

Meta Ads Case Study 2026 : Generating Mental Health Counselling Leads at \$4.98 CPL Globally

Meta Ads Case Study: Generating Counselling Leads at \$4.98 CPL
Through Strategic Message Testing

Who was the client?

Client: Hidden

Industry: Mental Health & Counselling Services

Platform: Meta Ads (Facebook & Instagram)

Campaign Objective: Lead Generation

Campaign Period: 7 June 2026 – 10 June 2026

Executive Summary

Mental health services often face a unique marketing challenge: prospective clients rarely search for help the same way they search for products or services. Instead, they respond to messaging that resonates with their emotional state. To identify the most effective counselling message and generate qualified enquiries, a Meta lead generation campaign was launched with 4 emotional messaging angles.

How did we research for the scripts?

We discussed with the client what are his services. collected

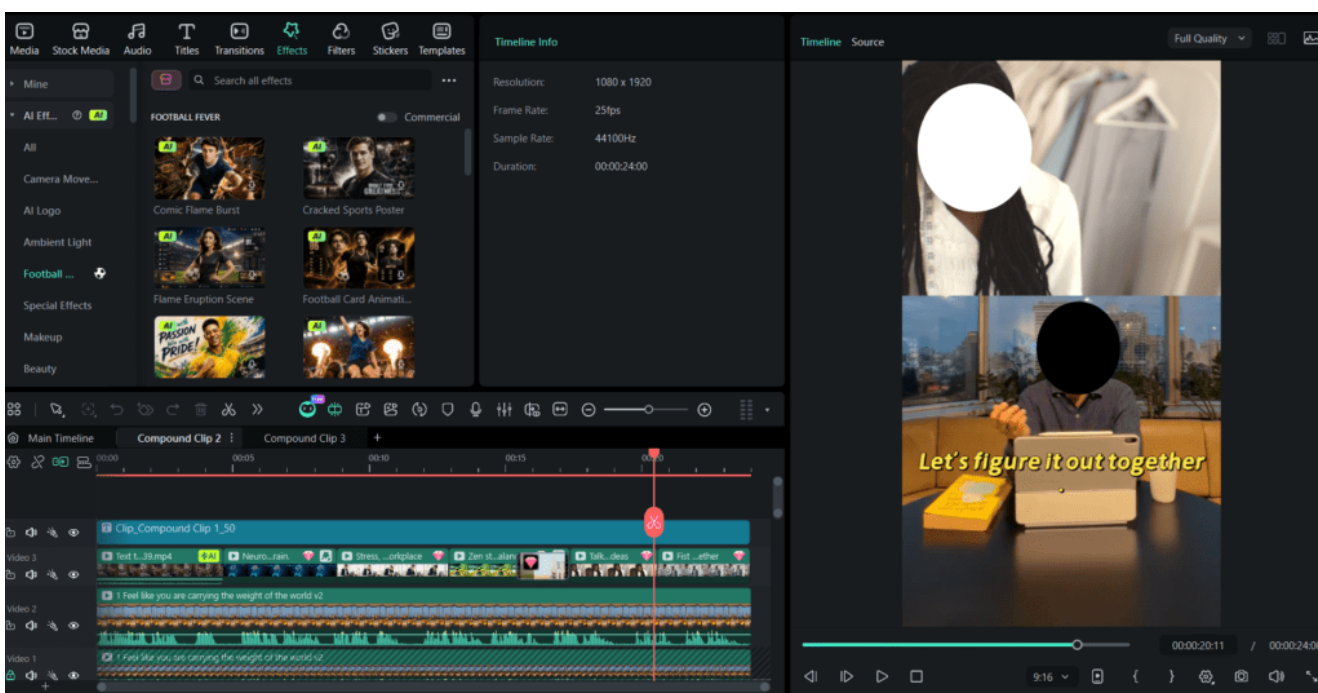
this information and did some research using AI for creating our reel scripts. Once all elements of a good script were there we basically went to the next step of recording.

How client recorded his video footage?

Our Australian client simply used his iPhone to create the reels based on the script that we gave him to rehearse. Our only advice was to keep things horizontal. This is mobile-first world now and mostly people go with horizontal reels only rather than full-form long videos.

How we created and edited the ad reels?

We started the reel creation process. The client provided us all the 4 reels in one video. There are many softwares out there in the market for video editing but we use [filmora 15](#) most of the time. It is handy, fast, easy to learn and affordable with its new AI features.

