

# FROM GEO-TARGETED GUESSWORK TO 359 RED-HOT LEADS IN JUST 3 WEEKS

Meta Ad Case Study by *Chrystil Pearson*

Company Name

Industry

Leading Health & Wellness Expert

Health & Wellness with a special interest in  
Perimenopause, Hormone Health, Intimacy  
Solutions, and Weight Management

## Client Overview

When your brand tackles tricky topics like hormone health and intimacy, your ad strategy needs to be as smart as it is compliant.

This premium wellness brand specializes in perimenopause, andropause, menopause, hormone health, intimacy solutions, gynecology, and weight management for both women & men. They needed a high-converting ad strategy to fill their 4-week webinar series designed not just to educate online, but to drive high-intent leads into their in-person services and upcoming women's health conference. The twist? Navigating Meta's strict ad policies while still attracting executive-level prospects ready to invest.

## Strategy Breakdown

With a sterling reputation in hormone health, intimacy solutions, and total wellness, this brand wanted to expand local reach without losing its high-touch feel. The plan? A 4-part webinar series that positioned their expertise online while quietly funneling high-intent leads into in-person services and their upcoming women's health conference.

Problem

Strategy

Their challenge? Getting executive-level women to sign up for a wellness webinar covering perimenopause and intimacy, and without tripping Meta's policy wires. With a hybrid goal of online education and in-person conversion, the campaign couldn't just check boxes; it had to navigate nuance and still deliver volume and intent.

I fused compliant creative psychology with detailed targeting and a simplified, powerful funnel to generate quality leads. My goal wasn't just volume, though. It was curiosity, trust, and readiness as well. So that the campaign could serve as a soft pre-sell into premium services, built to attract a very specific caliber of client.

# Key Statistics & Results

## 359 Leads in Just 3 Weeks!

This campaign became the client's highest-performing lead source, attracting high-intent prospects ready to convert into high lifetime value buyers

## Lead Cost Crushed It!

The \$8.20 Average Cost Per Lead came in well below the industry benchmarks, and with a strong warm-to-cold split


## Hooked at First Scroll!

With a strong 3.26% unique click-through rate, every click signaled a message-market match

It set the runway ablaze for post-webinar sales momentum

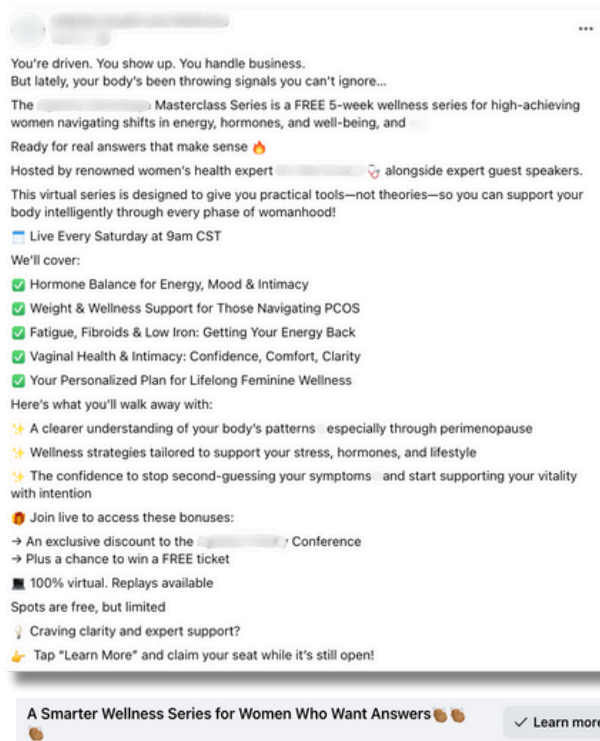
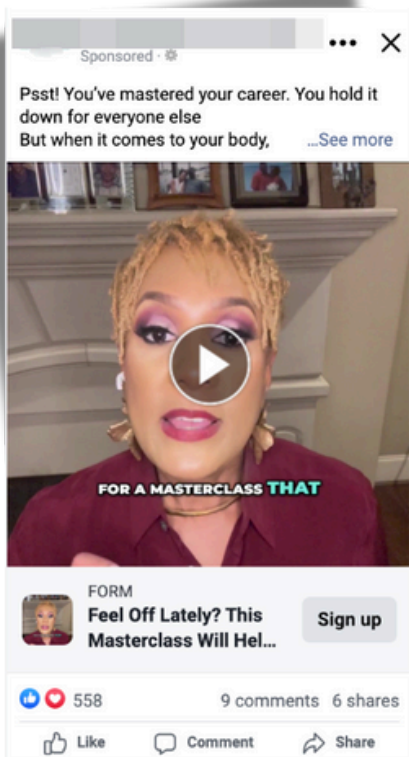
It's the kind of list that doesn't just sit there; it's primed to convert

It proved the creative and copy weren't just pretty... they pulled

Campaign ↑↓	Results ↑↓	Cost per result ↑↓	Unique CTR (link click-through rate) ↑↓
CP: Lead Gen Webinar - ...	 359 Meta leads	\$8.20 Per Meta lead	3.26%

# Selected Campaign Creatives

A curated selection of high-performing ad visuals that aligned message, market, and momentum



# Campaign Outcomes & Achievements

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April 7 - 28, 2025

## **A proof-of-concept campaign that now sets the client's new standard.**

This campaign wasn't just a lead gen success, it became a model for what's possible when sensitive health marketing meets strategic precision. It proved that even within the constraints of Meta policy, you can still speak powerfully to executive women about real, nuanced wellness topics without getting flagged, filtered, or ignored.

