

CASE STUDY · META PAID SOCIAL

From Scattered Tests to a Repeatable Lead Engine

How structured experimentation helped Knight Castle transform UAE Meta lead generation.

Inteader × Knight Castle Real Estate

March 2025 – January 2026



One client. Multiple markets. No proven acquisition playbook.

MARKET

Where could demand be acquired efficiently?

Geography is a variable, not a constant.

AUDIENCE

How much targeting control did Meta really need?

Broad vs. constrained — the answer is never universal.

CREATIVE

Which formats actually moved prospects?

Format signals intent, reach, and acquisition cost.

CONVERSION

How could we qualify leads without destroying volume?

Form design is an economics decision, not UX.

Before scaling, we built the learning system.

6

Markets Tested

UAE and international audiences

20+

Campaign Tests

Across structures, creatives and audiences

Campaigns

Ad sets

Ads

Create

Duplicate

Edit

A/B test

More

Columns

Off / On	Ts	Campaign Ts	Delivery	Actions	Attribution setting	Results Ts	Reach Ts	Frequency Ts	Cost per result	Ts	Budget Ts	Amount spent	Ts	En
		New Traffic Campaign	In draft								Using ad set bu...			
		IVY_LEAD_IF_JA	Off	7-day click or ... All conversions		219 Leads (Form)	56,475	2.40	\$22.36 Per Lead (Form)		Using ad set bu...		\$4,896.02	
		Damac Riverside Leads Campaign UAE	Off	7-day click or ... All conversions		6 Leads (Form)	2,856	1.16	\$43.08 Per Lead (Form)		Using ad set bu...		\$258.46	
		Leads Campaign - WA Dm - Damac Island	Off	7-day click or ... All conversions		8 Messaging conversat...	11,514	1.63	\$15.68 Per Messaging Conv...		Using ad set bu...		\$125.41	
		Damac Island Awareness campaign	Off	7-day click or ... All conversions		6,472 ThruPlays	54,100	1.63	\$0.02 Cost per ThruPlay		Using ad set bu...		\$106.54	
		oct UAE parkfive instant form Lead 10/28/...	Off	7-day click or ... All conversions		13 Leads (Form)	6,377	1.81	\$80.64 Per Lead (Form)		Using ad set bu...		\$1,048.32	
		knight castle Awareness campaign	Off	7-day click or ... All conversions		4,601 ThruPlays	25,162	1.94	\$0.02 Cost per ThruPlay		Using ad set bu...		\$104.82	
		oct UAE parkfive instant form Lead 10/23/2...	Off	7-day click or ... All conversions		5 ThruPlays	1,796	1.25	\$61.05 Cost per ThruPlay		Using ad set bu...		\$305.26	

1

Test Campaigns

2

Read the Signal

3

Diagnose Causes

4

Iterate & Scale

Cheap reach wasn't the same as scalable acquisition.

~~"Which campaign gets leads?"~~



"Which system can repeatedly produce the right economics?"

