$4.41M Qualified-Call Revenue

U.S. ACA Lead Generation | 2023 · Google Ads + Meta · 100+ Accounts · 100 CCs Peak

MEDIA BUYER CASE STUDY

A year of performance at scale

$4.41M

Ringba Revenue

$3.3M

Paid Media Spend

470K

Incoming Calls

147K

Paid Calls

64K

Converted Calls

~35%

Reported ROI

100+ Accounts | United States | ACA | Google + Meta

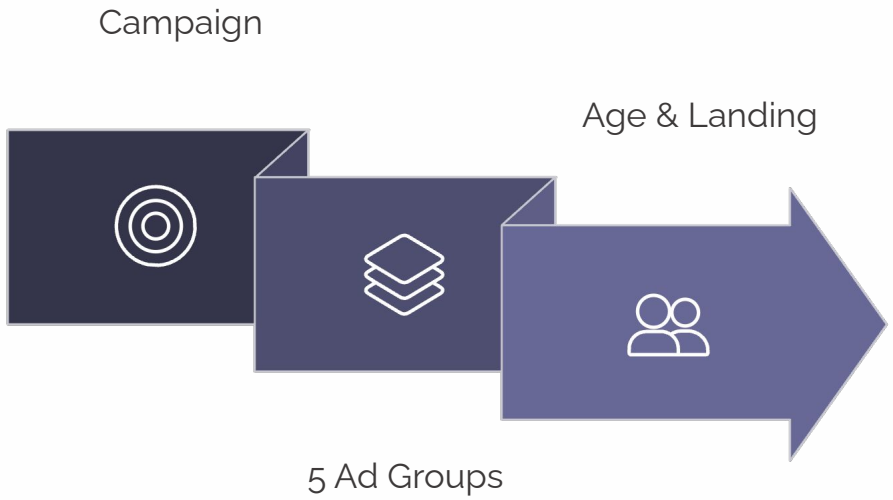
From $220 CPA to < $90

	BEFORE	AFTER
CPA	$220	< $90
Monthly Spend	~$7K	$30K–$60K
Monthly Calls	~2K	50K–70K
Monthly Revenue	~$8K	>$500K
Conversion	<10%	~30%
ROI	0–10%	~35%

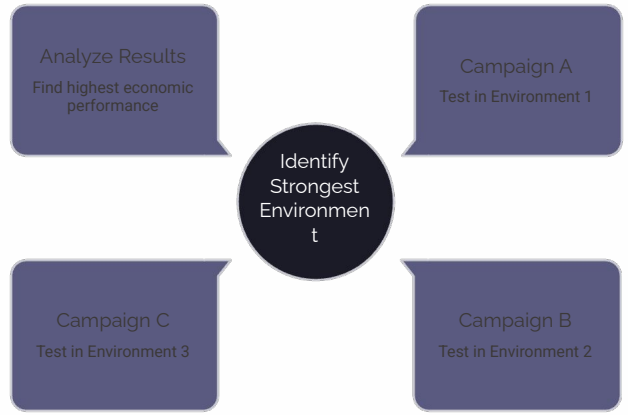
Lower CPA. Higher volume. Higher conversion. Meaningful scale.

The testing system

WINNING AD



NEW AD



Parallel test new creatives across multiple campaign environments simultaneously.

Keep the creative constant. Find the environment where the economics are strongest.

Optimize the audience *and* the path to conversion

TARGETING

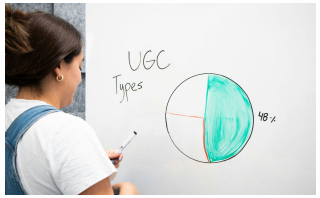
- → Age-group testing
- → Audience comparison
- → Account-level performance
- → CPA + revenue validation

FUNNEL

- → Test different endpoints
- → Remove low-value questions
- → Avoid unnecessary friction
- → Intervene when CPA deteriorates

