META ADS · CASE STUDY

IGD
IGNITION DIGITAL

POWERED NOW · B2B SAAS

Powering Growth, Now:
Scale Across Every Touchpoint

A restructured Meta account using Advantage+ with custom guardrails, higher-friction Instant Forms and HubSpot CRM integration.

CLIENT

POWERED NOW

UK software for tradespeople

+266%
Leads (73 to 267)

-34%
Cost per lead

-21%
CPM

+38%
High-quality CRM leads

Scaling volume without sacrificing lead quality

THE CHALLENGE

Scale efficient lead generation on Meta while improving lead quality, so growth helped the sales team rather than flooding it.

TARGET AUDIENCE

UK tradespeople. Time-poor, price-sensitive and sceptical of new software.

Campaign restructure

Fragmented setup consolidated for algorithmic scale.

Advantage+ with custom guardrails

Audience exclusions, geo targeting and frequency caps.

Higher-friction Instant Forms

Qualification questions to filter out low-intent leads.

HubSpot CRM integration

Closed-loop tracking, quality signals fed back to Meta.

Dynamic creative system

Authentic asset bank, mixed formats, regular refreshes.

RESULTS & COMMERCIAL IMPACT

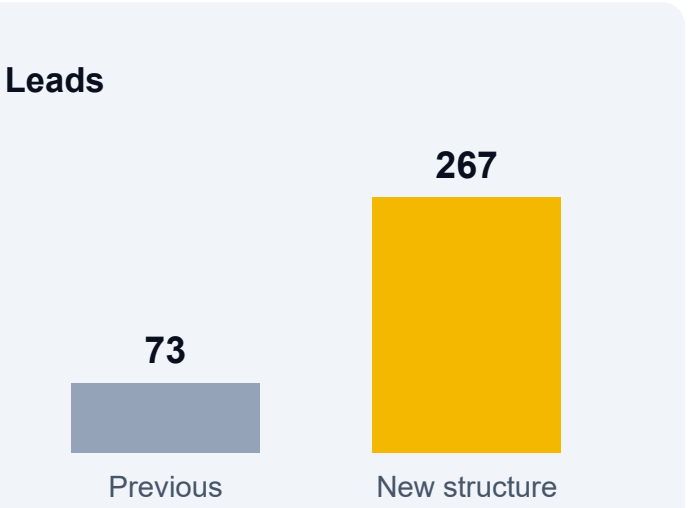
Lead volume up 266%, cost per lead down 34%

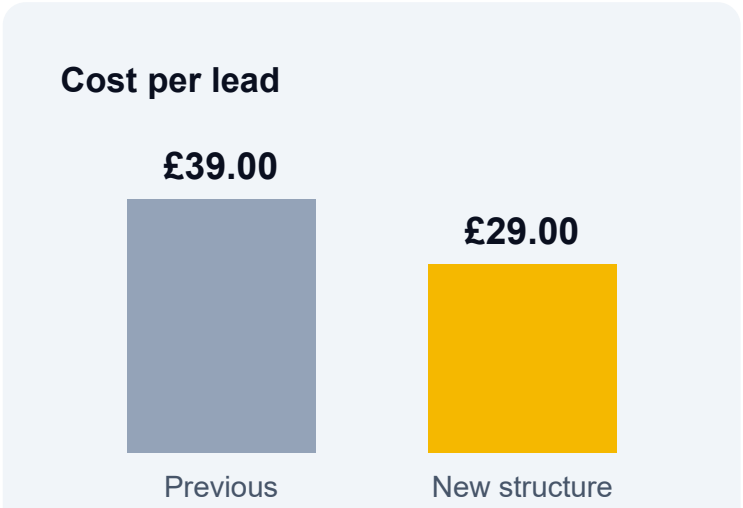
267
Leads
from 73 (+266%)

£29.00
Cost per lead
from £39.00 (-34%)

£9.38
CPM
from £11.90 (-21%)

+38%
Quality leads in CRM
Average to Excellent





The strategic edge

A consolidated Advantage+ structure with strict guardrails kept reach efficient, while HubSpot data let us optimise for real lead quality rather than cheap form fills.

CLIENT VOICE

Results speak louder than claims

“Ignition Digital took our existing paid social activity and fully revamped it, developing a simplified campaign structure on Meta to make best use of their targeting updates. They also audited our tracking and assigned the correct conversions, while also making steps to improve lead quality with the integration of HubSpot data and increasing form friction for higher quality leads which has reduced pressure on our sales team.”

Benjamin Dyer
Founder & CEO, Powered Now

Full revamp
A modern, consolidated Meta structure

Precision tracking
Instant Forms linked to HubSpot

Advantage+ guardrails
Scaled efficiently, stayed relevant