

CASE STUDY

Performance Marketing for IT Education Brand – High-Ticket Lead Generation via Meta Ads

1. Executive Summary

I managed and optimized Meta Ads campaigns for an IT education client offering high-ticket certification programs (average course fee approx. ₹60,000). The objective was to generate high-intent, verified leads from working professionals and career switchers in metro cities.

Using a structured testing framework and data-driven optimization strategy, I consistently delivered:

- CPL between ₹50 – ₹200
- Verified phone number leads only
- High-intent prospects aligned with a ₹60K ticket size
- Performance within a fixed daily budget of ₹2,400

2. Business Objective

The client required:

- Consistent daily lead flow
- Only verified phone number leads
- Target audience: Working professionals & career switchers
- Geographic focus: Metro cities
- Controlled ad spend: ₹2,400/day
- Optimized CPL aligned with course demand

3. Strategic Approach

A. Demand-Based Course Prioritization

Instead of promoting all courses simultaneously, I identified high-demand programs and prioritized those requiring immediate enrollment push. This improved conversion probability and reduced wasted ad spend.

B. Campaign Architecture & Testing Framework

Implemented structured multi-layer testing including:

- Age-based segmentation

- Broad targeting
- Narrow layered targeting
- Interest-based targeting (IT certifications, upskilling, career growth)
- Placement-based testing
- Metro city targeting only

C. Lead Quality Control System

To maintain high lead quality, I implemented conditional logic within Meta lead forms to filter irrelevant prospects and collect structured qualifying responses.

Outcome:

- Reduced junk submissions
- Improved sales team efficiency
- Higher intent pipeline for ₹60K programs

4. Budget Allocation & Optimization Model

Daily Budget: ₹2,400

Optimization Process Included:

- Rapid testing of audience clusters
- Placement performance comparison
- Continuous CPL monitoring
- Scaling statistically significant ad sets
- Pausing underperforming combinations immediately

5. Performance Metrics

Financial & Campaign Metrics:

- Average Course Price: ₹60,000
- Daily Ad Budget: ₹2,400
- CPL Range: ₹50 – ₹200
- Lead Type: Verified Phone Number Leads
- Target Region: Metro Cities

Top Performing Placements:

- Stories
- Home Feed

6. Performance Analysis

CPL Variation Insight: High-demand courses delivered CPL between ₹50–₹90, while niche/specialized programs ranged between ₹100–₹200.

Given the ₹60,000 average ticket size, even at ₹200 CPL, lead acquisition remained financially sustainable with strong ROI potential based on industry-standard conversion ratios.

7. Impact Delivered

- Consistent pipeline of high-intent leads
- Improved sales productivity via filtered data
- Identified scalable audience segments
- Optimized placement strategy for scaling
- Maintained profitability within fixed budget constraints

8. My Role & Ownership

I independently handled:

- Market demand research
- Course prioritization strategy
- Audience segmentation & campaign structuring
- Creative direction (static performance creatives)
- Lead qualification logic setup
- Budget allocation & scaling decisions
- Performance tracking & reporting