

Infinity Learn & Infinity Learn International

Scaling ad spend is
easy. Protecting ROI
at scale takes daily
discipline.

A look inside how sustained, hands-on optimisation kept return on ad spend steady while monthly budgets scaled into the crores — across both domestic and international campaigns.

₹60–80L

Monthly ad budget managed
across Meta campaigns

2.5x

ROI sustained for 6
consecutive months

01 — Client Challenge

Growth at this budget usually comes at the cost of ROI.

Infinity Learn runs large-scale lead generation across competitive exam and school segments — engineering and medical aspirants nationally, school-going students' parents, and international audiences through Infinity Learn International. At a monthly spend of ₹60–80 lakh, the risk was never getting leads. It was getting leads that don't convert, while cost per lead quietly climbs and no one notices until the sales pipeline runs dry.

Most agencies manage this scale by watching cost-per-lead dashboards and adjusting bids. That approach breaks down fast: a campaign can hit its CPL target and still hand the sales team leads that never pick up the phone. The brief here was different — hold ROI steady at 2.5x, month after month, at a budget large enough that a single bad week shows up on the P&L.

02 — Our Performance Marketing Approach

Every optimisation decision was backed by lead quality and sales

feedback — not vanity metrics.

Four things run in parallel, every single day, across both accounts.

I

Daily cross-platform analysis

Spend, delivery, and funnel health reviewed daily across every active campaign — not a weekly check-in.

II

Lead quality over CPL

Every lead segment is graded on quality, not just cost. A cheap lead that doesn't convert is treated as a loss, not a win.

III

Direct sales coordination

Standing contact with the client's sales team to track follow-up status and actual conversions, not assumed ones.

IV

Fast, evidence-led changes

Campaigns, audiences, creatives, and budgets are adjusted on real sales feedback — reallocated toward what closes.

03 — Daily Optimisation Process

A loop that runs every day,
not a monthly review.

This is what protects ROI at scale — the same five steps, repeated daily,
across both the domestic and international accounts.

1 —

Analyse

Review spend, delivery, and cost trends across every campaign in both accounts.

2 —

Check lead quality

Go beyond CPL — assess which segments are producing leads worth calling.

3 —

Sync with sales

Confirm follow-up status and conversions directly with the client's sales team.

4 —

Adjust

Shift budget, refine audiences, or pause underperformers based on that feedback.

5 —

Refine

Brief team, address fatigue, what's working, and what's not.

Repeats daily, across every active campaign.

04 — Creative Strategy & In-House Production

Creative that responds to
what's actually happening
in the account.

An in-house graphic and video team sits inside the same daily loop —
not a separate agency handing off assets on a fixed schedule.

What drives a new creative brief

Campaign performance signals — fatigue, drop in CTR, rising CPL

Market demand — exam calendars, admission cycles, seasonal intent

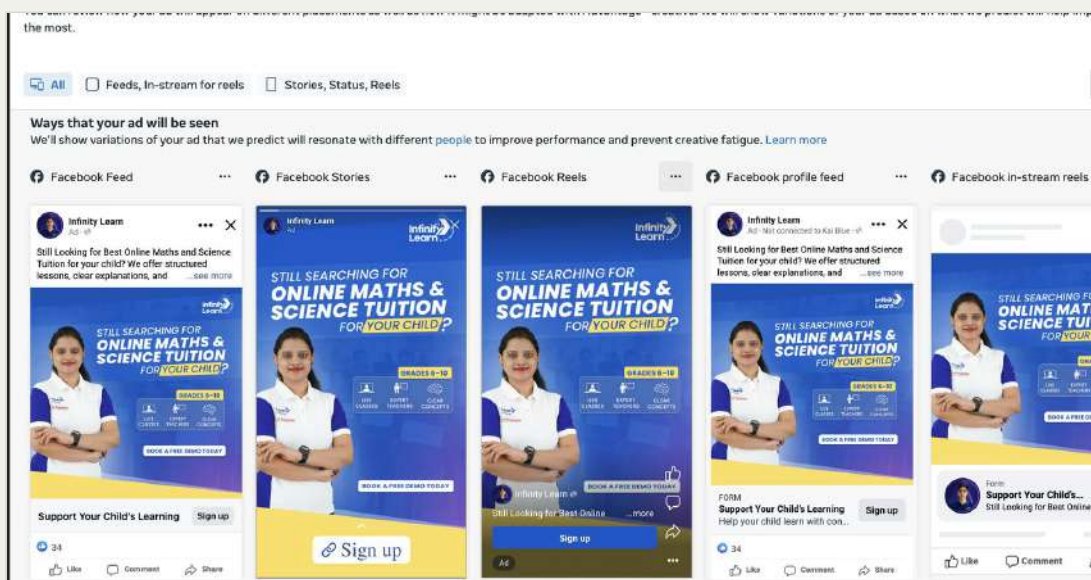
Client requirements — new courses, offers, or messaging priorities

