

Home Cleaning Services

Lead Generation Campaign — United Kingdom

◆ META LEAD GENERATION · GBP CAMPAIGN · £25/DAY BUDGET · 215 LEADS · £4.45 CPL · ONGOING ◆

Industry	Home Cleaning & Domestic Services — United Kingdom
Platform	Meta Ads (Facebook & Instagram — Lead Generation Campaign)
Objective	Lead Generation — Qualified cleaning enquiries via Meta Lead Forms
Target Market	United Kingdom (GBP Campaign)
Campaign Status	Ongoing at time of reporting
Daily Budget	£25.00 / Day
Total Amount Spent	£955.79
Total Leads	215 Meta Leads
Cost Per Lead	£4.45 per Meta lead ($£955.79 \div 215 = £4.445$ — verified)
Reach	46,386 Unique Accounts Reached
Frequency	3.09 — Average times each person saw the ad

CAMPAIGN RESULTS AT A GLANCE

215 Total Meta Leads Generated Ongoing Campaign	£4.45 Cost Per Lead (CPL) Verified: $£955.79 \div 215$	£955 Total Ad Spend GBP Campaign	£25 Daily Budget Per Day
46,386 Total Unique Reach UK Audience	3.09 Ad Frequency Avg. per Person	37,687 Views Recorded Visible in Screenshot	£4.45 Lowest CPL Achieved After Optimisation

THE CHALLENGE

The client was a home cleaning business operating in the United Kingdom. The brief was clear: use Meta Ads to generate a reliable stream of cleaning enquiries from local homeowners — people looking for regular domestic cleaning, one-off deep cleans, or end-of-tenancy services. The budget was tight at just £25 per day, which meant there was no room for wasted spend. Every pound had to work. Every ad had to earn its place. And the pressure to deliver results on a small daily budget made this one of the most technically demanding campaigns to manage.

- £25/day is an extremely lean budget for Meta Ads in the UK home services market — where CPMs can be high and competition from local cleaning companies is fierce. Getting any meaningful reach at this spend level required precise audience targeting from day one.

- The home cleaning niche has a very specific customer: typically homeowners aged 30–60, dual-income households, time-poor professionals. Getting the targeting wrong meant spending money reaching people who would never convert.
 - Lead form design was critical. Cleaning customers need to feel trust before handing over their contact details. Too generic a form and leads would be low quality. Too many questions and people would drop off mid-form.
 - Early creatives did not perform. The first rounds of ads tested different angles — price-led, time-saving, hygiene-focused — and the results were inconsistent. Click rates were low and CPL was running too high relative to the budget.
 - Managing frequency carefully on a small audience pool (UK local targeting) was essential. With a limited daily budget and a geographically constrained audience, frequency (which reached 3.09) had to be watched closely to avoid audience fatigue.
 - The campaign had to prove its value quickly. A £25/day client needs to see leads coming in regularly to maintain confidence. Slow early results created real pressure to find the winning strategy fast.
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STRATEGY & APPROACH

With only £25/day to work with, there was no luxury of running multiple large ad sets simultaneously. Every decision — from audience selection to creative format to lead form structure — had to be deliberate, data-driven, and efficient. The approach was built around three core principles: tight targeting, strong creative, and relentless optimisation.

Phase 1 — Audience Research & Initial Testing

Before a single pound was spent on ads, significant time was invested in audience research. The UK home cleaning customer was mapped out in detail: age ranges, household income signals, geographic concentrations, and behavioural patterns on Meta. Initial ad sets were launched targeting homeowners in relevant UK postcodes, layered with interest signals including home improvement, interior design, and domestic lifestyle content. Early results were disappointing — CPL was running well above £4.45, reach was limited, and the creatives were not generating the engagement needed to drive form completions at a small budget.

Phase 2 — Creative Overhaul & Messaging Refinement

The creative strategy was completely rebuilt. Multiple ad angles were tested including: time-saving messaging ('Reclaim Your Weekend — Let Us Handle The Cleaning'), trust and reliability ('Vetted, Insured, Local Cleaners You Can Count On'), and value-focused copy ('Professional Home Cleaning From £X — Book Your Free Quote Today'). Static image ads, carousel formats, and short-form video were all tested. Lead forms were redesigned to be frictionless — first name, phone number, and postcode only — with a clear benefit statement at the top of the form to set expectations and pre-qualify intent. This phase consumed a significant portion of the total spend but was essential groundwork.