CREATIVE FORMAT · AUDIENCE STRUCTURE · MARKET ECONOMICS · CONVERSION MECHANISM · LEAD QUALIFICATION

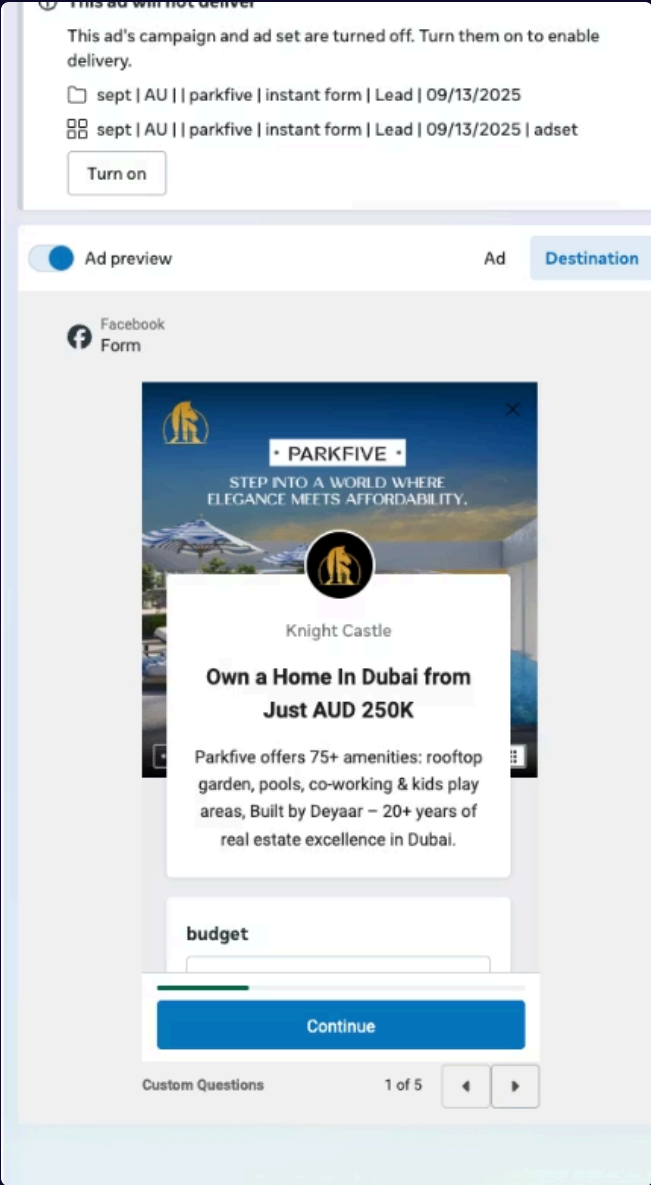
Precision produced the first major efficiency signal.

\$7.18

Cost Per Lead

Tightly structured instant-form campaign. 51 leads generated.

This result demonstrated that significantly better economics were possible — and that the form wasn't just collecting leads. It was functioning as part of the targeting system itself, filtering intent at the point of conversion.



But the UAE was a different problem.

UAE instant-form campaigns produced materially higher acquisition costs. The account could generate leads — the problem was generating them efficiently enough to scale.

\$57–\$81

CPL Range · UAE Campaigns

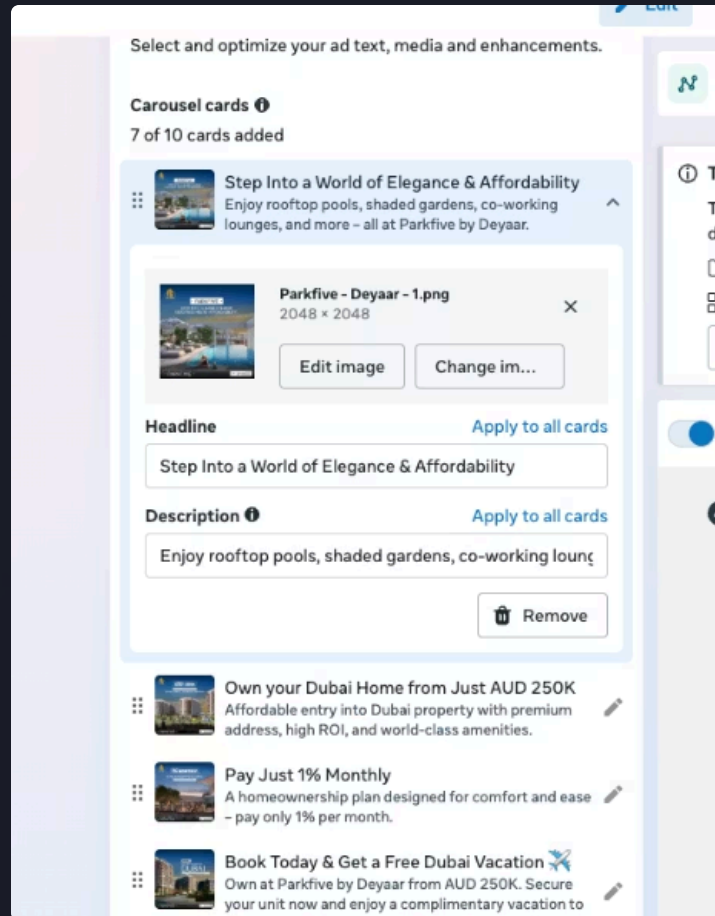
At this cost structure, scaling spend would compound the inefficiency — not solve it. The system needed to change before the budget could grow.

