



LEAD GENERATION

CASE STUDY



CLIENT **SYNOS**

ABOUT THE CLIENT

BEAUTY & AESTHETICS — CONSUMER LEAD GEN



SYNOS is a beauty industry brand generating consultation leads for its treatments and services. Vibe Digital ran their B2C lead generation on Meta over a 6-month period, rebuilding the account into a proper funnel to bring cost per lead down while keeping volume climbing.

Client: SYNOS

Where things stood

When we took over, the client had been running their Facebook ads in-house for a while, mixing traffic and lead campaigns without getting cost per result anywhere near an optimal level. A review of the ad account showed the campaign setup lacked structure: no funnel-based marketing, no proper tracking setup, and messaging in the ads that wasn't speaking to potential clients.

What we changed

After carefully examining the client's previous ads, results, and tracking, we implemented a structured, funnel-based campaign setup and got deep into the analytics — refining, and refining again, until we'd locked in the key audiences actually generating results.

Where we started vs. today

Less than 6 months of partnership

BEFORE

Ad spend

36,758 SEK

Cost per lead

439.48 SEK

CTR / CPC

2.37% / 11.04 SEK

AFTER

Ad spend

57,956 SEK

Cost per lead

115.45 SEK

CTR / CPC

4.15% / 6.26 SEK

Campaign performance

Meta lead-generation campaigns, most recent reporting period

Campaign	Reach	Impressions	CTR	Spend (SEK)	Cost / lead (SEK)	Leads
VD – Age 26–45 – Lead	27,862	151,570	7.60%	24,914.82	118.08	211
VD – Sub-campaign	35,757	108,074	3.44%	12,884.89	81.55	158
VD – Sub-campaign 5	51,982	93,872	2.79%	12,979.47	185.42	70
VD – FB Leads – Landing Pages	6,509	24,405	4.96%	3,718.45	103.29	36
VD – Sub-campaign 6	13,412	26,296	3.73%	3,461.26	128.19	27



Let's build your next case study.

Free performance audit · senior strategist, not a junior AM · reply within one business day.



EMAIL

alexander@vibedigi.tech



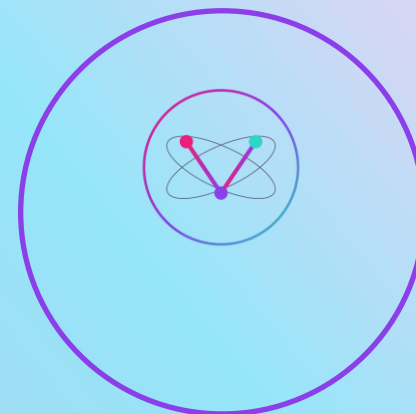
PHONE

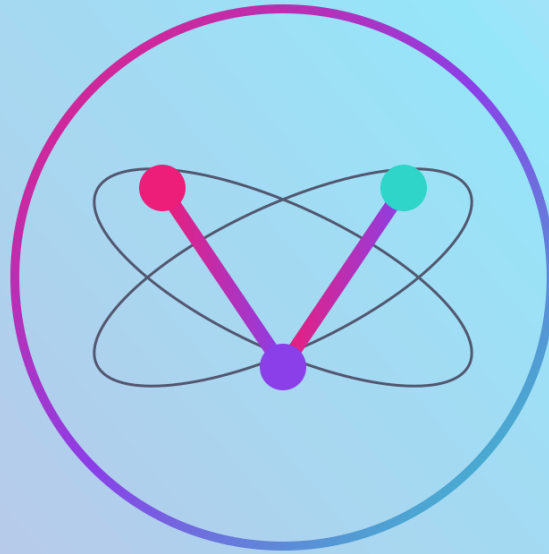
+46 76 896 21 19



WEBSITE

vibedigi.tech





vibe digital

PERFORMANCE MARKETING AGENCY