Over 350 leads were generated in just 3 weeks, with ad creative and copy that leaned into empathy and authority. A number of these new leads converted into the client's *high-ticket services* fairly soon, underscoring the quality and readiness of prospects attracted through the campaign. Each step of the funnel was intentionally crafted to support both online education and offline conversion.

*Daily monitoring* ensured performance stayed on track. No major changes were made mid-campaign, in part to avoid disrupting performance but mostly to not risk creative fatigue.

A *key takeaway from this* is that a strong setup can carry a campaign far, even without significant mid-flight adjustments. You don't need to water down your message, you just need to deliver it smarter. With the right messaging, targeting, and structure in place, it's possible to stay compliant, stand out, and drive meaningful results in a sensitive space.

**“Chrystil, you're always thinking ahead.  
Thank you so much”**

— *Dr. M, Founder & Medical Director*



# SERIOUS ABOUT SCALING? *I'M SERIOUS ABOUT THE STRATEGY*

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What does staying stuck really cost?  
Burnt budgets, plateaued profit, and freedom that feels like a lie...

The truth? You don't need more tasks done. You need direction, strategy, and a revenue runway that holds under pressure so your next level isn't just another spin on the same stale ceiling.

This isn't just strategy. It's a nervous system reset, a clarity injection, and a calm vault for your next level.

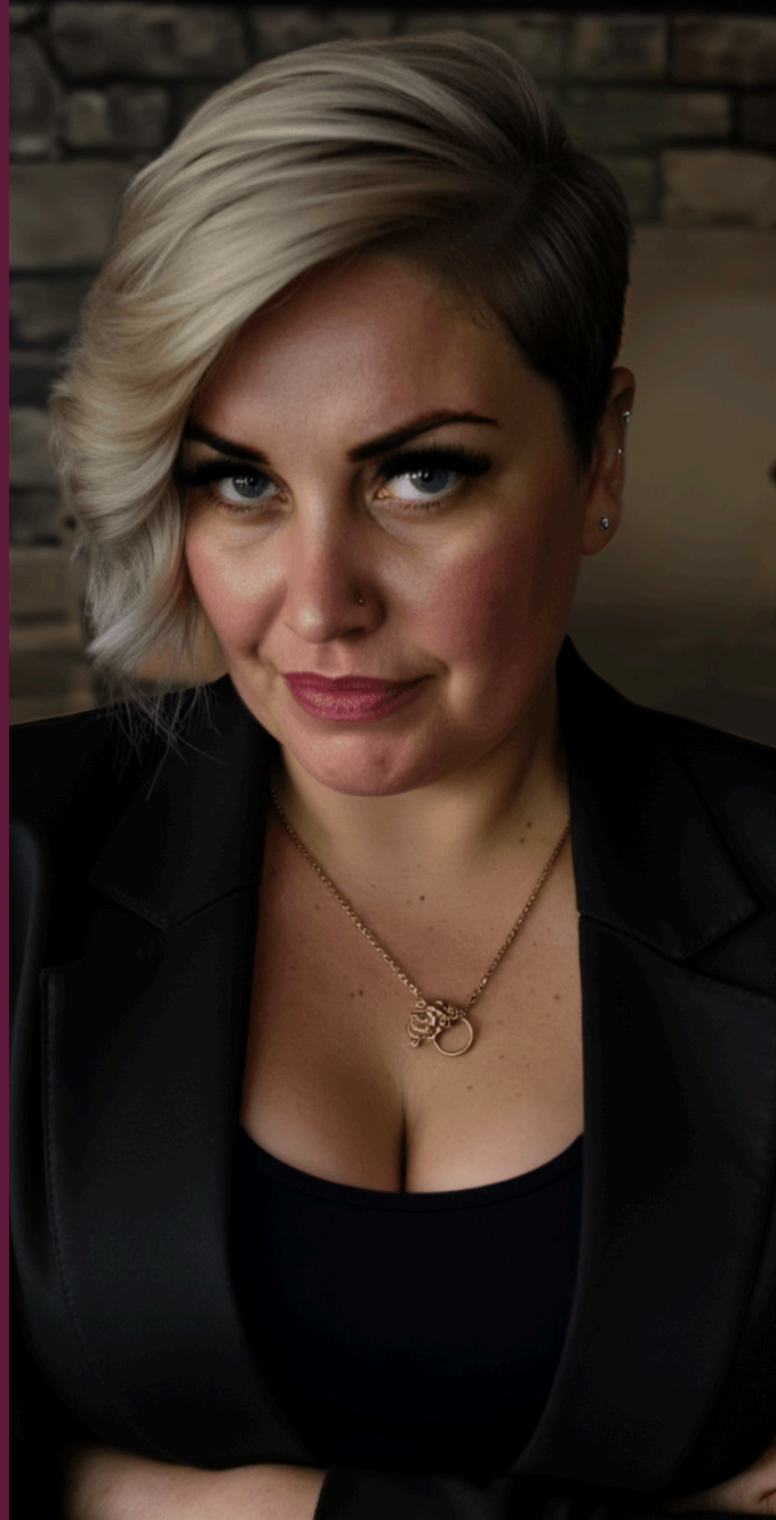
When we work together, the decision fatigue ends. No more "should I do X or Y?" spirals, just clean, confident strategy backed by data and mapped for ROI.

I collaborate with ambitious founders ready to move with precision. Whether you're running a webinar, filling a funnel, or building a list that actually converts, we make smart, strategic moves that don't burn your time or brand.

This isn't surface-level ads. It's deep strategy, with an edge.

So if you're craving sharper systems, smarter strategy, and space to lead like the visionary you are...

Let's build your next revenue rise, on your terms.



*Chrystil Pearson*  
Paid Growth Strategist & Autonomy Activator

**BOOK A COMPLIMENTARY CALL NOW**

