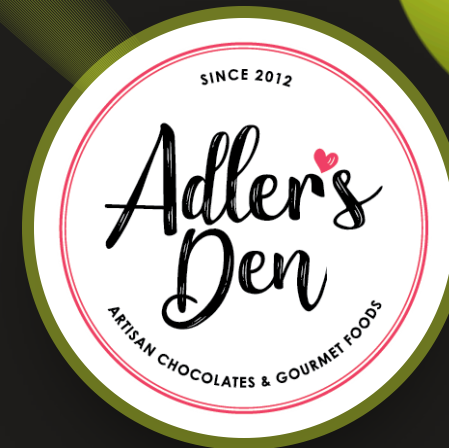


CASE STUDY · META ADS · B2B LEAD GENERATION

How Meta Ads became a **consistent source** of qualified B2B leads for Adler's Den

How we used corporate-only targeting, special Meta funnels, quality-based lookalikes and a two-way CRM loop to bring in better enquiries while spending less.



CLIENT

Adler's Den

Artisan chocolates & gourmet gift hampers, since 2012

FOCUS

Corporate gifting (B2B)

CHANNEL

Meta Ads only

DURATION

4 months, still running

01 THE PROBLEM

Getting B2B leads is easy. Getting **qualified** ones, **consistently**, is the hard part.



Meta is built for consumers

Most gifting leads are individuals wanting one box, not companies ordering 200.



Junk leads

Fake numbers, students and people “just checking the price”.



Uneven volume

A spike at Diwali, then nothing for weeks.



Rising costs

CPL keeps climbing as audiences get tired of the same ads.



The platform learns nothing about quality

Meta counts every form fill as a success, so it keeps finding more of the wrong people.



Wasted sales time

The team spends hours calling leads that were never going to buy.



For a corporate gifting brand, one good company lead can be worth more than a hundred individual ones. **The job was to find those companies, month after month.**

Five parts, working together

No single trick did it. Each part filters out the wrong people and helps Meta find more of the right ones.

1



Corporate-only targeting

Job titles, business & industry signals and the roles that approve gifting budgets.

2



Special Meta funnels

Different messages for awareness, consideration and enquiry, so no one gets a sales pitch cold.

3



Lookalikes built from quality

Audiences modelled on qualified and converted leads, not on every lead.

4



Qualifying lead forms

Company, quantity, budget and occasion, so casual buyers don't bother filling it in.

5



B2B-first creatives

Made to speak to HR, admin and founders, not individual shoppers.

RESULT

Fewer junk leads, more company enquiries, and an algorithm that keeps getting smarter about who to show ads to.

03 PERFORMANCE

Once the campaign matured, **CPL dropped 34% while leads grew.**

TOTAL LEADS

259

Jun – Sep 2026

LOWEST CPL

₹246

September, after maturity

CPL REDUCTION

34%

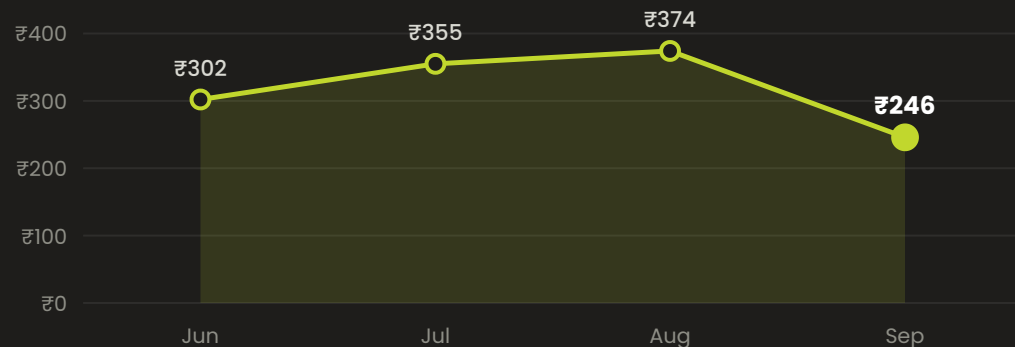
₹374 (Aug) → ₹246 (Sep)

