

Meta Ads Lead Generation Campaign Case Study: Student Sleep Toolkit

Campaign Overview

Campaign Name:

Student Sleep Toolkit Lead Generation Campaign

Objective:

Generate email subscribers for the **Student Sleep Series**, a 4-week program designed to help students improve sleep, focus, and energy.

Platform:

Meta Ads (Facebook & Instagram)

Campaign Goal:

Lead generation through a landing page offering a free sleep toolkit.

Target Audience:

Students aged 18–30 interested in:

- Sleep improvement
- University life
- Test preparation

Location:

Trinidad and Tobago

Daily Budget:

\$12 per day

Total Budget:

\$100 maximum test budget

Campaign Results

Total Reach: 18,345 accounts

Total Impressions: 36,399

Total Link Clicks: 177

Total Leads: 12

Average Cost Per Lead: \$6.00

Average CPC: \$0.20

Winning Headline: **“Can’t sleep before exams?”**

Best Ad Performance

- CTR: 0.67%
- CPC: \$0.20
- CPL: \$2.09
- Leads Generated: 5

Step 1: Competitor Research

Before launching the campaign, a total of **nine competitors** were analyzed on Meta Ads to understand how sleep-related products and resources are positioned in the market.

The following factors were analyzed:

- Hook
- Creative
- Pain/Problem
- Solution
- Offer

Example:

Type of Principles Used	Competitors	Headspace	Calm	WHOOOP
	Hook	Desired Outcome (One line Ad Copy): Focused on	One line Ad Copy: Using Celebrity's	Online Ad Copy:
Desired Situation Pain Points and Offering Solutions	Creative	Video: Calming sounds, Calming colours. Picture with captions with words such as "Ready to be inspired?" "Ready to Reconnect with yourself?" Video: With people giving testimonials exercising or doing daily tasks	Video: Soothing voice. Picture: Trees and Lake (Giving peaceful vibe) with offer of free e-bok download) Video: Calming background music, with someone doing daily tasks and captions in the video about how they could not sleep for 3 months (Pain point) but now can Video: Calming Rain Sounds Video: Has calming sound and a bit of cloudy rainy background, has a AI voice and the captions on the video of what the person is experiencing (Pain Points)	Picture: Someone smiling looking relaxed with calming background with lake and trees.
		Pain/Problem	Mind feeling cluttered, stressed out	"being at your darkest", could not sleep
		Solution	Making you happy, Reducing Stress, helping you feel connected to yourself, Helping you feel grounded/clear headed/to breathe	"Getting through another day"
		Objection Handle		
		Offer	14 Days Free Trial	Free App Download, Free E-Book
The type of Landing Page and button to go there				The offer is a month free trial for the app. However you need a pre-owned device

The research revealed that most competitors focused on general sleep improvement messaging rather than student-specific challenges. This presented an opportunity to position the Sleep Toolkit as a solution specifically tailored to students dealing with late-night scrolling, academic stress, and irregular sleep schedules.

Examples of Ads Analyzed

 **Calm**
Sponsored

STOP 🛑 Don't let stress destroy your body.
Transform tension into calm with science-backed techniques that work in minutes.
Download Calm today!



0:20 / 0:38

Stop Physical Stress Symptoms Fast

[Learn More](#)

 **Headspace**
Sponsored

Set the foundation for a strong year ahead. Just 10 days of Headspace is proven to increase happiness.



Ready to reconnect with yourself?

Jumpstart your year with Headspace
Start your free trial today

[Sign Up](#)

 **WHOOP**
Sponsored

Sleep deeper, train smarter, and build healthier habits this January with personalized insights on WHOOP.



Clarity today, progress all year.

WHOOP

WHOOP.COM
Start your year stronger
Unlock Your Health Insights

[Learn More](#)

Step 2: Customer and Product Research

What problem does it solve ?