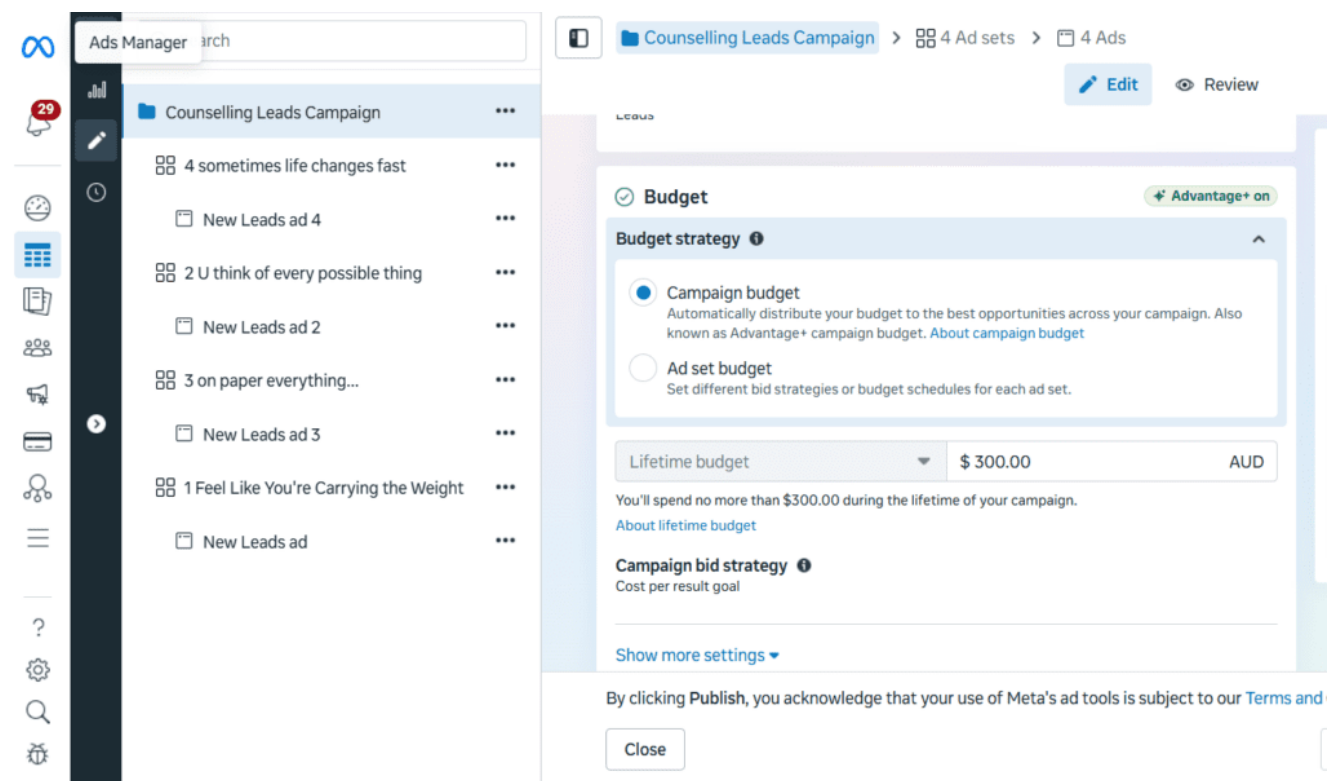


There was *one issue* with his reels. A certain object was there

in the video that was not required. So, we utilized AI Object Remover Tool to simply get it out of the frames.

How we created the meta ads campaign?

The entire campaign was created with 4 adsets each containing one ad. The entire budget of the campaign was set to only 300 AUD for the first month. Also, to avoid any leads with huge costs we used cost per goal bidding strategy of 5 AUD.



Ad Campaign with 4 ad sets and 1 ad inside each adset

What is the Campaign performance in 3 days?

Campaign name	Ad set name	Reach	Cost per lead	Link clicks	CTR (all)	CPC (cost per link click)	Leads
Counselling Leads Campaign	All	619	\$5.00	18	3.47%	\$1.95	7
	1 Feel Like You're Carryl...	316	\$11.78	2	1.56%	\$5.89	1
	4 sometimes life change...	162	\$5.00	8	5.05%	\$1.25	2
	3 on paper everything...	141	\$2.09	5	4.61%	\$1.67	4
	2 U think of every possib...	114	—	3	4.62%	\$1.64	—
Total results 5/5 rows displayed		627 Meta accounts	\$5.17 Per Action	19 Total	3.62% Per Impressio...	\$1.90 Per Action	7 Total

- **7 Leads Generated**
- **\$34.88 Total Ad Spend**
- **\$4.98 Cost Per Lead**
- **945 Impressions**
- **1.53 Average Frequency**
- **57.1% of all leads generated by a single winning message**

The campaign successfully identified a highly scalable messaging framework capable of generating leads at just **\$2.09 per lead**, significantly below the campaign average.

What are the business challenges in mental health counselling ads on Meta?

The objective was straightforward:

1. Generate counselling enquiries through Meta Ads.
2. Discover which emotional messaging resonates most with potential clients.
3. **Validate market demand before increasing advertising budgets.**
4. **Build a scalable lead acquisition model.**

5. As per [meta advertising policies for mental health](#), you cannot directly target people with these issues so your ads have to be somewhat generic in nature.

The challenge was particularly significant because counselling services are not impulse purchases. Prospective clients often require emotional connection and trust before taking action.

