From referrals to active acquisition.

How an anonymous B2B SaaS company used email and Meta ads to create opportunities and bring down lead costs.

Email opened conversations. Meta added volume.

Growth had relied on referrals, leaving the business with inconsistent lead flow. We began with email to validate messaging and create opportunities, then launched Meta ads and optimised throughout to improve the cost of generating leads.

$2.2M

Recorded email opportunity value

72

Meta leads at $37.97 CPL

55%

Lower CPL across dated snapshots

A stronger route to new business.
Email recorded 11 opportunities in seven days. Meta added lead volume and booked appointments, while ongoing optimisation saw reported CPL fall from $47.33 in Apr 17-May 2 to $21.17 in May 26-30.

Build the conversation. Then add reach.

The goal: create new opportunities beyond the existing referral network.

Referrals were the starting point

The business had grown through referrals. But with lead flow dependent on introductions, new opportunities arrived inconsistently. The next stage called for a more active approach to acquisition.

A two-stage acquisition strategy

We started with email to validate the message in direct conversations. Then we introduced Meta ads to add reach and lead volume, with ongoing optimisation focused on reducing the cost per lead.

01 / EMAIL FIRST

Put the proposition in front of prospects, use replies to assess the message and create sales opportunities. The seven-day email view recorded 11 opportunities worth $2.2M in pipeline.

02 / LAUNCH & OPTIMISE META

Add paid lead generation and continue optimising as results come in. Track the cost of leads alongside appointments, so the story extends beyond form submissions.

A connected approach: start conversations, add lead volume and keep improving acquisition efficiency.

11 opportunities. $2.2M in pipeline.

Email established the first layer of acquisition, with measurable response and opportunity creation in seven days.

3.8K
Emails sent

2.9%
Reply rate

11
Recorded opportunities



Turning outreach into pipeline

Email gave the business a way to initiate conversations beyond referrals. The seven-day dashboard recorded 11 opportunities with a combined value of $2.2M.

The $2.2M represents recorded opportunity/pipeline value, not closed revenue.

From paid leads to booked appointments.

With email in place, Meta ads added another route for prospects to enter the sales process.

17
Meta leads

5
Appointments scheduled

$190.43
Cost per appointment

Amount spent	Results	Cost per result	Appointments scheduled	Cost per appointment...
$872.59	16 Meta leads	$54.54 Per Meta lead	5	$174.52
$79.55	1 Meta leads	$79.55 Per Meta lead	—	—
$952.14 Total spent	17 Meta leads	$56.01 Per Meta lead	5 Total	$190.43 Per Action

$952.14 spent

$56.01 per lead

This reporting snapshot captured 17 leads and five scheduled appointments, connecting paid acquisition with a concrete next step in the sales process.

The focus extended beyond lead volume: booked appointments provided another measure of campaign performance.

72 leads at $37.97 per lead.

Meta expanded the acquisition mix, adding paid lead volume alongside email-generated opportunities.

72
Meta leads

$37.97
Cost per lead

$2,733.54
Amount spent

Results	Reach	Frequency	Cost per result	Budget	Amount spent
—	—	—	—	$50.00 Daily	—
— Meta leads	—	—	— Per Meta lead	$100.00 Daily	$0.00
72 Meta leads	35,956	2.60	$37.97 Per Meta lead	$100.00 Daily	$2,733.54
72 Meta leads	35,956 Accounts Center acco...	2.60 Per Accounts Center ...	$37.97 Per Meta lead		$2,733.54 Total spent

Building lead volume

A separate campaign snapshot recorded 72 leads at $37.97 each. Meta was contributing a new source of prospects beyond the referral network.

Optimisation continued throughout, keeping the focus on lead volume and acquisition cost together.

Email created opportunities. Meta added reach and lead volume. Ongoing optimisation brought efficiency into focus.

Bringing the cost per lead down.

Reported CPL fell from $47.33 to $21.17 across the dated campaign snapshots - a reduction of approximately 55%.

17 APR - 02 MAY 2025

31 leads / $47.33 CPL / $1,467.32 spent

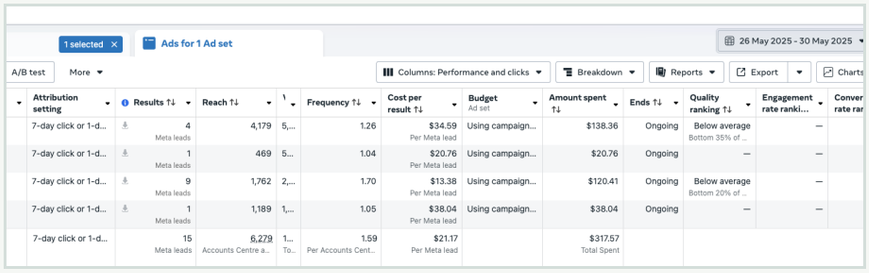
selected × | Ads | 1 selected × | 17 Apr 2025 - 2 May 2025

A/B test | More | Columns: Performance and clicks | Breakdown | Charts

Att... set	Results	Reach	\	Frequency	Cost per result	Budget Ad set	Amount spent	Ends	Quality ranking	Eng... rat...
7...	27 Meta leads	9,185	2...	2.05	$45.54 Per Meta lead	Using campaign...	$1,229.61	Ongoing	Below average Bottom 35% of ...	
7...	3 Meta leads	1,479	3,...	1.54	$40.32 Per Meta lead	Using campaign...	$120.95	Ongoing	Below average Bottom 35% of ...	
7...	— Meta leads	200	3...	1.38	— Per Meta lead	Using campaign...	$15.44	Ongoing	—	
7...	1 Meta leads	775	1,...	1.55	$101.32 Per Meta lead	Using campaign...	$101.32	Ongoing	Below average Bottom 35% of ...	Ab
7...	31 Meta Leads	9,639 Accounts Centre a...	2... To...	2.34 Per Accounts Cent...	$47.33 Per Meta lead		$1,467.32 Total Spent			

26 - 30 MAY 2025

15 leads / $21.17 CPL



Optimisation throughout

We continued optimising after launch. By May 26-30, the campaign recorded 15 leads from $317.57 in spend, at a blended cost of $21.17 per lead.

$13.38 CPL

One standout ad produced 9 leads from $120.41 in spend, delivering the lowest CPL among the ads in that view.

Results shown are individual reporting snapshots, not cumulative totals. The 55% CPL reduction compares Apr 17-May 2 with May 26-30. Email opportunity value represents pipeline, not closed revenue.