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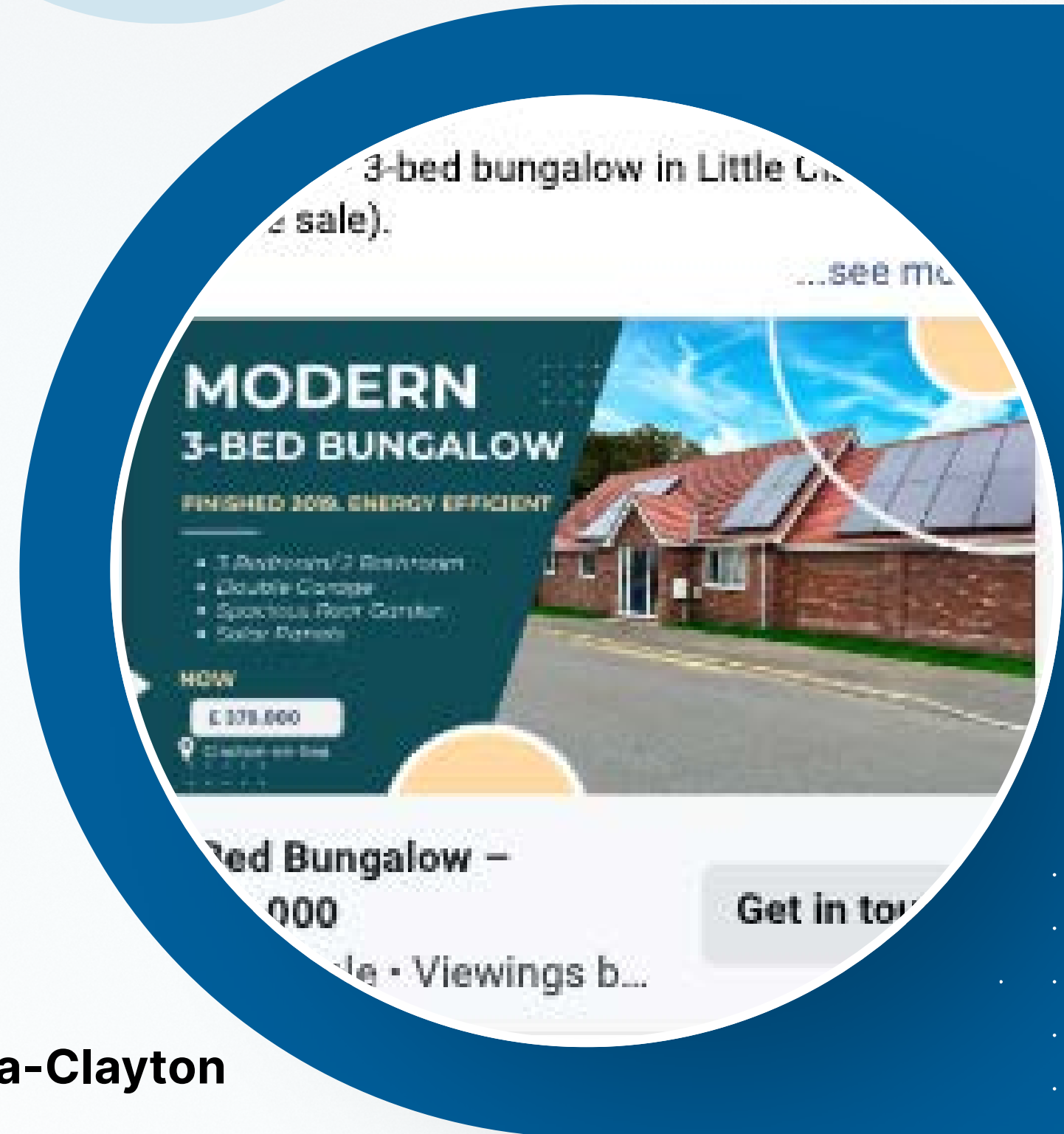
META LEAD GENERATION CASE STUDY

Analysing how a Meta lead generation campaign was planned, launched, and optimised over 31 days to support the sale of a £379,000 residential property in the UK.



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UK Residential Property

Executive Summary

Over a **31-day** Meta lead generation campaign, we designed and ran a structured yet flexible strategy to test demand, control lead quality, and translate online interest into real-world property visits.

