

6,000+ Leads Generated for a New Cloud Services Launch



Overview

A tech company had just launched its new cloud services and wanted to build awareness while generating qualified leads for its solutions - including cloud email, compute, and general cloud hosting. They needed someone who could plan, launch, and optimize Facebook ad campaigns that deliver tangible results fast.

My Role

I managed the complete Meta Ads setup, including:

Campaign structure and objective selection (Lead Generation through instant forms)

Ad creative direction and copy optimization

Ongoing performance tracking and cost optimization

Target audience research for both B2B and regional targeting

Linkage with privyr.



Strategy

To capture different audience intents, I divided the campaigns into two categories:

- ▶ Service-Based Campaigns- business email, Compute, and webhosting.
- ▶ Overall cloud service campaign.

I used instant forms to capture leads with minimal questions to ensure users who were interested in the service didn't face any hurdles in getting the information they required. Furthermore, I integrated privyr for easy and timely delegation of these leads to the sales team of my client.

Results

The campaigns delivered exceptional lead volume and cost efficiency within just a few weeks:

On	Campaign T1	Budget T1	Attributi... setting	Results T1	Reach T1	Impressions T1	Cost per result T1	Amount spent T1
		Lifetime		Meta leads			Per Meta lead	
●	Cloud Service Campaign - Business Email	\$600.00	7-day cli...	1,182	264,762	722,853	\$0.51	\$599.73
		Lifetime		Leads			Per Lead	
●	Cloud Service Campaign - Compute	\$300.00	7-day cli...	1,653	158,100	528,995	\$0.18	\$299.92
		Lifetime		Leads			Per Lead	
●	Cloud Service Campaign - Webhosting	\$300.00	7-day cli...	552	132,459	322,519	\$0.54	\$299.97
		Lifetime		Leads			Per Lead	
●	Cloud Service Campaign - Overall	\$300.00	7-day cli...	617	155,645	430,101	\$0.49	\$299.98
		Lifetime		Leads			Per Lead	
●	Cloud Service Campaign - Business Email	\$300.00	7-day cli...	647	120,783	402,405	\$0.46	\$299.96
		Lifetime		Meta leads			Per Meta lead	
●	Cloud Service Campaign - Compute	\$300.00	7-day cli...	663	159,957	336,225	\$0.34	\$224.03
		Lifetime		Meta leads			Per Meta lead	

Total Leads & Calls: **6,422+**

Average Cost per Result: **\$0.33**

Total Ad Spend: **\$2,150**

Key Wins

The campaigns delivered exceptional lead volume and cost efficiency within just a few weeks:

Leads



6,000+ for
new product

CPL



< \$0.35 per lead

Regions



Identified
top-performing
areas

Reach



4M+ Impressions,
1.6M+ Reach

Results

The client was able to:

- ▶ Quickly build awareness for their new cloud services
- ▶ Grow a substantial database of interested leads
- ▶ Use campaign insights to refine their future sales and marketing strategies

Conclusion

By combining smart audience segmentation, strong creatives, and continuous optimization, I helped a brand-new cloud service achieve massive visibility and lead volume - all within a modest budget.