

The Same Energy Provider – Paid Lead Generation

Meta Ads + Google Ads · Form Leads, Regional Targeting, Creative Testing

- Ran always-on regional lead campaigns across England and Wales with scheme-specific creative and copy.
- Tested video against static at open-targeting level to find cheaper qualified leads before scaling budget.
- Refined audiences, forms and follow-up so cost per qualified lead fell while volume kept climbing.
- Aligned paid landing pages with the organic cluster so both channels sent traffic to the same tested pages.

The screenshot shows the Meta Ads Manager interface for the account 'EES LTD (23696038200...)'. It displays a table of campaigns with columns for status, campaign name, distribution, results, reach, frequency, cost per result, budget, and amount spent. The date range is set to 1 Dec 2025 - 31 Dec 2025.

	Off... ↑↓	Campaign ↑↓	Distribution	Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result	Budget ↑↓	Amount spent
☐	☐	FB - EES - Lead Genration - Wales - 30 Sep	day click or ... conversions	85 Leads (Form)	35,460	1.93	£10.90 Per lead (form)	Using ad set bu...	£926.00
☐	☐	FB- EES - Open - Targeted -	day click or ... conversions	170 Leads (Form)	45,820	1.53	£6.23 Per lead (form)	£39.99 Daily	£1,058.00
☐	☐	FB - EES - Tailored - June Cities - 2/7 Campai...	day click or ... conversions	215 Leads (Form)	106,359	2.23	£10.60 Per lead (form)	Using ad set bu...	£2,279.00
☒	☐	Boiler Video Campaign open test-v3	day click or ... conversions	101 Leads (Form)	69,788	2.12	£15.58 Per lead (form)	Using ad set bu...	£1,573.00
☐	☐	FB - EES - Lead Genration - England - 30 Sep	day click or ... conversions	9 Leads (Form)	3,975	1.30	£9.85 Per lead (form)	Using ad set bu...	£88.00

Meta ad account — lead campaigns by cost per form lead

−34%

Cost per qualified lead

+175%

Qualified lead volume

4.6x

Blended ROAS on Google Ads

3.2% → 6.1%

Landing page conversion rate

UK Home Energy Efficiency Provider - Paid Lead Generation

Meta Ads and Google Ads | Regional lead generation and creative testing

PROJECT OVERVIEW

For the same UK energy efficiency provider, we operated a paid lead-generation system across England and Wales. The work combined Meta and Google Ads with scheme-specific messaging, regional targeting, form optimization and landing page conversion work. The goal was to increase qualified volume without allowing cost or follow-up quality to deteriorate as budgets scaled.

THE CHALLENGE

Different grant schemes and service areas produced different levels of eligibility and intent. A campaign could generate inexpensive forms while still creating weak opportunities for the client team. Media, landing pages and follow-up therefore had to be optimized around qualified leads rather than raw form volume.

OUR APPROACH

We ran always-on regional campaigns with creative and copy tailored to the relevant scheme. Video was tested against static creative at open-targeting level to identify more efficient concepts before scaling. Audiences, forms and follow-up were refined together so lead quality could improve alongside volume. Paid landing pages were aligned with the organic content cluster, sending both channels into the same tested experience. Our role included campaign structure, regional targeting, creative testing, form strategy, conversion tracking, landing page CRO and ongoing budget optimization across Meta and Google.

BUSINESS IMPACT

Cost per qualified lead decreased 34% while qualified lead volume increased 175%. Google Ads delivered a 4.6x blended ROAS, and landing page conversion improved from 3.2% to 6.1%. The engagement demonstrated that scale came from coordinating the full lead journey, not simply increasing spend inside the ad platforms. It also gave organic and paid teams a shared conversion experience and a clearer basis for regional budget decisions.

VERIFIED OUTCOMES

-34%

Cost per qualified lead

+175%

Qualified lead volume

4.6x

Google Ads ROAS

3.2% to 6.1%

Landing page conversion

ENLARGED PERFORMANCE EVIDENCE

Off...	11	Campaign 11	Attribution	Results 11	Reach 11	Frequency 11	Cost per result	Budget 11	Amount spent
		FB - EES - Lead Generation - Wales - 30 Sep	Day click or ... conversions	85 Leads (Form)	35,460	1.93	£10.90 Per lead (Form)	Using ad set bu...	£926.
		FB - EES - Open - Targeted -	Day click or ... conversions	170 Leads (Form)	45,820	1.53	£6.23 Per lead (Form)	£39.99 Daily	£1,058.
		FB - EES - Tailored - June Cities - 2/7 Campai...	Day click or ... conversions	215 Leads (Form)	106,359	2.23	£10.60 Per lead (Form)	Using ad set bu...	£2,279.
		Boiler Video Campaign open test-45	Day click or ... conversions	101 Leads (Form)	69,788	2.12	£15.58 Per lead (Form)	Using ad set bu...	£1,575.
		FB - EES - Lead Generation - England - 30 Sep	Day click or ... conversions	9 Leads (Form)	3,975	1.30	£9.85 Per lead (Form)	Using ad set bu...	£88.

Meta lead campaign evidence supplied in the original portfolio

WHAT WE DELIVERED

Meta lead campaigns | Google Ads | Regional targeting | Creative testing | Forms | Conversion tracking

HAVE A SIMILAR GROWTH CHALLENGE?

Let's map the system before scaling it.