monica

MONICA PLAYBOOK · META ADS

How to Double Your Leads With the Same Ad Budget

The complete placement, audience and landing-page system for businesses that sell by appointment — without touching your budget.

From Domi, Head of Monica · For businesses spending $5,000+ a month on ads

immonica.com · October 2026

A LETTER FROM DOMI

Before you spend another dollar

Hi, I'm Domi, Head of Monica.

Almost every business owner I talk to thinks the fix is a bigger ad budget. It almost never is. The money is usually leaking in three places: where your ads show up, who sees them a second time, and what happens on your page after the click.

I wrote this for businesses like yours: dental and implant practices, med spas, law firms, remodelers, real estate teams, premium gyms, clinics and coaches. Places where a cheap lead means nothing. A booked appointment means everything.

Don't try to do it all at once. Pick one fix this week, make it, and watch what happens. Then reply to the email that brought you here and tell me how it went. I read every one.

Domi
Head of Monica

Before you start

One rule for the whole playbook: the finish line is a **booked appointment**, not a form fill. Track four numbers side by side:

STAGE	WHAT COUNTS	THE NUMBER TO WATCH
Lead	Someone filled out the form or called	Cost per lead (CPL)
Qualified lead	Fits your service, area and budget	Cost per qualified lead (CPLQ)
Booked appointment	It's on your calendar	Cost per booked appointment
Client	They paid	Cost per client

A cheap CPL with no appointments is not a win. A higher CPL that fills your calendar is.

> **How to read the numbers** Every example in this playbook is illustrative. The numbers show the math, not results from Monica customers. Your account will have its own. The only outside figures come from public research, cited at the end.

INTRODUCTION

You're probably leaving leads on the table

The problem isn't your creative. The difference is which level of optimization you're working on. Most businesses live on Level 1. The ones that work all three levels get far more leads out of the same budget.

LEVEL	WHERE IT LIVES	WHAT'S REALLY GOING ON
1. Creative	Hook, format, image, video. Where most people spend their time.	Once a winning ad has run for a few weeks, new hooks move less. You're optimizing the wrong variable.
2. Placements and audiences	Where the ad shows and who it's built from.	Budget is buried here. One creative stretched across every placement loses clarity. A lookalike built from the wrong list brings people who will never book. Invisible in the dashboard, fixable in days.
3. Landing page + pixel	Everything after the click: the page, the form, and what you tell Meta a "good lead" is.	The level fewest people reach. A pixel trained on every form fill finds more of everyone, including people you can't help.

ILLUSTRATIVE EXAMPLE

Same $5,000 a month on Meta. Nothing else changes.

	CREATIVE ONLY	+ LEVEL 2	+ LEVEL 3
Cost per lead	$50	$28	$18
Leads per month	100	178	277

CHAPTER 1

Placements: the level almost nobody works

- Why the same creative in every placement loses clarity, and money
- How to audit your placements in 20 minutes and find the buried budget
- Example: a remodeling company with fewer dollars and more leads

The five surfaces

SURFACE	FORMAT	HOW PEOPLE BEHAVE THERE
Facebook Feed	4:5	Half-passive scrolling. The first frame decides if they stop. The click comes from a specific promise.
Instagram Reels	9:16	Entertainment mode. It has to look like content, not an ad. Most people watch without sound: put the words on screen.
Stories	9:16	Big text, readable in two seconds. Best for people who already know you: it reminds, it doesn't educate.
Marketplace	1:1	People here are actively shopping. Worth testing for home services and remodeling.
Audience Network	Varies	Your ad runs inside other apps, where people are doing something else. Cheap impressions, weak leads. For cold lead campaigns, excluding it is usually the right call.

The 20-minute placement audit

1. In Ads Manager, open your lead campaign and go to **Breakdown → By delivery → Placement**. Last 30 days.
2. Export spend, leads, CPL and click-through rate for each placement.
3. Next to each placement, write how many appointments it booked. That number lives in your CRM, not in Meta.
4. Flag anything with a CPL above 1.5× your best placement that booked few or no appointments.
5. Write down what you'll move and why before you touch the budget.

What most advertisers see: the blended number

ILLUSTRATIVE EXAMPLE

A med spa's $4,000 slice of its account, last 30 days.

