

Leading Light Digital case study FORD DEALER

High-Volume Lead Generation Campaign |
Meta Lead Ads | March 2026



Objective

Generate high-volume vehicle enquiries across multiple Ford models while maintaining cost efficiency.

Campaign Focus

- Lead volume at scale
- Cost per lead optimisation
- Multi-model campaign performance
- Ford Ranger
- Ford Wildtrak
- Ford Everest
- Ford Territory

Campaign Overview

- 6 Active Campaigns
- Platform: Meta Lead Ads
- Campaign Type: Lead Generation
- Creative Format: Single Image Banner Ads
- Market: South Africa

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: **856**
 - Total Ad Spend: **R50 000**
 - Average Cost Per Lead: **R58.41**
- **Reach & Visibility**
 - Total Impressions: **1,332,509**
 - Total Reach: **381,000** users



We help dealerships generate hundreds of qualified leads per month while maintaining strong cost efficiency.

From single campaigns to full dealership pipelines, our ad implementation is designed to scale results consistently.