ANONYMOUS CASE STUDY

From inconsistent lead flow to a multi-channel B2B pipeline engine

How a medical device company used targeted cold email first, then layered paid social on top to increase lead volume without abandoning outbound.

5,669	138	$4.875M
PROSPECTS ENTERED EMAIL SEQUENCE	POSITIVE REPLIES / OPPORTUNITIES	PIPELINE VALUE SHOWN IN OUTBOUND PLATFORM
72	**$37.97**	**$21.17**
META LEADS IN A SCALE WINDOW	COST PER META LEAD	CPL IN LATER 5-DAY WINDOW

> **The strategy was sequential: prove message-market fit through direct outreach, learn which positioning created conversations, then use those insights to launch and optimise paid acquisition.**

Client: Established B2B medical device company
Engagement: Demand generation and pipeline creation
Channels: Cold email + Meta paid acquisition
Identity: Withheld for confidentiality

All figures in this case study are taken from the campaign dashboards supplied for the engagement. 'Pipeline value' reflects the opportunity value recorded in the outbound platform, not closed revenue.

01 / THE CHALLENGE

The issue was not simply 'more leads'. It was creating a repeatable route to qualified commercial conversations.

The company needed a dependable B2B acquisition system capable of reaching a narrow, high-value buyer universe. The core challenge was to create enough volume to learn quickly while keeping targeting and messaging relevant to a specialist medical-device sale.

What the existing approach lacked

Before the engagement, acquisition activity was not operating as one measurable system. The practical gap was a repeatable process for identifying the right accounts, testing messaging at speed, generating conversations and then increasing volume once the market response was clear.

Rather than immediately putting budget behind unproven advertising, we treated outbound email as the fastest feedback loop. This let us validate audiences, angles and objections directly with prospective buyers before adding paid media.

> **Principle: use email to learn first. Use paid media to scale what the market has already told you.**

The operating sequence

1. Define the buying audience	Segment the market around relevant account types and decision-makers rather than sending one broad campaign.
2. Build the outbound test	Launch targeted sequences with a simple commercial reason to reply and track positive intent separately from total replies.
3. Feed learning back into messaging	Use real replies, objections and positive-response patterns to sharpen positioning.
4. Add paid acquisition	Once the offer and language had evidence behind them, launch Meta campaigns to create an additional inbound lead source.
5. Optimise for cost and volume	Iterate ads and allocation using cost per lead and lead volume as immediate acquisition signals.

02 / PHASE ONE - EMAIL

Outbound created the first predictable flow of opportunities.

The first phase focused on targeted cold email. Instead of judging success on opens or raw reply volume, the campaign was built around positive commercial responses and opportunities created.

5,669	206	3.6%	138
SEQUENCE STARTED	TOTAL REPLIES	REPLY RATE	POSITIVE REPLIES

67.0%	$4.875M
POSITIVE SHARE OF REPLIES	RECORDED OPPORTUNITY VALUE



Campaign dashboard: 5,669 sequence starts, 206 replies, 138 positive replies/opportunities and $4.875M in recorded opportunity value over the displayed reporting period.

Why email came first

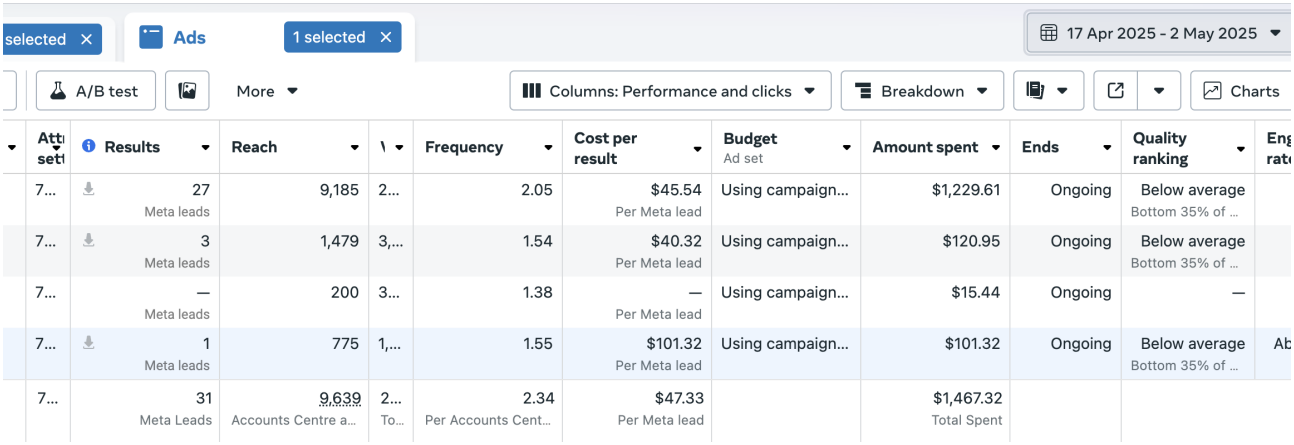
Cold email gave us a high-speed testing environment. We could see which buyer groups engaged, which value propositions triggered a response, and which objections repeatedly appeared. That evidence reduced the amount of guesswork before investing more heavily in paid acquisition.

03 / PHASE TWO - PAID ACQUISITION

With outbound producing signal, we layered in Meta to increase lead flow.

Paid media was introduced as a second acquisition engine rather than a replacement for outbound. The objective was to create incremental demand and capture prospects through a lower-friction lead journey while email continued to work the target market directly.

