02 — Media Buying SOP / Process

Spanish & English Debt Relief Lead Generation

Role: Media Buyer
Platforms: Google · Meta · TikTok
Market: United States · Nationwide
Vertical: Debt Relief / Debt Settlement / Debt Consolidation

> **Confidential case study:** Metrics are rounded or presented as ranges where necessary. Client identity, buyer terms, proprietary scripts, account information, and confidential creative assets are not disclosed.

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1. Operating Objective

The goal of the media-buying operation was not simply to generate the cheapest calls.

The objective was to acquire **qualified, monetizable calls at a sustainable CPA while** maintaining the buyer's downstream economics and creating enough consistency to scale spend.

The acquisition funnel was:

Paid Traffic → Landing Page → Call → Buyer Call Center → 8+ Minute Qualification → Monetization

The core performance hierarchy was

Level	Metric	Purpose
Primary business KPI	Buyer CPA	Determines downstream economics and scalability
Primary acquisition KPI	Acquisition CPA	Measures media efficiency
Supporting KPI	Platform cost per result	Early signal for traffic efficiency
Diagnostic metrics	Spend, pacing, delivery	Identifies operational issues
Optimization levers	Creative, bid strategy, budget, campaign structure	Changes used to improve economics

The buyer's CPA initially operated around $2,000+, and the objective was to consistently bring it below approximately $900, aligned with the buyer's CPA requirement.

This meant the media-buying process was optimized **beyond the advertising platform**.

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10. Campaign Evaluation Rules

A campaign needed to demonstrate **normal spending during operating hours for approximately two consecutive days** before being fairly evaluated.

If spending was abnormal, delivery was corrected first.

If spending was normal and performance remained poor, the campaign could be classified as a loser.

Winner Criteria

A winner generally needed to satisfy several conditions:

1. **CPA below the account target**
2. **Stable CPA for several days**
3. **Normal spending**
4. **Positive buyer feedback**
5. **Platform cost per result below approximately $10**

The ~$10 platform cost-per-result figure was used as a **supporting benchmark for this account**, not as a universal industry benchmark.

The strongest winners combined:

Efficient acquisition + stable delivery + acceptable buyer economics + positive downstream feedback

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12. Buyer Feedback Loop

The advertising platforms did not provide the complete performance picture.

The buyer supplied weekly downstream performance information, with **buyer CPA** being the most important economic metric.

The relationship was

Lower buyer CPA → stronger buyer-side economics → greater capacity/willingness to purchase additional volume

The operating target was to keep buyer CPA **below approximately $900**.

This made the buyer's CPA more important than simply achieving a low platform CPA.

Weekly Feedback Process

Buyer CPA report
↓
Analyze downstream economics
↓
Identify traffic patterns
↓
Descale or reallocate where necessary
↓
Adjust creative strategy
↓
Launch next creative batch
↓
Measure buyer CPA again

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13. Response to High Buyer CPA

If the buyer's CPA was very high for a given week, the response was not to blindly push more spend.

The following week:

1. Descale winners

Previously successful campaigns could be reduced because their traffic was no longer producing the required downstream economics.

2. Make creative more qualification-focused

The new creative batch could include:

- Stronger qualification
- Clearer expectations
- Less aggressive claims
- Different debt-amount messaging
- Different hooks
- Different CTAs

3. Re-test

The revised creative was launched and evaluated against both platform metrics and buyer-side CPA.

This created a closed-loop acquisition system:

Media → Calls → Buyer → CPA → Creative Strategy → Media

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17. Anonymized Decision Examples

Example 1 — Burst Spend

A campaign began spending abnormally quickly.

Instead of immediately killing it:

Burst spend → Temporary bid adjustment → Normalize delivery → Observe performance

Only after the campaign returned to normal pacing could its underlying CPA be judged fairly.

Example 2 — Stable Winner

A campaign was:

- Spending normally
- Producing stable CPA
- Below the **~$900 account target**
- Generating acceptable platform cost per result
- Receiving positive buyer feedback

The campaign qualified as a winner.

The response:

Winner → Maintain stability → Increase budget ~30–40% → Reassess after stabilization

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Example 3 — High Buyer CPA

A group of previously successful campaigns produced poor buyer CPA during the weekly downstream review.

Instead of simply increasing media volume:

High buyer CPA → Descale winners → Tighten creative qualification → Reduce aggressive claims → Test new hooks/messaging → Reassess buyer CPA

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18. The Operating System

The complete process can be reduced to one loop:

Research
→ Create
→ Test
→ Normalize delivery
→ Evaluate
→ Scale winners
→ Descale losers
→ Review buyer CPA
→ Adjust creative
→ Retest

The defining feature of the operation was that optimization did not stop at the ad platform.

The media buyer had to connect:

Creative performance → acquisition CPA → call quality → buyer CPA → revenue → next media decision

This operating system supported the transition from approximately $2K/day to $10K+/day in acquisition spend while maintaining the downstream economics required by the buyer.

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19. Core Operating Principles

01 — Optimize beyond the platform

A cheap platform conversion is not automatically a valuable lead.

02 — Fix delivery before judging performance

Abnormal spend can distort performance. Normalize it first.

03 — Scale stability, not isolated wins

A single profitable day is not enough to justify aggressive scaling.

04 — Keep account structure lean

More campaigns do not automatically create more opportunities. Testing should have a reason.

05 — Creative can qualify traffic

The ad can influence who enters the funnel, not just how many people click.

06 — Buyer CPA is the primary commercial control metric

The target for this operation was approximately **a $900 buyer CPA**.

07 — Protect long-term scale

The goal is not maximum spend on one day. It is a repeatable acquisition system that can continue producing profitable, buyer-acceptable volume.