



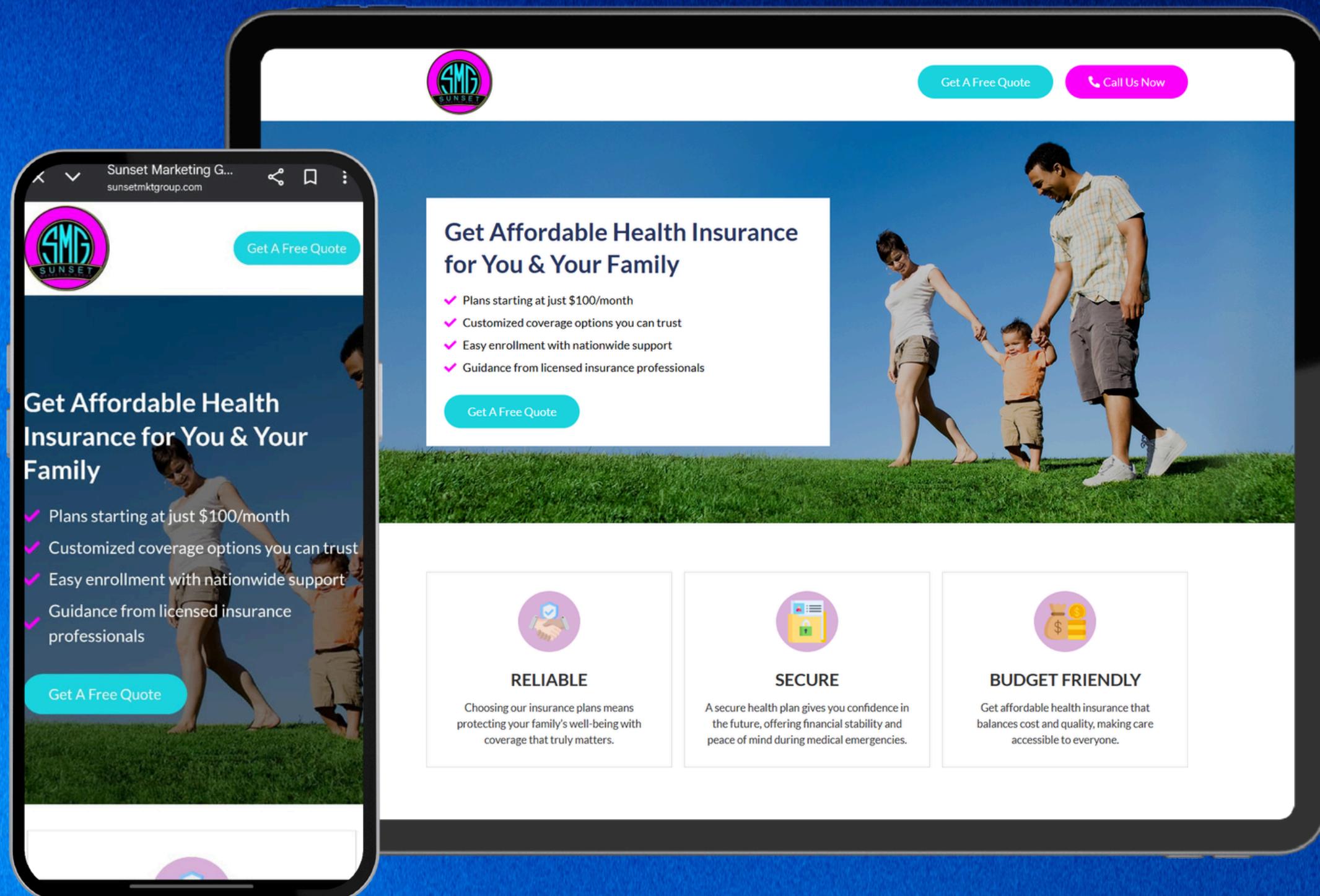
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How ADVance Generated 251 Qualified Insurance Leads in 14 Days at Just \$5.5 CPL for Sunset Marketing

About the Client

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





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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											
+ Create		Duplicate		Edit		A/B test		More		Columns: Performance and clicks		Breakdown		Filter		Export	
Off / On	Campaign ↑	Results ↑	Reach ↑	Frequency ↑	Cost per result ↑	Budget ↑	Amount spent ↑										
<input type="checkbox"/>	<input checked="" type="checkbox"/>	251	18,720	1.73	\$5.57	Using ad set bu...	\$1,396.96										
	Advance Sunset Marketing Leads ABO 1...	Meta leads			Per Meta lead												



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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 X		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 Ad set
		Video 11 Bonus (UGC)	157 meta leads	12,646	1.54	\$5.13	\$120.00 Daily
		Video 11 Bonus (UGC)	85 meta leads	8,815	1.23	\$4.91	\$70.00 Daily
		Video 4 Normal	2 meta leads	423	1.23	\$20.43	\$70.00 Daily
		Video 1 Normal	— meta leads	14	1.00	—	\$70.00 Daily
		Video 4 Normal	7 meta leads	998	1.39	\$15.73	\$120.00 Daily
		Video 1 Normal	— meta leads	20	1.05	—	\$120.00 Daily
		Video 2 Normal	— meta leads	108	1.10	—	\$70.00 Daily

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



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Best Performing Ad Creative

Video 11 Bonus UGC:

Sunset Marketing Group, LLC ... X

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Stop overpaying for health insurance. We'll help you find:
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health insurance with this site

0:00 / 0:39

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