

Case Study: A Premium Wedding Media Brand Transformed Paid Advertising into a High-Volume Lead Engine

Client: Wedding Photography & Videography

Industry: Wedding Services / Event Media

Duration: March 2023 – Present

The Challenge: Building a Paid Presence from the Ground Up

Before partnering with us in March 2023, this wedding media brand relied almost entirely on organic reach and word-of-mouth referrals. Despite offering high-end, editorial-style wedding photography and cinematic videography packages at accessible price points, their digital footprint in the highly competitive wedding vendor market was limited. They had virtually no presence in paid advertising, meaning they were missing out on a significant volume of high-intent couples actively searching for wedding media services.

The primary objective: establish a robust paid advertising funnel that could generate consistent, high-quality leads while aggressively optimizing the Cost Per Lead (CPL) over time. We needed to transition the brand from relying solely on organic referrals to operating a predictable, scalable lead generation machine.

The Strategy: A Phased Approach to Growth

Our approach was structured in distinct phases, moving from initial brand awareness to aggressive conversion optimization, and finally to sustained, high-efficiency scaling.

Phase 1: Establishing the Baseline (March 2023 – December 2023)

In the first nine months, our primary goal was to introduce the brand to the market and generate initial traction. We deployed top-of-funnel (TOFU) awareness and traffic campaigns to get eyes on the brand and test audience responsiveness.

During this foundational period, we invested \$50,380.52, generating nearly 2.5 million impressions and driving 16,758 link clicks. More importantly, we successfully captured 835 initial leads at a CPL of \$60.33. This established our baseline and provided the critical data needed to refine our targeting for the following year.

Phase 2: Scaling and Refinement (2024)

With a proven baseline, 2024 was focused on scaling the budget while beginning to optimize for efficiency. We increased the annual ad spend to \$88,029.20 and introduced secondary campaign layers, such as targeted messaging for couples seeking comprehensive wedding planning services, to capture a broader segment of the market.

The results demonstrated clear momentum. Impressions surged by 69% year-over-year to over 4.2 million, and total leads nearly doubled, reaching 1,562 for the year. Crucially, as lead volume scaled, efficiency improved—our CPL dropped by 12.6% to \$52.70, proving that we could scale spend without sacrificing lead quality.

Phase 3: The Efficiency Breakthrough (2025)

The 2025 strategy represented a major inflection point in the campaign's lifecycle. Having gathered nearly two years of conversion data, we aggressively optimized our targeting, creative rotation, and bidding strategies. While the total ad spend remained relatively flat compared to the previous year (\$91,750.70), the performance metrics shifted dramatically.

Lead volume exploded by 125% year-over-year, generating a massive 3,512 leads. This surge in volume was achieved alongside a staggering 50.5% reduction in CPL, bringing the cost down to just \$26.10 per lead. The system had transitioned from a growing acquisition channel into a highly efficient, predictable conversion engine.

Phase 4: Sustained Dominance (2026 Year-to-Date)

Entering 2026, the objective has been to maintain the incredible efficiency achieved in 2025 while continuing to capture market share. In just the first four months of the year (January 1 – April 24), the campaigns have already generated 1,356 leads on a \$36,930.60 spend.

The CPL has remained exceptionally stable at \$27.20, proving that the 2025 breakthrough was not an anomaly but the result of a fundamentally sound, highly optimized advertising architecture. At the current pace, the campaigns are projected to exceed 4,000 total leads for the calendar year.

By the Numbers: Performance Trajectory

The multi-year data clearly illustrates the successful execution of our strategy, transitioning from initial market penetration to highly efficient, scaled lead generation.

2023 (Mar–Dec)

Total Spend: \$50,380.52 | Impressions: 2,493,152 | Total Leads: 835 | Cost Per Lead (CPL): \$60.33

2024 (Full Year)

Total Spend: \$88,029.20 | Impressions: 4,220,966 | Total Leads: 1,562 | Cost Per Lead (CPL): \$52.70 | YoY CPL Change: -12.6%

2025 (Full Year)

Total Spend: \$91,750.70 | Impressions: 3,664,585 | Total Leads: 3,512 | Cost Per Lead (CPL): \$26.10 | YoY CPL Change: -50.5%

2026 (YTD: Jan–Apr)

Total Spend: \$36,930.60 | Impressions: 1,390,936 | Total Leads: 1,356 | Cost Per Lead (CPL): \$27.20 | YoY CPL (Stable)

The Impact: A 56.7% Reduction in Acquisition Costs

Over the course of our partnership, we successfully transformed the client's acquisition strategy. Starting with zero paid presence, the campaigns have generated over 11.7 million total impressions and captured more than 7,200 high-intent leads.

The most significant achievement has been the dramatic improvement in acquisition efficiency. By methodically testing, scaling, and optimizing, we reduced the Cost Per Lead by an impressive 56.7%—from the initial baseline of \$60.33 in 2023 down to a highly sustainable \$26.10 in 2025. Today, this premium wedding media brand possesses a predictable, scalable lead generation system that consistently fuels their business growth in a highly competitive market.