31	$47.33	$1,467.32
META LEADS / APR 17-MAY 2	COST PER LEAD	SPEND



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			

72	$37.97	$2,733.54
META LEADS / SCALE WINDOW	COST PER LEAD	SPEND

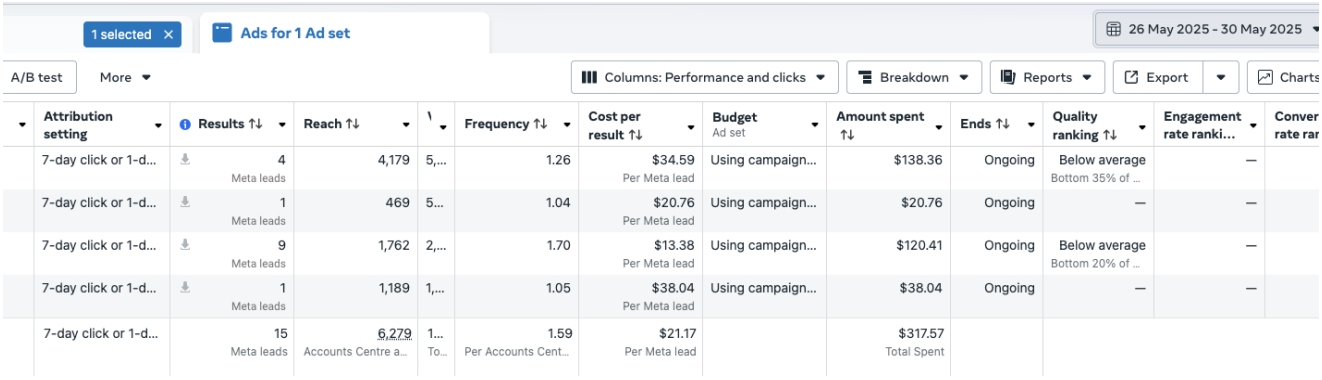
Results	Reach	Frequency	Cost per result	Budget	Amount spent
—	—	—	—	$50.00 Daily	—
— Meta leads	—	—	— Per Meta lead	$100.00 Daily	$0.00
72 Meta leads	35,956	2.60	$37.97 Per Meta lead	$100.00 Daily	$2,733.54
72 Meta leads	35,956 Accounts Center acco…	2.60 Per Accounts Center …	$37.97 Per Meta lead		$2,733.54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

As the campaigns developed, the supplied dashboard shows a 72-lead period at $37.97 per lead, improving on the $47.33 blended CPL shown in the earlier April-May window.

04 / OPTIMISATION

The paid channel became more efficient as the campaign was refined.

A later five-day reporting window shows 15 Meta leads from $317.57 in spend - a blended cost per lead of $21.17. Within that window, one ad generated 9 leads at $13.38 per lead, showing why creative-level iteration and budget concentration mattered.



1 selected | Ads for 1 Ad set | 26 May 2025 - 30 May 2025

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

Attribution setting	Results	Reach	\	Frequency	Cost per result	Budget (Ad set)	Amount spent	Ends	Quality ranking	Engagement rate ranki...	Conver rate ran
7-day click or 1-d...	4 Meta leads	4,179	5,...	1.26	$34.59 Per Meta lead	Using campaign...	$138.36	Ongoing	Below average Bottom 35% of ...	–	
7-day click or 1-d...	1 Meta leads	469	5...	1.04	$20.76 Per Meta lead	Using campaign...	$20.76	Ongoing	–	–	
7-day click or 1-d...	9 Meta leads	1,762	2,...	1.70	$13.38 Per Meta lead	Using campaign...	$120.41	Ongoing	Below average Bottom 20% of ...	–	
7-day click or 1-d...	1 Meta leads	1,189	1,...	1.05	$38.04 Per Meta lead	Using campaign...	$38.04	Ongoing	–	–	
7-day click or 1-d...	15 Meta leads	6,279 Accounts Centre a...	1... To...	1.59 Per Accounts Cent...	$21.17 Per Meta lead		$317.57 Total Spent				

Later optimisation window, May 26-30: 15 leads at $21.17 blended CPL; the strongest visible ad produced 9 leads at $13.38 CPL.

> **The important result was not one cheap lead. It was the transition from a single-channel outbound motion into a repeatable acquisition system with two independent ways to create demand.**

What changed

Before: no single, measurable acquisition engine that could be systematically tested and scaled.

Phase one: outbound email created direct market feedback and generated 138 positive replies/opportunities from 5,669 sequence starts.

Phase two: paid social added incremental lead volume, reaching 72 leads at $37.97 CPL in one scale window and $21.17 blended CPL in a later optimisation window.

Result: the company had a broader demand-generation system: outbound for precision and active market coverage, paid media for additional volume and inbound capture.

05 / THE PLAYBOOK

Why the sequence worked

This case study is less about choosing email *or* ads and more about sequencing channels intelligently. For a specialist B2B offer, the fastest path was to establish direct response first, turn those conversations into market intelligence, and then use paid media to widen the acquisition surface.

Start narrow	A defined buyer universe makes both outreach and ad learning more useful.
Optimise for intent	Raw replies are secondary. Positive responses and genuine opportunities are the signal that matters.
Let outbound inform paid	Real buyer language, objections and hooks can reduce guesswork when building ads.
Add channels, don't randomly switch them	Email continued to provide precision while Meta added incremental lead flow.
Scale from evidence	The ad data moved from $47.33 blended CPL in the earlier window to $37.97 in a larger lead window and $21.17 in the later optimisation period.

138 positive outbound opportunities. $4.875M in recorded pipeline value. Paid lead acquisition subsequently demonstrated sub-$40 CPL at scale and a $21.17 blended CPL in the later optimisation window.

Confidentiality note
The client name, product details and identifying commercial information have intentionally been omitted. Dashboard screenshots are included only to substantiate the campaign metrics visible in the supplied source material.