

Meta Lead Generation Campaign Report

Bajaj HR Hiring Campaign - Chennai Branch

Project Name	Bajaj HR Hiring - Chennai Branch
Slug	bajaj-hr-hiring-chennai
Objective	Generate qualified candidate leads for HR recruitment through Meta Lead Forms.
Target Location	Chennai, Tamil Nadu

Campaign Description

A Meta Ads recruitment campaign was executed for the Bajaj HR team to support hiring requirements for the Chennai branch. The campaign used an instant lead form to capture candidate enquiries directly from the advertisement and create a simple, low-friction application flow.

Strategy

1. Focused the campaign on the Chennai hiring market.
2. Used Meta Lead Forms to reduce application friction and collect candidate details directly.
3. Optimized the campaign toward lead generation rather than traffic or engagement.
4. Monitored cost per lead and delivery efficiency while controlling overall ad spend.

Campaign Results

57	2,515	1.43	Rs. 14.48	Rs. 825.31
Leads	Reach	Frequency	Cost / Lead	Total Spend

Key Achievements

Generated **57 recruitment leads** with a total ad spend of only **Rs. 825.31**. The campaign achieved an efficient **Rs. 14.48 cost per lead**, reached **2,515 people**, and maintained a controlled frequency of **1.43**. This demonstrates strong lead-generation efficiency for a hiring campaign with a limited media budget.

Meta Ads Performance Screenshot

Campaign name	Deliver	Attribution	Result	Reac	Frequenc	Cost per result	Amount spent
Herukas HR Bajaj	Inactive Campai...	7-day click or 1-day vi... All conversions	57 Leads (Form)	2,5...	1....	₹14.48 Leads (Form)	₹825....
Total res... 1 / 1 row display...		7-day click or 1-day ... All conversions	57 Leads (Form)	2,515 Meta Accounts	1.43 Per Meta Account	₹14.48 Leads (Form)	₹825.31 Total spent

Source: Meta Ads Manager campaign performance screenshot provided for this report. Figures above are reported exactly from the supplied campaign summary.