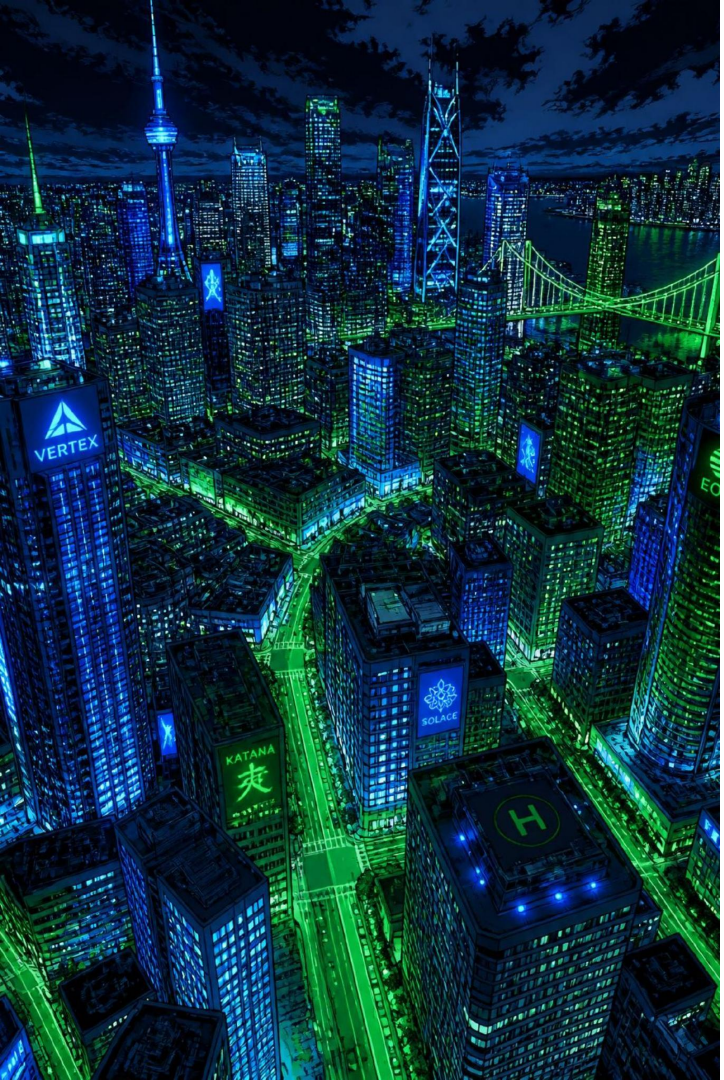


Lead Generation Media Buying Case Study

Spanish & English Debt Relief

From $2K/day acquisition to $10K+/day scale

2-Year Acquisition Performance

$5.4M+

Revenue Generated

$3.7M+

Media Spend

935K+

Calls Generated

272K+

Monetized Qualified Calls

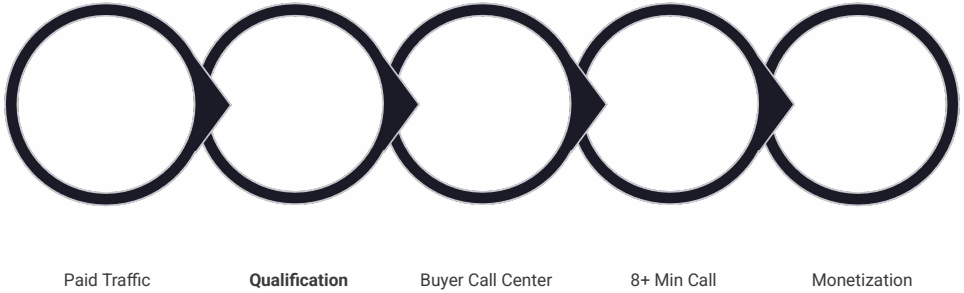
Platforms	Market	Vertical
Google · Meta · TikTok	United States · Nationwide	Debt Relief / Debt Settlement / Debt Consolidation

Confidential case study. Selected metrics are presented in rounded or range-based form to protect client, buyer and proprietary business information.



A Different Kind of Lead Generation Model

This was not a traditional form-lead campaign. The objective was to generate high-intent consumer demand, route qualified leads into the buyer's call-center operation, and monetize standard calls that met the agreed 8+ minute qualification threshold.



The optimization target was not simply "Get the cheapest lead." It was: **Generate buyer-valuable calls at a sustainable CPA while maintaining call quality.** The standard qualification threshold was approximately **8+ minutes**, while many high-quality calls extended substantially longer.

The Problem Wasn't Traffic. It Was Scale + Quality.