What was our entire meta ads campaign strategy?

Instead of relying on a single advertisement, the campaign tested four different psychological messaging angles.

The hypothesis was simple:

Different emotional triggers produce different conversion rates.

Rather than guessing what prospects wanted to hear, the campaign used data to determine which message generated the most enquiries.

What was campaign performance in a nutshell?

Metric	Result
Total Spend	\$34.88
Impressions	945
Leads Generated	7

Metric	Result
Cost Per Lead	\$4.98
CPM	\$36.91
Frequency	1.53

What happened with the 4 creatives performance wise?

Creative 1: “I Feel Like You’re Carrying...”

Performance

Metric	Value
Spend	\$11.77
Leads	1
CPL	\$11.77
Impressions	384

Analysis

This creative generated the highest number of impressions but delivered only one lead.

Despite consuming **33.7% of the campaign budget**, it produced only **14.3% of total leads**.

This indicated a weaker message-market fit compared to other creatives.

Creative 2: “Sometimes Life Changes...”

Performance

Metric	Value
Spend	\$9.93
Leads	2
CPL	\$4.97
Impressions	216

Analysis

This creative performed almost exactly at the campaign average and demonstrated stable lead-generation potential.

It contributed:

- 28.6% of total leads
- 28.5% of total spend

This suggests a balanced and scalable message.

Creative 3: “On Paper Everything...”

Performance

Metric	Value
Spend	\$8.35
Leads	4
CPL	\$2.09
Impressions	217

Analysis

This was the clear winner.

Although it received only **23.9% of the campaign budget**, it generated **57.1% of all leads**.

Compared with the campaign average CPL of \$4.98:

- Lead cost reduced by 58%
- Conversion efficiency increased dramatically

This creative produced:

1 lead for every \$2.09 spent

Compared to:

1 lead for every \$11.77 spent on the weakest-performing creative.

Creative 4: “You Think of Every Possibility...”

Performance

Metric	Value
Spend	\$4.83
Leads	0
CPL	N/A
Impressions	128

Analysis

The creative generated impressions but failed to produce a measurable conversion.

While the spend was relatively small, the lack of leads suggested that this message did not resonate with the target audience.

For lead generation services, please [book an appointment here.](#)

Comparative Performance Analysis

Share of Budget vs Share of Leads

Creative	Budget Share	Lead Share
I Feel Like You're Carrying	33.7%	14.3%
Sometimes Life Changes	28.5%	28.6%
On Paper Everything	23.9%	57.1%
You Think of Every Possibility	13.8%	0%

Key Observation

The highest-performing creative did not receive the highest budget allocation.

In fact:

- Less than one-quarter of the budget generated more than half of all leads.
 - The strongest message outperformed the weakest by approximately **5.6x** in lead generation efficiency.
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What are the psychological insights?

The campaign revealed an important behavioural pattern although the data is not that significant as of now.

Messages focused on:

- Hidden emotional struggles
- Internal conflict
- Feeling emotionally overwhelmed despite appearing successful

generated significantly stronger responses than messages centred around:

- General stress
- Future worries
- Broad emotional burdens

The winning message appealed to individuals who appeared functional on the outside but were struggling internally.

This insight provides a valuable foundation for future campaign development.

How can the results for this meta ads campaign be optimized further?

Based on campaign data, the following actions were identified:

Scale Winning Creative

Increase budget allocation toward the highest-performing message.

Create Variations

Develop additional creatives based on the winning theme:

- “Everyone thinks I’m okay.”

- “Nobody knows what I’m carrying.”
- “My life looks perfect, but I don’t feel okay.”
- “I’m exhausted pretending everything is fine.”

Audience Expansion

Future testing can include:

- Broad targeting
- Mental health interest audiences
- Retargeting campaigns
- Lookalike audiences built from leads

Retargeting

Retarget:

- Page engagers
- Video viewers
- Lead form openers
- Website visitors

This typically reduces acquisition costs further.

4 Key takeaways from this meta ads campaign case study that are worth millions

1. Message Matters More Than Budget

The best-performing creative generated over half the campaign’s leads despite receiving less than one-quarter of the budget.

2. Emotional Specificity Wins

Specific emotional pain points outperformed generic mental health messaging.

3. Data Prevents Guesswork

Creative testing identified a clear winner within a small budget.

4. Strong Foundation for Scaling

A lead cost of \$2.09 demonstrates strong potential for future budget expansion.

What is the numbers story here?

This campaign demonstrates how structured message testing can quickly identify high-performing emotional triggers within the counselling industry.

With only **\$34.88 in advertising spend**, the campaign generated **7 counselling enquiries**, achieved an average **cost per lead of \$4.98**, and uncovered a messaging angle capable of generating leads at just **\$2.09 each**.

Most importantly, the campaign produced actionable insights that can now be used to scale lead generation while maintaining cost efficiency.

For service businesses in the mental health sector, the results reinforce a critical lesson:

Successful advertising is not simply about reaching people—it is about making people feel understood.