Helping Teenagers to become aware of the problem: various ways that they are being deprived of sleep. These include: Binge Watching, Social Media, Anxiety around exams,

Helping Teenagers to become aware of the amount of hours of sleep they need every night

Helping Teenagers to become aware of the importance of sleep: To convert from short-term to long term memory, Emotional Regulation (React in a way that is angry, lack of sleep contributes to depression/confusion/anxiety), sleep is important for attention and memory, after 16 hours performance begins to decline)

Who does it solve this problem for ?

It solves this problem for students who are on their phones late at night, experiencing anxious thoughts/restlessness at night, don't know why they can't fall asleep, don't see the problem with waking very late at night.

What is its USP (Unique Selling Proposition) ?

The toolkit uses methods that are absolutely free, does not require any money (to buy an app/product). It is also achievable and does not require drastic changes that seem impossible like forcing yourself to wake up or go to sleep at specific times).

Statement of Value

The Sleep Toolkit enables students to be healthier, improve their academic performance and have better emotional regulation and relationships by getting enough sleep.

Step 3: Ad Creation

- Generated Multiple Angles, Headlines, Body Text and Images.

- **The angles included:**

- Focus and Memory
- Scrolling/Sleep Disruption
- Wake Up/Morning Struggle
- Stress/Energy/Anxiety

Step 4: Running the Campaign

Objective of Campaign:

The objective of this campaign was to generate email subscribers (leads) for the **Student Sleep Series** by promoting a free sleep toolkit designed to help students improve sleep quality, focus, and daily energy.

Ad Set Budget Per Day: \$12.00

Total Budget Limit: \$100.00

Note: Because of budget constraints, may not be able to go through the entire testing phase.

Targeted Demographic Interests

- Trinidad and Tobago

Age ⓘ

18 - 30

Gender ⓘ

All genders

Advantage+ detailed targeting +

Include people who match ⓘ

Interests > Additional interests > Sleep

Sleep

Interests > Additional interests > Test preparation

Test preparation

Interests > Additional interests > University

University

Testing Phase

Phase 1: Goal - To Find a Winning Headline

→ Introduced 4 new ads with 4 headings, body text 1 and one image. The ad set created was based on a Focus and Memory angle.

Only the headlines were the differentiating factors between the ads.

Headlines (3-5)	Body Text (2-3)
Angle 1: Focus & Memory H1 - Want to feel less tired and more focused in class ? H2 - The one habit most students ignore that boosts memory. H3 - Why can't I remember anything after studying at night ? H4- Are you sacrificing the one thing that can boost your grades ?	Body 1: Your brain stores what you learn while you sleep. ✓ Stay focused when your teacher explains that difficult equation ✓ Have the energy to perform on the field ✓ Recall answers faster during exams Join our free 4-week Student Sleep Journey and take small steps toward better sleep, sharper focus, and stronger memory. Body 2: Feel tired in class and drained during practice? Sleep is the habit that powers both your brain and your body. ✓ Stay alert during lessons ✓ Perform better on the field ✓ Remember what you studied Join the 4-week Student Sleep Journey and take small steps toward better focus, memory, and energy.

Screenshot (SC): Ads Launched

Off / On ↑↓	Ad ↑↓	Cost per click ↑↓	Budget Ad set □	Amount spent
	 img1-h04-copy1	— Per Lead	\$12.00 Daily average	
	 img1-h02-copy1	— Per Lead	\$12.00 Daily average	
	 img1-h01-copy1	— Per Lead	\$12.00 Daily average	
	 img1-h03-copy1 - Copy	— Per Lead	\$12.00 Daily average	
Results from 4 ads ⓘ				

→ **Action Taken:** Turned off 1 ads after **16 hours**.

Reason Turned Off: The ad had a low CPC but a CTR under 0.5 despite having the most impressions out of the 4 ads.

