

Start Up Company Meta ads Case Study

Client Overview

InterviewCoachAI is a Florida-based startup in the interview preparation and AI coaching space. Their platform helps students and job seekers practice with an AI interview coach, offering a free trial that includes three mock interviews.

The Problem

As an early-stage startup, InterviewCoachAI had a solid product but no existing lead flow. They had not run paid traffic before, had no consistent sign-ups, and lacked user data needed to further train and improve their AI system. Their immediate need was users - even free users, to validate the product and build a data foundation.

The Goal

The primary goal was to generate free trial sign-ups, not revenue. The target cost per sign-up was \$15–\$20, with a 60-day timeline. The focus was on acquiring users and collecting behavioral data to improve the AI interview coach.

Our Strategy

We ran Meta Ads exclusively, sending traffic to a dedicated landing page connected to email automations. Audiences were built using lookalike data from website visitors and custom interest-based targeting aligned with students and job seekers. The core offer and hook across all campaigns was simple: **get three free mock interviews**.

Execution

We launched traffic and retargeting campaigns while also working with micro-influencers to support awareness and content. Multiple ad creatives were tested to identify what performed best, and all leads were entered into an email automation upon form submission. Campaigns were continuously optimized by rotating creatives and scaling the ads that produced the most sign-ups.

One challenge was that the client initially relied heavily on AI-generated creatives, which underperformed. We advised shifting toward real human content and influencer-based creatives to build trust and authenticity.

Results

Over 60 days, the campaign generated 30 sign-ups at an average cost of \$15–\$20 per sign-up. The client went from zero leads to consistent, data-driven user acquisition.

Key Takeaways

Driving traffic through Meta Ads proved effective and met the target cost per sign-up. Performance was ultimately limited by landing page optimization and an over-reliance on AI-generated creatives. Despite this, the campaign successfully built the foundation needed for future scaling.

Client Feedback

The client shared that they would recommend our company to other businesses, noting that we helped them better understand marketing fundamentals and how to position and market their product more effectively.

Conclusion

This campaign shows how early-stage startups can generate traction and valuable user data with the right paid advertising strategy. While creative and landing page improvements are necessary to scale further, the system built during this campaign created a strong foundation for growth. This approach works especially well for startups and SaaS companies focused on user acquisition rather than immediate revenue.