GRIPLEAD. | MEDIA DECK

Cost per lead, straight from Ads Manager.

A look inside the Meta accounts we run for insurance, lending and fintech brands: amount spent, leads and cost per lead, campaign by campaign. Client names are redacted.

$11M+
deployed in the last 12 months

100%
line-item spend transparency

4
regulated verticals

FEATURED ACCOUNT VIEW

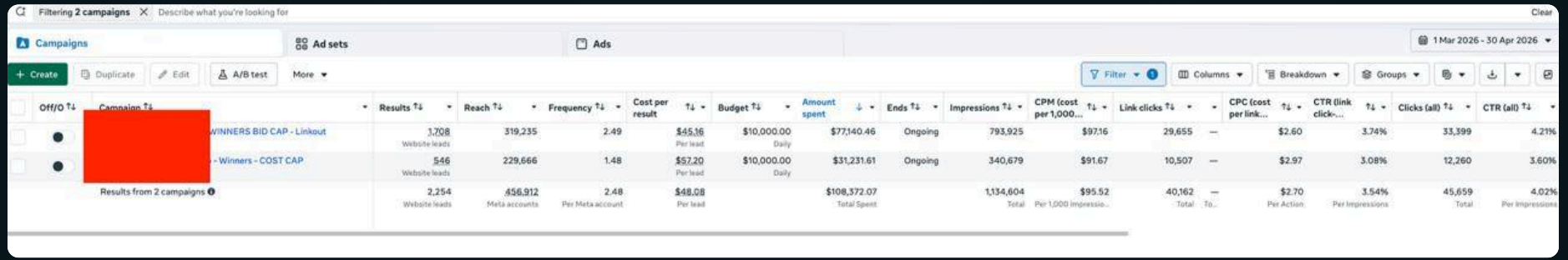
Bid cap against cost cap, side by side on the same offer.

$108,372
Amount spent

2,254
Leads

$48.08
Cost per lead

META ADS MANAGER · 1 MAR 2026 – 30 APR 2026



AUTO INSURANCE CARRIER

Quote funnel scaled across cost cap, bid cap and retargeting.

$113,116
Amount spent

3,991
Leads

$28.34
Cost per lead

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Filtering 3 campaigns | Describe what you're looking for | Clear

Campaigns | Ad sets | Ads | 1 Mar 2026 – 30 Apr 2026

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Off/On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost per 1,000...	Link clicks	CPC (cost per link...	CTR (link click-...	Clicks (all)	CTR (all)
On	Quote Funnel - Cost Cap	2,106 Website leads	412,880	2.19	$30.78 Per lead	$6,000.00 Daily	$64,820.35	Ongoing	902,310	$71.84	24,415	$2.65	2.71%	28,730	3.18%
On	Broad Prospecting - Bid Cap	1,388 Website leads	281,402	2.17	$27.68 Per lead	$4,000.00 Daily	$38,415.90	Ongoing	611,008	$62.87	15,930	$2.41	2.61%	18,744	3.07%
On	Retargeting - Linkout	497 Website leads	96,114	2.48	$19.88 Per lead	$1,000.00 Daily	$9,880.12	Ongoing	238,420	$41.44	6,310	$1.57	2.65%	7,502	3.15%
	Results from 3 campaigns	**3,991** Website leads	**712,000** Meta accounts	**2.46** Per Meta account	**$28.34** Per lead		**$113,116.37** Total spent		**1,751,738** Total	**$64.57** Per 1,000 impr.	**46,655** Total	**$2.42** Per Action	**2.66%** Per Impressions	**54,976** Total	**3.14%** Per Impressions

LIFE AND FINAL EXPENSE INSURANCE

Video-led creative testing holds cost per lead under $25.