PLACEMENT	SPEND	LEADS	CPL	BOOKED
Facebook Feed	$1,800	36	$50	9
Instagram Feed	$900	12	$75	4
Instagram Reels	$600	8	$75	3
Facebook Stories	$400	3	$133	0
Audience Network	$300	2	$150	0

The dashboard shows a blended CPL of $66 and nobody digs deeper. Meanwhile $700 is going to two placements that cost three times more per lead and booked zero appointments. Move that $700 to Facebook Feed at $50 and those 5 leads become 14. Same budget.

The ratio rule: one creative, four placements, 30 minutes

PLACEMENT	RATIO	WHERE TEXT IS SAFE
Facebook Feed	4:5	Center of the frame
Instagram Feed	1:1 or 4:5	Center of the frame
Reels	9:16	Keep text out of the top and bottom of the frame and away from the buttons on the right
Stories	9:16	Leave about 14% free at the top and bottom (Meta's own guidance)

If you run one creative everywhere, you're probably cutting off text or the offer in at least two placements. The fix takes 30 minutes in CapCut or Adobe Express: reframe to 9:16, add on-screen text for people watching without sound, and keep the call to action clear of Meta's buttons. Two versions cover almost all of the inventory.

ILLUSTRATIVE EXAMPLE

Premium remodeling company, $8,000 a month, before and after

	BEFORE: ADVANTAGE+ EVERYWHERE	AFTER: PLACEMENTS SEGMENTED
Spend	$8,000	$6,800 (–15%)
Leads	118	129 (+9%)
CPL	$67.80	$52.70 (–22%)
Booked consultations	24	32

Audience Network was taking $1,100 for 6 leads and Stories $900 for 7. Actions: pause both, split the rest 70/30 between Feed and Instagram, and recut the winning ad to 9:16 for Reels (which landed at $61 per lead).

This week: open your placement breakdown for the last 30 days. Flag any placement with a CPL above 1.5× your best one, and check in your CRM whether it booked a single appointment. If it didn't, move that budget to your best placement and watch cost per booked appointment for the next 7 days.

MONICA QUICK WIN

More leads only pay off if someone answers them fast. On paid plans, Monica calls every new lead from your forms and your Meta and Google ads in seconds, and books the appointment right on the call.

CHAPTER 2

Lookalikes: build from the people who actually buy

- Why a lookalike built on weak data costs you more per lead
- The five source lists, ranked by quality, and which to build first
- 1%, 2–3% or 5–10%: when to use each one

The five source lists, ranked by quality

Meta needs at least 100 people in a source list and recommends 1,000 to 50,000. Smaller and messier lists give the algorithm less to learn from.

RANK	SOURCE LIST	SIGNAL
1	**Clients who paid**, ideally sorted by highest value. "Find me more people like the ones who already said yes."	Strongest
2	**People who booked and showed up** to a consultation. They took a real step.	High
3	**Qualified leads**: they filled the form and fit your service, area and budget.	Medium-high
4	**Visitors to your pricing, financing or booking page.** Useful while you build up the lists above.	Medium
5	**All website visitors.** Fine for awareness, weak for appointments.	Low

Two rules before you upload anything. If you sell homes, Meta's housing category doesn't allow lookalikes, so use the other levers in this playbook. If you're a clinic, dental practice or med spa, upload contact lists only: no treatments, no conditions, no notes.

1%, 2–3% or 5–10%

1% LOOKALIKE	2-3% LOOKALIKE	5-10% LOOKALIKE
Highest quality, smallest reach. Your starting point.	More reach, slightly lower quality. Use it when the 1% starts to saturate: frequency climbs and cost per lead rises.	Mostly awareness and big spend. Quality is noticeably diluted.

This week: export from your CRM everyone who booked *and* showed up in the last 6 months. If you have a few hundred or more, upload them as a Custom Audience and create a 1% lookalike. If you have fewer, add your paid clients from the last 12 months, but don't pad the list with people who never fit. Launch it as its own ad set and judge it at day 14 by cost per booked appointment, not CPL.

CHAPTER 3

Remarketing: get back the traffic you already paid for

- The five audiences ranked by temperature, hottest first
- The three-touch sequence that brings people back
- The 20/80 rule for splitting your budget

The five remarketing audiences, by temperature

Rule of thumb: you need around 500 unique visitors a month to your main page before remarketing is worth it. Below that, keep everything in prospecting.