SC: 16 hours after

Campaigns 1 selected		Ad sets for 1 Campaign		Ads 1 selected		Today: Mar 2, 2026	
+ Create	Duplicate				More	Columns: Custom	
	Off / On	Ad		CPC (cost per link click)	CTR (link click-throu...	Clicks (all)	CTR (all)
		 img1-h04-copy1	3	\$0.61	0.46%	19	2.94%
		 img1-h02-copy1	4	\$0.37	0.99%	14	3.46%
		 img1-h01-copy1	—	—	—	1	0.79%
☒		 img1-h03-copy1 - Copy	4	\$0.98	0.24%	32	1.95%
Results from 4 ads			11 Total	\$0.69 Per Action	0.39% Per Impressions	66 Total	2.34% Per Impressions

→ **Action Taken:** Turned off other 2 ads after **40 hours** and introduced 3 new ones from a scrolling angle.

Reason Turned Off: The CPC for each of the ads was low and the CPL was below \$9.00, but there was a low CTR rate (below 0.4) and just 1 conversion for 2 ads out of the 3.

→ **Action Taken:** Turned off final ad from the focus angle **44 hours** later and introduced new ads from a scrolling angle.

Reason Turned Off: CTR rate was low (below 0.5).

SC: 44 hours after

☐	Off / On ↑↓	ad ↑↓		Impressions ↑↓	Link clicks ↑↓	CPC (cost per link click) ↑↓	CTR (link click-throu... ↑↓
☐	☒		scrolling-img2-h7-copy1	—	—	—	—
☐	☒		scrolling-img2-h4-copy1	61	310	1	\$0.50 0.32%
☐	☒		scrolling-img2-h05-copy1	32	477	1	\$0.87 0.21%
☒	☒		scrolling-img2-h6-copy1	30	781	5	\$0.31 0.64%
☐	☐		img1-h04-copy1	55	2,659	11	\$0.64 0.41%
☐	☐		img1-h02-copy1	57	3,339	10	\$1.19 0.30%

All 4 headlines were used, with one body text and one image.

The headline was the only differentiating factor.

Angle 2: Scrolling/Sleep Disruption: H4: "Can't sleep before exams? Here's why." H5: "Scrolling at 1AM again?" H6: "I'll just scroll for 10 more minutes." (2 hours later...) H7: "I'm never in the mood to sleep."	Get the free student toolkit today Body 1: Scrolling late at night blocks your body's natural sleep hormone. That's why "10 minutes" turns into 2 hours and you wake up exhausted. The 4-week Student Sleep Series helps you reset your sleep rhythm with: ✓ A structured sleep tracker ✓ An evidence-based sleep guide ✓ Practical routines that actually work Start fixing your sleep tonight.
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→ **Action Taken: 18 hours** after ads were launched, the ads were left on.

Reason: the CTR rate was higher than 0.5 for the ads and CPC remained low. The CPL was low for 2 ads whereas the 2 other ads did not receive any leads as yet due to the impressions still being low.

Note: Based on the results, the scrolling angle hit more of a relatable pain point with this audience which is electronic devices taking away from their sleep. It was more motivating than emphasizing the after state of better focus/study/memory boost. It can be because individuals may not believe that sleep can improve their performance at school that much.

18 hours after

☐	Off / On ↑↓	ad ↑↓	Results ↑↓	Cost per result ↑↓	Reach ↑↓	Impressions ↑↓	CPC (cost per link... ↑↓	CTR (link click-... ↑↓
☐	☒	 scrolling-img2-h6-co...	2 Website Leads	\$4.41 Per Lead	3,984	4,399	\$0.26	0.77%
☐	☒	 scrolling-img2-h05-c...	1 Website Lead	\$2.12 Per Lead	992	1,067	\$0.35	0.56%
☐	☒	 scrolling-img2-h7-co...	— Website Lead	— Per Lead	1	1	—	—
☐	☒	 scrolling-img2-h4-co...	— Website Lead	— Per Lead	506	547	\$0.23	0.73%

Note: At 8 p.m., 3 hours after shot, the ads were paused because of a card payment error. It was resolved the next day at 2 p.m. Ads resumed.