$69,151
Amount spent

3,003
Leads

$23.03
Cost per lead

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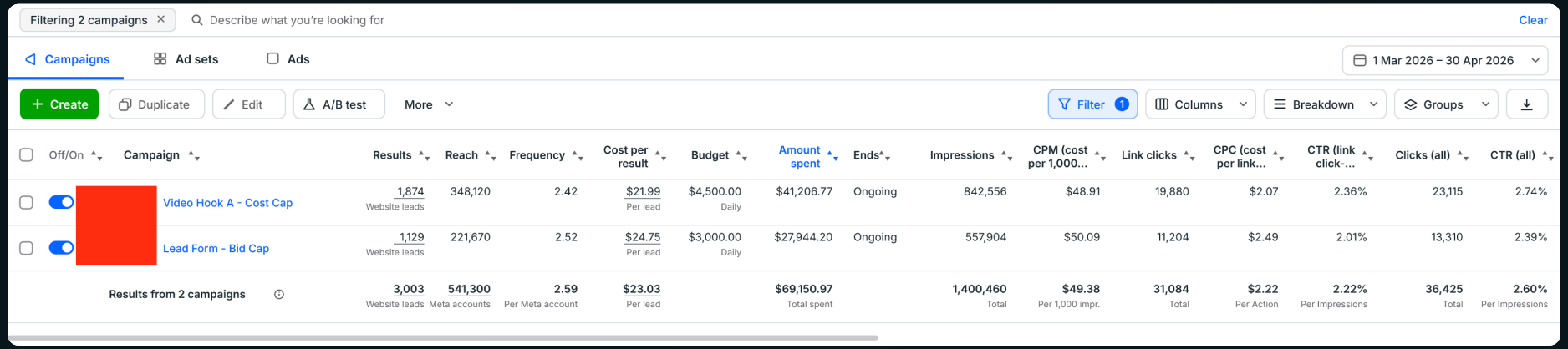

Off/On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost per 1,000...	Link clicks	CPC (cost per link...	CTR (link click-...	Clicks (all)	CTR (all)
On	Video Hook A - Cost Cap	1,874 Website leads	348,120	2.42	$21.99 Per lead	$4,500.00 Daily	$41,206.77	Ongoing	842,556	$48.91	19,880	$2.07	2.36%	23,115	2.74%
On	Lead Form - Bid Cap	1,129 Website leads	221,670	2.52	$24.75 Per lead	$3,000.00 Daily	$27,944.20	Ongoing	557,904	$50.09	11,204	$2.49	2.01%	13,310	2.39%
	Results from 2 campaigns	3,003 Website leads	541,300 Meta accounts	2.59 Per Meta account	$23.03 Per lead		$69,150.97 Total spent		1,400,460 Total	$49.38 Per 1,000 impr.	31,084 Total	$2.22 Per Action	2.22% Per Impressions	36,425 Total	2.60% Per Impressions

PERSONAL LOAN LENDER

Prequalification campaigns at volume, with lookalike winners leading on efficiency.

$124,102
Amount spent

6,741
Leads

$18.41
Cost per lead

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Off/On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost per 1,000...	Link clicks	CPC (cost per link...	CTR (link click-...	Clicks (all)	CTR (all)
On	Prequalify - Cost Cap	3,912 Website leads	688,240	2.21	$18.53 Per lead	$7,500.00 Daily	$72,508.64	Ongoing	1,520,774	$47.68	41,206	$1.76	2.71%	47,880	3.15%
Off	Debt Consolidation - Bid Cap	1,688 Website leads	304,556	2.31	$19.66 Per lead	$3,500.00 Daily	$33,190.48	Paused	702,418	$47.25	17,022	$1.95	2.42%	20,114	2.86%
On	Lookalike Winners - Linkout	1,141 Website leads	176,900	2.24	$16.13 Per lead	$2,000.00 Daily	$18,402.55	Ongoing	396,284	$46.44	10,466	$1.76	2.64%	12,330	3.11%
	Results from 3 campaigns	**6,741** Website leads	**1,098,000** Meta accounts	**2.39** Per Meta account	**$18.41** Per lead		**$124,101.67** Total spent		**2,619,476** Total	**$47.38** Per 1,000 impr.	**68,694** Total	**$1.81** Per Action	**2.62%** Per Impressions	**80,324** Total	**3.07%** Per Impressions

DIGITAL BANK AND NEOBANK

UGC video against static creative on account sign-up leads.

