

Case Study

Channel Factory's CPL Solution Delivers 200K+ Verified Leads & 3x More Engagement for Global Auto Brand

Globally recognised brand leverages Channel Factory's AI tech to pinpoint **200K+ quality, verified prospects** on Meta during a four month period of an always-on lead-gen social campaign

200K+

Verified leads on Meta through our Cost Per Lead solution (4 month period)



The Ask

The parent company, responsible for some of the biggest consumer purchases globally, was not new to lead-gen advertising. Increasingly, the brand was seeing its budgets spent on invalid, low-quality leads, that significantly impacted its time, effort and bottom line.

The company was looking for a streamlined approach to invest into successful lead gen campaigns, while guaranteeing the results and the best bang for their buck.

Our Approach

We enabled the brand to activate its first campaign on Meta. Our AI tech optimises ad creatives to capture valuable leads on social, while instantly verifying them for validity.

The always on campaign is also only run during the brand's working hours to ensure maximum conversion rates. Through custom CRM integration, the brand receives verified leads every 10 mins, driving even faster response times.

The Impact

Our strategic approach to smart budget allocation, lead verification and near instant access to hot leads is designed to maximise quality, actionable leads, for less.

The Result:

- **30+ campaigns** per month
- **3x more consumer engagement** by reaching the right person at the right time
- **100+ creatives** leveraged by AI for performance per month
- **62K+ verified leads**

3x ↑

More consumer engagement over the brand's previous lead gen campaigns

100+

Creatives optimised by Channel Factory AI tech for the best results per month