Leads Campaign - WA DM - Damac Island	On	7-day click or ...	6	1,074	1.03	\$150.00	Using ad set bu...	\$120.41
		All conversions				Per Messaging Conv...		
Damac Island Awareness campaign	Off	7-day click or ...	6,472	54,100	1.63	\$0.02	Using ad set bu...	\$106.54
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		All conversions				Per Lead (Form)		
Post Boosting Engagement Campaign	Off	7-day click or ...	614	2,702	1.16	\$0.02	Using ad set bu...	\$10.91
		All conversions				Per Post Engagement		
oct UAE parkfive instant form Lead 09/13/2...	Off	7-day click or ...	4	1,394	1.26	\$57.52	Using ad set bu...	\$230.07
		All conversions				Per Lead (Form)		
Hiring Traffic 09/15/2025	Off	7-day click or ...	108	11,451	1.12	\$0.19	Using ad set bu...	\$20.86
		All conversions				Per Link Click		
sept AU parkfive instant form Lead 09/13/...	Off	7-day click or ...	18	3,558	2.39	\$38.57	Using ad set bu...	\$694.25
		All conversions						

We didn't scale the problem. We changed the machine.

Three simultaneous system changes — not a single variable tweak.

BEFORE



AFTER



01 CREATIVE — Presenter-led video · 02 AUDIENCE — Broader algorithmic delivery · 03 CONVERSION — Refined instant-form

Same market. Same client. Different machine.

~~\$65.79~~ → \$22.36

↓ 66% CPL

Metric	Before	After	Change
Cost Per Lead	\$65.79	\$22.36	↓ 66%
CPM	\$97.60	\$36.12	↓ 63%
CTR	1.02%	1.78%	↑ 75%

Campaigns												
Ad sets												
Ads												
Off / On	Campaign T1	Delivery	Actions	Attribution setting	Results T1	Reach T1	Frequency T1	Cost per result	T1	Budget T1	Amount spent	T1
	New Traffic Campaign	In draft								Using ad set bu...		
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	Leads Campaign - WA Dm - Damac Island	Off		7-day click or ... All conversions	8 Messaging conversat...	11,514	1.63	\$15.68 Per Messaging Conversat...		Using ad set bu...	\$125.41	
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	knight castle Awareness campaign	Off		7-day click or ... All conversions	4,601 ThruPlays	25,362	1.94	\$0.02 Cost per ThruPlay		Using ad set bu...	\$104.82	
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IVY became the new performance benchmark.

REAL CREATIVE



REAL CAMPAIGN

Campaigns														
Ad sets														
Ads														
More														
Off/On	Ts	Campaign Ts	Delivery	Actions	Attribution setting	Results Ts	Reach Ts	Frequency Ts	Cost per result	Ts	Budget Ts	Amount spent	Ts	Spent
●		New Traffic Campaign	○ In draft								Using ad set bu...			
●		IVY_LEAD JP JA	○ OFF		7-day click or ...	219	56,475	2.40	\$22.36	Using ad set bu...		\$4,896.02		
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●		Leads Campaign - Wk Dem - Damac Island	○ OFF		7-day click or ...	8	11,514	1.63	\$15.68	Using ad set bu...		\$125.41		
●		Damac Island Awareness campaign	○ OFF		All conversions	Messaging convers...	6,472	\$4,100	1.63	\$0.02	Using ad set bu...		\$108.54	
●		oct1 UAE parkfive instant form Lead 10/28/...	○ OFF		7-day click or ...	13	6,377	1.81	\$80.64	Using ad set bu...		\$1,048.32		
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REAL RESULT

\$22.36

Cost Per Lead

219

Leads Generated

\$4,896.02 total spend · \$36.12 CPM

The winning ad looked like the product, not an advertisement.