Audience × Funnel × Economics

Creative that adapts to how people consume content



UGC

Native-feeling direct response



TRENDING FORMATS

Trending ideas transformed into business solutions



B-ROLL + VO

Visual storytelling + direct-response messaging

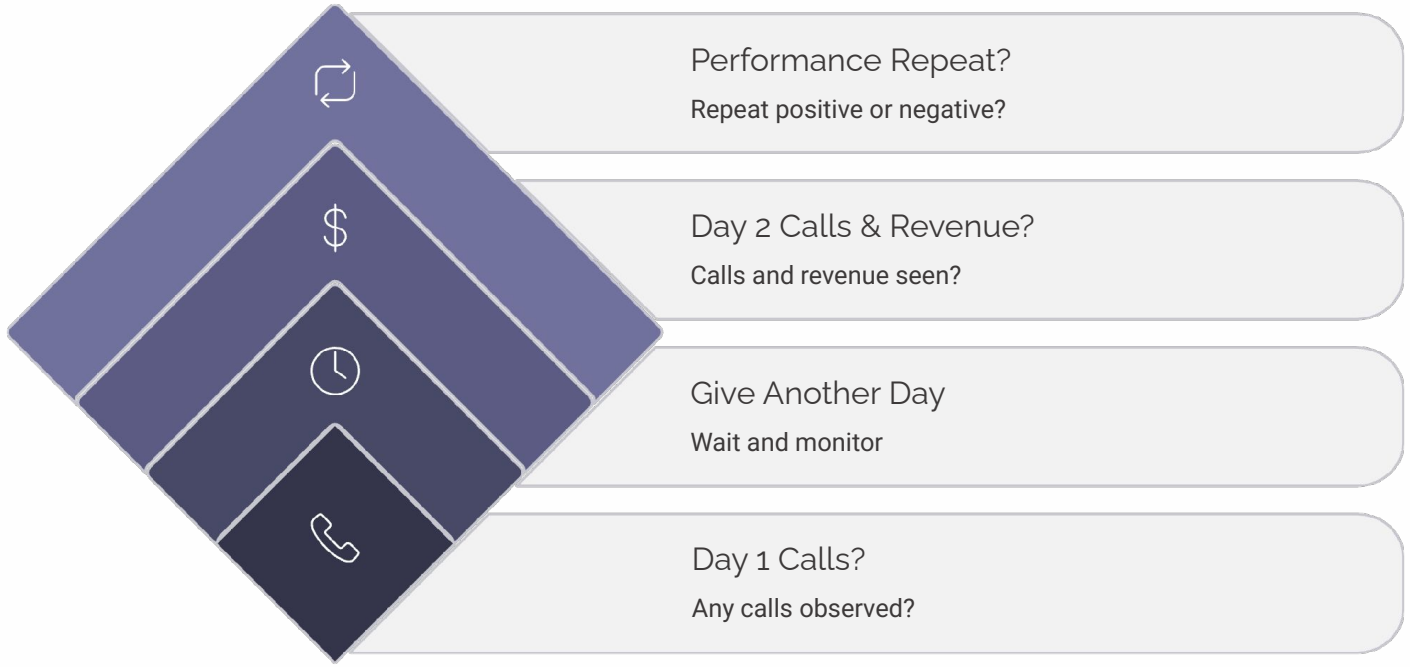


INFLUENCER

Creator-led credibility and native distribution

The creative wasn't judged by engagement alone. It had to produce calls that made economic sense.

Don't rush to kill your killers



5 consecutive negative days

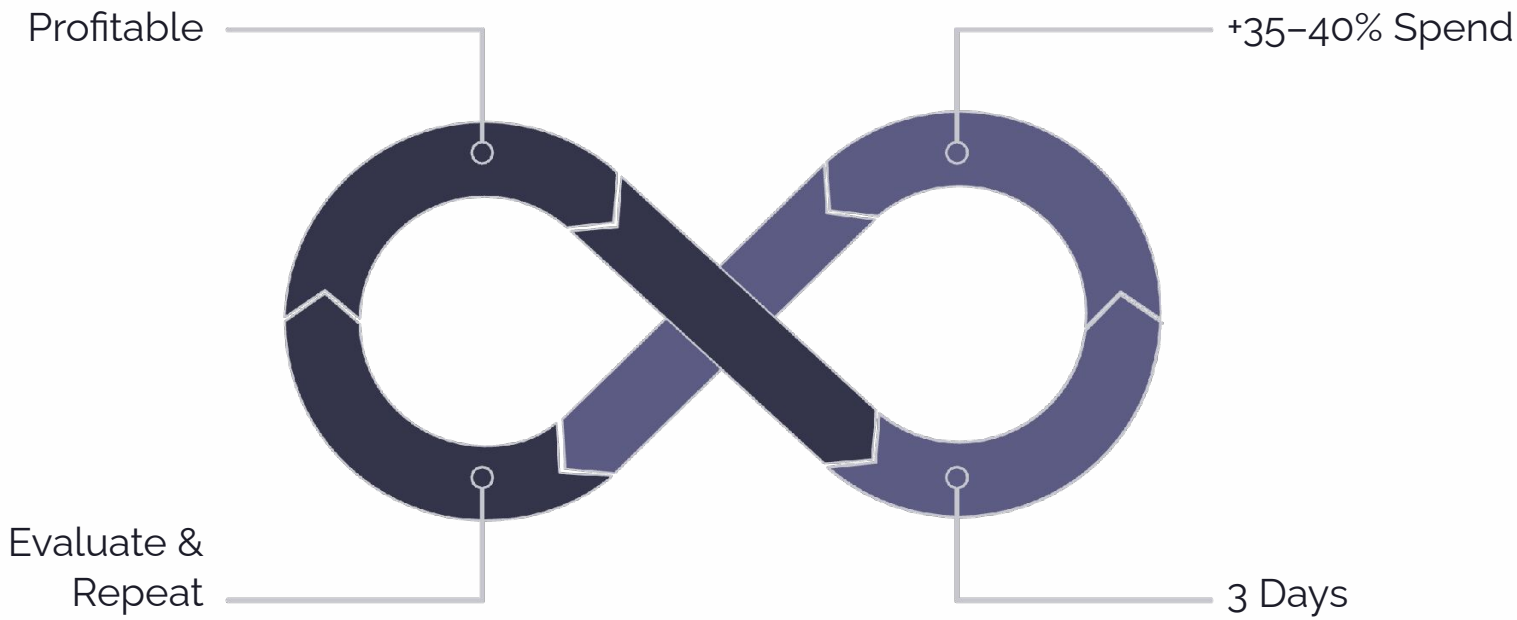
→ KILL

Promising winner

→ PROTECT

Patience is a competitive advantage. Most buyers kill campaigns before the data is conclusive.

