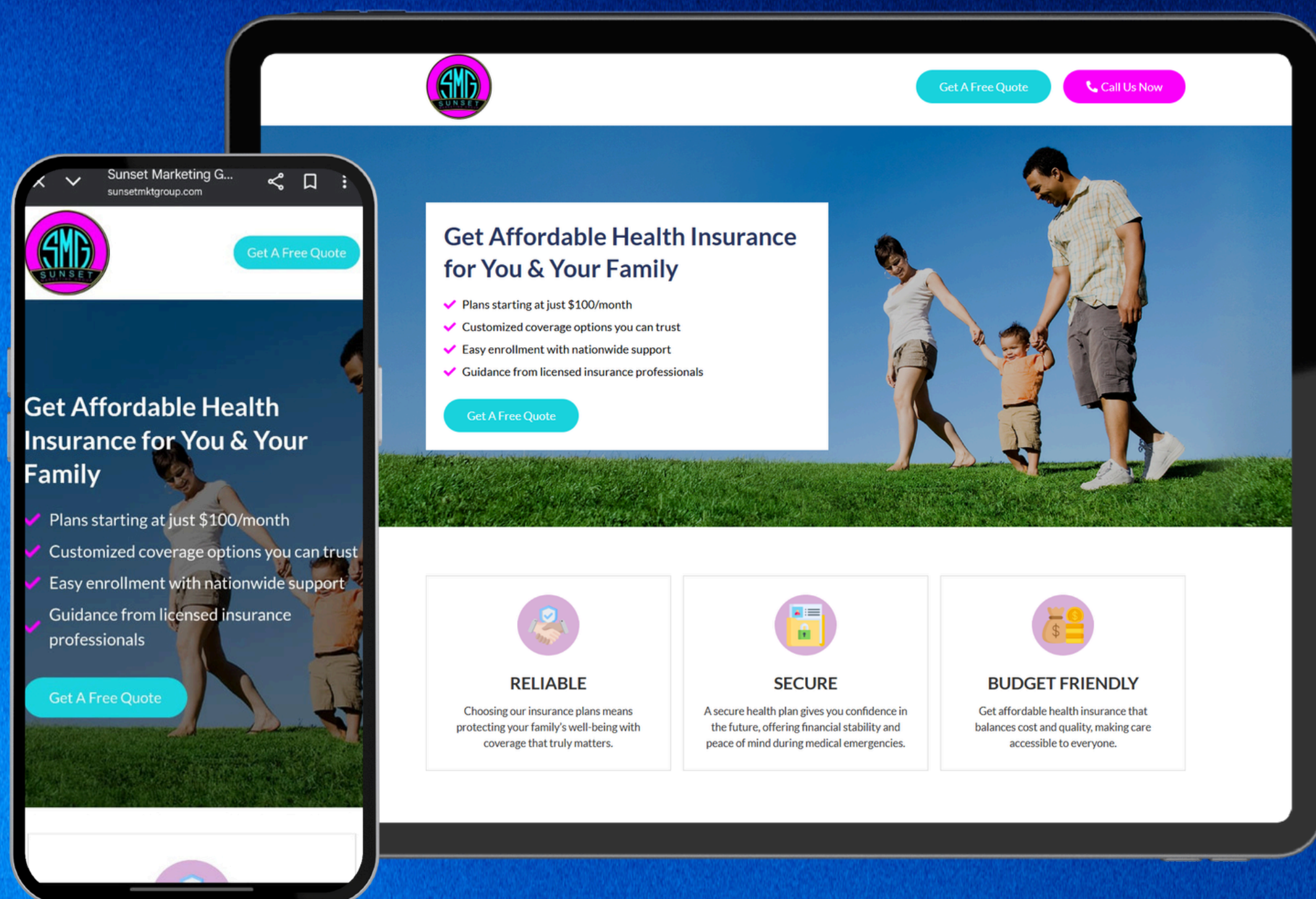




How ADVance Generated 251 Qualified Insurance Leads in 14 Days at Just \$5.5 CPL for Sunset Marketing

About the Client

Sunset Marketing is a trusted insurance provider offering affordable health Insurance for you & your family across the U.S.





Campaign Objective

The primary goal was to **generate high-quality insurance leads** through Meta's Lead Generation campaigns while maintaining an optimal **Cost per Lead (CPL)** and ensuring steady volume for consistent leads and sales.

Our Strategy

We continued with the **ABO (Ad Budget Optimization)** structure and added two primary ad sets:

- A **narrow audience** that focused on high-intent users for efficient conversions.
- A **broad audience** that allowed us to scale reach and gather more engagement data.

By keeping this balanced structure, Meta was able to focus spend on the most profitable segments while still maintaining delivery and learning from broader audiences.

Campaigns									
Ad sets									
Ads									
Oct 17, 2025 - Oct 31, 2025									
Columns: Performance and clicks									
Breakdown									
More									
Off / On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent		
Off / On	Advance Sunset Marketing Leads ABO 1...	251 Meta leads	18,720	1.73	\$5.57 Per Meta lead	Using ad set bu...	\$1,396.96		



Results at a Glance (Last 14 Days)

Metric	Result
Leads Generated	251 Meta Leads
Cost per Lead (CPL)	\$5.56
Total Spend	\$1,396

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign Oct 17, 2025 - Oct 31, 2025									
+ Create Duplicate Edit A/B test More Columns: Performance and clicks Breakdown									
	Off / On	Ad	Reach	Frequency	Cost per result	Budget	Amount spent		
		Video 11 Bonus (UGC)	157	12,646	1.54	\$5.13	\$120.00	\$806.16	
		Video 11 Bonus (UGC)	85	8,815	1.23	\$4.91	\$70.00	\$417.27	
		Video 4 Normal	2	423	1.23	\$20.43	\$70.00	\$40.86	
		Video 1 Normal	—	14	1.00	—	\$70.00	\$1.52	
		Video 4 Normal	7	998	1.39	\$15.73	\$120.00	\$110.14	
		Video 1 Normal	—	20	1.05	—	\$120.00	\$2.58	
		Video 2 Normal	—	108	1.10	—	\$70.00	\$15.91	

Sales we have generated in just 2 weeks:

All Time Spend: \$1,396.96

All Time Closes: 7

\$54.98

\$129.33

\$54.98

\$138.44

\$129.33

\$127.98

\$96.98

Avg Premium: \$104.57

Close Rate: 2.79%

Total \$ Amount Generated On 12 Month Premiums – \$8,783.88

ROAS: 6.28X



Best Performing Ad Creative

Video 11 Bonus UGC:

