



META ADS CAMPAIGN

# Lead Generation Campaign Results

Topeka, Kansas · Roofing Industry · Feb 24 – Mar 2, 2026

# What We Did



Objective

**Lead Generation**

Meta Ads Lead Form



Target Market

**Topeka, KS**

Roofing / Real Estate



Ad Format

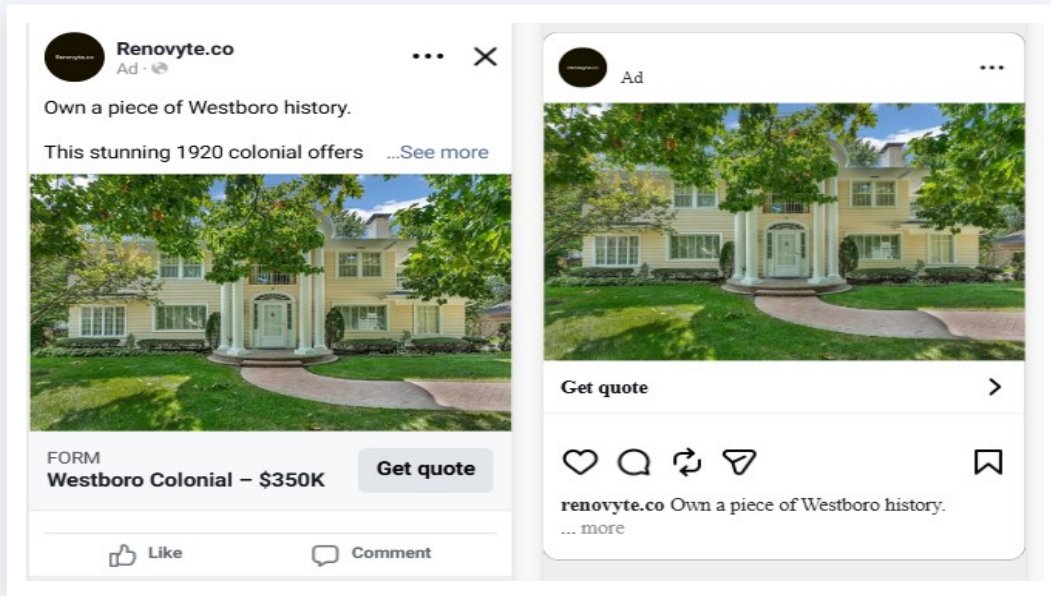
**Dynamic Creative**

Image + Copy Variants

Campaign Period: February 24 – March 2, 2026 · 7-day window

# Facebook Lead Form Ads

Two image variants were tested under one Dynamic Creative campaign targeting homeowners in Topeka, KS.



Promoted real estate listing: 1920 Colonial, Westboro



Lead form CTA: 'Get Quote' for immediate engagement



Image 1 drove 100% of conversions — clear winner



Copy focused on property history & value proposition

# Campaign Performance at a Glance

 15

Leads

Total Leads Generated

 \$3.10

Per Lead

Cost Per Lead (CPL)

 \$46.45

Total Spend

Budget Deployed

 2,007

People

Total Reach

 2,716

Impressions

Total Impressions

 14.7%

Conv. Rate

Click → Lead Conversion

# Raw Data from Meta Ads Manager

Full breakdown of campaign and creative-level performance metrics.

Campaign name ▼	Results ▼	Reach ▼	Frequency ▼	Cost per result ▼	Amount spent ▼	Impressions ▼	CPM (cost per 1,000 impressions) ▼	Link clicks ▼	CPC (cost per... ▼
Lead Gen Test-Rooftop	15 Leads (Form)	2,007	1.35	₹287.92 Leads (Form)	₹4,318.87	2,716	₹1,590.16	102	₹42.34
<b>Total results</b> 1 / 1 row displayed	<b>15</b> Leads (Form)	<b>2,007</b> Accounts Center accounts	<b>1.35</b> Per Accounts Center account	<b>₹287.92</b> Leads (Form)	<b>₹4,318.87</b> Total spent	<b>2,716</b> Total	<b>₹1,590.16</b> Per 1,000 Impressions	<b>102</b> Total	<b>₹42.34</b> Per Action