Scale the economics—not just the budget



Controlled budget expansion allowed profitable campaigns to absorb more spend without relying on reckless jumps.

+35%

Spend Increase

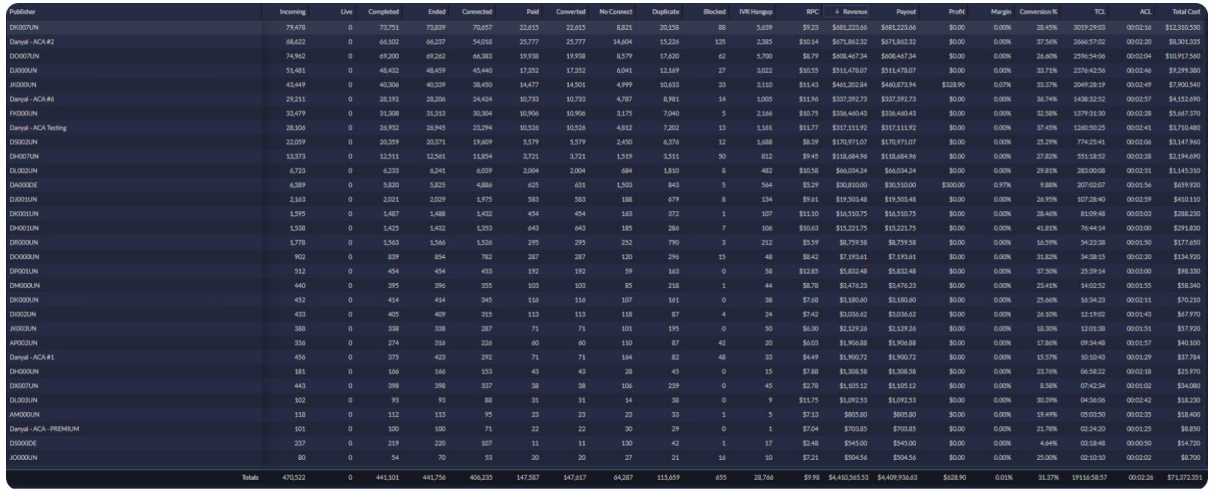
Approximately every 3 days

100

Peak CCs

Simultaneously active

The numbers behind the operation



Publisher	Incoming	Live	Completed	Ended	Connected	Paid	Converted	No Connect	Duplicate	Blocked	IVR Hangup	RPC	↓ Revenue	Payout	Profit	Margin	Conversion %	TCL	ACL	Total Cost
DK007UN	79,478	0	73,751	73,839	70,657	22,615	22,615	8,821	20,158	88	5,639	$9.23	$681,223.66	$681,223.66	$0.00	0.00%	28.45%	3019:29:03	00:02:16	$12,310,530
Danyal - ACA #2	68,622	0	66,102	66,237	54,018	25,777	25,777	14,604	15,226	135	2,385	$10.14	$671,862.32	$671,862.32	$0.00	0.00%	37.56%	2666:57:02	00:02:20	$8,301,335
DO007UN	74,962	0	69,200	69,262	66,383	19,938	19,938	8,579	17,620	62	5,700	$8.79	$608,467.34	$608,467.34	$0.00	0.00%	26.60%	2596:54:06	00:02:04	$10,917,560
DJ000UN	51,481	0	48,432	48,459	45,440	17,352	17,352	6,041	12,169	27	3,022	$10.55	$511,478.07	$511,478.07	$0.00	0.00%	33.71%	2376:42:56	00:02:46	$9,299,380
JK000UN	43,449	0	40,306	40,339	38,450	14,477	14,501	4,999	10,633	33	3,110	$11.43	$461,202.84	$460,873.94	$328.90	0.07%	33.37%	2049:28:19	00:02:49	$7,900,540
Danyal - ACA #6	29,211	0	28,192	28,206	24,424	10,733	10,733	4,787	8,981	14	1,005	$11.96	$337,392.73	$337,392.73	$0.00	0.00%	36.74%	1438:32:52	00:02:57	$4,152,690
FK000UN	33,479	0	31,308	31,313	30,304	10,906	10,906	3,175	7,040	5	2,166	$10.75	$336,460.43	$336,460.43	$0.00	0.00%	32.58%	1379:31:30	00:02:28	$5,667,370
Danyal - ACA Testing	28,106	0	26,932	28,945	23,294	10,526	10,526	4,812	7,202	13	1,161	$11.77	$317,111.92	$317,111.92	$0.00	0.00%	37.45%	1260:50:25	00:02:41	$3,710,480
DS002UN	22,059	0	20,359	20,371	19,609	5,579	5,579	2,450	6,376	12	1,688	$8.39	$170,971.07	$170,971.07	$0.00	0.00%	25.29%	774:25:41	00:02:06	$1,147,960
DH007UN	13,373	0	12,511	12,561	11,854	3,721	3,721	1,519	3,511	50	812	$9.45	$118,684.96	$118,684.96	$0.00	0.00%	27.82%	551:18:52	00:02:28	$2,194,690
DL002UN	6,723	0	6,233	6,241	6,039	2,004	2,004	684	1,810	8	482	$10.58	$66,034.24	$66,034.24	$0.00	0.00%	29.81%	283:00:08	00:02:31	$1,145,310
DA000DE	6,389	0	5,820	5,825	4,886	625	631	1,503	843	5	564	$5.29	$30,810.00	$30,510.00	$300.00	0.97%	9.88%	207:02:07	00:01:56	$659,920
DJ001UN	2,163	0	2,021	2,029	1,975	583	583	188	679	8	134	$9.61	$19,503.48	$19,503.48	$0.00	0.00%	26.95%	107:28:40	00:02:59	$410,110
