Case Study: High-Impact Meta Ads for Motoverse – ₹20 Cost Per Lead

Introduction

Motoverse, a **bike-themed café and biker products brand**, needed a powerful digital strategy to attract **riders, biking enthusiasts, and potential customers**. The goal was to drive **high-quality leads at an affordable cost** through precision-targeted **Meta Ads.**

Objectives

- Generate **hundreds of high-intent leads** for Motoverse's café and products.

- Optimize Meta Ads campaigns for **maximum engagement and conversions.**

- Maintain a **low Cost Per Lead (CPL) of ₹20** while scaling reach.

Strategy & Execution

Precision Targeting & Audience Segmentation

- Focused on **bikers, motorcycle clubs, and café-goers** through detailed interest-based targeting.

- Utilized **lookalike audiences** of past customers to expand reach.

- Implemented **location-based targeting** near key biking routes and hotspots.

Engaging Creatives & Ad Optimization

- Developed **high-impact ad creatives**, including **dynamic videos and carousel ads** showcasing the café experience and biker products.

- A/B tested **ad copies, visuals, and CTAs** to identify the most engaging formats.

- Used **retargeting campaigns** to re-engage potential customers who interacted with the ads.

Results & Impact

✅ **Generated hundreds of high-quality leads** for Motoverse.
✅ Achieved an impressive **₹20 CPL**, maximizing return on investment.
✅ Boosted **brand awareness and customer engagement** within the biking community.

Lessons Learned & Next Steps

- **Hyper-targeted audience segmentation** significantly improves lead quality.

- **Visually appealing creatives** drive higher engagement in lifestyle and passion-based niches.

- Next steps include **expanding the campaign reach** and introducing **event-based promotions** for deeper engagement.

Conclusion

Through **precision Meta Ads targeting and creative storytelling**, Motoverse successfully attracted a highly engaged audience while maintaining a **low cost per lead of ₹20**. This case study highlights the effectiveness of **performance-driven digital marketing** in niche passion communities like biking.

Campaign	Results	Reach	Impressions	Cost per result	Amount spent
Dm_Bon_Fire_28_Dec	67 Messaging conversati…	10,999	17,059	₹15.70 Per messaging conver…	₹1,051.73
Dm_F1_Screening_8_Dec	132 Messaging conversati…	25,574	44,406	₹11.84 Per messaging conver…	₹1,562.60
Dm_Surveys	— Messaging conversatio…	2	2	— Per messaging convers…	₹0.02
Biker's_Bonfire_Event_Ad	— Multiple conversions	163,562	339,863	— Multiple conversions	₹15,480.12
Dm_F1_Screening_1_Dec	82 Messaging conversati…	23,905	38,434	₹20.35 Per messaging conver…	₹1,668.65
IBM_Mumbai_Pune_Dm	49 Messaging conversati…	13,112	20,048	₹27.11 Per messaging conver…	₹1,328.42
Dm_F1_Screening_24_Nov	87 Messaging conversati…	33,455	51,874	₹22.75 Per messaging conver…	₹1,979.37
First_Cafe_Campaign	6,610 Post engagements	37,048	47,538	₹0.26 Per post engagement	₹1,749.86