

**Generating
5,000 Qualified Leads
in 13 days—
A Paid Marketing
Success Story**

Client Overview

Company: Hatil

Industry: Furniture & Interior

Platform: <https://hatil.com/>

Objective: Generate 5,000 qualified leads for Modern furniture collections in a month using Meta (Facebook & Instagram) paid marketing.

Campaign Objectives

- Lead Generation:** Capture high-intent leads interested in modern premium furniture.
- Audience Expansion:** Reach new customer segments in Bangladesh and the diaspora.
- Conversion Efficiency:** Maintain a cost-per-lead (CPL) under \$0.50.
- Brand Recall:** Increase engagement and video view-through rates.

Strategy Breakdown

1. Audience Segmentation

- **Core Audience:** Age 28–55, urban dwellers, recent homebuyers
- **Custom Audience:** Website visitors in the last 90 days.
- **Lookalike Audience:** Based on top 10% converters of previous campaigns.

2. Creative Approach

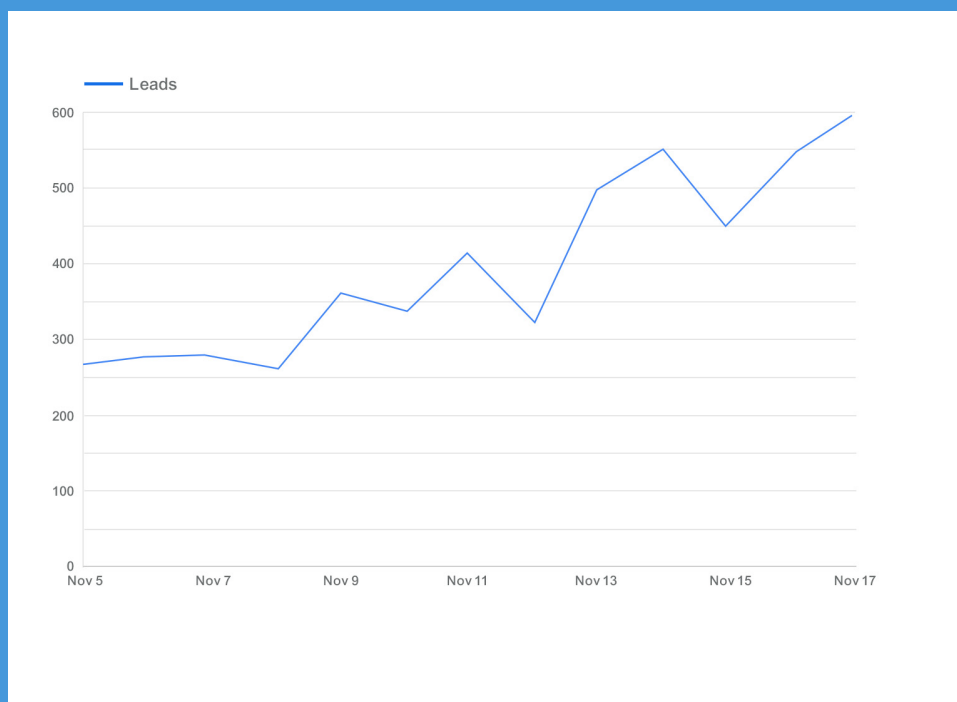
- Ad Formats Used:
 - Carousel Ads (for showcasing collections)
 - Instant Forms (for quick lead capture)
 - Video Ads (for storytelling)
- Creative Hooks:
 - “Modern Living Starts with Hatil”
 - “Luxury Furniture. Local Craftsmanship.”
 - “Discover Designs that Define You.”

