

How Strategic Creative Testing Drove 145% Profit Growth for a Legal Lead Generation Brand

EXECUTIVE SUMMARY

A **legal lead generation brand** partnered with Ignite Visibility to improve Meta advertising performance through a creative-first paid social strategy focused on UGC, hook optimization, and AI-driven testing. The result was record-breaking growth in lead volume, profitability, and engagement QoQ.

THE CHALLENGE

- Meta campaigns were experiencing **inconsistent profitability** and **rising competition**
- Existing creative lacked **strong hooks** and **differentiated messaging**
- **Performance struggled to scale** efficiently across demographics and states
- Lower-performing creative contributed to **higher CPLs** and **weaker engagement**
- **Need to improve** both lead quality and volume simultaneously

Year over Year								
Impressions 7,476,911 ↑ 183.4%	Clicks 258,584 ↑ 488.5%	CTR 3.46% ↑ 107.7%	Cost \$499,729.73 ↓ 98.8%	CPC \$1.93 ↓ -66.2%	Leads 7,323 ↑ 119.9%	CVR 2.83% ↓ -62.6%	CPL \$68.24 ↓ -9.6%	Quals 2,694 ↑ 144.9%
Cost / Qual \$185 ↓ -18.8%	Qual % 37% ↑ 11.4%	Return % 22% ↑ 9.1%	Sold Quals 2,106 ↑ 139.3%	CPS \$237 ↓ -16.9%	Monetization Rate 29% ↑ 8.8%	Revenue per sale \$395 ↑ 6.6%	Revenue \$831,550 ↑ 155.2%	Profit \$331,820 ↑ 345.6%

CAMPAIGN STRATEGY & TACTICS

- Developed a **creative-first Meta strategy** centered around high-performing hooks and single-message storytelling
- Produced and tested **UGC-style video ads** designed to improve engagement and conversion rates
- **Refined** scripts, messaging, and intros to create stronger “hook rates” and viewer retention
- **Optimized audience targeting** by age, gender, and state-level profitability insights
- Continuously **scaled top-performing creatives** while reallocating spend toward highest-performing campaigns

RESULTS & BUSINESS IMPACT

SUMMARY



1,635 leads from the top-
performing creative



+145% Increase in Profit QoQ



+155.2% Revenue
Generated from 1 Top
Creative

PLATFORMS & TOOLS

- Meta Ads (Facebook & Instagram)
- AI-powered creative testing workflows
- UGC video production & scripting
- Looker Studio dashboards
- Competitor creative intelligence analysis
- Landing page testing & CRO tools

RESULTS & BUSINESS IMPACT

- **CPL decreased** from **\$99.68** in April to **\$57.74** in June as new creative strategy launched
- **145%** increase in profit QoQ from Meta campaigns
- **One top-performing creative generated:**
 - **1,635** leads
 - **\$137,700** revenue
 - **30%** hook rate

FINAL THOUGHTS

By combining performance creative, UGC storytelling, and data-driven optimization, Ignite Visibility transformed Meta into a scalable profit-driving channel for this legal lead generation brand. The campaign proved that the right creative strategy can dramatically improve both efficiency and growth simultaneously.

Looking to scale paid social performance with creative that actually converts? Ignite Visibility can help you build a testing and optimization framework designed for measurable growth.