

Cutting cost per lead by half for a takaful agency on Meta Ads

How I took Meta click-to-message campaigns from scattered testing to a repeatable lead engine for a takaful agency selling Etiqa Family Takaful products in Malaysia.

Role: Growth Marketer (strategy, creative, media buying) **Channel:** Meta Ads (Facebook & Instagram) **Period:** Aug 2024 – Jun 2026

-50%
Cost per lead, RM13.55 → RM6.84

501
Inbound leads (WhatsApp / Messenger chats)

RM5,010
Total ad spend across 45 live campaigns

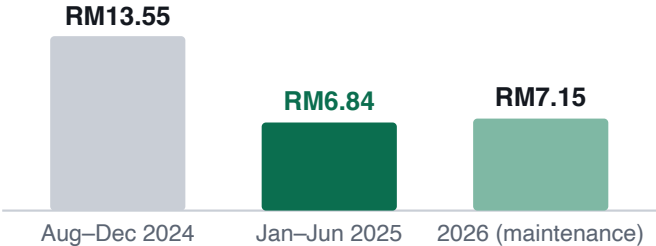
2.3×
Link click-through rate, 0.39% → 0.90%

THE CHALLENGE

Takaful (Islamic insurance) is a low-urgency, high-trust product. People rarely search for it, so every lead has to be created by the ad itself. In 2024 the account was spending on many small campaigns with no clear winner, and leads cost **RM13.55** each.

The goal was more qualified conversations in the inbox for less money, on a small solo budget.

COST PER LEAD BY PERIOD



WHAT I DID

Phase 1: Test (2024)
31 campaigns · RM2,901 · 194 leads

- Split-tested product angles (hibah, medical card, family protection plans) and audiences (parents, high-net-worth, women, interest stacks).
- Ran ABO split tests (1:1:1, 1:3:3, 1:5:1) so each audience got a fair budget and the winners were clear.
- Cut audiences that cost RM25–35 per lead and kept the ones under RM12.

Phase 2: Scale (2025)
11 campaigns · RM1,909 · 279 leads

- Put the budget behind the winning creative formats, such as a "3-in-1" product poster and a direct-response video ad.
- Switched to a click-to-message objective with broad targeting and let the creative do the targeting.
- Added top-of-funnel and mid-funnel retargeting so warm viewers saw a follow-up ad.

TOP CAMPAIGNS

Campaign	Spend	Leads	CPL
"3-in-1" poster (Jan 2025)	RM205	54	RM3.79
Scaled winner, duplicated (May 2025)	RM268	45	RM5.96
High-net-worth (Jan 2025)	RM280	40	RM7.00
Ad creative #5 (Apr 2025)	RM540	73	RM7.40
Women-only video (Sep 2024)	RM139	4	RM34.69

KEY INSIGHT

Ads became **more expensive to show** in 2025 (CPM up 32%, RM18.38 → RM24.32). Cost per lead still **halved**, because better creative more than doubled the click-through rate.

The lesson: on a small budget, creative quality and fewer, focused campaigns matter more than narrow targeting.