

✓ Client Case Study – Yoga Teacher Training Leads from Germany

Ad preview

 Advanced Preview



 You can now see more variations of your ad in previews 

 Facebook Feed



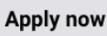
 Vary aspect ratio

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Embark on a transformative journey of self-discovery. Our **200-hour Yoga Teacher Training in India** offers a unique blend of ...see more



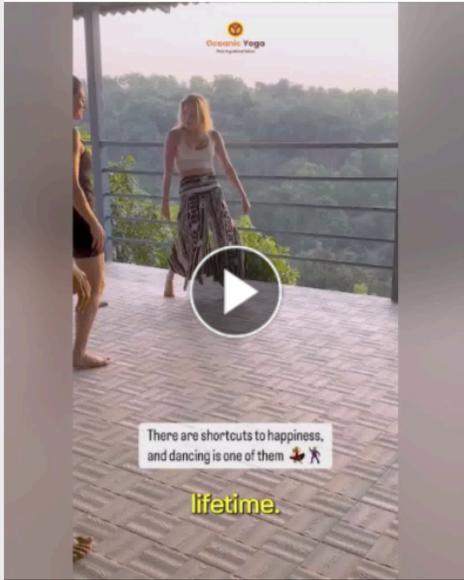


 **Join 200 Hour Yoga in India** 

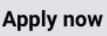
 Like  Comment

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 **Join 200 Hour Yoga in India** 

 Like  Comment

Off/On	Campaign	Actions	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amc
<input type="checkbox"/>	APMETA YTT0CT25 GER OBJLead 13 J...	3 recommendations	7-day click or 1-day view	2 Meta leads	844	1.22	₹1,221.58 Per Meta lead	Using ad set bu...	
<input type="checkbox"/>	APMETA YTT0CT25 GER OBJLead V1		7-day click or 1-day view	— Meta leads	1,058	1.14	— Per Meta lead	Using ad set bu...	
<input type="checkbox"/>	Germany Ads July CBO		7-day click or 1-day view	— Meta leads	450	1.11	— Per Meta lead	₹1,001.00 Daily	
<input type="checkbox"/>	SKYN Germany Lead Ad CBO 5-7-25		7-day click or 1-day view	1 Meta leads	1,179	1.47	₹3,860.44 Per Meta lead	₹1,000.00 Daily	
<input type="checkbox"/>	Performance Campaign 2/25		7-day click or 1-day view	6 Meta leads	4,774	1.41	₹2,117.96 Per Meta lead	Using ad set bu...	
<input type="checkbox"/>	New Engagement campaign	—	7-day click or 1-day view	7,500 Instagram profile vi...	106,519	1.18	₹0.93 Cost per Instagram ...	Using ad set bu...	
<input checked="" type="checkbox"/>	Germany Uk 15 11		7-day click or 1-day view	47 Meta leads	14,401	1.69	₹1,109.56 Per Meta lead	Using ad set bu...	
<input type="checkbox"/>	Germany Uk 15 NOV		7-day click or 1-day view	— Meta leads	—	—	— Per Meta lead	Using ad set bu...	
<input type="checkbox"/>	Germany UK Leads 8 Nov		7-day click or 1-day view	5 Meta leads	2,562	1.35	₹1,269.41 Per Meta lead	Using ad set bu...	
<input type="checkbox"/>	New Traffic Campaign with recommended ...	—	7-day click or 1-day view	112 Instagram profile vi...	2,100	1.22	₹15.09 Per Instagram profil...	Using ad set bu...	
<input type="checkbox"/>	[02/02/2024] Promoting Oceanic Yoga Inter...	—	7-day click or 1-day view	35 Follows or likes	1,632	1.60	₹35.85 Per follow or like	₹180.00 Daily	

SKYN | Germany | Lead Ad | CBO | 5-7-25

- Adset 3 Lead Ad | Open
- Ad3**
- Ad1
- Ad2
- Adset 2 Lead Ad | Broad Selected Clt...
- Ad3
- Ad2
- Ad1
- Adset 1 Lead Ad | Yoga x Broad
- Ad2
- Ad3
- Ad1

Search your forms

Active | Archived

- All Airport Form (Created on 2022-11-19)
- Dubai Form (Created on 2022-10-27)
- All Time Form (Created on 2022-10-25)
- Quality Leads Form Course (Created on 2022-09-05)
- 100 Hrs C_Form (Created on 2022-09-03)
- Course Form (Created on 2022-09-01)
- Oceanic Yoga Lead (Created on 2017-01-15)

Quality filters

Require SMS verification to submit form

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Campaign recommendations
Your campaign has room to improve.

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Client Type: Yoga School in India
Course: 200-Hour Yoga Teacher Training (Offline in India)
Target Market: Germany
Goal: Generate high-quality, ready-to-book student leads via Meta Ads
Campaign: Germany UK 15 11

Campaign Performance Overview:

- 🎯 **Total Leads Generated:** 47
- 💰 **Ad Budget Spent:** ₹52,149.40
- 👤 **Course Fee Per Student:** €1,800 (~₹1,62,000)
- 📊 **Confirmed Conversions:** 2 Students (so far)
- ▼ **Cost Per Lead (CPL):** ₹1,109
- ▲ **Cost to Acquire 1 Paying Student (CPA):** ~₹25,000

💰 **Real ROI Breakdown:**

- ✅ **Revenue Generated:** $2 \times ₹1,62,000 = ₹3,24,000$
- ✅ **Total Profit After Ad Spend:** $₹3,24,000 - ₹52,149 = ₹2,71,851$
- ✅ **ROAS (Return on Ad Spend):** 6.2X

And the campaign is **still running** – more enrollments are expected.

💡 **What Made This Campaign Succeed?**

- ✅ **Niche Targeting:** We dialed in to reach yoga-interested individuals in Germany who are actively seeking a certified course in India
- ✅ **Cultural Relevance:** Highlighted the authenticity and Indian roots of the yoga school
- ✅ **High-Converting Creatives:** Trust-building content with real imagery, school footage & clear call-to-action
- ✅ **Speedy Lead Follow-up:** The client reached out within 2 hours of form submission – increasing conversion chances

📞 **Want Similar Results for Your Yoga School or Wellness Program Or Other Businesses?**

We helped this yoga school generate over ₹3.2 Lakhs in revenue with just ₹52k ad spend.

*If you sell a **product or service**, we can build a custom Meta Ads strategy that delivers real leads and measurable ROI.*

📞 **Let's talk and see if we're the right fit**

👉 [Book Your Free Strategy Call]