DK001UN	1,595	0	1,487	1,488	1,432	454	454	163	372	1	107	$11.10	$16,510.75	$16,510.75	$0.00	0.00%	28.46%	81:09:48	00:03:03	$288,230
DH001UN	1,538	0	1,425	1,432	1,253	643	643	185	286	7	106	$10.63	$15,221.75	$15,221.75	$0.00	0.00%	41.81%	76:44:14	00:03:00	$291,830
DR000UN	1,778	0	1,563	1,566	1,526	295	295	252	790	3	212	$5.59	$8,759.58	$8,759.58	$0.00	0.00%	16.59%	34:23:38	00:01:50	$177,650
DO000UN	902	0	839	854	782	287	287	120	296	15	48	$8.42	$7,193.61	$7,193.61	$0.00	0.00%	31.82%	34:38:15	00:02:20	$124,920
DP001UN	512	0	454	454	453	192	192	59	163	0	58	$12.85	$5,832.48	$5,832.48	$0.00	0.00%	37.50%	25:39:14	00:03:00	$98,330
DM000UN	440	0	395	396	355	103	103	85	218	1	44	$8.78	$3,476.23	$3,476.23	$0.00	0.00%	23.41%	14:02:52	00:01:55	$58,340
DK000UN	452	0	414	414	345	116	116	107	161	0	38	$7.66	$3,180.60	$3,180.60	$0.00	0.00%	25.66%	16:34:23	00:02:11	$70,210
DI002UN	433	0	405	409	315	113	113	118	87	4	24	$7.42	$3,036.62	$3,036.62	$0.00	0.00%	26.10%	12:19:02	00:01:43	$67,970
JK003UN	388	0	338	338	287	71	71	101	195	0	50	$6.30	$2,129.26	$2,129.26	$0.00	0.00%	18.30%	12:01:38	00:01:51	$57,920
AP002UN	336	0	274	316	226	60	60	110	87	42	20	$6.03	$1,906.88	$1,906.88	$0.00	0.00%	17.86%	09:34:48	00:01:57	$40,100
Danyal - ACA #1	456	0	375	423	292	71	71	164	82	48	33	$4.49	$1,900.72	$1,900.72	$0.00	0.00%	15.57%	10:10:43	00:01:29	$37,784
DH000UN	181	0	166	166	153	43	43	28	45	0	15	$7.88	$1,308.58	$1,308.58	$0.00	0.00%	23.76%	06:58:22	00:02:18	$25,970
DX007UN	443	0	398	398	337	38	38	106	239	0	45	$2.78	$1,105.12	$1,105.12	$0.00	0.00%	8.58%	07:42:34	00:01:02	$34,080
DL003UN	102	0	93	93	88	31	31	14	38	0	9	$11.75	$1,092.53	$1,092.53	$0.00	0.00%	30.39%	04:36:06	00:02:42	$18,230
AM000UN	118	0	112	113	95	23	23	23	33	1	5	$7.13	$805.80	$805.80	$0.00	0.00%	19.49%	05:02:50	00:02:35	$18,400
Danyal - ACA - PREMIUM	101	0	100	100	71	22	22	30	29	0	1	$7.04	$703.85	$703.85	$0.00	0.00%	21.78%	02:24:20	00:01:25	$8,850
DS000DE	237	0	219	220	107	11	11	130	42	1	17	$2.48	$545.00	$545.00	$0.00	0.00%	4.64%	03:18:48	00:00:50	$14,720
JO000UN	80	0	54	70	33	20	20	27	21	16	10	$7.21	$504.56	$504.56	$0.00	0.00%	25.00%	02:10:10	00:02:02	$8,700
Totals	470,522	0	441,101	441,756	406,235	147,587	147,617	64,287	115,659	655	28,766	$9.98	$4,410,565.53	$4,409,936.63	$628.90	0.01%	31.37%	19116:58:57	00:02:26	$71,372,351

Revenue shown is Ringba-reported buyer revenue. Media spend is reported separately from Ringba's Total Cost metric.