Presenter-led. On location. Four deliberate stages.



HOOK

Stops the scroll instantly.



PROJECT REVEAL

Scale and credibility established.



LOCATION PROOF

Abstract interest becomes geographic intent.



CLOSE

Low-friction form completion.

Once the signal was clear, the job changed.

Discovery phase ended. Disciplined scaling began.

1

TEST

Find the winning signal

2

DIAGNOSE

Understand why it worked

3

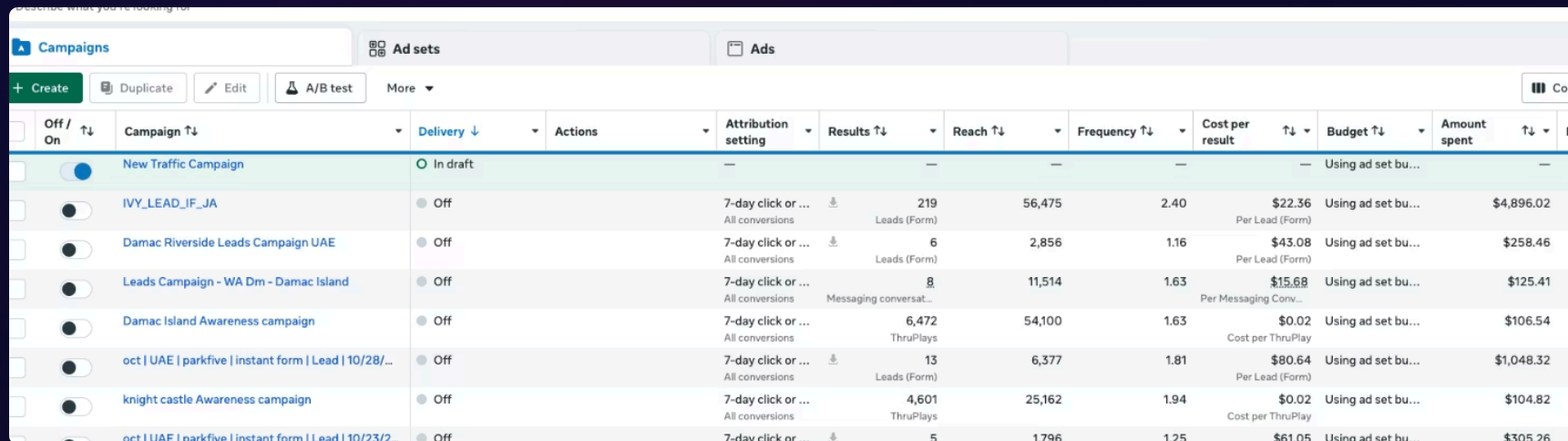
CONSOLIDATE

Back the strongest system

4

SCALE

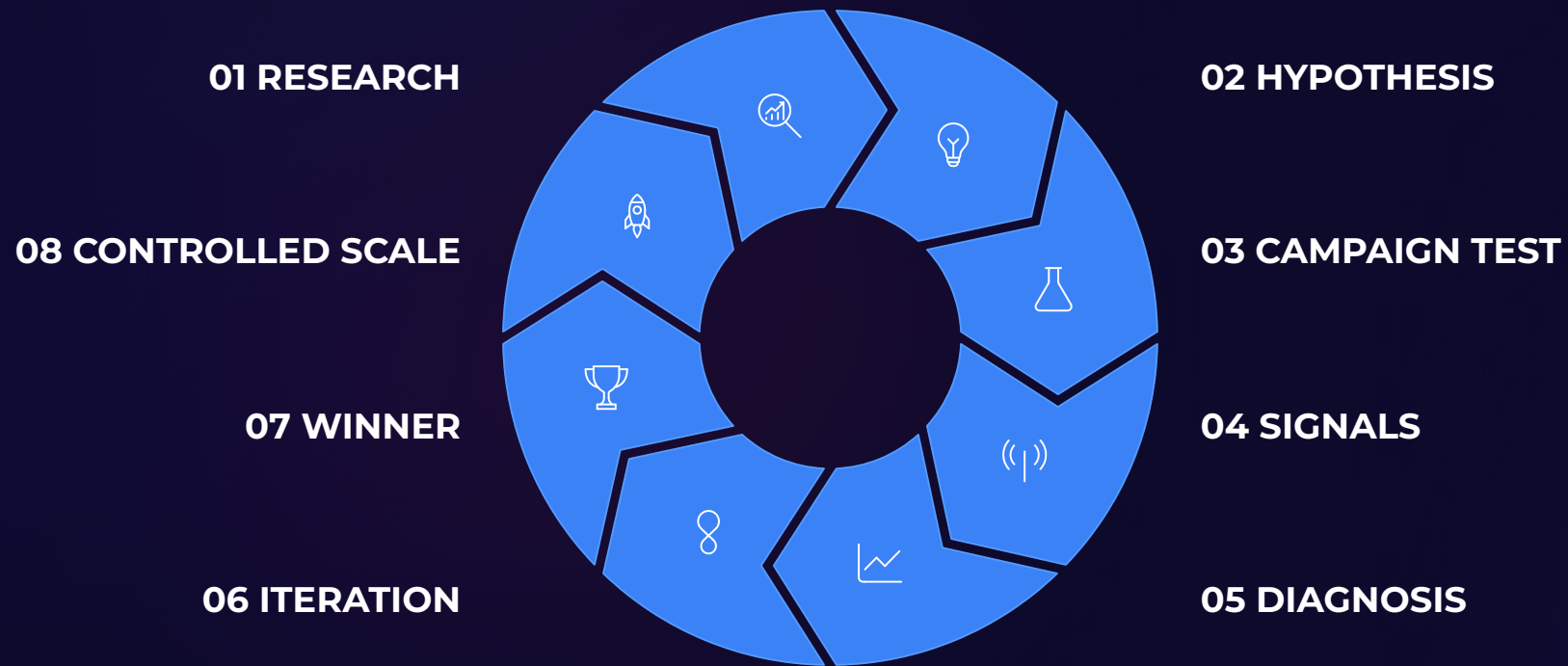
Grow while monitoring economics



The screenshot shows the Facebook Ads Manager interface. At the top, there are tabs for 'Campaigns', 'Ad sets', and 'Ads'. Below the tabs, there are buttons for '+ Create', 'Duplicate', 'Edit', 'A/B test', and a 'More' dropdown. The main table displays a list of campaigns with columns for 'Off / On', 'Campaign', 'Delivery', 'Actions', 'Attribution setting', 'Results', 'Reach', 'Frequency', 'Cost per result', 'Budget', 'Amount spent', and 'End date'. The first campaign, 'New Traffic Campaign', is in draft status. The other campaigns are active and show various performance metrics.

Off / On	Campaign	Delivery	Actions	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	End date
☒	New Traffic Campaign	In draft		—	—	—	—	—	Using ad set bu...	—	—
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Not a campaign. A repeatable decision system.



Performance marketing became a learning loop — not a collection of disconnected campaigns.

The breakthrough wasn't one ad.

It was knowing what to test next.

Strategy. Creative. Media buying. Measurement. Iteration.

Built as one performance system.

Inteader × Knight Castle Real Estate · Meta Paid Social Case Study

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