When I took over, the advertising platform was already operational. The real challenge was creating a **repeatable acquisition system capable of scaling without destroying lead quality or economics.**

Starting Conditions

Acquisition CPA

$2,000+

ACL (Qualified)

~5 minutes

Monetized Calls

~2000 per month

Daily Spend

~$3.33K

Monthly Revenue

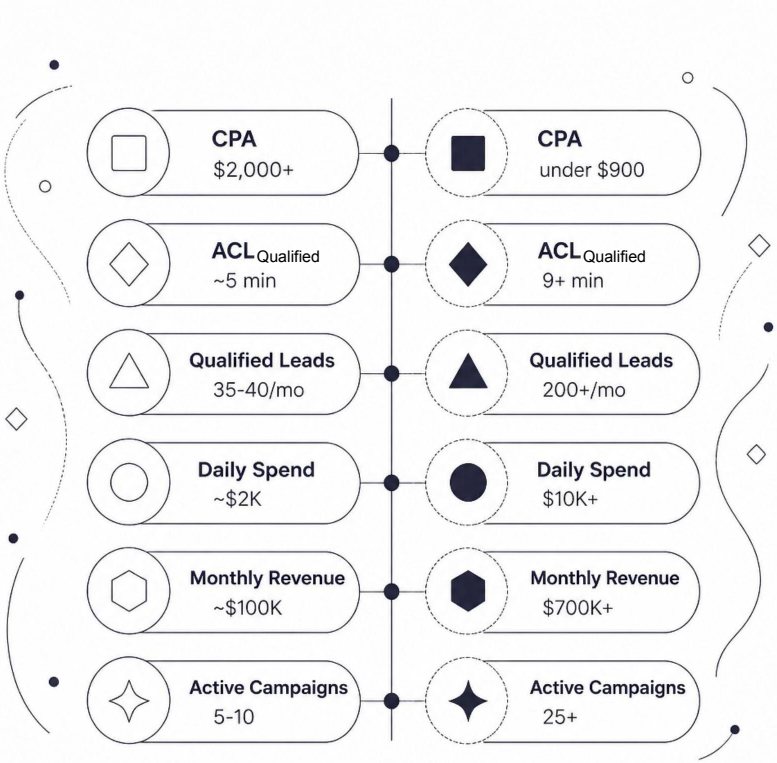
~$100K / breakeven territory

Key Realization

The same audience was producing dramatically different outcomes depending on the call-center operation.The buyer's call-center operation was performing approximately 3–4× better than the original low-performing agent environment.

Media quality could not be evaluated independently from downstream call quality. The acquisition strategy had to optimize for the entire funnel—not just clicks or form submissions.

The Transformation: Before vs. After



Scale Achieved in ~4 Months

~5×
Lead-volume increase

~5×
Daily spend increase

~7×
Monthly revenue increase

Monetized Calls are calls for which the buyer has paid us. Qualified Leads, on the other hand, are leads that remain engaged throughout the entire offline conversion process and ultimately convert into customers for the buyer. Therefore, every Qualified Lead is a Monetized Call, but not every Monetized Call qualifies as a Qualified Lead.

1. **Calls:** All calls generated for the buyer, regardless of duration or conversion outcome.
2. **Monetized Calls:** (8+ Minutes) Calls lasting at least eight minutes for which the buyer pays.
3. **Qualified Leads:** Monetized calls that complete the required qualification process and convert into customers for the buyer.
4. **CPA Measurement:** CPA is calculated as total acquisition spend divided by the number of qualified leads (or guaranteed qualified leads, if that is the contractual measurement basis).

Figures are approximate/rounded where required for confidentiality.

The Breakthrough: Creative as a Qualification Layer

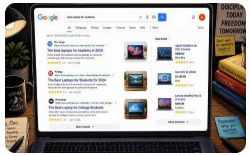
The biggest breakthrough was not simply finding cheaper traffic. It was understanding that **the ad itself could help pre-qualify the audience.**

The buyer had a clear demand for consumers carrying **$15K+ in debt.** Instead of optimizing exclusively for maximum call volume, we developed a proprietary creative framework designed to attract the buyer's preferred audience.

1. **Buyer Demand**
   $15K+ debt consumers
2. **Audience Definition**
   Buyer-defined audience criteria
3. **Creative Messaging**
   Pre-qualification built in
4. **LP Qualification**
   Filter before the call
5. **Higher-Intent Calls**
   Monetizable at scale

We stopped treating creative as merely a CTR mechanism. **Creative became part of the qualification system.** The actual scripts and creative assets remain confidential.

Multi-Platform Acquisition Strategy



Google: Search + Video

- Search Terms & Keyword Planner
- SEMrush & YouTube research
- Competitive advertising research
- Bidding: Max Conversions / tCPA



Meta: Broad Targeting

- Winner: 1 Campaign → 1 Ad Set → 5 Ads
- New-test: 1 Campaign → 1 Ad Set → 3 Ads
- Optimization: cost per result + downstream quality



TikTok: Video-First

- Creative testing & scalable audience acquisition
- Cost Cap bidding for economic control

Common denominator: Every platform had to answer: Can this traffic produce qualified, monetizable calls at an acceptable CPA?

