REAL ESTATE · LEAD QUALIFICATION

How House Hunt Reduced CPL by 35% with IG Message Ads & Spur

See how House Hunt cut their Instagram Cost Per Lead by 30% and improved lead quality. This case study reveals how Spur's Conversions API integration transformed their ad spend.

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House Hunt
Real estate · Lead qualification

35%
Reduce in CPL

Increase in Qualified Leads	43%
Cost to Spur	Rs 999 / $15 per month
Response Time	1 second

KEY TAKEAWAYS

- Capture budget, location and intent inside Instagram DMs.
- Send qualified-lead events back to Meta through Conversions API.
- House Hunt's cost per qualified lead fell from ₹150 to ₹98, while qualified leads increased from 840 to 1,200.

Ask an AI about this story — ChatGPT · Claude · Perplexity

CHALLENGE	Optimizing for conversations brought costly chats without a reliable qualified-lead signal.
SOLUTION	Qualify people in DMs and send LeadSubmitted events so campaigns can optimize for leads.
RESULTS	✓ Cost per qualified lead: ₹150 to ₹98 ✓ Qualified leads: 840 to 1,200

HOW THE WORKFLOW WORKS

STEP 1
Ask qualifying questions in DMs

STEP 2
Send qualified-lead events to Meta

STEP 3
Optimize the campaign for leads

By switching from a conversation goal to a conversion goal, House Hunt used Spur to send Meta a clean qualified-lead event straight from Instagram DMs, so the algorithm hunted for buyers, not chatters.

The Challenge (Before Spur)

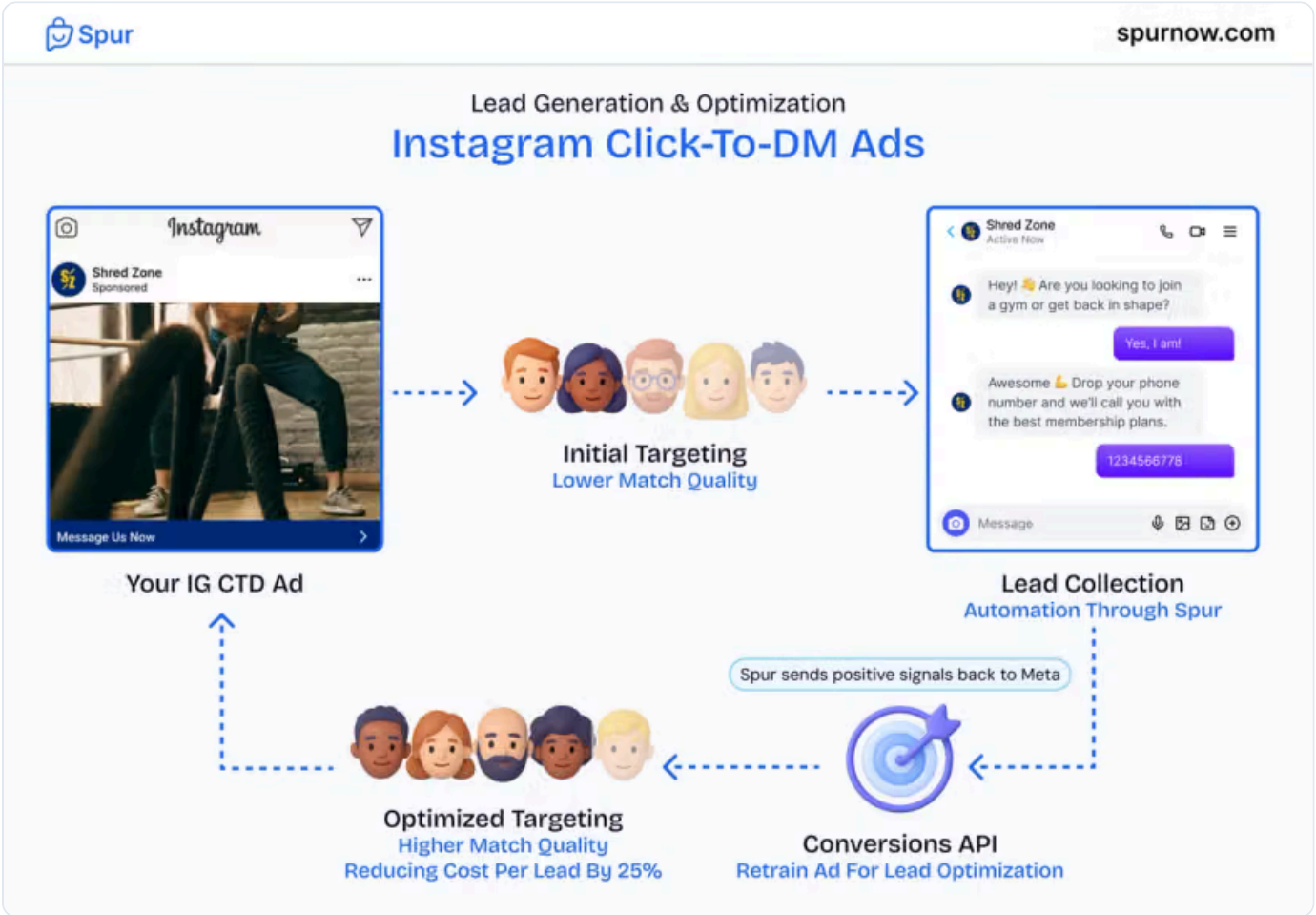
- **Objective mismatch:** Optimized for *Messaging Conversations*, not *Leads*.
- **High CPL:** Paying for dead-end chats.
- **No feedback loop:** Meta couldn't tell which chats converted.

