

CONFIDENTIAL
PREPARED BY: AVID MEDICAL
AVID MEDICAL CASE STUDY

The engagement at a glance

VisaLiv is a visa and immigration consultancy that relies on paid media to generate enquiries from prospective applicants. The account was spending more each month while attracting the wrong audience. Our mandate was to rebuild the funnel around intent, so that every rupee worked toward a genuinely qualified conversation.

COST PER LEAD

-80.3%

₹132 → ₹26 blended CPL

QUALIFIED LEADS

+30%

509 → 663 form leads

AD SPEND

-74%

₹67.7K → ₹17.7K total spend

CONTEXT

Like most consultancies in the category, VisaLiv had grown comfortable measuring success by lead volume alone. The campaigns delivered enquiries, but the mix skewed heavily toward people who did not meet basic eligibility criteria, curious browsers, and low-intent form fills that never progressed to a consultation.

The result was a widening gap between what the account reported and what the sales team could actually work with. Cost per lead was climbing, the sales team was spending time on conversations that went nowhere, and additional budget only amplified the same low-quality pattern.

Our approach was to stop optimising for the cheapest possible lead and start optimising for the right one, using qualification and geography as the primary levers rather than reach.

CLIENT

VisaLiv

INDUSTRY

Visa & immigration services

CHANNELS

Meta & paid search lead ads

FOCUS

Qualified lead generation

ENGAGEMENT

Full PPC funnel revamp

Spending more, reaching the wrong people

Three compounding problems were quietly eroding the return on every campaign. Individually manageable, together they meant more budget bought more of the same low-value enquiries.



High cost per lead, low quality

Cost per lead was rising steadily, yet the leads arriving at that price were rarely worth pursuing. The account was paying premium rates for enquiries that stalled long before a consultation.



Enquiries from unqualified candidates

The majority of enquiries came from people who did not meet basic eligibility for the visa pathways VisaLiv serves. Sales time was consumed disqualifying prospects instead of advancing genuine applicants.



Rising ad spend, poor conversion efficiency

Increasing budget did not improve results in proportion. Because the targeting fundamentals were off, more spend simply scaled the same inefficiency, pushing blended cost per lead higher.

THE CORE QUESTION

How do we drive more qualified visa enquiries at a genuinely sustainable cost per lead?

3 • Our Strategy

A high-intnt

4 • The Results

Costs fell, quality rose

Once qualification led the strategy, the economics of the account changed on every metric that mattered. VisaLiv now generates more qualified leads on a fraction of the previous spend.

METRIC	BEFORE	AFTER	CHANGE
Qualified leads (form)	509	663	+30.3%
Cost per lead	₹132	₹26	-80.3%
Total spend	₹67,684	₹17,750	-73.8%
Avg. frequency	3.49	2.89	-17.2%
Cost per qualified lead	₹132.98	₹26.77	-80%

Figures are blended across all active ad sets over comparable Before and After periods. Cost per lead reflects form-lead campaigns reported in the account. Frequency reduction indicates leaner, less fatigued delivery.

COST PER LEAD

The headline shift

When data leads, the funnel follows

The VisaLiv turnaround was not the result of a bigger budget or a single clever ad. It came from changing what the account optimised for, and letting qualification shape everything downstream.

1 **Qualify at the source, not in the sales call**

Filtering for eligibility and intent inside the form removed the least valuable leads before they ever cost money or sales time. Quality became a design decision, not a downstream cleanup.

2 **Relevance beats reach**

Concentrating spend on high-intent geographies with tailored creative lifted performance far more than broad, low-cost reach ever did. Fewer, better-matched impressions produced more real enquiries.

3 **Efficiency compounds**

Lower cost per lead, higher lead quality, and leaner frequency reinforced one another, delivering more qualified volume on under a third of the spend rather than forcing a trade-off between the two.

THE TAKEAWAY

When data leads the strategy, costs fall and quality rises, at the same time.

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LET'S TALK

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