Creative Testing Engine

Research Sources



Ad Libraries

Meta Ad Library, TikTok Creative Center, Google/YouTube



Competitor Intelligence

Competitor advertising patterns & industry trends



Social Trends

Social media trends & industry advertising patterns

Creative Development Process

Key principle: A creative was not considered successful simply because it generated cheap clicks. It had to contribute to: CPA + qualification + ACL + monetization.

01

Identify proven hook

02

Reframe for debt vertical

03

Adapt to target audience

04

Launch controlled test

05

Measure downstream quality

06

Scale / iterate / kill

Campaign Architecture & Testing

The account structure was designed to separate **testing from scaling.**

New Campaigns

~2 days of consistent negative performance before shutdown consideration, depending on spend and data quality.

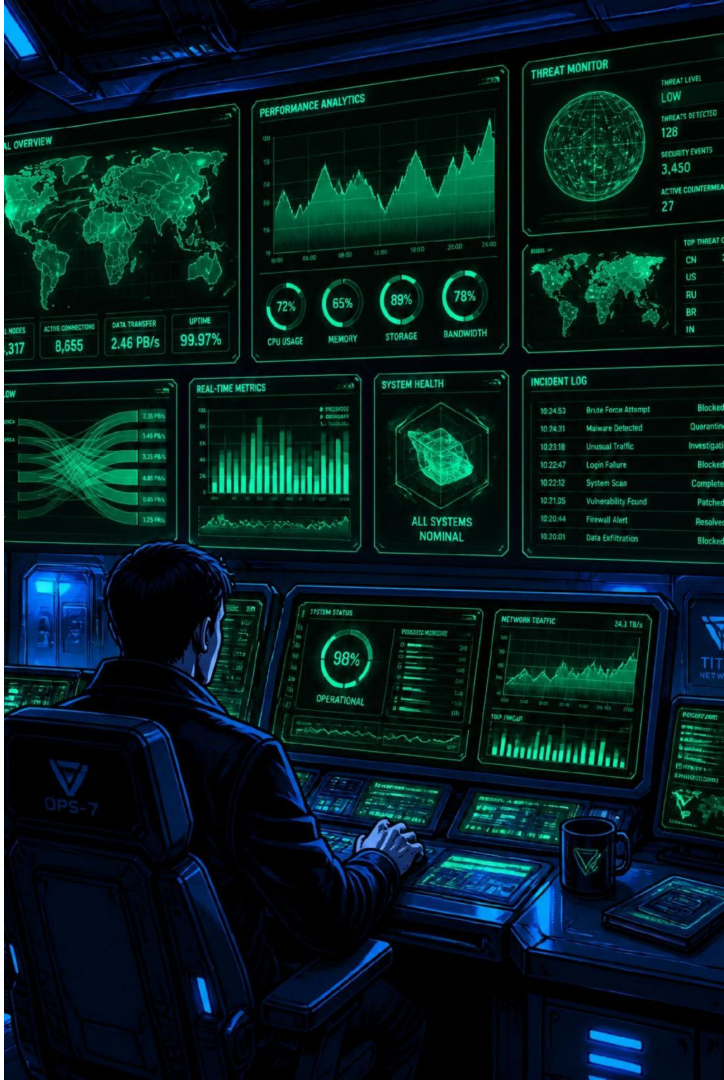
Deteriorating Winners

−20% budget adjustment. If negative performance persisted: Descale → reassess → eventually kill.

Scaling Winners

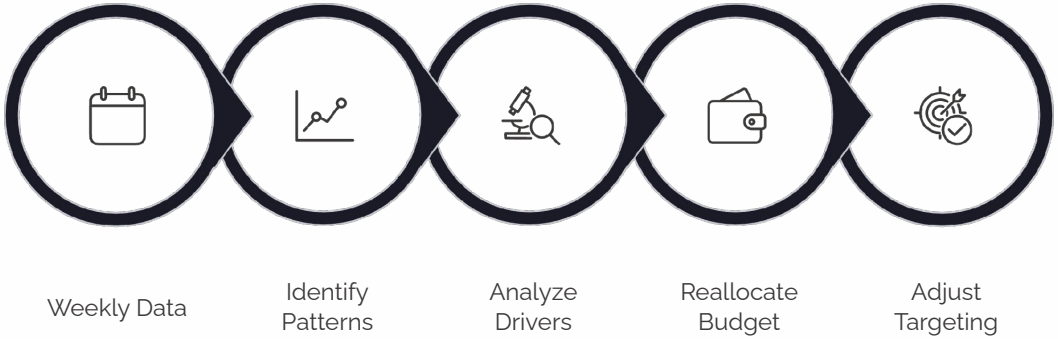
+30–40% budget increase approximately every 3 days once consistent profitable performance was demonstrated.

Why this worked: Scale came from finding more repeatable winners, not simply forcing more budget into one campaign.



The Buyer Feedback Loop

We did not optimize inside an advertising platform in isolation. The buyer supplied **weekly downstream CPA and call-quality performance** reports, creating a downstream feedback loop.