470,522
Incoming Calls

147,617
Paid Calls

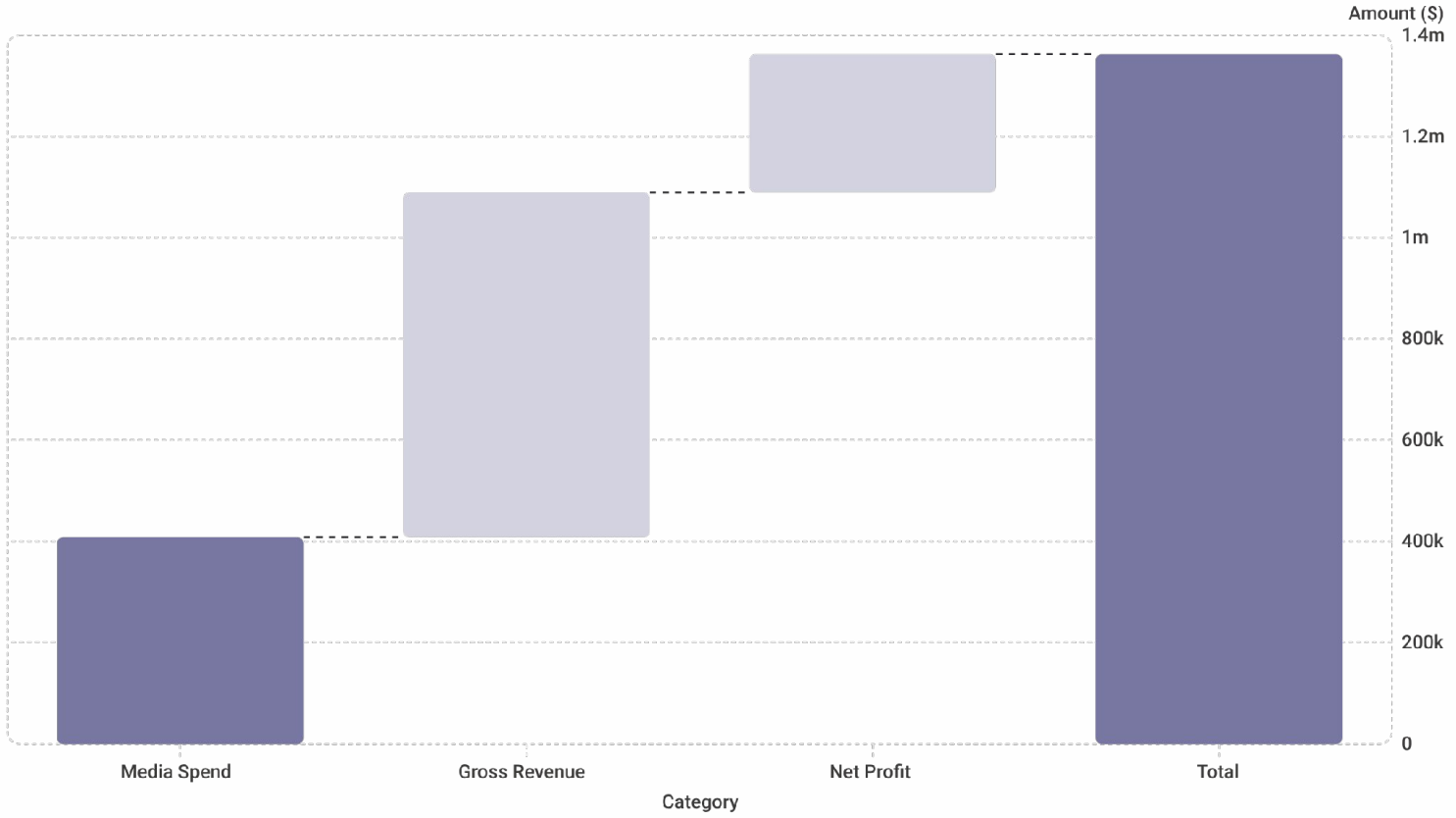
64,287
Converted Calls

$4.41M
Revenue

31.37%
Conversion Rate

2:26
Avg. Call Length

$681K+ from the top account



$681K

Top Account Revenue

$408K

Media Spend

~1.67×

Revenue / Spend

The strongest account demonstrated that the testing and scaling framework could support substantial spend while maintaining positive campaign economics.

A repeatable acquisition operating system

01 TEST

02 VALIDATE

03 QUALIFY

04 CUT

05 PROTECT

06 SCALE

07 REPEAT

CPA < $90
Cost Per Acquisition Target

2+ Min
Call Qualification Threshold

35% ROI
Reported Return on Investment

Built around real buyer economics—not vanity metrics.

Ready to scale qualified-call acquisition?

I manage paid acquisition around the metrics that actually matter:

