



CASE STUDY

IMPROVING LEAD QUALITY WITHOUT IMPROVING COST

How a Pakistan Real Estate Company Generated 1,396 Qualified Conversations While Maintaining a Rs.205.99 Average Cost Per Result.

A real estate company in Pakistan, selling both residential and commercial society plots. We worked together for **1.5 years**, managing their Meta Ads and Google Ads campaigns.

Initially, increasing the budget brought more leads. However, after scaling to a monthly Meta budget of approximately **PKR 1 million**, the sales team noticed a serious problem:

- Lead volume increased.
- Lead quality dropped.
- Many prospects didn't answer follow-up calls.
- Others admitted they submitted the form only to get information and had no buying intent.

The challenge wasn't generating more leads, it was generating **buyers**, not just inquiries.

The Challenge

- High lead volume after budget scaling.
- Declining lead quality.
- Sales team spending time on unqualified prospects.
- Rising pressure from management to justify advertising spend.

What Changed?

Instead of simply increasing budgets, I restructured the entire lead generation strategy based on Meta's latest best practices.

The optimization included:

- Rebuilt campaign structure to reduce audience overlap.
- Shifted budget toward higher-intent audiences instead of broad scaling.
- Improved ad copy to clearly mention pricing, location and investment requirements.
- Added stronger qualification questions inside the lead flow.
- Used engagement and CRM-based retargeting audiences.



- Excluded previous low-quality leads from future campaigns.
- Tested different creatives separately for commercial and residential buyers.
- Worked closely with the sales team to identify which leads actually converted then optimized campaigns toward those audiences.
- Continuously refreshed creatives to avoid audience fatigue.

Last 30 Days Results

Campaign Performance

- **1,396 Messaging Conversations**
- **Rs.287,557 Total Spend**
- **Average Cost per Conversation: Rs.205.99**
- **1,198,075 Impressions**
- **442,122 People Reached**

Best Performing Campaign

- **275 Messaging Conversations**
- **Rs.108.09 Cost per Result**

r 2 Campaigns		Last 30 days: 15 May 2026 - 13 Jun 2026					
		Columns: Performance		Breakdown		Grouping	
	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressions ↑↓	Reach ↑↓	
	111	Rs162.32	Rs600.00	Rs18,017.82	109,915	47,671	
	Messaging conversat...	Per messaging conve...	Daily, Not shared				
	84	Rs213.36	Rs600.00	Rs17,921.95	69,618	34,067	
	Messaging conversat...	Per messaging conve...	Daily, Not shared				
Foundation	64	Rs309.34	Rs650.00	Rs19,797.67	27,472	11,960	
	Messaging conversat...	Per messaging conve...	Daily, Not shared				
Foundation	38	Rs475.20	Rs600.00	Rs18,057.66	46,482	25,075	
	Messaging conversat...	Per messaging conve...	Daily, Not shared				
	85	Rs213.13	Rs600.00	Rs18,115.63	63,911	27,515	
	Messaging conversat...	Per messaging conve...	Daily, Not shared				
Foundation	35	Rs521.58	Rs600.00	Rs18,255.30	61,568	27,337	
	Messaging conversat...	Per messaging conve...	Daily, Not shared				
	110	Rs162.44	Rs600.00	Rs17,868.21	70,556	38,073	
	Messaging conversat...	Per messaging conve...	Daily, Not shared				
Foundation	275	Rs108.09	Rs1,000.00	Rs29,724.38	180,026	99,040	
	Messaging conversat...	Per messaging conve...	Daily, Not shared				
	1,396	Rs205.99		Rs287,557.08	1,198,075	442,122	
	Messaging conversat...	Per messaging conve...		Total Spent	Total	Meta accounts	



Even the highest-volume campaigns maintained efficient acquisition costs while generating consistent inquiries.

What Contributed to These Results

The biggest improvement wasn't simply generating more conversations, it was attracting people who were genuinely interested in buying.

Several factors contributed:

- Better audience segmentation.
- Clearer ad messaging that filtered casual inquiries.
- Continuous creative testing.
- Smarter budget allocation based on performance.
- Regular optimization using sales feedback instead of only Meta metrics.
- Retargeting warm prospects who had already shown buying intent.

This significantly reduced wasted spend and improved the quality of conversations reaching the sales team.

Key Takeaways

Scaling a Meta Ads budget doesn't automatically bring better business results.

For real estate campaigns, success comes from optimizing for **qualified buyers** not just cheaper leads. When Meta campaign optimization is aligned with sales feedback, audience quality and creative messaging, businesses can scale while maintaining both efficiency and lead quality.

The biggest lesson: Don't judge a campaign by the number of leads it generates. Judge it by how many of those leads are genuinely ready to buy.