What This Changed

Result: The optimization system increasingly selected for traffic that was valuable after the click, rather than traffic that merely looked good inside the ad platform.

Before

Optimizing for metrics that looked good inside the ad platform

After

Selecting for traffic that was valuable *after* the click



Systems Thinking, Not Single-Campaign Wins

This case study represents a **2-year, full-funnel performance operation** — not a single campaign or a lucky month. The results were produced by building repeatable systems across creative, targeting, qualification, and optimization.

$5.4M+ Revenue

Across 2 years of sustained operation

<$900 Buyer-side CPA

For guaranteed qualified leads

272K+ Monetized Calls

Qualified, buyer-valuable inbound calls

> All data presented in this case study has been rounded, aggregated, or presented in range-based form. No client identity, proprietary scripts, payout percentages, or account names are disclosed. This case study is presented for portfolio evaluation purposes and does not disclose proprietary client or buyer information. Consumer-facing advertising claims should be independently reviewed for applicable legal and platform requirements before reuse.

Media Buying Case Study
Proof of Work

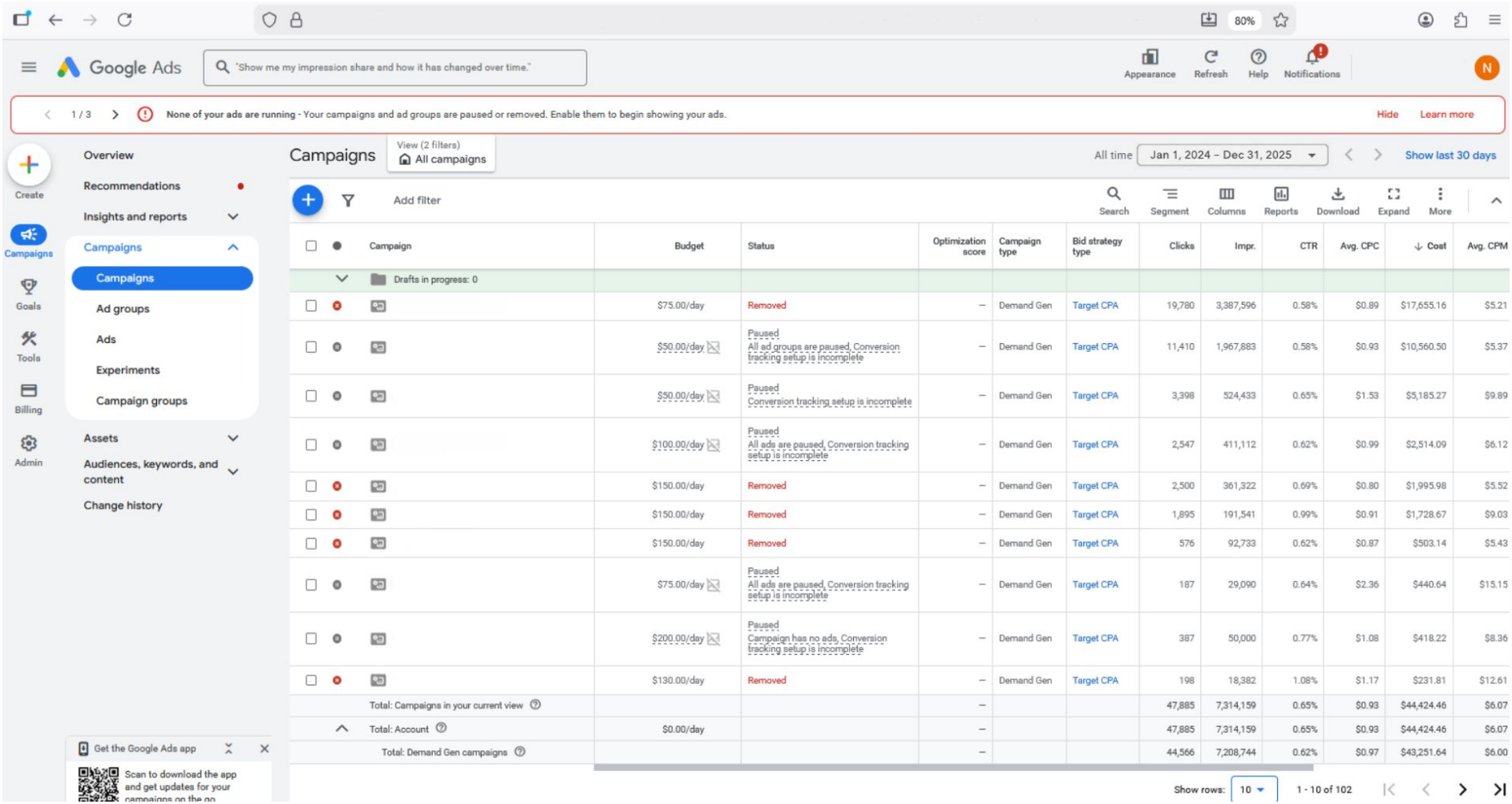
Spanish & English Debt Relief (Some Top Accounts)