$51,047
Amount spent

4,807
Leads

$10.62
Cost per lead

META ADS MANAGER · 1 MAR 2026 - 30 APR 2026

Filtering 2 campaigns × Describe what you're looking for Clear

Campaigns Ad sets Ads 1 Mar 2026 – 30 Apr 2026

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Off/On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost per 1,000...	Link clicks	CPC (cost per link...	CTR (link click-...	Clicks (all)	CTR (all)
On	Static Creative - Cost Cap	2,844 Website leads	540,600	2.04	$10.31 Per lead	$3,000.00 Daily	$29,330.18	Ongoing	1,104,990	$26.54	22,640	$1.30	2.05%	26,415	2.39%
On	UGC Video - Bid Cap	1,963 Website leads	392,010	2.06	$11.06 Per lead	$2,500.00 Daily	$21,716.93	Ongoing	806,430	$26.93	16,085	$1.35	1.99%	19,330	2.40%
	Results from 2 campaigns	4,807 Website leads	861,500 Meta accounts	2.22 Per Meta account	$10.62 Per lead		$51,047.11 Total spent		1,911,420 Total	$26.71 Per 1,000 impr.	38,725 Total	$1.32 Per Action	2.03% Per Impressions	45,745 Total	2.39% Per Impressions

WEALTH AND RETIREMENT ADVISORY

Higher-intent leads for advisory brands, measured against a higher cost per lead.

$45,524
Amount spent

803
Leads

$56.69
Cost per lead

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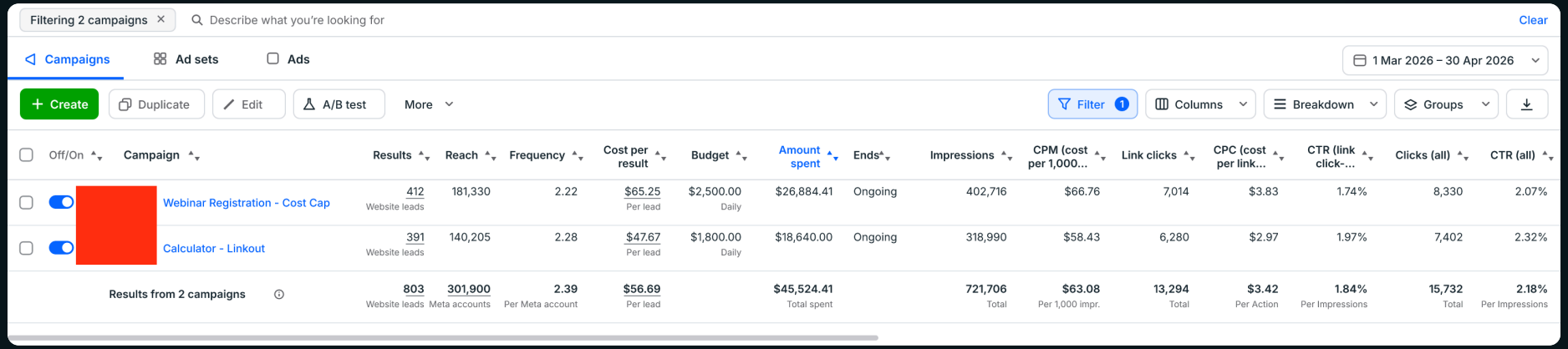

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Off/On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost per 1,000...	Link clicks	CPC (cost per link...	CTR (link click-...	Clicks (all)	CTR (all)
On	Webinar Registration - Cost Cap	412 Website leads	181,330	2.22	$65.25 Per lead	$2,500.00 Daily	$26,884.41	Ongoing	402,716	$66.76	7,014	$3.83	1.74%	8,330	2.07%
On	Calculator - Linkout	391 Website leads	140,205	2.28	$47.67 Per lead	$1,800.00 Daily	$18,640.00	Ongoing	318,990	$58.43	6,280	$2.97	1.97%	7,402	2.32%
	Results from 2 campaigns	803 Website leads	301,900 Meta accounts	2.39 Per Meta account	$56.69 Per lead		$45,524.41 Total spent		721,706 Total	$63.08 Per 1,000 impr.	13,294 Total	$3.42 Per Action	1.84% Per Impressions	15,732 Total	2.18% Per Impressions

Want this view for your account?

Tell us your vertical, target cost per lead and volume goals. We will come back with a media plan and a transparent cost model.

Results vary by vertical, offer, creative and market. Past performance does not guarantee future results.