

CASE STUDY

419 Qualified Submissions in 7 Days. \$1.82 CPL on a \$700 Budget.

How a mid-campaign pivot from landing page to lead gen form cut cost per lead by 99.5% and unlocked a niche plaintiff audience on Meta.

\$1.82

Cost Per Lead

419

Total Submissions

99.5%

CPL Reduction

7 Days

Campaign Duration

The Challenge

A law firm needed to identify and reach consumers who had purchased a specific chemical-based product from a single manufacturer. The affected population was narrow, geographically dispersed, and unlikely to be searching for legal representation on their own. The firm needed a way to find these individuals at scale, fast, and at a cost that made the campaign economically viable.

Traditional legal advertising channels were too broad for a case this specific. The target wasn't "anyone injured by a product." It was a defined group of purchasers of one product, from one company, with exposure to particular chemicals. That level of specificity required a platform with strong behavioral and interest-based targeting, which pointed to Meta.

Initial Approach

The campaign launched with a standard landing page strategy: Meta ads driving traffic to an external page with a qualifying form. The hypothesis was that a well-built landing page would filter for quality while keeping volume high enough to justify the spend.

It didn't work. Cost per lead climbed above \$350, and submission volume was nearly nonexistent. The friction of clicking out to an external page, loading it, then filling out a multi-field form was too much for this audience. Most users dropped off before completing the form. At \$100/day in spend, the math was unsustainable.

BEFORE

\$350+

Cost Per Lead

AFTER

\$1.82

Cost Per Lead

The Pivot

Rather than optimizing the landing page (better copy, fewer fields, faster load times), the entire delivery mechanism was scrapped in favor of Meta's native Lead Gen form. This kept users inside the platform, pre-filled basic contact information, and reduced the submission process to two or three taps.

Alongside the format change, the targeting strategy was rebuilt. Multiple audience segments were tested simultaneously, combining interest-based signals, behavioral indicators, and demographic filters to narrow in on the most likely affected purchasers. Budget was reallocated daily based on which segments were producing the lowest CPL and highest submission rates.

The creative was also simplified. Instead of long-form educational messaging about the chemical exposure, the ads led with a direct qualifying question: have you purchased this product? That single shift moved the campaign from awareness-style content to direct-response, which is where Meta's lead gen format performs best.

The Results

Within 24 hours of the pivot, submissions started coming in at a pace the landing page never approached. Over the next seven days, the campaign generated 419 total submissions at an average cost of \$1.82 per lead on a total spend of \$700. That's a 99.5% reduction in cost per lead compared to the landing page approach.

Metric	Landing Page	Lead Gen Form
Cost Per Lead	\$350+	\$1.82
Total Submissions	Minimal	419
Daily Budget	\$100	\$100
Total Spend	N/A (paused early)	\$700
Campaign Duration	Paused after poor results	7 days

Why It Worked

The landing page failed because it introduced unnecessary friction into a process that needed to be as simple as possible. The target audience wasn't actively searching for a lawyer. They were scrolling Meta, saw an ad that described a product they recognized, and needed to be able to act on that recognition immediately. Every additional step between seeing the ad and submitting their information was a chance to lose them.

The lead gen form removed that friction entirely. Pre-filled fields meant users didn't have to type. Staying inside the platform meant no load times, no redirect anxiety, and no competing content on an external page. The qualifying question in the creative did the filtering work that the landing page was supposed to do, but without requiring the user to leave Meta to prove it.

The targeting refinement mattered just as much. Rather than casting a wide net and hoping the landing page would qualify leads, the audience strategy did the qualifying up front. Testing multiple segments in parallel and shifting budget toward the best performers daily kept the CPL low while volume climbed.

Key Takeaway

When a campaign stalls, the instinct is to optimize what exists. Sometimes the better move is to change the mechanism entirely. A \$350 lead and a \$1.82 lead can come from the same audience, the same budget, and the same platform. The difference is how you ask for the conversion.

Need leads that convert at a cost that actually works?

High-volume lead generation campaigns across legal, healthcare, financial services, and more. Let's talk about what's possible for your business.

Whisney Enterprises | Paid Media, Lead Generation & Content Strategy