3. Geo-Targeting

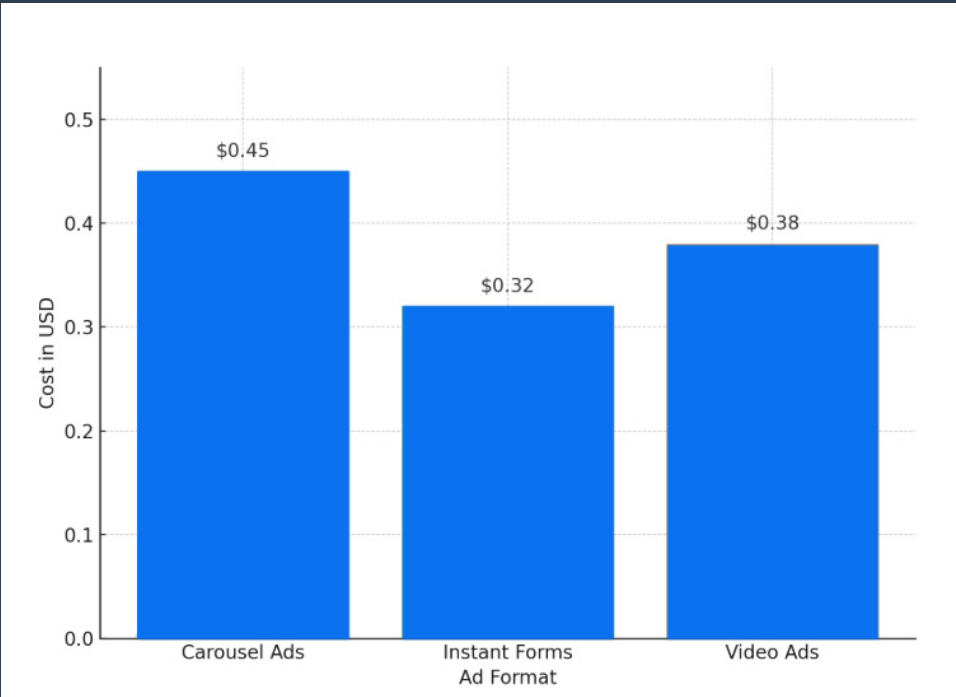
- Focus on Dhaka, Chittagong, Sylhet, and expatriate Bangladeshis in UAE, UK, and USA.

Data Studio Report

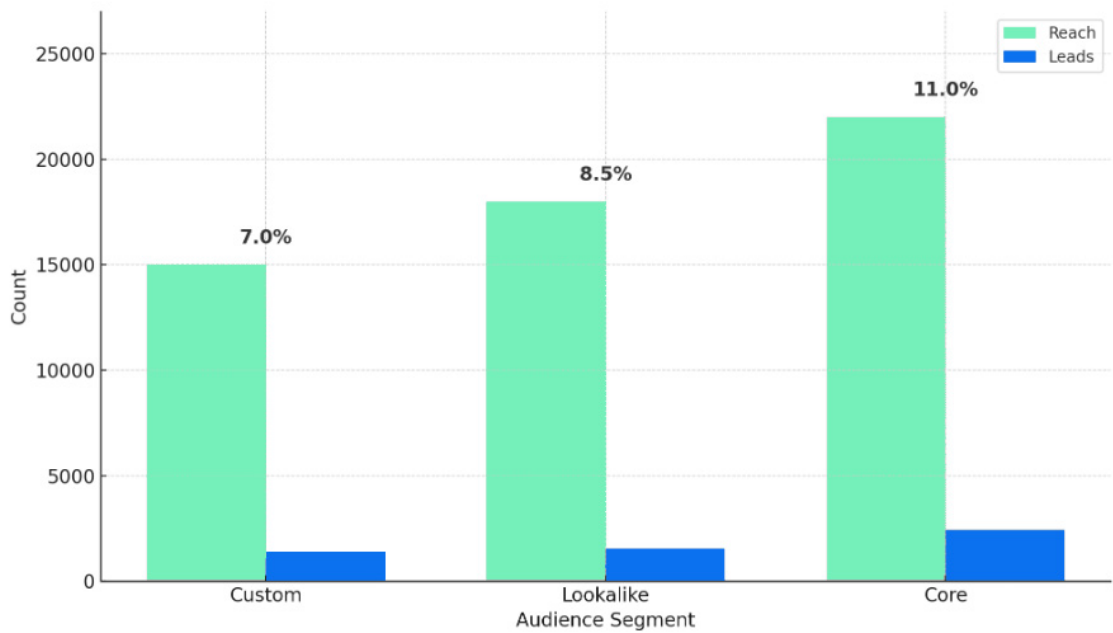
Leads Over Time



Data Studio Report
Cost-per-Leads based on Ad formats



Data Studio Report
Audience Segment Based Reach and Leads with conversion rate(%)



Insights & Takeaways

1. Instant Forms delivered the lowest CPL due to seamless mobile UX.
2. A/B testing headlines resulted in 27% higher lead capture on winning variants.
3. Initial CPC was high on Day 1–2 (\$0.65); resolved by refining audience overlap and removing low-performing placements.
4. Retargeting Warm Visitors on Days 6–13 significantly improved conversion rates (up by 22%).

Conclusion

Hatil successfully generated 5,000+ qualified leads within 13 days through a strategic, data-driven approach on Meta platforms. By combining sharp audience targeting, high-converting ad formats, and adaptive budget allocation, the campaign achieved a CPL of \$0.38, well below industry benchmarks.