- CPA
- Call Quality
- Conversion
- Revenue
- ROI

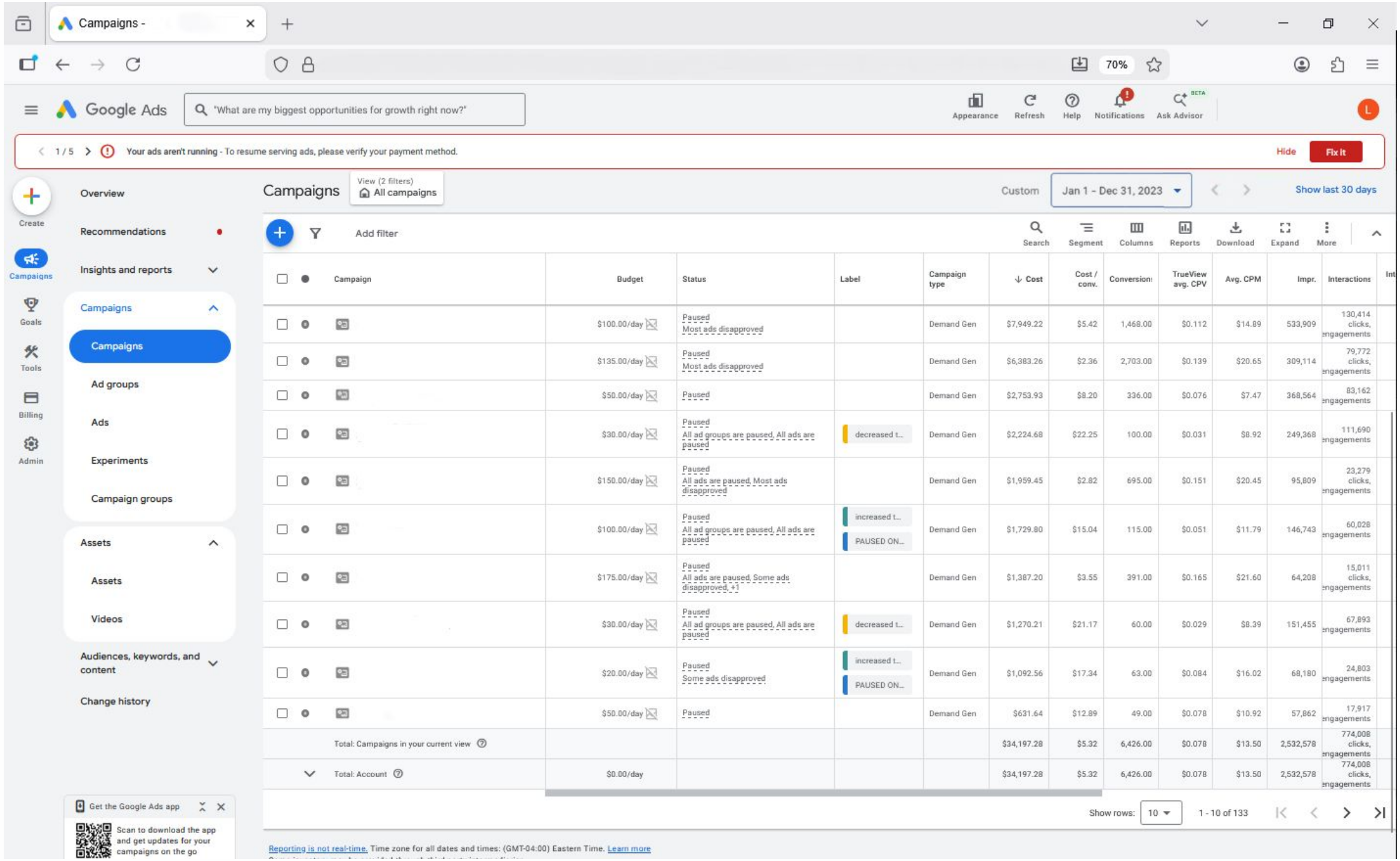
REQUEST CAMPAIGN MANAGEMENT | LinkedIn

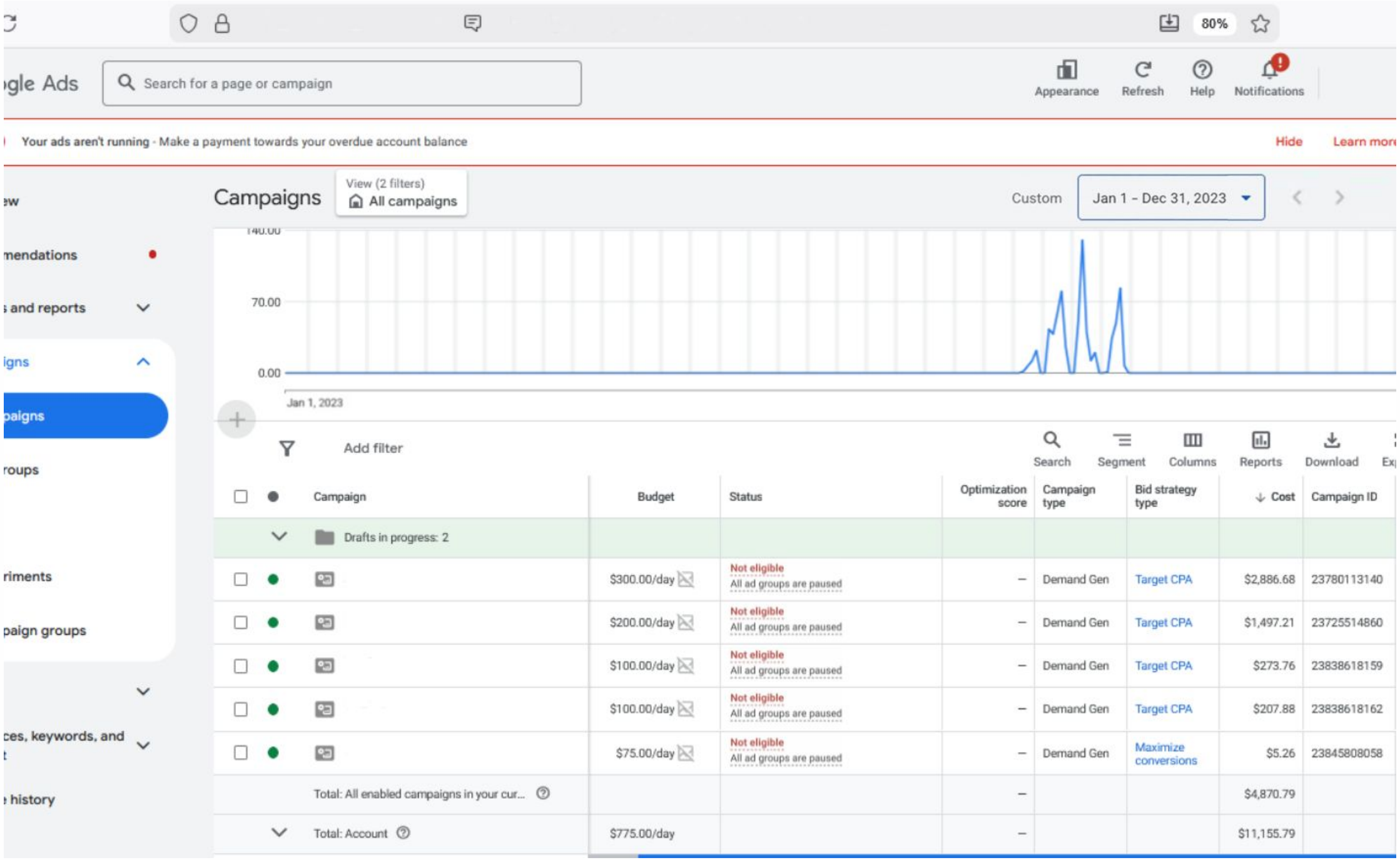
Paid Media • Lead Generation • Google Ads • Meta • Qualified Calls

