



Driving 511 global leads with Click-to-WhatsApp ads for immigration consultations

Challenge

Phantom Immigration wanted to generate qualified international leads for Canada immigration services.

Traditional form-based campaigns brought low-quality queries and delayed follow-ups, making real-time conversations difficult.

The team needed a faster, more efficient way to engage prospects across multiple countries and improve lead quality.

Solution

With support from Meta's Click-to-WhatsApp ad format, Phantom Immigration launched multi-market CTWA campaigns enabling prospects from Australia, Malaysia, Kuwait, Sri Lanka, Mauritius, Thailand, Singapore, and South Korea to initiate direct WhatsApp chats with counselors.

The team used a phased approach:

- **Testing** in Australia & Malaysia showed strong early traction.
- **Expansion** to South Korea, Singapore & Thailand identified policy-restricted and high-potential regions.
- **Scaling** budgets in performing markets like Australia and Kuwait delivered higher volumes with real-time interactions.

This setup ensured quicker responses, better qualification, and increased visibility into market-wise performance.



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.