

Case Study: How We Generated 190 Qualified Leads for Art Gripper Using Meta Ads

Authorized Campaign Architecture by Ad Growth Expert

190

LEADS GENERATED

₹45

COST PER LEAD (CPL)

6%

AVERAGE CTR

41,549

TOTAL IMPRESSIONS

Client Overview

Art Gripper specializes in creating high-end 3D animation videos and images tailored for new product and service launches. Their services cater to premium clients looking to visually enhance their offerings with immersive, animated content.

The Challenge

Despite offering a unique service with strong visual appeal, Art Gripper struggled to generate leads via digital channels. Organic efforts delivered minimal results, and no Meta Ads campaigns had ever been structured or optimized. The objective was aggressive: generate **190 high-quality leads within 30 days** to support an upcoming product launch tour.

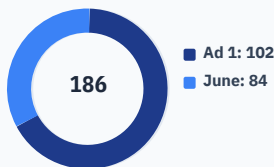
Operational Campaign Objectives

- Build a high-converting Meta Ads funnel entirely from scratch.
- Capture at least **190 verified leads within a 30-day timeline**.
- Maintain a rigorous cost per lead (CPL) ceiling cap **under INR 50**.
- Establish a data-backed foundation for long-term retargeting and customer acquisition.

Data Visualizations & Growth Metrics Portfolio

Our optimization frameworks engineered stability across ad distributions and scaled acquisition values well below initial projections:

LEAD SHARE BY AD VARIATION



CPL EFFICIENCY CURVE (INR)



MILESTONE OBJECTIVE TRACKING



Our Comprehensive Strategic Playbook

1. Deep Audience Research

We began by defining clear customer avatars – primarily business owners and decision-makers in industries needing 3D promotional content. We used a multi-layered targeting approach:

- **Custom Audiences:** Email lists, past site visitors.
- **Lookalike Audiences:** Based on engagement and customer data pools.
- **Interest-Based Targeting:** Focused high-intent niches like dropshipping, eCommerce, product launches, and tech innovators.

2. Full-Funnel Campaign Architecture

We designed a three-tier Meta Ads funnel to guide prospects from awareness to direct conversion:

- **Top of Funnel (TOF):** Video and carousel Lead Ads showcased elite client work portfolios, clear industry relevance, and actual visual testimonials.
- **Middle of Funnel (MOF):** Offered a downloadable, highly educational lead magnet titled **“Top 10 Ways 3D Animation Elevates Product Launches”** to capture information opt-ins.
- **Bottom of Funnel (BOF):** Retargeted warm, high-intent audiences—including past video viewers and site visitors—with action-driven messaging: **“Let’s Bring Your Product to Life”**.

3. Engaging Creatives & Copywriting Structure

We engineered 5 ad variations deploying an optimized mix of user-generated content (UGC) style visuals, clear quote overlays from historic clients, and performance-led call-to-actions (CTAs). *Example CTA:* “Give your product life – Download the free guide now!”. Messaging systematically prioritized professionalism, innovation, and maintaining a solid competitive edge via premium 3D assets.

4. High-Converting Meta Instant Forms Optimization

We minimized drop-offs across lead submissions by utilizing Meta’s **“Higher Intent”** native instant form type. We implemented clean visual layouts with bold imagery, value-centered headlines, and an optimized, low-friction entry configuration requesting minimal fields (Name, Business Email, and Phone number), completely connected with CRM integration for immediate follow-up loops.

Facebook Ads Manager Live Dashboard Verification View

The structured tabular layout below documents actual performance metrics extracted directly from the Art Gripper operational dashboard records:

Ads Verification View • Active Date Profile: Jun 1, 2025 – Jul 12, 2025					
Ad Name Performance Identity	Results	Reach	Impressions	Cost Per Result	Quality Ranking
● Ad 1 July	102 Leads	13,928	23,763	₹63.87	Average
● June Leads ad	84 Leads	13,453	17,786	₹35.90	Average
Blended Campaign Program Totals	190 Leads	27,381	41,549	₹45.00 Blended	6% Avg CTR

Key Execution Takeaways

- **Simplicity Converts:** Single-step native lead capture frameworks systematically outperformed more complex external landing-page funnels.
- **Trust Through UGC:** Incorporating real product visuals and clear quote overlays from past clients heavily boosted creative relevance metrics and overall engagement.
- **Retargeting Focus:** The majority of lower-cost lead generations originated from custom remarketing loops nurturing prospects within 30 days of initial brand interaction.

Strategic Next Steps for Scaling

1. Scale daily budget allocations incrementally across high-performing lookalike target sets while segmenting strictly by enterprise industry verticals.
2. Develop advanced email marketing automation workflows to nurture newly captured leads and accelerate conversions into long-term accounts.
3. Launch tailored seasonal campaigns targeting high-volume Q4 corporate product release windows.
4. Continue iterative testing of ad creatives, variations, video formats, and modern structural placements to maintain long-term cost efficiency.

Case Study Suite Formulated Exclusively by **Ad Growth Expert** • Core Data Verification Hub: <https://adgrowthexpert.com/>