→ **Action Taken: 32 hours** after ads were launched, the ads were left on.

Reason: The CPL cost was low (below \$5) for all ads and its conversion performance was labelled above average by meta. There were 5 leads in total, with one ad getting 3 leads and the other two getting 1 lead each.

Note: One of the CTR however was below 0.5 so will be monitored.

Note: Meta has not spent much on one of the ads but rather redirecting spending to the other 3 ads that are doing well due to the limited budget for this campaign of \$12 estimated a day. Total spent in the campaign so far is since initial launch is \$55.07.

32 hours after

☐	Off / On ↑↓	ad ↓	Reach ↑↓	Impressions ↑↓	Results ↑↓	Cost per result ↑↓	CTR (link click-... ↑↓	CPC (cost per link... ↑↓	Link clicks ↑↓
☐	☒		1	1	— Website Lead	— Per Lead	—	—	—
☐	☒		6,524	7,905	3 Website Leads	\$4.62 Per Lead	0.68%	\$0.26	54
☐	☒		1,266	1,422	1 Website Lead	\$2.13 Per Lead	0.70%	\$0.21	10
☐	☒		2,172	2,444	1 Website Lead	\$4.04 Per Lead	0.49%	\$0.34	12

→ **Action Taken: 47 hours** after ads were launched, ad with headline 5 was turned off. The headline was “Scrolling at 1 AM again?”.

Reason: The CPL for this ad was the highest, 3x more than the CPL of my best ad at \$2.59. The CTR was also the lowest at 0.44%. It also had the highest CPC at \$0.36. Turning the ad off also allows more spend to promote ad with h7 for more impressions.

47 hours after

Off / On ↑↓	ad ↑↓	Reach ↑↓	Impressions ↑↓	Results ↑↓	Cost per result ↑↓	CTR (link click-... ↑↓	CPC (cost per link... ↑↓
☒	 scrolling-img2-h6-c...	7,387	9,357	4 Website Leads	\$3.95 Per Lead	0.65%	\$0.26
☒	 scrolling-img2-h7-c...	81	84	— Website Lead	— Per Lead	—	—
☒	 scrolling-img2-h4-c...	3,055	3,596	2 Website Leads	\$2.59 Per Lead	0.81%	\$0.18
☐	 scrolling-img2-h05-...	4,172	5,055	1 Website Lead	\$8.00 Per Lead	0.44%	\$0.36

→ **Action Taken: 57 hours after** one ad taken off.

Reason: The two other ads were pushed by Meta as they were achieving higher CTRs as well as leads.

57 hours later

☐	Off / On ↑↓	ad ↑↓	Reach ↑↓	Impressions ↑↓	Results ↑↓	Cost per result ↑↓	CTR (link click-... ↑↓	CPC (cost per link... ↑↓
☐	☒	 scrolling-img2-h6-c...	7,679	9,966	<u>4</u> Website Leads	<u>\$4.12</u> Per Lead	0.63%	\$0.26
☐	☒	 scrolling-img2-h4-c...	5,982	7,616	<u>5</u> Website Leads	<u>\$2.09</u> Per Lead	0.67%	\$0.20
☐	☐	 scrolling-img2-h7-c...	81	84	— Website Lead	— Per Lead	—	—