What the in-house team delivers

Fresh static and video creative, produced on a fast turnaround

Segment-specific variants for parents, engineering aspirants, and medical aspirants

Localised creative for international audiences, not a translated afterthought



One creative, adapted for five placements. This "Still Searching for Online Maths & Science Tuition" creative — produced in-house — was reformatted for Facebook Feed, Stories, Reels, Profile feed, and In-stream reels without losing the offer or the call to action.

Ads

Infinity Learn International...

Opportunity score

Updated just now

Review and publish

All ads

Actions

Had delivery

Active ads

See more

Create a view

Search to filter by: name, ID or metrics

Campaigns

Ad sets

Ads

1-200 of 499

1 Jul 2026 - 25 Sep 2026

Create

Duplicate

Edit

A/B test

More

Columns: Performance and clicks

Breakdown

	Off... ↑↓	Ad ↑↓	Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓	Budget Ad set	Amount spent ↑↓	Ends ↑↓
		Images 19 - TN- Language	23 Leads (Form)	259,660	2.00	₹1,645.58 Per lead (form)	₹10,500.00 Daily	₹37,848.32	Ongoing
		New Image 6	68 Leads (Form)	334,076	2.38	₹1,261.05 Per lead (form)	₹10,500.00 Daily	₹85,751.52	Ongoing
		New Image 6	111 Leads (Form)	489,774	2.54	₹1,179.96 Per lead (form)	₹15,500.00 Daily	₹130,975.42	Ongoing
		Image 17	— Lead (Form)	18,177	1.35	— Per lead (form)	₹15,500.00 Daily	₹3,321.12	Ongoing
		Images 13	235 Leads (Form)	1,095,331	4.31	₹1,185.90 Per lead (form)	₹15,500.00 Daily	₹278,687.02	Ongoing
		Images 1	53 Leads (Form)	231,736	2.29	₹1,174.46 Per lead (form)	₹15,500.00 Daily	₹62,246.16	Ongoing
		Images 5	— Lead (Form)	4,041	1.17	— Per lead (form)	₹15,500.00 Daily	₹556.89	Ongoing
		Image 14	2	13,684	1.27	₹1,025.77	₹15,500.00	₹2,051.54	Ongoing
		Results from 499 ads	—	11,889,714	5.53	—	—	₹5,735,867.67	
			Multiple conversions	Meta accounts	Per Meta account	Multiple conversions		Total Spent	

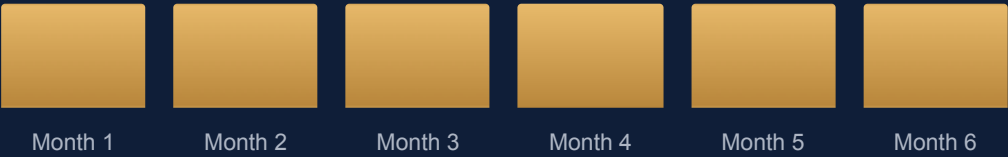
499 ad variants running at once, on Infinity Learn International alone. Fresh images and messaging are tested continuously by grade, subject, and geography — so underperforming creative is replaced before it drags on results.

05 — Results Achieved

₹60–80L / monthly ad spend managed

2.5x ROI, 6 consecutive months

ROI held steady, month over month — no spikes propping up an average



Spend scaled, ROI didn't slip. Budget grew into the ₹60–80L monthly range without the usual efficiency drop-off that comes with scale.

Two accounts, one standard. The same daily discipline held across both Infinity Learn's domestic and international campaigns.

Quality held under pressure. Lead quality was maintained through direct, ongoing sales-team coordination — not left to chance.

Creative stayed ahead of fatigue. Continuous in-house production meant campaigns were refreshed before performance dropped, not after.

Straight from Meta Ads Manager — a live snapshot across both accounts, not a mocked-up dashboard.

Account totals Compared to last 87 days:

Amount spent	Impressions	Reach	CPM (cost per 1,000 impressions)
₹716M -29.6%	74.11M ↓ 50.7%	16.14M ↓ 42.8%	₹96.59 ↑ 42.8%

Meta AI recap Beta Updated just now Refresh
CPM has risen to ₹96.59, a 42.8% increase that is driving up the cost of reaching your audience. This suggests you are paying more for the same delivery, likely due to increased competition or audience saturation in your lead generation campaigns.

