

META ADS CASE STUDY

Digital Business Card Lead Generation Campaign

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1. Campaign Overview

This campaign was designed to generate high-intent message leads for a Digital Business Card product in Hindi-speaking states of India. The objective was to test demand, validate audience targeting, and measure lead cost efficiency with a small budget of ₹500.

Despite the limited budget, the campaign delivered strong engagement and demonstrated clear product-market fit among small business owners and service professionals.

2. Campaign Objective

Primary Objective:

Generate message conversations (leads) from individuals who could potentially purchase a digital business card.

Goals:

- Achieve maximum message conversions within the ₹500 test budget
 - Identify top converting audience segments
 - Validate whether small business owners respond positively to digital business card ads
 - Measure CPL (Cost Per Lead) for future scaling
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3. Target Audience

Location:

Hindi-speaking states of India

Age Group:

25–50 years

Audience Targeting (Layered):**People who match:**

- **Interests:** Beauty salons, Handicraft, Wedding Photography, Pet Care
- **Behaviors:** Small business owners, Engaged shoppers
- **Employers:** Travel Agency, Yoga Instructor, Self-Employed
- **Job Titles:**
Yoga Instructor, Real Estate Entrepreneur, Orthodontist, Small Business Owner

And must also match:

- **Behavior:** Engaged Shoppers

Why this audience was chosen:

This group represents Indian micro-entrepreneurs and service-based professionals who heavily rely on visiting cards for client communication. They are more likely to need a digital business card and take actions like messaging.

4. Ad Creative & Copy

Creative Style:

- Clean, simple layout
- Demonstrated how the digital card looks on a mobile screen
- Focused on value: modern, easy to share, professional image
- Clear CTA: “Message Us to Get Your Digital Business Card”

Ad Copy Used:

“Still using old paper visiting cards?
Upgrade to a **Smart Digital Business Card**.
Share on WhatsApp, show online, and get more clients instantly.

Tap below to message and get yours now!”

Reasoning Behind the Creative:

- Simple visuals perform better for low-budget lead generation
 - Mobile mockups immediately show the product's value
 - Direct benefit-driven copy increases message conversions
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5. Budget & Settings

- **Total Spend:** ₹500
 - **Campaign Type:** Messages Objective
 - **Optimization:** Conversations (Leads)
 - **Bid Strategy:** Lowest cost
 - **Ad Placement:** Facebook & Instagram (Feed, Story, Search, Explore)
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6. Results

Impressions: 2,618

Reach: 2,036

Message Conversions (Leads): 42

Cost per Message: ₹11.76

Key Performance Indicators:

- Delivered high conversions at a very low CPL
- Strong engagement from targeted age and profession segments
- High relevancy for the digital product niche

What These Results Mean:

- A highly effective campaign considering the low testing budget
 - The product resonates strongly with the chosen audience
 - Ready to scale with optimized creatives and expanded budget
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7. Performance Analysis

1. Low Cost Per Lead (₹11.76) Shows High Demand

The campaign achieved a strong CPL, indicating that the offer directly matched user needs. Digital tools like smart visiting cards have growing adoption among Indian service professionals.

2. Accurate Targeting = Better Lead Quality

Layering interests + behaviors + job titles ensured relevant traffic and filtered out uninterested users, resulting in highly engaged message conversations.

3. Simple Creative Outperformed Heavy Designs

The clear preview of the digital card and simple benefits-driven copy attracted genuine leads without overwhelming users.

4. Impressions & Reach Aligned with Budget

For ₹500, reaching 2,036 unique users and converting 42 of them shows excellent ad efficiency.

8. What I Learned

- **Precise audience layering leads to better lead quality** even with small budgets.
 - **Engaged Shoppers** behavior significantly improves conversion rate.
 - **Simple creatives convert better** for tools/services targeting small business owners.
 - **A ₹500 test budget is enough to validate product-market fit** for digital services.
 - Running a short experiment like this gives valuable insights for scaling decisions.
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9. Final Takeaways

- The campaign successfully validated strong demand for digital business cards.
 - Achieved **42 qualified message leads** at an extremely low CPL.
 - The tested audience shows high responsiveness and can be used for future lookalike audiences.
 - This data provides a strong foundation for scaling up to bigger budgets and expanding creative variations.
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10. Conclusion

This Meta Ads campaign achieved excellent results with minimal spend, proving the effectiveness of strategic targeting and benefit-focused creatives. The experiment provides actionable insights, confirms product-market fit, and demonstrates the ability to deliver high-quality leads at scale-friendly costs.