# Image 1 vs. Image 2 Breakdown

IMAGE 1 — WINNER



**15**

Leads

**100**

Link Clicks

**₹4,079**

Amount Spent

**₹271.92**

Cost per Lead

**3.77%**

CTR

IMAGE 2 — TEST VARIANT

**0**

Leads

**2**

Link Clicks

**₹240**

Amount Spent

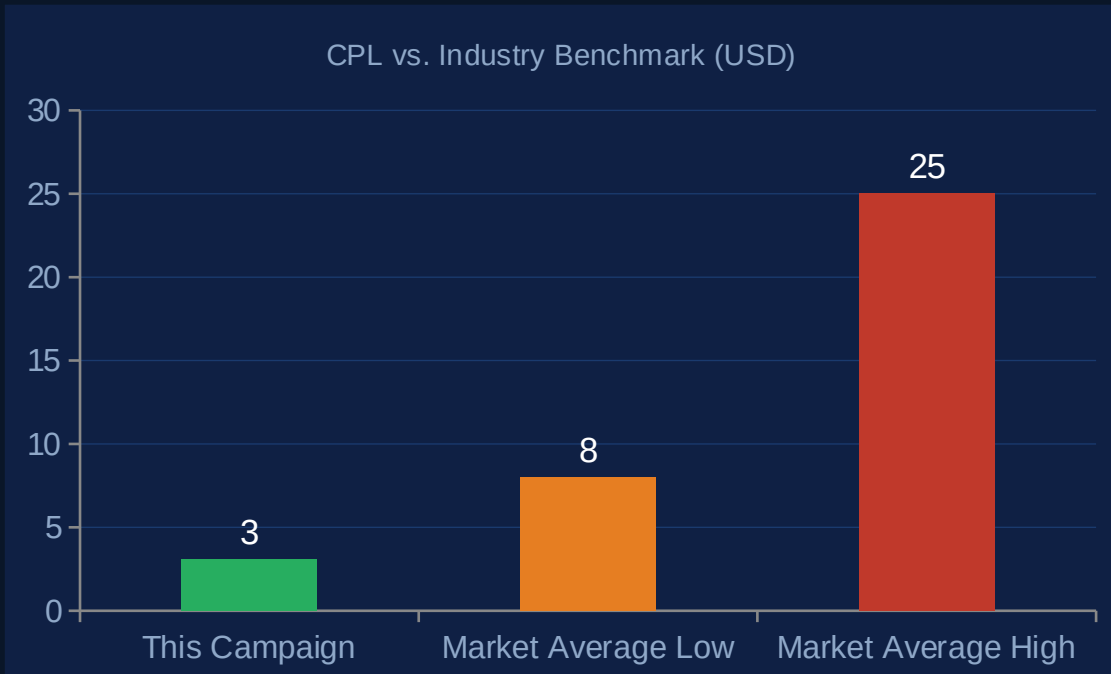
**N/A**

Cost per Lead

**3.13%**

CTR

# Industry Benchmark Comparison



 **60-80%**

Cheaper than typical U.S. real estate CPL

 **\$3.10**

Our cost per lead vs. \$8-\$25 market range

 **14.7%**

Click-to-lead rate (>10% is strong for Meta)

# Featured Property — Westboro Colonial

The property image used in Image 1 (the top-performing variant)



1920 Colonial • Westboro • \$350K

# Campaign Delivered Exceptional Results

- ✓ 15 qualified leads generated from a \$46 test budget
- ✓ CPL of \$3.10 — 60–80% below U.S. market average of \$8–\$25
- ✓ 14.7% click-to-lead rate — well above the 10% Meta benchmark
- ✓ Image 1 identified as the clear winning creative variant
- ✓ Dynamic Creative testing validated for scale-up