

CASE STUDY

1,093 Leads. \$1.72 Each. How a Meta Ads Strategy Crushed Legal Lead Gen Benchmarks in 30 Days

A product liability law firm needed qualified leads fast. Strategic audience testing on Facebook and Instagram delivered over a thousand at a fraction of industry cost.

\$1.72

Cost Per Lead

1,093

Total Leads

30

Days

98%

Below Benchmark

The Client

A product liability law firm pursuing a class action case involving a privacy law violation. The firm needed to identify and connect with affected individuals quickly — the kind of time-sensitive lead generation where every day and every dollar matters.

The Challenge

Legal lead generation on Meta platforms is notoriously expensive. Industry benchmarks for product liability and class action leads typically range from \$75 to \$300+ per lead depending on the case type, with many firms accepting costs north of \$100 as a given.

The firm needed volume — hundreds of qualified leads within a tight window — without hemorrhaging budget on unqualified clicks. Previous efforts had produced inconsistent results with costs that made scaling difficult.

The Approach

The campaign ran across Facebook and Instagram over a 30-day period. Rather than launching with a single audience and hoping for the best, the strategy was built around aggressive audience testing from day one.

Multi-audience testing framework. Multiple audience segments were built and tested simultaneously — varying by demographics, interest-based targeting, behavioral signals, and lookalike models. Each audience ran with controlled spend to quickly identify which segments were producing leads at the lowest cost.

Rapid optimization. Underperforming audiences were cut fast. Budget was shifted to the top-performing segments within the first week, allowing the campaign to compound results rather than averaging them. This "test fast, scale what works" approach is what separates efficient legal campaigns from expensive ones.

Platform-native creative. Ad creative was designed for how people actually consume content on Facebook and Instagram — not repurposed from other channels. Copy led with the violation's real-world impact on individuals, making it immediately relevant to anyone who had been affected.

The Results

In 30 days, the campaign delivered:

- **1,093 leads** — over a thousand potential claimants identified in a single month
Giving the firm a substantial plaintiff pool to work from
- **\$1.72 cost per lead** — a fraction of legal industry benchmarks
Approximately 98% below typical class action lead costs
- **Consistent daily volume** — leads flowed predictably after the first week of optimization
Allowing the firm's intake team to plan and staff accordingly

Benchmark Comparison

To put the \$1.72 CPL in context:

	This Campaign	Industry Average
Cost Per Lead	\$1.72	\$75 - \$300+
Leads in 30 Days	1,093	Varies widely
Time to Optimize	< 1 week	2 - 4 weeks

Why It Worked

Most legal advertisers treat Meta campaigns like a slot machine — pick an audience, set a budget, and hope the algorithm figures it out. That approach works eventually, but it's slow and expensive.

This campaign succeeded because it treated audience selection as the primary variable, not an afterthought. By testing multiple segments simultaneously and reallocating budget based on real performance data within days — not weeks — the campaign found its efficient frontier fast and stayed there.

The result: more leads, lower cost, and a predictable pipeline the firm could actually plan around.

Key Takeaway

In legal advertising, the difference between a \$1.72 lead and a \$175 lead isn't luck — it's process. Systematic audience testing, fast optimization, and platform-native creative aren't optional. They're the entire game.

Need leads that actually convert — at a cost that makes sense?

Six years of running high-volume lead generation campaigns across industries — from legal to healthcare to financial services. Let's talk about what's possible for your business.

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