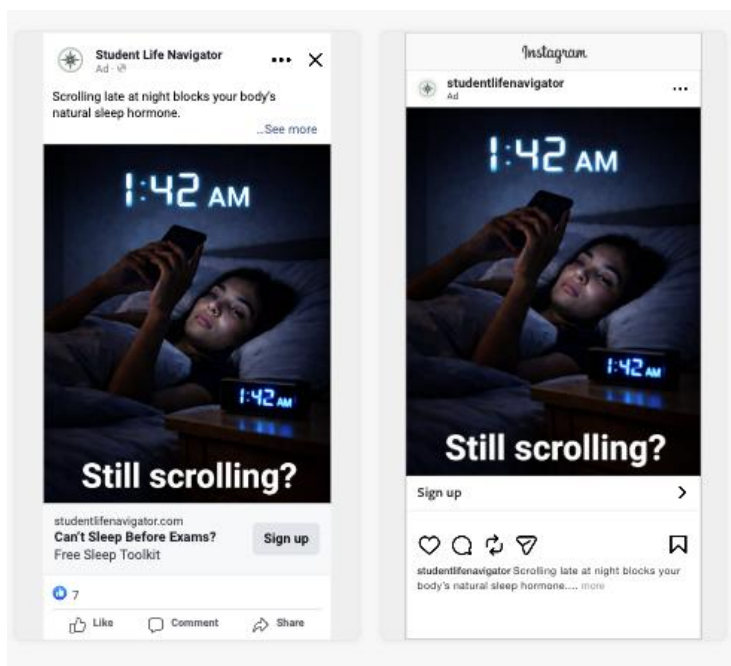
This would be the end of the campaign as \$72.00 has been spent and a winning ad headline has emerged. There would be insufficient funds to continue the testing phase of the campaign.

Final Results from Campaign

The Winning Ad

→ Ad with Headline 4 is the strongest performer with a CTR of 0.67%, a CPC of \$0.20, a CPL of \$2.09, 5 leads and 7,616 impressions. The headline connected to a pain point of students not being able to rest well before exams.

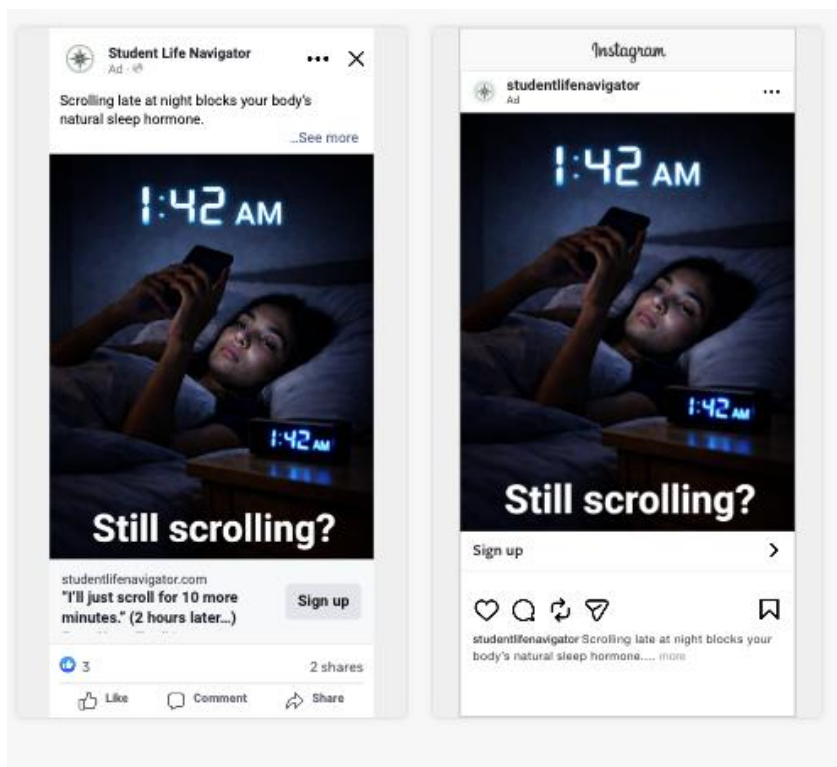
→ Both the Conversion Rate and the Quality Ranking was rated Above average by Meta.



The Second Strongest Ad

→ Ad with Headline 6 was the second strongest ad with a CTR of 0.63%, a CPC of \$0.26, a CPL of \$4.12, 4 leads and 9,966 impressions. The headline connected to the pain point of the inability to stop scrolling while also adding humour.

