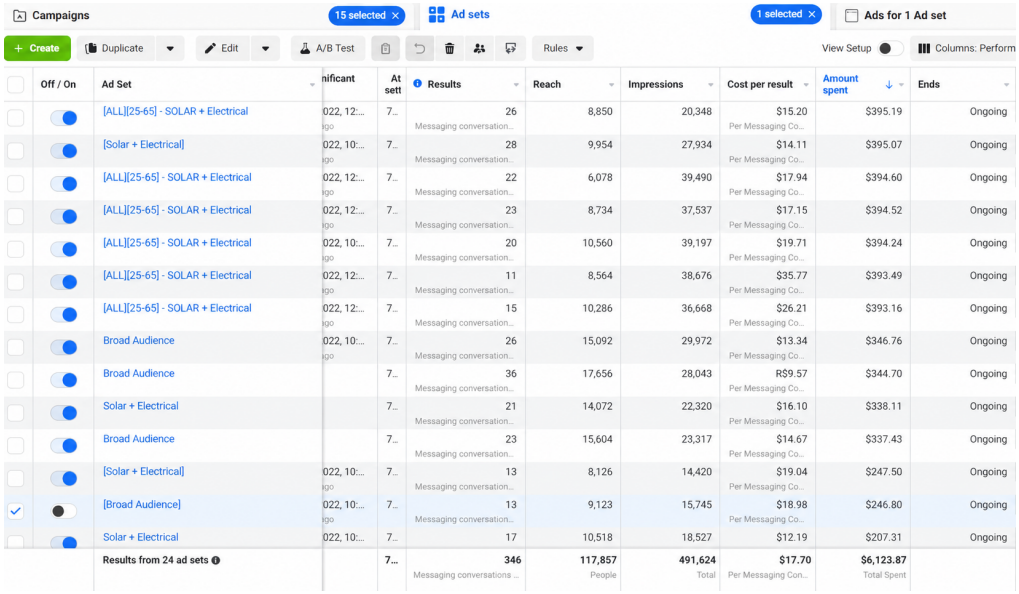
$6,123.87	346	12 Clients	$372,000
TOTAL AD SPEND	QUALIFIED LEADS	CLOSED CONTRACTS	EST. TOTAL VALUE

Executive Summary & Execution Strategy

In high-ticket contracting, lead quality is paramount. The offer combined solar equipment and installation into a turnkey proposition, giving potential customers a clear, compelling reason to reach out.

The commercial result came from tightly connecting direct-response lead generation with a fast-acting frontline sales follow-up protocol.

The campaign delivered leads at $17.70 each with $6,123.87 in total spend. Across 12 closed sales averaging $31,000 each, customer acquisition cost was just $510.32 per $31,000 deal.



Campaigns | 15 selected | Ad sets | 1 selected | Ads for 1 Ad set

Create | Duplicate | Edit | A/B Test | Rules | View Setup | Columns: Perform

Off / On	Ad Set	nificant	At sett	Results	Reach	Impressions	Cost per result	Amount spent	Ends
	[ALL][25-65] - SOLAR + Electrical	022, 12:...	7...	26 Messaging conversation...	8,850	20,348	$15.20 Per Messaging Co...	$395.19	Ongoing
	[Solar + Electrical]	022, 10:...	7...	28 Messaging conversation...	9,954	27,934	$14.11 Per Messaging Co...	$395.07	Ongoing
	[ALL][25-65] - SOLAR + Electrical	022, 12:...	7...	22 Messaging conversation...	6,078	39,490	$17.94 Per Messaging Co...	$394.60	Ongoing
	[ALL][25-65] - SOLAR + Electrical	022, 12:...	7...	23 Messaging conversation...	8,734	37,537	$17.15 Per Messaging Co...	$394.52	Ongoing
	[ALL][25-65] - SOLAR + Electrical	022, 10:...	7...	20 Messaging conversation...	10,560	39,197	$19.71 Per Messaging Co...	$394.24	Ongoing
	[ALL][25-65] - SOLAR + Electrical	022, 12:...	7...	11 Messaging conversation...	8,564	38,676	$35.77 Per Messaging Co...	$393.49	Ongoing
	[ALL][25-65] - SOLAR + Electrical	022, 12:...	7...	15 Messaging conversation...	10,286	36,668	$26.21 Per Messaging Co...	$393.16	Ongoing
	Broad Audience	022, 10:...	7...	26 Messaging conversation...	15,092	29,972	$13.34 Per Messaging Co...	$346.76	Ongoing
	Broad Audience		7...	36 Messaging conversation...	17,656	28,043	R$9.57 Per Messaging Co...	$344.70	Ongoing
	Solar + Electrical		7...	21 Messaging conversation...	14,072	22,320	$16.10 Per Messaging Co...	$338.11	Ongoing
	Broad Audience		7...	23 Messaging conversation...	15,604	23,317	$14.67 Per Messaging Co...	$337.43	Ongoing
	[Solar + Electrical]	022, 10:...	7...	13 Messaging conversation...	8,126	14,420	$19.04 Per Messaging Co...	$247.50	Ongoing
✓	[Broad Audience]	022, 10:...	7...	13 Messaging conversation...	9,123	15,745	$18.98 Per Messaging Co...	$246.80	Ongoing
	Solar + Electrical	022, 10:...	7...	17	10,518	18,527	$12.19	$207.31	Ongoing
	Results from 24 ad sets		7...	346 Messaging conversations ...	117,857 People	491,624 Total	$17.70 Per Messaging Con...	$6,123.87 Total Spent	

CRM Pipeline Proof: 346 leads, 12 signed clients, $372,000 total sales volume.