

From Meta-Only to Multi-Channel: A Luxury Builder's Transformation



+457% ROAS
(Campaign A)



+2,215% ROAS
(Campaign B)



\$5-\$6 CPM
(vs \$8-\$12 industry average)



2x+ Conversion
Efficiency compared to Meta-only model

When a luxury custom homebuilder & client advisor wanted to scale its educational programs, the existing media approach wasn't keeping pace. For 18 months, campaigns leaned almost exclusively on Meta. Costs climbed, returns flatlined, and scalability stalled.

By shifting to a full-funnel, data-driven model with diversified channels, optimized sequencing, and smarter targeting, PULSE turned stagnation into exponential performance.

Campaign Approach

- Flip the funnel: Led with high-value programs first, capturing serious prospects upfront.
- Smarter follow-ups: Introduced down-sell offers only when initial conversions didn't land.
- Efficiency layers: Segmented audiences, built remarketing lists, and re-engaged via email, driving frequency without inflating CPMs.

This consultative approach replaced "always-on Meta" with precision media designed to convert, not just spend.

Results

Within weeks, the campaigns outperformed both industry benchmarks and the company's 18-month averages:



ROAS

- Campaign A: +457% vs. 400% industry benchmark for online education.
- Campaign B: +2,215%, a leap from stagnant Meta-only efforts.



CPM

- \$5-\$6 vs. industry averages of \$8-\$12.
- Far below the inflated CPMs of the prior Meta-only strategy.



Conversion Efficiency

- Multi-touch sequencing minimized wasted impressions.
- Higher conversion rates without higher budgets.

Key Takeaways



Reduced Overhead, Higher Returns:

Diversified strategy cut costs while driving exponential ROI.



Scalability Unlocked:

Built a foundation for sustainable growth.



Data-Driven Decisions:

Real-time optimization guided investment to the highest-yield audiences

Ready to get started?

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Contact Now

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