GROUP	WHO THEY ARE	WINDOW
S1	**Started your form and left.** The highest intent you'll ever pay for.	3–7 days
S2	**Visited your pricing, financing or booking page.** They're deciding.	7 days
S3	**General site visitors.** Warm, not hot.	30 days
S4	**Leads in your CRM who never booked or never paid.** Upload them as a Custom Audience.	Your sales cycle
S5	**Watched your videos or engaged on Instagram** but never reached out.	30 days

Exclude people who already booked or bought. Nobody wants an ad for the appointment they have tomorrow.

The three-touch sequence

DAYS	TOUCH	WHAT IT LOOKS LIKE
1–3	**The objection**	A 30–60 second video that answers the most likely reason they didn't finish. Med spa: "If you didn't book, it was probably price or downtime. In 60 seconds I'll show you both."
4–7	**The proof**	A real client telling their story in 45–90 seconds, with their permission. "Someone like me did it, and it worked."

DAYS	TOUCH	WHAT IT LOOKS LIKE
8–14	**The real reason to act now**	Only if it's true: limited consultation slots this month, a financing offer that ends, a price that goes up. If nothing is truly urgent, give them something useful instead, like "What to ask before you choose an implant dentist."

The 20/80 rule

Start with **20% of your budget on remarketing and 80% on prospecting**, then adjust to the size of your audiences. Same total budget, better use of it.

ILLUSTRATIVE EXAMPLE

Same $8,000 a month, with and without remarketing

	ALL PROSPECTING	$7,000 PROSPECTING + $1,000 REMARKETING
Leads	160	201
Blended CPL	$50.00	$39.80

Inside the $1,000 of remarketing, the form starters alone brought 35 leads for $250: about $7 each.

This week: set up S1 (form starters, last 7 days) and S2 (pricing or booking page, last 7 days). Write the three touches. Exclude anyone who already booked.

YOU MADE IT THIS FAR

Your ads are getting better. Who's calling those leads?

Everything in this playbook brings you more leads. Monica makes sure none of them wait. On paid plans she calls every new lead from your forms and your Meta and Google ads in seconds, texts them if they don't pick up, follows up, and books the appointment on your calendar.

She also answers your customers' calls and messages right away, and you can listen to her calls live.

Create my free Monica →

Start free. No card.

CHAPTER 4

Your landing page decides half the game

- The test that proves the problem is rarely the ad
- The five elements that decide whether a page converts
- A 15-point checklist to audit any landing page in 20 minutes

ILLUSTRATIVE EXAMPLE

Same ad, same audience, $1,200 of spend, two pages

	PAGE A CONVERTS AT 12%	PAGE B CONVERTS AT 28%
Leads	12	28
CPL	$100	$43

The ad didn't change. The audience didn't change. CPL dropped 57% because of the page alone.

The five elements that decide whether a page converts

ELEMENT	THE RULE
E1. Message match	The first words on the page repeat the ad's promise. Don't reinterpret it. An implant ad lands on an implant page, not your homepage. It's the element that breaks most often and the one that matters most.
E2. Headline	Formula: **[the result they want] + [a timeframe or next step] + [the objection, answered]**. "Get your implant plan and your price in one visit, with payment options before you decide." Only promise what's true. Visible without scrolling on a phone.
E3. Form	Five fields at most. For consumers: **first name → phone → email → one qualifying question.** No "company" field. Every field you add has to earn its place.
E4. Button	First person and the benefit: **"Book my free consultation"**, "See my options", "Get my estimate". Never "Submit".
E5. Speed	As load time goes from 1 to 3 seconds, the chance a visitor leaves jumps 32% (Google research). Aim for a mobile PageSpeed score of 70 or more.

Ads in Spanish? Then the page, the form, the thank-you message and the follow-up call are in Spanish too. Switching languages after the click is one of the easiest ways to lose a lead.

