

# Women Traveling Together: Lead Generation Case Study

Crafted by Ad Growth Expert • <https://adgrowthexpert.com/>

**4,936+**  
TOTAL LEADS

**\$2.61**  
LOWEST CPL

**946K+**  
IMPRESSIONS

**467K+**  
TOTAL REACH

## Client Profile Overview

**Women Traveling Together** is a travel enterprise specializing in organizing meaningful, secure, and impeccably curated global group vacation packages designed explicitly for solo women travelers aged 45 and older. Their business model empowers women to discover the world confidently while enjoying deep camaraderie.

## The Growth Barriers

Prior to project initiation, the client had experienced almost zero success collecting reliable registrations via active digital funnels. Baseline organic channel activities produced negligible conversions, and no structured paid Meta framework had ever been configured or tested.

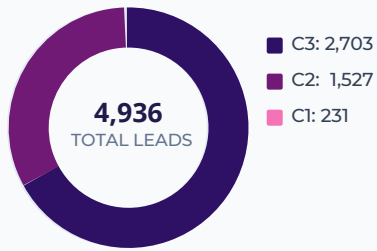
## Strategic Campaign Framework

**Ad Growth Expert** engineered a comprehensive multi-layered funnel structure to drive prospects seamlessly from initial brand engagement to verified data validation:

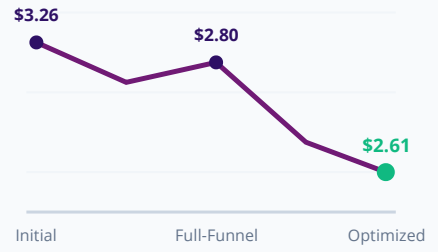
- 1. Deep Audience Profiles:** Mapped clear buyer avatars centering on women aged 45–75 interested in solo travel clubs, adventures, and cultural experiences. Utilized a robust mix of Custom Audiences (historical email rosters and site traffic), engagement-based Lookalikes, and curated interest parameters (e.g., National Geographic).
- 2. Three-Tier Funnel Design:**
  - *Top-of-Funnel:* Implemented native Lead Ads for cold interest pools using UGC video/carousel variants displaying tour highlights and client reviews.
  - *Middle-of-Funnel:* Positioned an engaging, free downloadable lead magnet guide: "[Top 10 Destinations for Solo Women Travelers in 2025](#)".
  - *Bottom-of-Funnel:* Retargeted active site/video prospects within a 7-day window using scarcity angles, peer testimonials, and direct action prompts.
- 3. High-Converting Instant Form Standards:** Selected the specialized Meta "**Higher Intent**" form type to add a confirmation step that filters out low-value inquiries. Fields were kept strictly minimal (Full name, email address, phone number) paired with benefit-oriented headings.

# Campaign Performance Visualization

LEAD YIELD SHARE BREAKDOWN



COST PER LEAD TRAJECTORY (\$)



## Timeline Phase Milestones & Early Benchmarks

### Phase 1 Initial Launch Objectives:

- Generate 200 high-quality leads in just 20 days for tour launch support.
- Acquire a minimum of 285 verified email leads within 30 days.
- Maintain baseline Cost Per Lead (CPL) strictly under \$3.

### Phase 1 Confirmed Results (Day 1–20):

- **Leads Generated:** 285 Leads (Target surpassed ahead of schedule).
- **Cost Per Lead (CPL):** \$2.41.
- **Click-Through Rate (CTR):** 6% Average.

## Facebook Ads Manager Dashboard Documentation

The screens below document data pulled directly from the performance dashboards across tracking intervals.

Campaigns Performance Overview • Main Timeline: May 1, 2025 – Apr 30, 2026						
Campaign Identification Name	Results	Cost Per Result	Daily Budget	Amount Spent	Impressions	Reach
• Instant Form Leads <b>MagnoBiz</b> Interest Base...	2,703 Leads	\$2.61	\$20.00	\$7,050.95	580,774	278,306
• Remarketing   Lead Form customaudience...	1,527 Leads	\$2.80	\$5.00	\$4,271.81	327,802	163,520
• Remarketing   Instant Form Leads <b>Magno Biz</b>	231 Leads	\$2.73	\$10.00	\$630.79	38,420	26,000
• Instant Form <b>Leads MagnoBiz</b> Custom Audi...	—	—	\$10.00	\$0.00	—	—

Segmented Active Ad Sets Dashboard View • Window: May 12, 2025 – Jun 20, 2025						
Ad Set Optimization Label	Results	Reach	Impressions	Cost Per Result	Amount Spent	Schedule Frame
• Interest Based Audience   Ad Set	299 Leads	34,175	56,257	\$2.25	\$671.26	May 13, 2025-Ongoing
• FB Page   Ad Set	46	5,399	7,087	\$2.20	\$105.07	May 23, 2025-Ongoing
• Lead Form custom audience   Ad Set	40	6,914	8,837	\$3.26	\$130.21	May 23, 2025-Ongoing
• WW   Ad Set	21	1,916	2,570	\$2.13	\$44.74	May 23, 2025-Ongoing

## Key Performance Takeaways & Action Plan

- **Simplicity Over Complexity:** A highly focused single-step native instant opt-in structure consistently outperformed direct multi-stage vacation booking attempts, maximizing raw volume capture.

- **User-Generated Content (UGC) Builds Trust:** Deploying real, unedited photographs of travelers paired with review citations directly addressed the unique security and companionship requirements of the 45+ demographic.
- **Retargeting Is Mission-Critical:** More than 40% of long-term lead completions occurred within the tight 7-day retargeting window, ensuring minimal drop-offs and efficient ad spend.

## Strategic Scalability Guidelines

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1. Progressively scale existing daily budgets on high-performing interest sets while maintaining the target cost-per-lead constraint.
2. Deploy automated email sequence triggers within the CRM to turn newly acquired email leads into paying travel customers.
3. Launch customized seasonal creative variants matching upcoming winter and fall group tour bookings.

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