

Turning a ₹400/day ad budget into *10+* signed clients

A longest-running Meta lead generation campaign for an interior design studio, built to deliver a steady flow of qualified leads straight to WhatsApp — at a cost per lead that keeps improving.

THE CHALLENGE

Inconsistent leads, two very different audiences

The client needed a dependable pipeline of enquiries for both residential and commercial interior projects in one metro city — without relying on referrals alone, and without a large ad budget to work with.

THE APPROACH

Lean budget, WhatsApp-first lead capture

Ran and optimised a Meta lead campaign at ₹400/day, routing every enquiry directly to WhatsApp for fast follow-up. Creative and audience were refined over the campaign's run to steadily bring down cost per result.

The Results

Longest-running campaign · lifetime numbers

446

Leads generated (results)

₹63.72

Cost per lead

10+

Leads converted to paying clients

5,19,796

People reached

11,02,918

Impressions delivered

₹3.24

Cost per click (all)

0.79%

Click-through rate (all)

₹28,417

Total ad spend

446

Leads generated

10+

Signed clients

Consistent Across Campaigns

3 campaigns run to date

CAMPAIGN	RESULTS	REACH	SPEND	COST / RESULT	CTR (ALL)
Campaign 1 (flagship)	446	5,19,796	₹28,417.83	₹63.72	0.79%
Campaign 2	23	1,33,306	₹2,858.47	₹124.28	0.78%
Campaign 3 — lowest cost/lead	37	4,908	₹1,613.77	₹43.62	2.37%

Cost per lead has stayed well within a workable range across every campaign run — even the smallest, most tightly-targeted campaign held cost per lead under ₹44, and the flagship campaign is the one that has gone on to produce 10+ signed clients.

"Our online visibility and customer enquiries improved significantly after working with Riseonline. The team understood our business well and delivered results beyond our expectation"

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