

-73%
average cost per lead

cost per lead, before

cost per lead, after (avg.)

leads a day at peak

A bar chart comparing the cost of a 100% water solution across three scenarios. The y-axis represents cost in dollars. The 'Before' scenario has a cost of \$6.30, represented by a tall blue bar. The 'After, average' scenario has a cost of \$1.70, represented by a shorter blue bar. The 'Best period' scenario has a cost of approximately \$1.00, represented by a short brown bar.

Scenario	Cost (\$)
Before	\$6.30
After, average	\$1.70
Best period	~\$1.00

- Restructured the campaigns around insurance branches instead of one broad audience.
- Rebuilt the creative for each branch, produced in-house with AI and tested side by side.
- Judged leads on quality next to cost, so cheaper never meant worse.

	BEFORE	AFTER
Structure	One broad audience for every product	A campaign per insurance branch
Creative	A few generic visuals, rarely refreshed	Branch-specific variants, refreshed as they tire
Success measure	Cost per lead only	Cost per lead next to lead quality
Cost per lead	\$6.30	\$1.70 avg, ~\$1.00 at best

- The campaign structure and the branch split
- Which leads counted as good, not just cheap