→ Both the Conversion Rate and the Quality Ranking was rated Above average by Meta.



Key Metrics of Campaign

The campaign KPIs included:

- A total of 18,345 accounts reached.
- A total of 36,399 impressions made.
- A total of 12 leads and an average CPL of \$6.00.
- An average CTR of 0.49%, an average CPC of \$0.20 and a total of 177 link clicks.
- A total of \$72.00 spent.

☐	Off / On ↑↓	ad ↑↓	Reach ↑↓	Impressions ↑↓	Results ↑↓	Cost per result ↑↓	CTR (link click-... ↑↓	CPC (cost per link... ↑↓
☐	☒	 scrolling-img2-h6-...	7,679	9,966	.4 Website Leads	\$4.12 Per Lead	0.63%	\$0.26
☐	☒	 scrolling-img2-h4-...	5,982	7,616	.5 Website Leads	\$2.09 Per Lead	0.67%	\$0.20
☐	☐	 scrolling-img2-h7-...	81	84	— Website Lead	— Per Lead	—	—
☐	☐	 scrolling-img2-h05...	4,999	6,246	.1 Website Lead	\$9.97 Per Lead	0.42%	\$0.38
☐	☐	 ima1-h02-copv1	2,659	3,354	1	\$12.09 Per Lead	0.30%	\$1.21
Results from 8 ads ⓘ Hide results			18,345 Accounts Center ac...	36,399 Total	12 Website Leads	\$6.00 Per Lead	0.49% Per Impressions	\$0.41 Per Action

☐	Off / On ↑↓	ad ↑↓	Frequency ↑↓	Amount spent ↑↓	Link clicks ↑↓	Budget Ad set
☐	☒	 scrolling-img2-h6-copy1	1.30	\$16.49	63	\$12.00 Daily average
☐	☒	 scrolling-img2-h4-copy1	1.27	\$10.43	51	\$12.00 Daily average
☐	☐	 scrolling-img2-h7-copy1	1.04	\$0.07	—	\$12.00 Daily average
☐	☐	 scrolling-img2-h05-copy1	1.25	\$9.97	26	\$12.00 Daily average
☐	☐	 ima1-h02-copv1	1.26	\$12.09	10	\$12.00
Results from 8 ads ⓘ Hide results			1.98 Per Accounts Center ...	\$72.00 Total spent	177 Total	

Key Insights from the Campaign

1. Pain-Point Messaging Outperformed Benefit Messaging

Headlines that focused on the **immediate frustration of late-night scrolling** generated higher engagement and leads compared to headlines focused on the future benefits of improved focus or academic performance.

This suggests that the audience responded more strongly to **relatable current behavior** than to long-term outcomes.

2. Relatable Behavioral Hooks Increased Engagement

Headlines referencing common student habits such as **scrolling late at night** resonated more strongly than informational headlines.

This indicates that framing the message around **recognizable daily behavior** can increase ad engagement.

3. Budget Constraints Influenced Testing Depth

Due to the campaign's **\$100 budget limit**, the testing phase focused primarily on identifying a **winning headline** rather than completing additional testing phases such as body text and creative optimization.

Despite the limited budget, the campaign successfully generated **12 leads at an average CPL of \$6.00**, while identifying a high-performing headline.

Next Steps for Optimization

If the campaign were to continue, the following steps would be recommended:

1. Test Additional Body Text Variations

Once the winning headline is confirmed, test multiple **body text variations** to determine which messaging best converts clicks into leads.

2. Expand Creative Testing

Test multiple **images or short videos** using the winning headline to determine whether visual creative can further increase CTR.

3. Introduce Lookalike Audiences

After accumulating a larger number of leads, create a **lookalike audience** based on converters to expand reach while maintaining audience relevance.

4. Optimize Landing Page Conversion

Analyze landing page engagement metrics to identify opportunities to increase the **click-to-lead conversion rate**.