PROOF OF WORK

U.S. ACA Lead Generation | 2023 · Google Ads (Some Top Accounts)

MEDIA BUYER CASE STUDY


Campaigns -
70%
Google Ads
"What are my biggest opportunities for growth right now?"
Appearance
Refresh
Help
Notifications
Ask Advisor
1 / 5
Your ads aren't running - To resume serving ads, please verify your payment method.
Hide
Fix it
Create
Campaigns
Goals
Tools
Billing
Admin
Overview
Recommendations
Insights and reports
Campaigns
Campaigns
Ad groups
Ads
Experiments
Campaign groups
Assets
Assets
Videos
Audiences, keywords, and content
Change history
Campaigns
View (2 filters)
All campaigns
Custom
Jan 1 - Dec 31, 2023
Show last 30 days
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
Budget
Status
Label
Campaign type
Cost
Cost / conv.
Conversions
TrueView avg. CPV
Avg. CPM
Impr.
Interactions
$100.00/day
Paused
Most ads disapproved
Demand Gen
$7,949.22
$5.42
1,468.00
$0.112
$14.89
533,909
130,414 clicks, engagements
$135.00/day
Paused
Most ads disapproved
Demand Gen
$6,383.26
$2.36
2,703.00
$0.139
$20.65
309,114
79,772 clicks, engagements
$50.00/day
Paused
Demand Gen
$2,753.93
$8.20
336.00
$0.076
$7.47
368,564
83,162 engagements
$30.00/day
Paused
All ad groups are paused, All ads are paused
decreased t...
Demand Gen
$2,224.68
$22.25
100.00
$0.031
$8.92
249,368
111,690 engagements
$150.00/day
Paused
All ads are paused, Most ads disapproved
Demand Gen
$1,959.45
$2.82
695.00
$0.151
$20.45
95,809
23,279 clicks, engagements
$100.00/day
Paused
All ad groups are paused, All ads are paused
increased t...
PAUSED ON...
Demand Gen
$1,729.80
$15.04
115.00
$0.051
$11.79
146,743
60,028 engagements
$175.00/day
Paused
All ads are paused, Some ads disapproved, +1
Demand Gen
$1,387.20
$3.55
391.00
$0.165
$21.60
64,208
15,011 clicks, engagements
$30.00/day
Paused
All ad groups are paused, All ads are paused
decreased t...
Demand Gen
$1,270.21
$21.17
60.00
$0.029
$8.39
151,455
67,893 engagements
$20.00/day
Paused
Some ads disapproved
increased t...
PAUSED ON...
Demand Gen
$1,092.56
$17.34
63.00
$0.084
$16.02
68,180
24,803 engagements
$50.00/day
Paused
Demand Gen
$631.64
$12.89
49.00
$0.078
$10.92
57,862
17,917 engagements
Total: Campaigns in your current view
$34,197.28
$5.32
6,426.00
$0.078
$13.50
2,532,578
774,008 clicks, engagements
Total: Account
$0.00/day
$34,197.28
$5.32
6,426.00
$0.078
$13.50
2,532,578
774,008 clicks, engagements
Show rows:
10
1 - 10 of 133
Get the Google Ads app
Scan to download the app and get updates for your campaigns on the go
Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more