Across the campaign period, we generated **63 total leads**, identified **6 high-intent qualified leads** through retargeting, and secured **2 confirmed property viewings**. Performance consistently outperformed typical UK property benchmarks across CTR, CPM and Cost per Lead, reinforcing the value of a measured, data-led approach rather than aggressive short-term optimisation.



Overview



This case study outlines how a Meta (Facebook & Instagram) lead generation campaign was planned, launched and optimised over **31 days** to support the sale of a £379,000 residential property in the UK.

From the outset, the focus was on understanding **how buyers were responding** — not just how ads were performing on paper. Instead of pushing for volume early, the campaign was allowed time to gather meaningful signals, which then informed every optimisation decision that followed.

Primary KPI: **Cost per Lead (CPL)**

Secondary KPIs: **CTR, CPM, Lead quality, Retargeting conversion rate**

Objectives

- 01 Generate location-specific property enquiries
- 02 Maintain lead quality while scaling volume
- 03 Build warm audiences for retargeting
- 04 Achieve efficient Cost per Lead versus UK property benchmarks

Strategic Framework

The campaign was intentionally structured across four distinct phases over 31 days, allowing enough time for learning, validation and refinement without forcing premature decisions.

Rather than treating optimisation as a one-off action, each week had a clear role within the overall strategy. Performance in one phase directly informed what happened next. The four phases were:



Week 1 – Learning Phase

Establish baseline performance and gather clean signals



Week 2 – First Optimisation

Refine creatives and forms based on early behaviour



Week 3 – Second Optimisation

Double down on quality and efficiency



Week 4 – Retargeting

Convert warm interest into qualified leads and viewings

This structure helped keep decisions grounded in data rather than short-term fluctuations. Convert warm interest into qualified leads and viewings

Phase 1: Week 1 – Learning Phase

The first week was treated as a pure learning phase. The goal was not to maximise leads, but to understand how different buyer profiles were reacting to the ads.



What we did

- Launched all three creatives simultaneously
- Kept targeting broad within the local catchment
- Avoided early budget shifts or creative changes

What we observed

- Clear differences in CTR between lifestyle-led and price-first messaging
- Strong initial engagement, with CTR ranging from 3.8% to 9.9%
- Early indications that some creatives were driving curiosity, while others were driving intent



Phase 2: Week 2 – First Optimisation

By the second week, enough data had accumulated to start making informed adjustments.



What we did

- Reduced spend on creatives generating clicks without form completions
- Maintained exposure on ads combining strong CTR with lead submissions
- Standardised form structure to reduce friction and improve consistency

What we observed

- Lifestyle-led creatives continued to drive engagement efficiently
- Smart buyer messaging produced fewer clicks but a higher proportion of completed forms
- CPC stabilised as weaker combinations were removed

This phase was about protecting efficiency while keeping the learning process intact.



Phase 3: Week 3 – Second Optimisation

In week three, the focus shifted from exploration to refinement.



What we did

- Introduced additional qualifying questions in the lead form
- Removed Messenger auto-open to reduce confusion and accidental submissions
- Prioritised creatives that had demonstrated downstream intent

What we observed

- A slight drop in lead volume, paired with a noticeable improvement in lead quality
- More consistent completion rates across ads
- Clearer signals around buyer readiness

At this point, the campaign was producing fewer but more meaningful enquiries.



Phase 4: Form Optimisation & Lead Quality Control

Initial forms were intentionally simple to gather volume and behavioural data.



Once patterns emerged:

- Additional qualifying questions were introduced
- Messenger auto-open was removed to reduce friction and confusion
- Forms were standardised across ads to stabilise conversion rates

This resulted in fewer but cleaner leads entering the CRM.



Phase 4: Week 4 – Retargeting & Qualification

The final phase focused exclusively on users who had already shown interest.



Who we retargeted

- Users who opened but didn't submit the lead form
- High-engagement clickers and content viewers

How messaging changed

- Less discovery, more reassurance
- Clear next steps and viewing availability
- Subtle urgency without pressure

Outcome:

This phase generated **6 qualified leads**, directly leading to **2 confirmed property visits**.