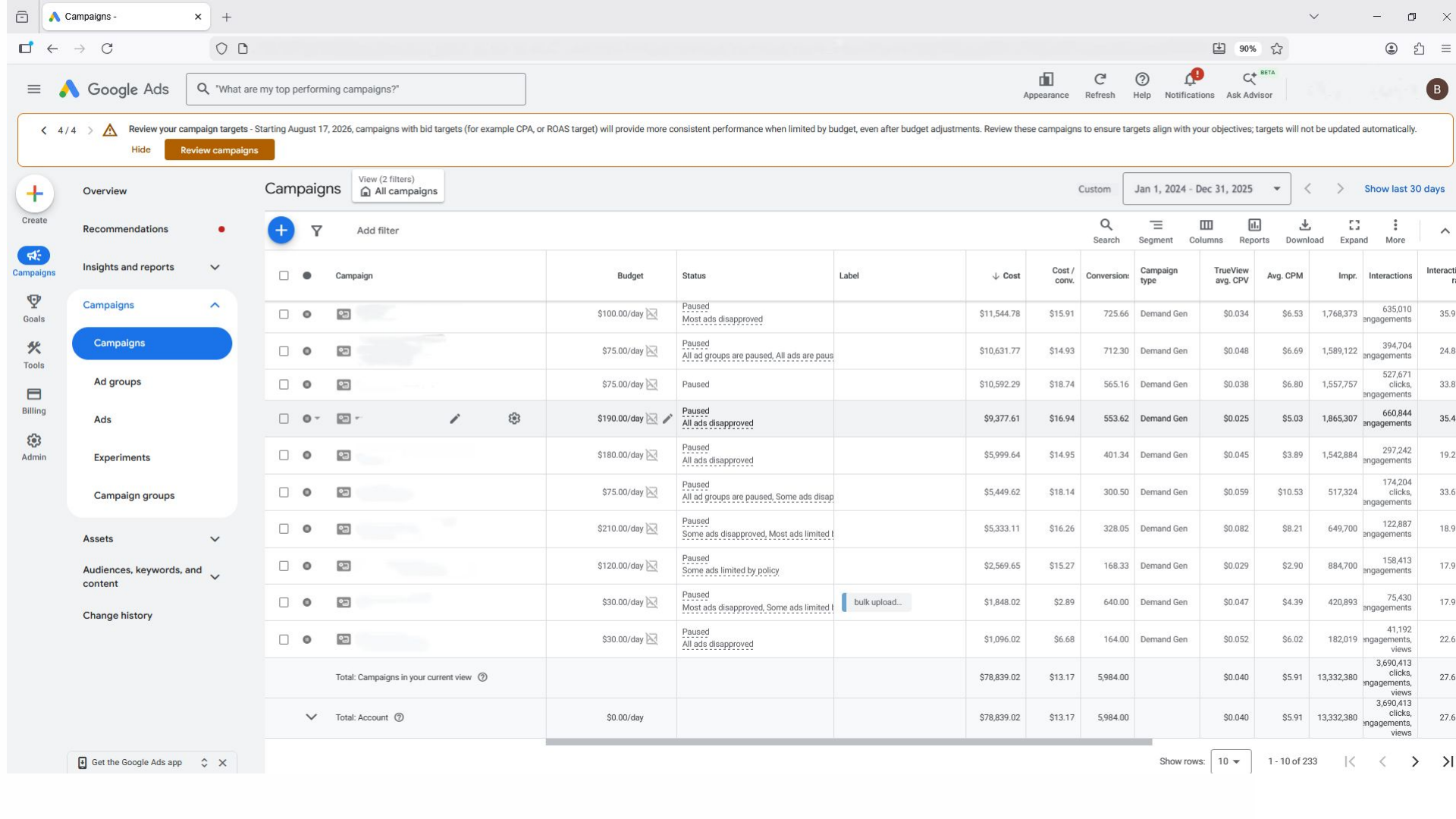
From $2K/day acquisition to $10K+/day scale

