

# Sub-R\$1 Cost Per Lead at Scale for an Education & Certification Provider

FAUESP — police & military certification, Brazil · Google Ads / Meta paid media, tracking & funnel build

## CLIENT & CONTEXT

FAUESP is a Brazilian education and certification provider that helps police and military personnel convert their in-service training into recognized educational certificates — used for promotion within the service or for civilian careers afterward.

## THE CHALLENGE

FAUESP was running paid ads essentially blind: no conversion tracking in place, and no way to tell which spend actually produced enrolled, paying students. They were also sitting on a database of 10,000+ past contacts that wasn't being used at all.

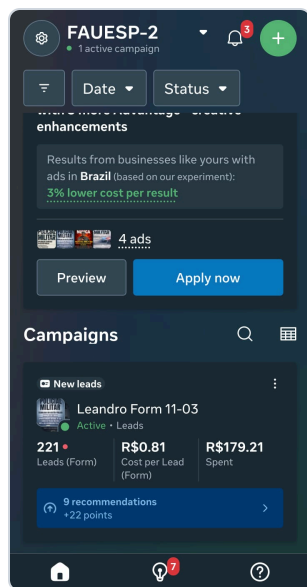
## WHAT I DID

- Built their **conversion tracking from scratch** — from zero measurement to a fully instrumented account.
- Reactivated the **10,000+ dormant contact list into lookalike audiences** to find more people resembling their real customers.
- Ran **systematic creative testing** across distinct angles (Polícia Militar, Diploma, Oportunidade, Urgente, Procura-se) under a CBO structure.
- **Fed payment/conversion data back to Meta** so the account optimized toward actual payers — not just the cheapest possible leads.
- Tested **multiple objectives** (lead forms and messaging conversations) to find the most efficient acquisition path.

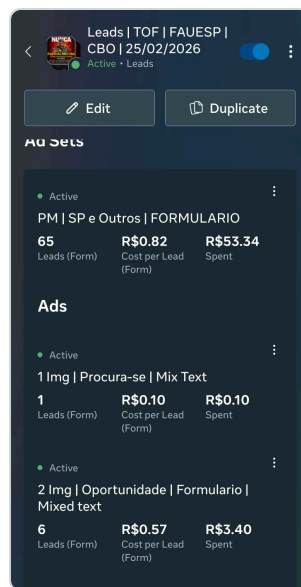
## RESULTS

<h3>R\$0.81</h3> <p>cost per lead (221 leads, single campaign)</p>	<h3>sub-R\$1</h3> <p>CPL sustained across multiple ad accounts</p>	<h3>R\$0.10–0.35</h3> <p>on top-performing individual ads</p>
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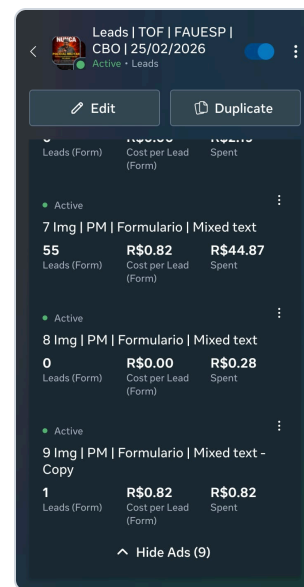
Alongside the lead-form campaigns, messaging-objective campaigns generated hundreds of conversations at roughly R\$0.84–R\$1.33 each. Figures below are pulled directly from Meta Ads Manager (Jan–Mar 2026).



221 leads at R\$0.81 CPL (R\$179 spent)



Ad set: 65 leads at R\$0.82; top ad at R\$0.10



55 leads at R\$0.82 in a single ad

**Why the numbers hold up:** cheap leads only matter if they convert. By feeding payment data back to Meta, the account learned what a paying student looks like and optimized toward that — keeping cost per lead low without trading away quality.