

B2B & Service-Based Lead Generation Case Studies

This document includes a selection of paid advertising case studies across B2B services, healthcare, dental, local service businesses, and lead generation campaigns.

The campaigns include both **Meta Ads and Google Ads**, with a focus on generating measurable leads, phone calls, form submissions, booked inquiries, and qualified prospects for service-based businesses.

Across these campaigns, our work focused on campaign structure, audience targeting, keyword strategy, creative testing, lead generation forms, budget management, and ongoing optimization to improve lead volume and cost efficiency.

These examples are especially relevant for agencies and service businesses that rely on consistent lead flow, campaign optimization, and performance-focused paid advertising management.

Health Care Sector

Medspa / Weight Loss Clinic

For a local medspa and weight loss clinic in the USA, we managed a Google Ads campaign focused on increasing patient inquiries and generating phone call leads from people actively searching for medspa and weight loss services.

The campaign generated **33.7K impressions, 26 phone call leads**, and maintained an average **CPC of \$4.23**, with a total ad spend of **\$3.14K**.

This campaign helped the clinic increase visibility in its local market and attract more potential patients through targeted search advertising.



Bariatric Surgery Consultants

For a bariatric surgery consultant, we managed Meta Ads campaigns focused on generating high-volume leads for surgery consultations.

The campaign generated **1,522 leads, 9,233 link clicks, 496,481 impressions**, and reached **195,458 people**.

The campaign also achieved a **1.86% link click-through rate** and produced strong engagement across multiple ad creatives. This case study demonstrates our ability to generate large-scale healthcare leads through paid social campaigns while testing multiple creative variations and optimizing toward lead volume.

Search and filter

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Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Preview

Rules

View Setup

☐	Off / On	Ad	Amount spent	CPM (cost per 1,000 impressions)	Impression	Reach	Link clicks	CTR (link click-through rate)	ThruPlays	Leads	Cost
☐	☒	 Kaleem 1	Rs13,805.63	Rs104.40	132,242	68,079	1,584	1.20%	12,089	365	
☐	☒	 Beenish 2	Rs13,792.57	Rs86.73	159,026	98,985	2,123	1.34%	23,777	558	
☐	☒	 Beenish 1	Rs13,786.63	Rs160.47	85,915	50,316	2,731	3.18%	11,730	336	
☐	☐	 Izween 2	Rs10,439.63	Rs146.27	71,374	42,874	1,368	1.92%	6,868	175	
☐	☐	 Izween 1	Rs10,442.90	Rs217.91	47,924	32,220	1,427	2.98%	3,151	88	
Results from 5 ads			Rs62,267.36 Total Spent	Rs125.42 Per 1,000 Impressio...	496,481 Total	195,458 Accounts Centre...	9,233 Total	1.86% Per Impression	57,615 Total	1,522 Total	

Dental Sector

UK Dental Client

For a dental client in the UK, we managed Google Ads campaigns designed to generate patient inquiries and conversions for dental services.

The campaign generated **6.79K clicks, 213 conversions**, and a conversion value of **£18.2K**, with a total ad spend of **£3.54K**.

This shows our ability to drive high-intent traffic and convert local search demand into measurable patient inquiries for dental practices.

Cost	Clicks	Conversions	Conv. value
£3.54K	6.79K	213.00	18.2K
↓ £2.69	↑ 165	↑ 6.23	↓ 3.16K

Australian Dental Client

For a dental client in Australia, we ran Google Ads campaigns focused on attracting local patients and generating cost-efficient conversions.

The campaign produced **288 clicks, 4.81K impressions,** and **114 conversions,** with a total spend of \$1.23K and an average **cost per conversion of \$10.80.**

This case demonstrates strong lead generation efficiency in the dental niche, with a low cost per conversion and consistent conversion volume.

Clicks	Impressions	Cost	Conversions	Cost / conv.
288	4.81K	\$1.23K	114.00	\$10.80
↓ 17	↑ 5	↑ \$53.39	↑ 33.00	↓ \$3.74

Local Services / Trades

Plumbing Company

For a plumbing company in Australia, we managed a local Google Ads campaign focused on generating both phone call leads and submitted lead forms.

The campaign generated **34 submitted lead forms, 76 phone call leads,** and **601 clicks,** with a total ad spend of **\$4.99K.**

This campaign shows our ability to generate multiple types of leads for trade businesses, including direct calls and online form submissions from local customers.

Cost ▼	Submit lead forms ▼	Phone call leads ▼	Clicks ▼
\$4.99K	34.00	76.00	601

B2B Business Services / Professional Services Sector

Suncrest Solutions

Suncrest Solutions is a B2B service provider offering tailored business solutions to help companies grow, improve operations, and manage their business more efficiently.

The goal of the campaign was to generate high-quality leads through Meta Ads by targeting business owners, decision-makers, and companies actively interested in professional support services.

We structured and managed lead generation campaigns using Meta Instant Forms, tested different campaign variations, and optimized targeting to improve lead volume while reducing cost per lead.

The campaigns generated **161 on-Facebook leads**, reached **50,799 people**, and produced **4,854 clicks**, with an average **CPC of \$1.12**.

The total ad spend was **\$5,423.59**, with an average **cost per lead of \$33.69**.

Campaign ▼	Reach ▼	Clicks (all) ▼	 Results ▼	CPC (all) ▼	Cost per result ▼	Amount spent ▼
Suncrest Instant Form Update MW	1,999	57	 6 Facebook leads	\$2.12	\$20.09 Per on-Facebook leads	\$120.56
Suncrest Instant Form HangRx RT MW	32,645	2,680	 95 Facebook leads	\$0.91	\$25.73 Per on-Facebook leads	\$2,444.69
Suncrest Instant Form HangRx RT MW 2	13,570	673	 22 Facebook leads	\$1.21	\$36.89 Per on-Facebook leads	\$811.63
Suncrest Instant Form HangRx	21,689	1,444	 38 Facebook leads	\$1.42	\$53.86 Per on-Facebook leads	\$2,046.71
Results from 4 campaigns 	50,799 Accounts Centre acco...	4,854 Total	 161 On-Facebook leads	\$1.12 Per Click	\$33.69 Per on-Facebook leads	\$5,423.59 Total Spent