Campaign Metrics (Before Spur)

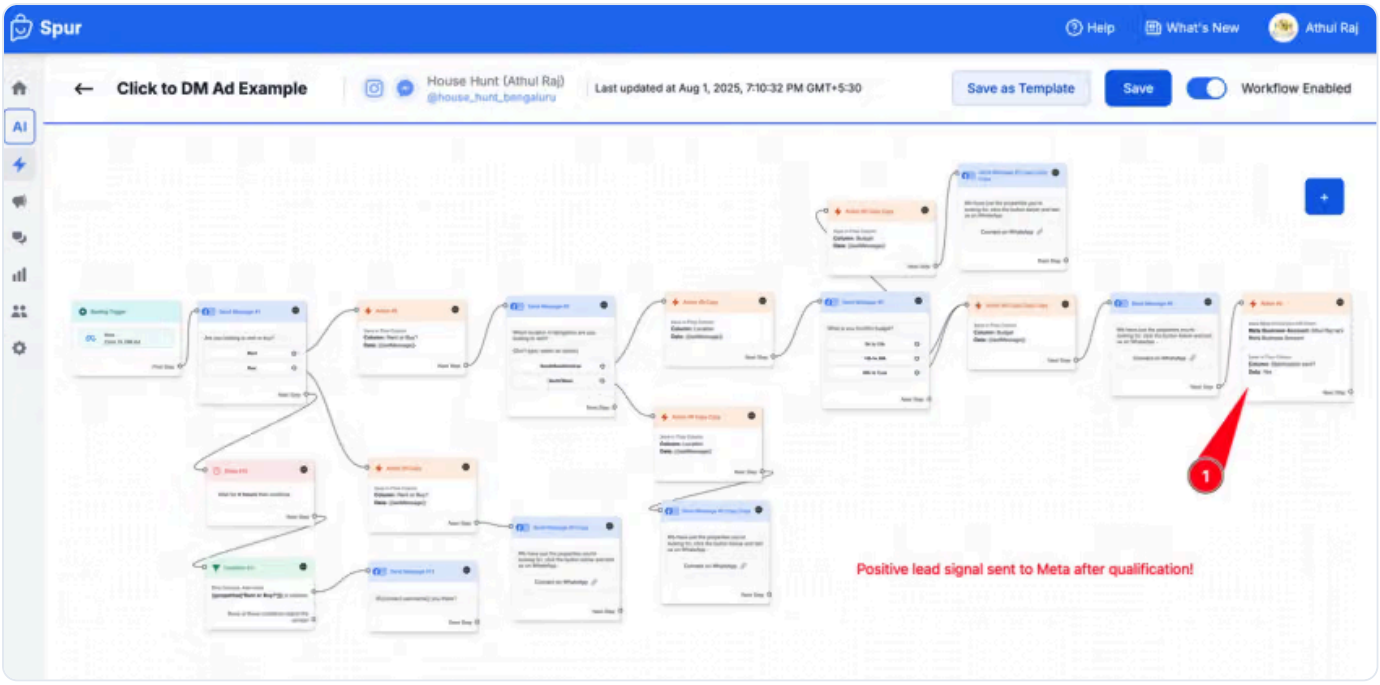
- **Total Spend: ₹126,000**
- **Message Starts: 3,800**
- **Qualified Leads: 840**
- **Cost per Qualified Lead: ₹150.00**
- **Qualified Rate: 22.1%**

The Spur Solution

1. **Automated DM Qualification:** Budget, location, and intent captured in-chat; only *qualified* users counted.
2. **Conversions API:** Each qualified user triggered **LeadSubmitted** to Meta. After **63** signals (Day 4), House Hunt launched a fresh ad set with performance goal **Maximize number of leads** and enabled **Offline Events**.



How Spur leverages Conversion API to reduce Lead Cost



The worlflow of House Hunt's lead qualification

SPUR

Close the loop between DMs and your ads.

Connect in-chat qualification to Conversions API so your campaign can learn from the leads you actually want.

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The Results (Next 14 days, same geo/audience tier)

Cost per qualified lead

Optimising for conversations ₹150

Optimising for qualified leads ₹98

Qualified leads rose from 840 to 1,200 over the same period.

- **Total Spend: ₹117,600**
- **Message Starts: 3,250**
- **Qualified Leads: 1,200**
- **Cost per Qualified Lead: ₹98.00**
- **Qualified Rate: 36.9%**

What changed

- **CPL down 34.7%** (₹150 ₹98)

- **Qualified volume up 42.9%** (840 → 1,200)
- **Spend down 6.7%** while results improved
- Fewer chats, **more intent,** because Meta finally optimized to the right signal

A Word From Our Founder, Rohan Rajpal

"The 'Before' and 'After' numbers for House Hunt tell a story we see time and again. Businesses are wasting a fortune optimizing for vanity metrics like 'message starts.' The moment you give the ad platform a clear, high-intent signal—like a qualified lead event from Spur—you change the entire equation. You spend less, you get more, and you finally start acquiring customers efficiently. This isn't just about automation; it's about making your ad budget work smarter."

Key Takeaway

Stop paying for conversations and start investing in conversions. The data is clear: leveraging Spur to connect your in-chat qualification with Meta's Conversions API is the most direct path to reducing acquisition costs and scaling your business on Instagram.

Ready to see what a 34% reduction in lead costs & 42% increase in lead quality looks like for your business?

Create your Spur Account today and follow this guide to set up the flow.

Was this page useful?

Run one of these on your own audience.

Spur turns customer behaviour into WhatsApp and Instagram audiences and bills you per conversation delivered. It connects to Shopify if you sell there. 14-day free trial, no credit card needed.

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Meta Business Partner Shopify Partner

- 14-day free trial
- No credit card needed
- Connects to Shopify in minutes
- WhatsApp billed per delivered message