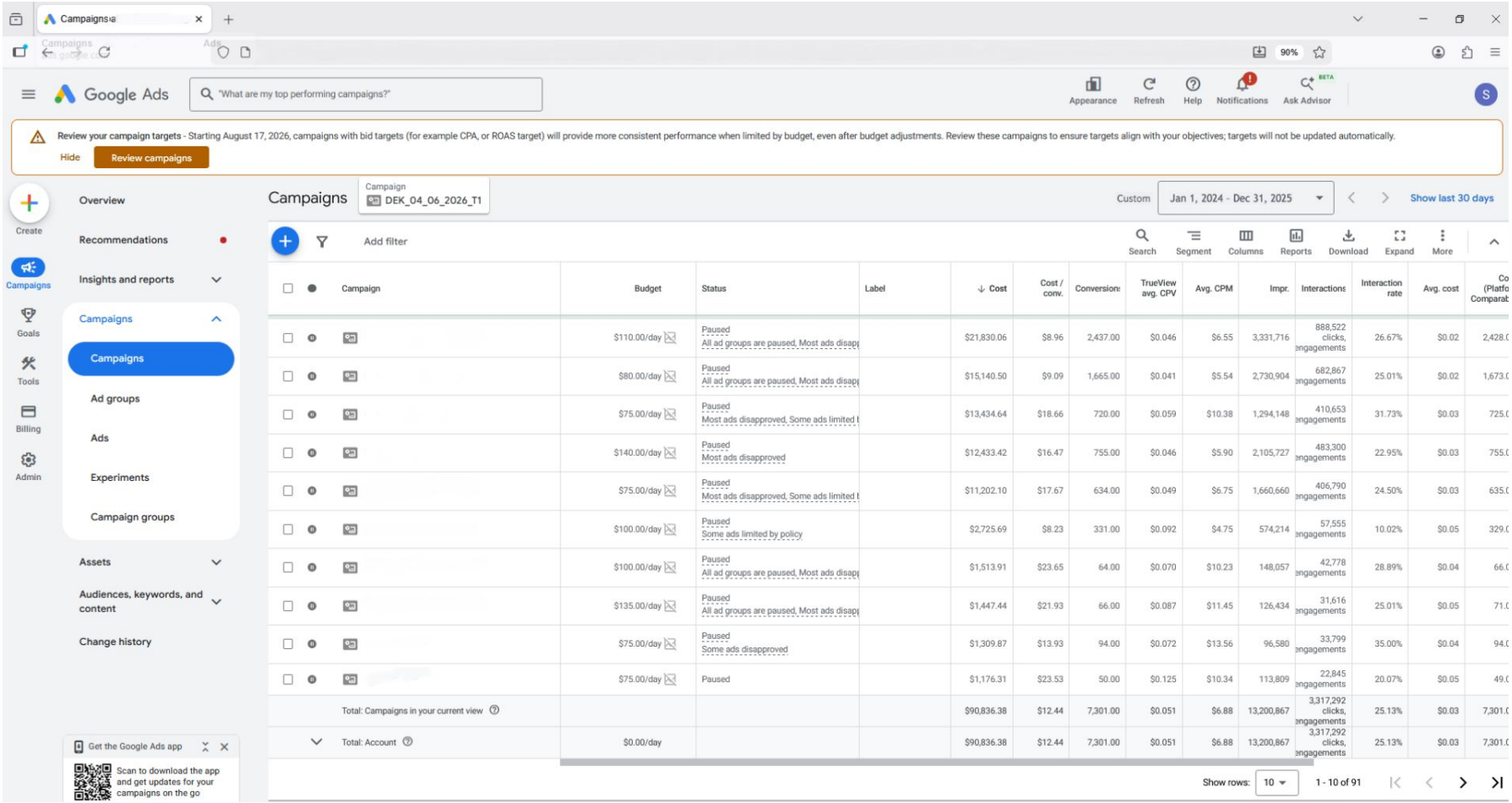
Reach	Impressions	Frequency	Amount spent	Attribution setting
654,297	1,331,488	2.03	$49,200.56	Multiple attribution settin...
767,034	1,628,044	2.12	$48,321.33	Multiple attribution settin...
641,758	1,181,611	1.84	$39,506.04	Multiple attribution settin...
555,316	897,544	1.62	$25,588.29	Multiple attribution settin...
224,429	335,393	1.49	$13,189.55	Multiple attribution settin...
1,704,023 Meta Accounts	5,374,080 Total	3.15 Per Meta Account	$175,805.77 Total spent	**Multiple attribution setti...**

ACCOUNT NAME: DBW

Campaign	Budget	Status	Label	Campaign type	↓ Cost	Cost / conv.	Conversions	TrueView avg. CPV	Avg. CPM	Impr.	Interactions	Interaction rate	Avg. cost	Conv. (Platform Comparable)	Cost / Conv. (Platform Comparable)	Conv. (Platform Comparable)
Drafts in progress: 0																
DBW_03_31_2025_A1	$300.00/day	Limited by budget		Demand Gen	$3,226.28	$4.00	807.00	$0.126	$15.76	204,761	46,423 clicks, engagements	22.67%	$0.07	808.00	$3.99	
DBW_03_31_2025_A2	$150.00/day	Eligible		Demand Gen	$2,760.82	$4.46	619.00	$0.180	$26.64	103,630	27,230 clicks, engagements	26.28%	$0.10	621.00	$4.45	
DBW_04_18_2025_A1	$10.00/day	Limited by budget		Demand Gen	$1,423.47	$2.20	647.00	$0.125	$16.44	86,585	20,733 clicks, engagements	23.95%	$0.07	647.00	$2.20	
DBW_04_27_2025_A1	$50.00/day	Limited by budget		Demand Gen	$811.51	$2.50	325.00	$0.133	$16.25	49,940	11,348 clicks, engagements	22.72%	$0.07	322.00	$2.52	
Total: All enabled campaigns in your current ...					$8,222.07	$3.43	2,398.00	$0.141	$18.48	444,916	105,734 clicks, engagements	23.76%	$0.08	2,398.00	$3.43	
Total: Account	$510.00/day				$24,130.46	$6.79	3,554.00	$0.068	$12.31	1,960,597	627,768 clicks, engagements	32.02%	$0.04	3,554.00	$6.79	