QUALIFIED LEADS

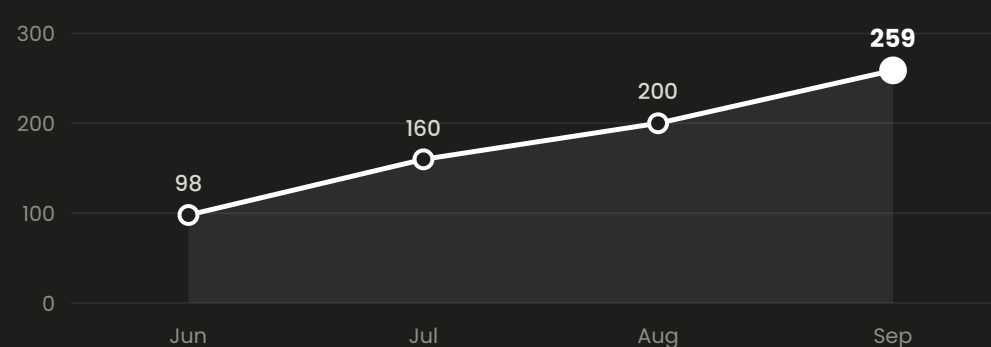
72%

of total leads

↘ Cost per lead by month



↗ Cumulative leads running total, month on month



MONTHS 1–2

Learning

Meta explores audiences; costs are higher



MONTH 3

Maturity

The algorithm locks on to corporate buyers



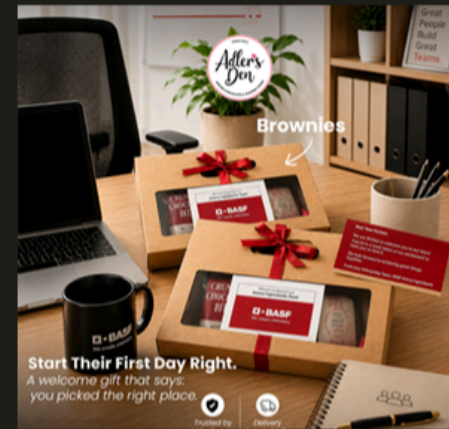
MONTH 4

Scale

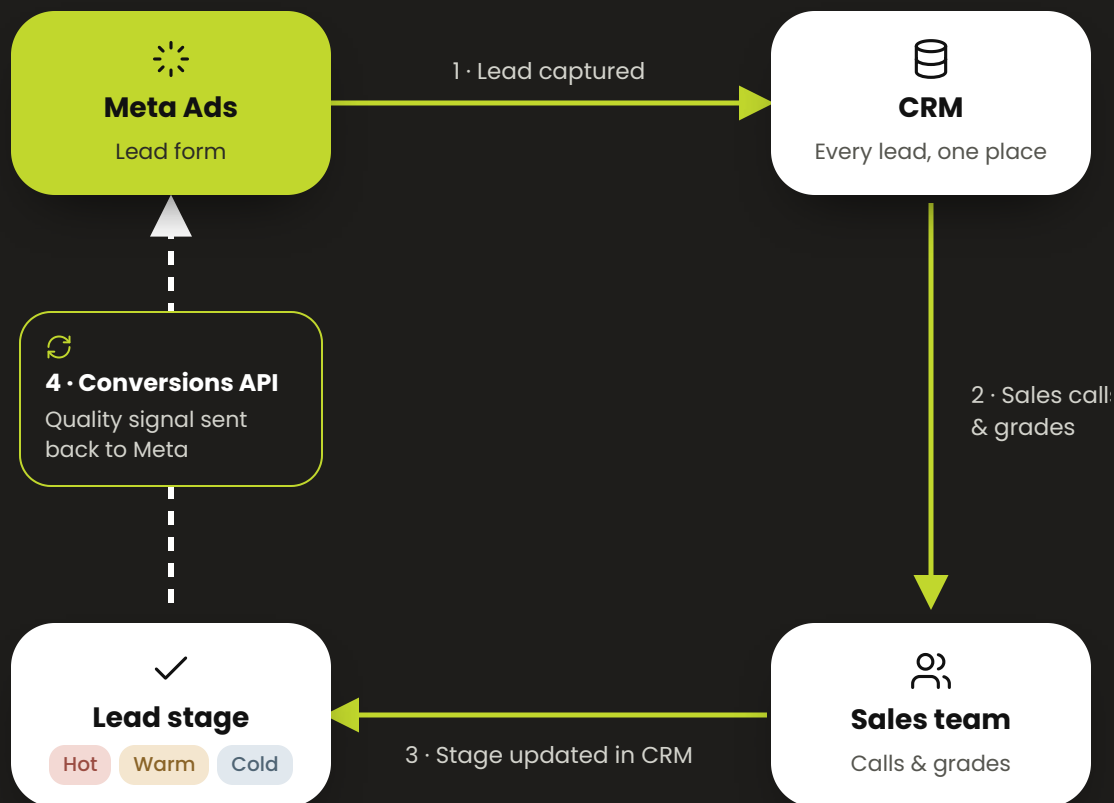
Lower CPL, more leads, even at a lower spend

Note: figures cover the 4 live months, June – September 2026. May 2026 was a setup & test month (3 leads at ₹126 CPL) and is excluded, as its low CPL came from too few leads to be meaningful.

Creatives made for companies, not shoppers



Closing the loop: a two-way CRM integration



THE GAP

Meta gives you the lead, but it never finds out which leads actually became orders.

OUR FIX

- Leads flow straight into the CRM
- Sales marks each lead **Hot, Warm or Cold** and updates its stage
- Those stages go back to Meta through the **Conversions API**
- Meta optimises for **qualified leads**, not just form fills

📈 **The result:** the algorithm gets better at finding corporate buyers every week, which is why CPL keeps falling after maturity.

What made it work

The tactics matter, but these habits are what kept results improving month after month.



Patience through the learning phase

We didn't kill the campaign in months 1-2.



Budget stayed steady

No switching ads on and off, which would reset Meta's learning.



Fast follow-up

Sales called leads quickly and fed back on quality every week.



Fresh creatives

New ads went live before the old ones started to tire.



Quality over volume

We tracked cost per qualified lead, not just CPL.



The ads find the people. The CRM loop teaches Meta which people matter.

Let's build your **qualified-lead engine**.

What worked for Adler's Den can work for any B2B business with a strong product and a sales team ready to follow up.

BUILT FOR

Corporate gifting

Manufacturing

B2B services

Real estate channel sales

Industrial & trade

✉ keyur@spectaclemedia.in

WHAT WE BELIEVE

01

Fewer, better leads.

A small list of real buyers beats a big list of maybes.

02

Every lead teaches the algorithm something.

So we make sure Meta learns the right lesson.

03

Marketing and sales share one scoreboard.

We measure success by what happens after the form fill.