



Higher Ed Institution – Undergraduate Recruitment

How SCPM Media delivered 378 leads at 46% lower cost per lead through Meta Ads optimization.

378	\$56.31	6.09%
Leads Generated	Cost per Lead (vs. \$104.02 benchmark)	Conversion Rate

Overview

SCPM Media executed a Meta Ads campaign focused on driving qualified lead generation. The campaign produced 378 verified leads at an average cost per lead of \$56.31, outperforming the \$104.02 industry benchmark by 46%.

Approach

SCPM Media's strategy combined data-driven creative testing with precise audience segmentation. Ads were optimized across placements and creatives to balance scale with efficiency. Continuous performance tracking enabled iterative improvements in both engagement and lead quality.

Results

SCPM Media achieved a 6.09% conversion rate and a 46% cost reduction versus benchmark averages. The campaign generated 378 qualified leads, showcasing SCPM Media's ability to deliver measurable results through efficient performance optimization.

"It wasn't luck—it was strategy. Once we refined the audience and optimized our creative, the results spoke for themselves."

– **Aubrey Dunbar**