



Driving 2K+ leads & 30% lower costs with ads that click to WhatsApp & Meta's ads partner excellence program

Challenge

CDA Academy was losing leads due to missed calls and delayed follow-ups. Traditional channels couldn't match the pace or preferences of their student audience.

Solution

The Meta ads partner excellence program helped set up ads that click to WhatsApp using 20+ unique numbers, enabling instant 1:1 chat. The team used WhatsApp Labels & conversion tracking, improving funnel visibility and allowing sales reps to respond faster and close leads more effectively.

Results

5-7%

Lead Conversion Rate*

30%

Reduction in Lead Cost*

2K+

High-intent Leads per Month*

*Results are self-reported and not identifiably repeatable. Generally expected individual results will differ.

“Ads that click to WhatsApp completely changed how we approach admissions. With over 20 dedicated numbers, we now engage high-intent leads instantly. The Meta ads partner excellence program helped us refine our setup, enable faster follow-ups, and bring visibility into conversions. This has not only improved ROI but created a better experience for both our team and the students.”

Nidasha Riyaz
Director, CDA