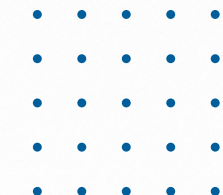


Ad Creatives & Messaging (Visual Breakdown)



Visuals played a central role in this campaign. Because property decisions are highly visual and emotionally driven, each creative was designed to communicate one clear idea at a glance — especially on mobile.

Rather than rotating many assets, we focused on three strong creatives and allowed them to gather enough data to understand buyer behaviour.



Creative 1 — Price-First (Exterior Hero)

Visual

A clean, well-lit exterior shot of the property. The image feels factual and grounded, with the house clearly visible and no decorative distractions.

Look & feel

Neutral colours, minimal overlays, and the asking price positioned prominently. The layout is simple and confident, prioritising clarity over emotion.

Message

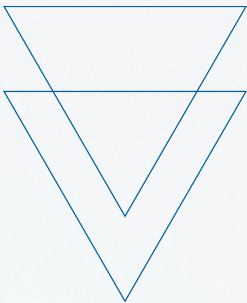
This creative puts the price upfront to qualify viewers immediately and avoid wasted clicks from users outside the budget range.

Role in the funnel

Qualification and cost control. It attracted fewer clicks than lifestyle-led ads, but those who engaged were more deliberate.



Creative 2 — Lifestyle-Led (Interior / Living Space)



Visual

Bright, warm interior imagery showing the living area and natural light. The focus is on space, comfort and everyday liveability.

Message

Instead of listing features, the copy hints at how it feels to live in the property.

Look & feel

Soft tones, inviting composition and a lifestyle-first aesthetic. The creative feels calm and aspirational rather than sales-driven.

Role in the funnel

Engagement and signal generation. This creative consistently delivered the highest CTR and was particularly effective at building retargeting audiences.



Creative 3 — Smart Buyer (Features & Value)

Visual

Detail-oriented images highlighting key features such as the modern build, comfortable and bright living space, and ensuite bedroom.

Look & feel

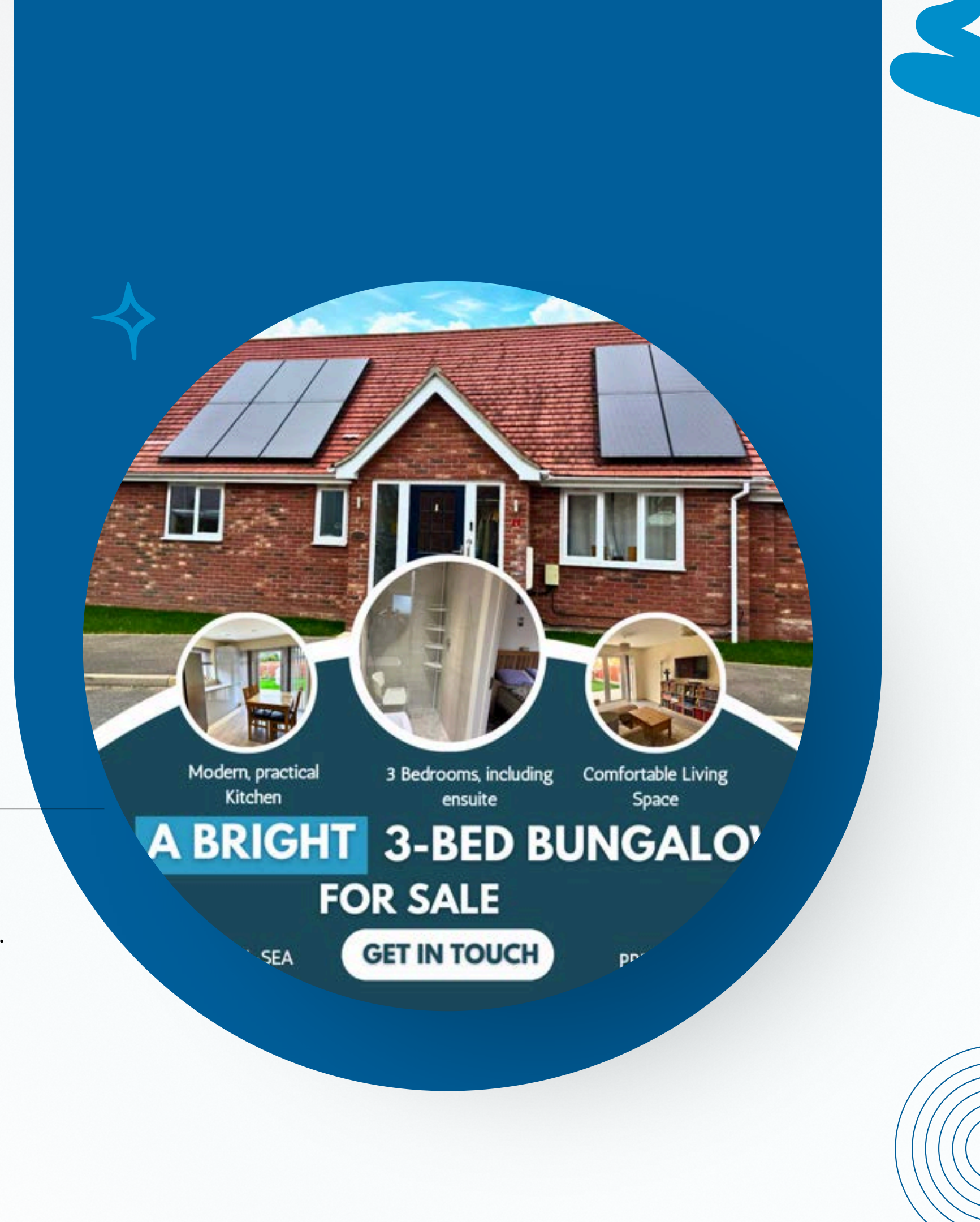
Clean layouts with practical framing. The design supports a more rational decision-making mindset.