Filters: All ads, ROAS reporting, Actions, Active ads, + 1 more view

Table Headers: Off... T1, Campaign T1, Cost per result T1, Budget T1, Amount spent T1, Ends T1, Impressions T1, CPM (cost per 1,000... T1, Lin

Off... T1	Campaign T1	Cost per result T1	Budget T1	Amount spent T1	Ends T1	Impressions T1	CPM (cost per 1,000... T1	Lin
☐	DM-IL LG 4-9 TN SEP2026	₹1,985.77 Per lead (form)	₹12,000.00 Daily	₹252,192.66	Ongoing	1,577,187	₹159.90	
☐	DM-IL-TN-LG-4-9- CTW- SEP2026	₹285.81 Per messaging conv...	₹2,500.00 Daily	₹101,749.20	Ongoing	1,808,807	₹56.25	
☐	DM-IL-Focus-JEE-NEET-July26	₹1,055.46 Per lead (form)	Using ad set bu... Not shared	₹1,171,556.84	Ongoing	9,506,571	₹123.24	
☐	DM-IL-JEE/NEET- CTW- June 2026	₹253.01 Per messaging conv...	₹2,500.00 Daily	₹811,156.61	Ongoing	13,768,730	₹58.91	
☐	DM-IL TN_KA_TL April 2026- 5% Budget	₹1,030.26 Per lead (form)	₹15,000.00 Daily	₹1,034,378.82	Ongoing	11,405,912	₹90.69	
☐	DM-IL R & Q TN DM-IL-Infoc...-Can 26	₹3,594.38	₹3,000.00	₹9,196.14	Ongoing	33,164	₹281.16	
Results from 303 campaigns		Multiple conversions		₹7,158,255.54 Total Spent		74,107,937 Total	₹97 Per 1,000 Impressions	

Infinity Learn — 303 live campaigns

₹71.6L spent and 74M+ impressions in the current reporting window alone, run across JEE/NEET, school-grade, and Tamil Nadu & Karnataka geo-targeted campaigns.

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Breakdown

Off...	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends
☐	DM-IL-USA-SEP2026 - LifeTimeBudget	1 Lead (Form)	3,061	1.78	₹11,613.18 Per lead (form)	₹50,000.00 Lifetime	₹11,613.18	30 Sep
☐	DM-IL-INT-New-JEE-NEET-Aug2026	139 Meta leads	890,103	1.86	₹1,291.78 Per Meta lead	Using ad set bu...	₹179,557.77	On
☐	DM-IL TN INT- LG Lower Grades May26	721 Leads (Form)	2,254,270	5.25	₹1,296.54 Per lead (form)	Using ad set bu...	₹934,804.86	On
☐	DM-IL-USA-SEP2026	— Lead (Form)	2,596	1.68	— Per lead (form)	Using ad set bu...	₹12,861.81	On
☐	DM-IL UAE SEP2026	4 Leads (Form)	5,251	2.75	₹8,799.53 Per lead (form)	₹5,000.00 Daily	₹35,198.12	On
☐	DM-IL KA INT- LG Lower Grades Aug2026	18 Leads (Form)	193,536	1.52	₹1,024.42 Per lead (form)	₹5,000.00 Daily	₹18,439.63	On
☐	DM-IL-KA-INT-JEE-NEET-Aug26	49 Leads (Form)	496,388	1.58	₹1,400.17 Per lead (form)	Using ad set bu...	₹68,608.18	On
☐	DM-IL KA INT- LG Lower Grades Aug202...	5 Meta leads	56,787	1.44	₹2,404.08 Per Meta lead	₹7,000.00 Daily	₹12,020.42	On
Results from 55 campaigns			11,889,214 Meta accounts	5.53 Per Meta account	—	—	₹5,735,887.67 Total Spent	

Infinity Learn International — 55 live campaigns

₹57.4L spent and 11.8M reach, spanning international markets including the USA and UAE alongside NRI-focused India campaigns.

06 — Key Takeaway

"Scaling ad spend is easy. Protecting ROI at scale takes daily discipline."

A ₹60–80 lakh monthly budget can produce leads without producing results. The difference here was refusing to let cost-per-lead be the only number that mattered — pairing daily campaign analysis with real sales feedback, and giving creative production the same daily cadence as media buying.

"Every optimisation decision was backed by lead quality and sales feedback — not vanity metrics."

That discipline, sustained for six straight months across two accounts, is what turned a large budget into a predictable, repeatable return.

Prepared as a performance marketing case study for prospective clients. Add your agency name, logo, and contact details before sharing externally.

Infinity Learn & Infinity Learn International — Performance Marketing Case Study