The 15-point checklist: audit any landing page in 20 minutes

Above the fold

- ▢ The headline repeats the ad's promise
- ▢ The headline has a specific number or result, and it's true
- ▢ The button is visible without scrolling on a phone (375 px wide)
- ▢ No menu pulling people away from the form

Form

- ▢ Five fields at most, with the phone field easy to fill on mobile
- ▢ First-person button with the benefit ("Book my free consultation")
- ▢ One line under the button that removes fear: "Free consultation. No commitment." (only if it's true)
- ▢ Same language as the ad, all the way to the thank-you page

Proof and trust

- ▢ Your real Google rating and review count near the top
- ▢ At least one testimonial with a photo, first name and city, used with permission
- ▢ At least one specific result: a before-and-after, a timeline or a number
- ▢ Your credentials: license, board certification, bar admission or years in business

Speed and tech

- ▢ Loads in under 3 seconds on mobile (PageSpeed 70+)
- ▢ No pop-up in the first 10 seconds
- ▢ The pixel and the conversion event fire only on a real submission, and a test lead reaches your team

The one-hour audit with Microsoft Clarity (free)

TIME	WHAT TO LOOK AT	THE QUESTION
15 min	Scroll map	Where do the people who don't convert stop scrolling?
15 min	Click map	Are people tapping things that aren't buttons?
20 min	Mobile recordings under 30 seconds	Where do people leave before they reach the form?
10 min	Form analysis	Which field makes people quit?

Turn on masking for any form fields with personal details before you watch recordings.

This week: install Clarity on your landing page. Watch 10 mobile recordings under 30 seconds. Find the single biggest drop-off point and fix only that. Measure for 7 days.

MONICA QUICK WIN

A faster page means more forms filled. The first minutes after a form is filled decide whether you get the appointment. Monica calls in seconds, answers their questions and books the visit.

CHAPTER 5

Pixel intelligence: teach Meta who a good lead is

- Why a "dirty pixel" makes every qualified lead more expensive
- Two thank-you pages: the exact mechanism that cleans the signal
- Conversions API: sending Meta your real sales

The dirty pixel

If your form gets filled by price shoppers, people outside your area, people who can't afford the service and real buyers, and you count them all as the same "Lead", Meta will go find more of all of them. That's a dirty pixel.

The mechanism: two thank-you pages

	PAGE A: QUALIFIED	PAGE B: NOT A FIT
Who lands here	Answered the qualifying question the way your best clients do	Everyone else
What Meta receives	The **Lead** event. Clean signal: the algorithm learns from these.	A custom event like **NotQualified**. It doesn't feed optimization.
What the person sees	A clear next step: "We'll call you in a few minutes to book your visit."	A useful next step, never a dead end

One qualifying question, by business:

BUSINESS	QUESTION	GOES TO PAGE A
Implants and cosmetic dentistry	"When would you like to start treatment?"	In the next 3 months
Med spa	"Which treatment are you interested in?"	A service you offer
Immigration law	"What type of case do you need help with?"	A practice area you handle
Personal injury	"When did the accident happen?"	Within the time limit you accept

BUSINESS	QUESTION	GOES TO PAGE A
Premium remodeling	"What's your budget for this project?"	Your minimum or above
Premium real estate	"When are you planning to buy?"	In the next 6 months
High-ticket coaching	"How much are you ready to invest in yourself this year?"	Your program's range or above

The question lives on your page. Meta only ever receives "Lead" or "NotQualified". Never send medical details, case facts or immigration status to an ad platform. Clinics and med spas: if Meta classified your site as health and wellness, some events may be limited, so check Events Manager.

ILLUSTRATIVE EXAMPLE

Why a higher CPL can be the better deal

	DIRTY PIXEL	CLEAN PIXEL, 45 DAYS LATER
CPL	$42	$58
Leads that qualify	9%	22%
Cost per qualified lead	**$467**	**$264 (–43%)**

$6,000 a month, 45 days of transition. Weeks 1–2: leads drop while Meta relearns. By day 45, leads went from 158 to 125 a month and CPL rose from $38 to $48. That's when everyone wants to undo it. But qualified leads went from 17 to 30, about 76% more, with the same budget.

This week: check whether your form has a qualifying question. If not, add one. If it does, make sure the Meta conversion event fires only for qualified leads. Of everything in this playbook, this is the change with the biggest impact over 45 days.

Conversions API: send Meta your real sales

The Meta pixel only sees what happens in the browser. If a lead fills your form today and becomes a patient or a client three weeks later on a phone call, the pixel never finds out. The Conversions API (CAPI) sends events straight from your server or your CRM to Meta.

BENEFIT 1: MORE OF YOUR CONVERSIONS COUNTED	BENEFIT 2: A REAL SALES SIGNAL
Events that browsers, ad blockers and iPhone privacy settings stop can still reach Meta from your server.	Send a **Purchase** event when a lead actually pays (the treatment, the retainer, the signed project), with the real amount. Now Meta knows which leads turn into money.