80%
gle Ads
Search for a page or campaign
Appearance
Refresh
Help
Notifications
Your ads aren't running - Make a payment towards your overdue account balance
Hide
Learn mor
ew
mendations
s and reports
igns
paigns
roups
riments
paign groups
ces, keywords, and
history
Campaigns
View (2 filters)
All campaigns
Custom
Jan 1 - Dec 31, 2023
140.00
70.00
0.00
Jan 1, 2023
Add filter
Search
Segment
Columns
Reports
Download
Campaign
Budget
Status
Optimization score
Campaign type
Bid strategy type
Cost
Campaign ID
Drafts in progress: 2
$300.00/day
Not eligible
All ad groups are paused
–
Demand Gen
Target CPA
$2,886.68
2378011314
$200.00/day
Not eligible
All ad groups are paused
–
Demand Gen
Target CPA
$1,497.21
2372551486
$100.00/day
Not eligible
All ad groups are paused
–
Demand Gen
Target CPA
$273.76
2383861815
$100.00/day
Not eligible
All ad groups are paused
–
Demand Gen
Target CPA
$207.88
2383861816
$75.00/day
Not eligible
All ad groups are paused
–
Demand Gen
Maximize conversions
$5.26
2384580805
Total: All enabled campaigns in your cur...
–
$4,870.79
Total: Account
$775.00/day
–
$11,155.79

TOP ACA ACCOUNTS

SAVE

Updated a few seconds ago

(UTC-05:00) Eastern Time (US & Canada)

JAN 1, 2023 00:00 - DEC 31, 2023 23:59

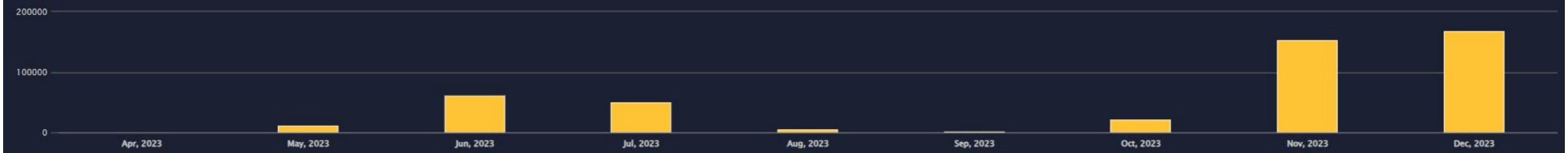
AUTO REFRESH

EDIT FILTERS

CLEAR FILTERS

Timeline

Auto (By month)



Summary

EXPORT CSV

Campaign | Publisher | Target | Buyer | Dialed # | Number Pool | Date | Duplicate | Tags

Campaign	Incom...	Live	Completed	Ended	Connected	Paid	Converted	No Conne...	Duplicate	Blocked	IVR Hang...	RPC	Revenue	Payout	Profit	Margin	Conversi...	TCL	ACL	Total Cost
	218,714	0	201,651	201,865	195,473	74,583	74,583	23,241	57,040	214	16,849	$11.92	$2,405,713.48	$2,405,713.48	$0.00	0.00%	34.10%	10213:20:26	00:02:48	$38,995.990
	56,480	0	54,318	54,335	47,166	21,069	21,069	9,314	15,856	17	2,145	$11.93	$648,428.79	$648,428.79	$0.00	0.00%	37.30%	2674:18:37	00:02:50	$7,780.520
	48,481	0	44,956	44,972	42,672	7,710	7,710	5,809	10,343	16	3,509	$4.78	$214,848.92	$214,848.92	$0.00	0.00%	15.90%	950:52:57	00:01:10	$5,096.910
	42,324	0	41,075	41,083	34,634	16,676	16,676	7,690	9,848	8	1,241	$10.21	$419,644.06	$419,644.06	$0.00	0.00%	39.40%	1722:47:10	00:02:26	$5,376.306
	34,273	0	32,897	32,931	29,987	4,565	4,565	4,286	8,190	34	1,342	$3.11	$102,320.58	$102,320.58	$0.00	0.00%	13.32%	722:58:02	00:01:16	$4,179.790
	29,919	0	28,156	28,181	25,825	12,041	12,041	4,094	6,265	25	1,738	$11.36	$320,264.31	$320,264.31	$0.00	0.00%	40.25%	1514:17:28	00:03:02	$5,753.900
	26,659	0	25,319	25,488	19,605	9,150	9,150	7,054	5,450	169	1,171	$9.93	$253,209.98	$253,209.98	$0.00	0.00%	34.32%	949:41:01	00:02:09	$2,948.040
	6,721	0	6,122	6,128	5,046	646	652	1,675	892	6	593	$5.20	$31,840.00	$31,540.00	$300.00	0.94%	9.70%	213:39:41	00:01:54	$685.240
	4,018	0	3,941	3,963	3,659	797	797	359	1,154	22	55	$1.48	$5,852.05	$5,852.05	$0.00	0.00%	19.84%	82:16:16	00:01:14	$308.900
	469,067	0	439,846	440,358	405,314	147,361	147,391	63,753	115,295	512	28,709	$10.00	$4,403,557.48	$4,402,928.58	$628.90	0.01%	31.42%	19070:14:27	00:02:26	$71,223.156

Note: Total cost of $71,223 represents Ringba fees.