

Leading Light Digital case study AUDI DEALER

High-Quality Lead Generation Campaign |
Meta Lead Ads | April 2026



Objective

Generate high-intent buyer leads for used Audi vehicles while maintaining strong cost efficiency.

Campaign Focus

- Lead quality over volume
- Finance-qualified buyers
- Consistent enquiry flow
- Audi E-Tron
- Audi A3
- Audi Q5

Campaign Overview

- 3 Active Vehicle Campaigns
- Platform: Meta Lead Ads
- Campaign Type: Lead Generation (On-platform forms)
- Market: South Africa (Premium segment buyers)

Lead Quality Strategy

For higher-value vehicles, lead quality is critical. We implemented custom lead forms designed to filter for serious buyers which include: **Location, Income qualification, Finance readiness, Licensing status**

RESULTS

• Leads

- Total Leads Generated: **102**
- Total Ad Spend: **R10 000**
- Average Cost Per Lead: **R98.03**

• Reach & Visibility

- Total Reach: **74,000+** users
- Total Impressions: **162,000+**
- Strong visibility within targeted premium audience

• By Vehicle

Audi Q5 Campaign

- **41** leads
- **R81.29** CPL

Audi A3 Campaign

- **35** leads
- **R95.22** CPL

Audi E-Tron Campaign

- **26** leads
- **R128.19** CPL



Not All Leads Are Equal. Customers looking to purchase premium vehicles require financial qualification, higher intent and a stronger follow-through.

We don't just generate leads, we generate qualified buyers for high-value vehicles. Our campaigns are developed to deliver real sales opportunities.