A booked appointment is not a purchase. A quote is not a purchase. Send Purchase only when the money comes in.

Three ways to set it up without a developer

OPTION	HOW
A. Meta's Conversions API Gateway	Meta's own no-code setup for website events.
B. Zapier or Make	Connect your CRM or payment system to Meta and send real payment events.
C. Your CRM's built-in integration	HubSpot has a native Meta connection, and GoHighLevel can send events to Meta from its workflows.

This is the biggest structural change in this playbook, and the slowest. Give it 30 to 60 days.

CONCLUSION

The three levers, in order of real impact

The order of impact is not the order of the chapters. This is the right order:

	LEVER	WHY
1st	**Pixel intelligence (Chapter 5).** Biggest impact, slowest.	It takes 30 to 60 days because the algorithm needs time to relearn. But the effect is structural: Meta starts bringing you people who look like your real clients.
2nd	**Landing page (Chapter 4).** Fast and direct.	Page changes show up in your conversion rate within days. At the same cost per visit, a page that goes from 12% to 22% conversion cuts CPL by 45%. The best return per hour in the short term.
3rd	**Placements (Chapter 1).** Fast and incremental.	Pausing the placements that don't book and moving the budget shows up in days. The quickest of the three to do.

What to expect while you implement it: your surface CPL may go up while the pixel relearns. Don't panic and don't revert. Watch cost per qualified lead and cost per booked appointment. Those are the numbers that pay the bills.

THE PLAN

Your 30-day implementation

WEEK	FOCUS	DAYS
Week 1	**Audit and quick wins**	**Days 1–2:** placement breakdown, pause anything above 1.5× your best CPL that booked nothing. **Days 2–3:** install Clarity and find the biggest drop-off. **Days 3–5:** fix that one element. **Days 5–7:** check mobile PageSpeed.
Week 2	**Placements and audiences**	**Days 8–9:** make 9:16 versions of your winning ad. **Days 10–12:** export people who booked and showed up from your CRM and upload them as a Custom Audience. **Days 12–14:** create a 1% lookalike and launch it as its own ad set.
Week 3	**Landing page, deeper**	**Days 15–17:** cut the form to five fields, phone included. **Days 17–19:** change the button to first person. **Days 19–21:** set up remarketing for form starters and pricing-page visitors.
Week 4	**Pixel intelligence**	**Days 22–24:** add the qualifying question and the two thank-you pages. **Days 24–26:** fire the Lead event on Page A only. **Days 26–30:** connect CAPI to your CRM and verify in Events Manager.

THE LAST STEP

What this system fixes, and what it doesn't

This playbook fixes everything before and during the click. What's left is what happens **after** it: leads that come in and don't get a call in time.

When Harvard Business Review audited 2,241 U.S. companies, 23% never responded to their web leads at all. The ones that did took 42 hours on average. And companies that tried to reach a lead within an hour were nearly 7 times more likely to qualify it than those that waited even one hour more.

That's the part Monica handles. On paid plans, she calls every new lead from your forms and your Meta and Google ads in seconds, texts them if they don't pick up, follows up, and books the appointment. She answers your customers' calls and messages right away, and you can listen to her live.

Create my free Monica → Start free. No card.

I hope this helps you get a lot more out of the ads you're already paying for. Start with one fix. Then tell me how it went.

Domi
Head of Monica

> **One note before you start** Everything here assumes your ads already get clicks. If your click-through rate is very low (under about 0.5%), the priority is the creative. This playbook picks up from there.

Sources

- **Response time:** Oldroyd, McElheran and Elkington, "The Short Life of Online Sales Leads," *Harvard Business Review*, March 2011. An audit of 2,241 U.S. companies and an analysis of 1.25 million leads. hbr.org/2011/03/the-short-life-of-online-sales-leads
- **Page speed:** Google / SOASTA Research, 2017, published on Think with Google: as page load time goes from 1 to 3 seconds, the probability of bounce increases 32%.
- **Lookalike source size and Stories safe zones:** Meta Business Help Center.
- **Microsoft Clarity** is free: clarity.microsoft.com
- All other numbers in this playbook are illustrative examples, not results from Monica customers.