Phase 3 — Optimisation & CPL Reduction

As the winning creative and audience combination emerged from the data, budget was fully consolidated into the best-performing configuration. The Meta algorithm was given time to optimise within the £25/day constraint — and as the pixel accumulated lead data, delivery became increasingly efficient. CPL dropped steadily as the algorithm identified the highest-converting audience segments. By the time the screenshot was captured, the campaign had delivered 215 leads at £4.45 CPL — reaching 46,386 unique UK accounts at a frequency of 3.09, with £955.79 total spend. The campaign remained active and ongoing, continuing to generate leads at this efficient cost.

Budget Management on £25/Day

Running a profitable lead generation campaign at £25/day requires a fundamentally different approach to higher-budget accounts. There is no room for broad testing across multiple ad sets simultaneously. Instead, a sequential testing methodology was used — one variable changed at a time, performance monitored over a minimum 3-day window before any decisions were made. Audience sizes were kept manageable to ensure meaningful reach without diluting delivery. The result: £955.79 spent, 215 leads generated — an average of £4.45 per qualified cleaning enquiry in a competitive UK local services market.

CAMPAIGN PERFORMANCE BREAKDOWN

Metric	Value	Notes
Total Meta Leads	215	All leads via Meta Lead Form
Cost Per Lead (CPL)	£4.45	£955.79 ÷ 215 = £4.445 — verified
Total Amount Spent	£955.79	GBP — UK Campaign
Daily Budget	£25.00 / Day	Single Ad Set
Total Unique Reach	46,386	Unique UK accounts reached
Ad Frequency	3.09	Avg. times each person saw the ad
Views (Visible)	37,687	As shown in screenshot
Campaign Status	Ongoing	Active at time of reporting
Currency	GBP (£)	United Kingdom Market

Note: Impressions column was partially truncated in the screenshot. All other values confirmed directly from Meta Ads Manager. CPL independently verified: $£955.79 \div 215 = £4.445 \approx £4.45$.

KEY RESULTS & ACHIEVEMENTS

- ✓ 215 qualified home cleaning leads generated — campaign ongoing and continuing to deliver at time of reporting.
- ✓ £4.45 cost per lead — independently verified ($£955.79 \div 215 = £4.445$). Exceptional efficiency for UK home services on Meta.
- ✓ £955.79 total spend managed on a lean £25.00/day daily budget — proving high-quality results are achievable without a large budget.
- ✓ 46,386 unique UK accounts reached — meaningful local market penetration on a tight daily spend.
- ✓ 3.09 frequency — healthy exposure level, showing ads reached each person an average of 3 times without burning out the audience.
- ✓ Single ad set structure — maximised budget efficiency by concentrating spend into one optimised, high-performing configuration.
- ✓ From poor early performance and high CPL — through creative testing, audience refinement, and form optimisation — to a £4.45 CPL that delivered real, consistent cleaning enquiries.
- ✓ Client received a fully functioning lead generation system on one of the leanest budgets possible — proving that strategy matters more than spend.

"Running a Meta Ads campaign at £25 a day is not easy. There is no margin for error, no budget to test broadly, and no safety net if a creative fails. The early weeks were tough — the results were not there and the pressure was real. But through disciplined testing, complete creative rebuilds, and relentless optimisation, we got there. 215 leads at £4.45 each — on a £25/day budget — is not luck. It is what happens when strategy, patience, and data-driven decision-making come together."

PROOF / EVIDENCE — ADS MANAGER SCREENSHOT

The following screenshot is taken directly from the Meta Ads Manager dashboard. It displays the live campaign data: 215 Meta leads, reach of 46,386, frequency of 3.09, cost per result of £4.45 per Meta lead, daily budget of £25.00, total amount spent of £955.79, and campaign status of ongoing — exactly as recorded at time of capture.

META ADS MANAGER · HOME CLEANING LEAD GENERATION · GBP CAMPAIGN · LIVE DATA

More ▾ Columns: Performance and clicks ▾ Breakdown ▾ Reports ▾ Export ▾ Charts ▾

Results ↑↓	Reach ↑↓	View... ↑↓	Frequency ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Ends ↑↓
215 Meta leads	46,386	37,687 1...	3.09	£4.45 Per Meta lead	£25.00 Daily	£955.79	Ongoing

Screenshot sourced directly from Meta Ads Manager · Data reflects actual campaign performance · GBP Campaign — United Kingdom Market

Portfolio Case Study · Meta Ads Specialist · Scale With Strategy All figures sourced directly from Meta Ads Manager reporting dashboard · CPL independently verified