Google Ads
"Show me my impression share and how it has changed over time."
Appearance
Refresh
Help
Notifications
1 / 3
None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.
Hide
Learn more
Create
Campaigns
Goals
Tools
Billing
Admin
Overview
Recommendations
Insights and reports
Campaigns
Campaigns
Ad groups
Ads
Experiments
Campaign groups
Assets
Audiences, keywords, and content
Change history
Get the Google Ads app
Scan to download the app and get updates for your campaigns on the go
Campaigns
View (2 filters)
All campaigns
All time
Jan 1, 2024 – Dec 31, 2025
Show last 30 days
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
Budget
Status
Optimization score
Campaign type
Bid strategy type
Clicks
Impr.
CTR
Avg. CPC
Cost
Avg. CPM
Drafts in progress: 0
$75.00/day
Removed
–
Demand Gen
Target CPA
19,780
3,387,596
0.58%
$0.89
$17,655.16
$5.21
$50.00/day
Paused
All ad groups are paused, Conversion tracking setup is incomplete
–
Demand Gen
Target CPA
11,410
1,967,883
0.58%
$0.93
$10,560.50
$5.37
$50.00/day
Paused
Conversion tracking setup is incomplete
–
Demand Gen
Target CPA
3,398
524,433
0.65%
$1.53
$5,185.27
$9.89
$100.00/day
Paused
All ads are paused, Conversion tracking setup is incomplete
–
Demand Gen
Target CPA
2,547
411,112
0.62%
$0.99
$2,514.09
$6.12
$150.00/day
Removed
–
Demand Gen
Target CPA
2,500
361,322
0.69%
$0.80
$1,995.98
$5.52
$150.00/day
Removed
–
Demand Gen
Target CPA
1,895
191,541
0.99%
$0.91
$1,728.67
$9.03
$150.00/day
Removed
–
Demand Gen
Target CPA
576
92,733
0.62%
$0.87
$503.14
$5.43
$75.00/day
Paused
All ads are paused, Conversion tracking setup is incomplete
–
Demand Gen
Target CPA
187
29,090
0.64%
$2.36
$440.64
$15.15
$200.00/day
Paused
Campaign has no ads, Conversion tracking setup is incomplete
–
Demand Gen
Target CPA
387
50,000
0.77%
$1.08
$418.22
$8.36
$130.00/day
Removed
–
Demand Gen
Target CPA
198
18,382
1.08%
$1.17
$231.81
$12.61
Total: Campaigns in your current view
–
47,885
7,314,159
0.65%
$0.93
$44,424.46
$6.07
Total: Account
$0.00/day
–
47,885
7,314,159
0.65%
$0.93
$44,424.46
$6.07
Total: Demand Gen campaigns
–
44,566
7,208,744
0.62%
$0.97
$43,251.64
$6.00
Show rows:
10
1 - 10 of 102


