

A ~\$36 Cost Per Lead in a Category Where Most Advertisers Can't Keep Ads Live

NATIONWIDE CGM SENSOR PROVIDER · META ADS

~\$36* week-one cost per qualified lead	\$115-145 the planned learning-phase CPL band the account beat	0 ad disapprovals in a heavily policed health category	3 of 3 campaigns delivering from day one
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The Client

A nationwide supplier of continuous glucose monitoring (CGM) sensors serving Medicare and insurance patients, competing in one of the most restricted advertising categories on Meta.

The Challenge

The provider's paid search program had collapsed under rising CPA with no reliable view of which spend actually produced patients. Meta looked like the answer, except the platform prohibits health-condition targeting and HIPAA rules out patient list uploads, so the audience could not be bought the conventional way. Most advertisers in this category can't keep ads approved, let alone profitable.

The Approach

Creative did the targeting. Every ad opened with a qualifying hook so the right prospect self-selected before ever clicking, replacing the audience data the platform wouldn't allow.

Underneath it, a first-party Conversions API pipeline pushed neutrally named events with zero health attributes transmitted, verified live before launch. Backup copy was pre-built for every ad so any policy disapproval could be swapped within hours instead of stalling delivery.

The Results

Week one came in around \$36 per qualified lead against a planned learning-phase band of \$115 to \$145, with zero disapprovals and all three campaigns delivering in a category where staying live is itself an achievement. The account launched with clean, compliant measurement in place, tying spend toward the real business KPI: cost per shipped order.

**Week-one figure pending final tracking reconciliation; corrected estimates remain well inside the planned band.*