Message

Benefit-led copy focused on value, efficiency and long-term practicality.

Role in the funnel

Bridging engagement and intent. While CTR was lower than lifestyle-led messaging, this creative generated a higher proportion of completed lead forms.



Performance Metrics (vs UK Benchmarks)



Metric	Campaign Performance	Typical UK Property Benchmark
CTR	3.8% – 9.9%	1.2% – 1.8%
CPM	~£6 – £9	£8 – £12
Cost per Lead	Below benchmark	£15 – £25

Results Summary

Total Leads Generated: 63
Qualified Leads (Retargeting): 6
Confirmed Property Visits: 2



Key Learnings



Mandatory Analysis

High CTR alone is meaningless without form-level analysis



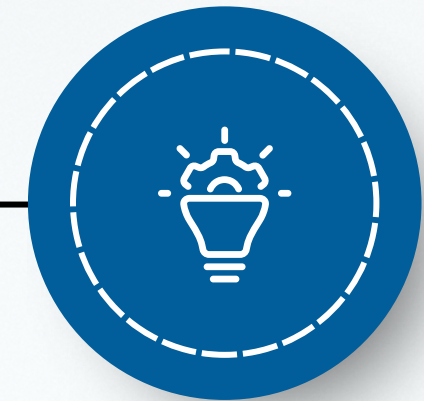
Transparency

Price transparency improved lead quality, not just click quality



Right Volume

Retargeting delivered the highest business impact despite lower volume



Structured Strategy

Allowing learning time prevented costly premature changes

What I'd Do Differently Next Time



With the benefit of hindsight, there are a few areas I would refine further:

- Introduce retargeting earlier (from week two) once sufficient engagement signals are present
- Test one additional lifestyle-focused visual variation to combat creative fatigue in the final weeks
- Add a short native video earlier in the campaign to accelerate signal quality

These adjustments would likely improve speed-to-quality without compromising efficiency.



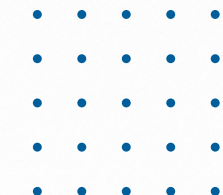
Conclusion



Over the course of 31 days, this campaign evolved from controlled testing into a focused lead generation funnel that prioritised buyer intent over raw volume.

By paying close attention to early engagement signals and allowing the campaign space to learn, it was possible to move from exploration to qualification in a measured, commercially grounded way.

Personal reflection: Giving the campaign time to breathe made all the difference — the strongest decisions came from observing behaviour, not forcing optimisation too early.





Meritxell G. Farré

I Appreciate Your Time and Attention!

I'm committed to working hand-in-hand with you to ensure my strategies are perfectly aligned with your goals and aspirations.