Campaigns -
90%
Google Ads
"What are my top performing campaigns?"
Appearance
Refresh
Help
Notifications
Ask Advisor
4 / 4
Review your campaign targets - Starting August 17, 2026, campaigns with bid targets (for example CPA, or ROAS target) will provide more consistent performance when limited by budget, even after budget adjustments. Review these campaigns to ensure targets align with your objectives; targets will not be updated automatically.
Hide
Review campaigns
Create
Campaigns
Goals
Tools
Billing
Admin
Overview
Recommendations
Insights and reports
Campaigns
Campaigns
Ad groups
Ads
Experiments
Campaign groups
Assets
Audiences, keywords, and content
Change history
Get the Google Ads app
Campaigns
View (2 filters)
All campaigns
Custom
Jan 1, 2024 - Dec 31, 2025
Show last 30 days
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
Budget
Status
Label
Cost
Cost / conv.
Conversions
Campaign type
TrueView avg. CPV
Avg. CPM
Impr.
Interactions
$100.00/day
Paused
Most ads disapproved
$11,544.78
$15.91
725.66
Demand Gen
$0.034
$6.53
1,768,373
635,010 engagements
$75.00/day
Paused
All ad groups are paused, All ads are paus
$10,631.77
$14.93
712.30
Demand Gen
$0.048
$6.69
1,589,122
394,704 engagements
$75.00/day
Paused
$10,592.29
$18.74
565.16
Demand Gen
$0.038
$6.80
1,557,757
527,671 clicks, engagements
$190.00/day
Paused
All ads disapproved
$9,377.61
$16.94
553.62
Demand Gen
$0.025
$5.03
1,865,307
660,844 engagements
$180.00/day
Paused
All ads disapproved
$5,999.64
$14.95
401.34
Demand Gen
$0.045
$3.89
1,542,884
297,242 engagements
$75.00/day
Paused
All ad groups are paused, Some ads disap
$5,449.62
$18.14
300.50
Demand Gen
$0.059
$10.53
517,324
174,204 clicks, engagements
$210.00/day
Paused
Some ads disapproved, Most ads limited t
$5,333.11
$16.26
328.05
Demand Gen
$0.082
$8.21
649,700
122,887 engagements
$120.00/day
Paused
Some ads limited by policy
$2,569.65
$15.27
168.33
Demand Gen
$0.029
$2.90
884,700
158,413 engagements
$30.00/day
Paused
Most ads disapproved, Some ads limited t
bulk upload...
$1,848.02
$2.89
640.00
Demand Gen
$0.047
$4.39
420,893
75,430 engagements
$30.00/day
Paused
All ads disapproved
$1,096.02
$6.68
164.00
Demand Gen
$0.052
$6.02
182,019
41,192 engagements, views
Total: Campaigns in your current view
$78,839.02
$13.17
5,984.00
$0.040
$5.91
13,332,380
3,690,413 clicks, engagements, views
Total: Account
$0.00/day
$78,839.02
$13.17
5,984.00
$0.040
$5.91
13,332,380
3,690,413 clicks, engagements, views
Show rows:
10
1 - 10 of 233


Campaigns
Google Ads
"What are my top performing campaigns?"
Appearance
Refresh
Help
Notifications
Ask Advisor
Review your campaign targets - Starting August 17, 2026, campaigns with bid targets (for example CPA, or ROAS target) will provide more consistent performance when limited by budget, even after budget adjustments. Review these campaigns to ensure targets align with your objectives; targets will not be updated automatically.
Hide
Review campaigns
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Goals
Tools
Billing
Admin
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Recommendations
Insights and reports
Campaigns
Campaigns
Ad groups
Ads
Experiments
Campaign groups
Assets
Audiences, keywords, and content
Change history
Campaigns
Campaign
DEK_04_06_2026_T1
Custom
Jan 1, 2024 - Dec 31, 2025
Show last 30 days
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
Budget
Status
Label
Cost
Cost / conv.
Conversions
TrueView avg. CPV
Avg. CPM
Impr.
Interactions
Interaction rate
Avg. cost
$110.00/day
Paused
All ad groups are paused, Most ads disap
$21,830.06
$8.96
2,437.00
$0.046
$6.55
3,331,716
888,522 clicks, engagements
26.67%
$0.02
$80.00/day
Paused
All ad groups are paused, Most ads disap
$15,140.50
$9.09
1,665.00
$0.041
$5.54
2,730,904
682,867 engagements
25.01%
$0.02
$75.00/day
Paused
Most ads disapproved, Some ads limited t
$13,434.64
$18.66
720.00
$0.059
$10.38
1,294,148
410,653 engagements
31.73%
$0.03
$140.00/day
Paused
Most ads disapproved
$12,433.42
$16.47
755.00
$0.046
$5.90
2,105,727
483,300 engagements
22.95%
$0.03
$75.00/day
Paused
Most ads disapproved, Some ads limited t
$11,202.10
$17.67
634.00
$0.049
$6.75
1,660,660
406,790 engagements
24.50%
$0.03
$100.00/day
Paused
Some ads limited by policy
$2,725.69
$8.23
331.00
$0.092
$4.75
574,214
57,555 engagements
10.02%
$0.05
$100.00/day
Paused
All ad groups are paused, Most ads disap
$1,513.91
$23.65
64.00
$0.070
$10.23
148,057
42,778 engagements
28.89%
$0.04
$135.00/day
Paused
All ad groups are paused, Most ads disap
$1,447.44
$21.93
66.00
$0.087
$11.45
126,434
31,616 engagements
25.01%
$0.05
$75.00/day
Paused
Some ads disapproved
$1,309.87
$13.93
94.00
$0.072
$13.56
96,580
33,799 engagements
35.00%
$0.04
$75.00/day
Paused
$1,176.31
$23.53
50.00
$0.125
$10.34
113,809
22,845 engagements
20.07%
$0.05
Total: Campaigns in your current view
$90,836.38
$12.44
7,301.00
$0.051
$6.88
13,200,867
3,317,292 clicks, engagements
25.13%
$0.03
Total: Account
$0.00/day
$90,836.38
$12.44
7,301.00
$0.051
$6.88
13,200,867
3,317,292 clicks, engagements
25.13%
$0.03
Show rows:
10
1 - 10 of 91
Get the Google Ads app
Scan to download the app and get updates for your campaigns on the go