

Seyasoft generates **₹19 Lakhs** in revenue with Meta Ads in a highly competitive **HRMS Market**



### About the Client

Seyasoft, a leading provider of custom HRM and software solutions, faced challenges standing out in a crowded HRMS market and convincing businesses to transition from existing systems. However, through a targeted Meta Ads strategy, they successfully generated ₹19 Lakhs in revenue from 116 leads for their HRMS solution.

### The Results



**₹19 Lakhs**  
in Revenue from HRMS Client



**116 Leads**  
Generated from Meta Ads



High-Intent Leads:  
Focused on key decision-makers



Conversion to Enterprise Project:  
Resulted in a ₹19 Lakhs deal

### Key Metrics

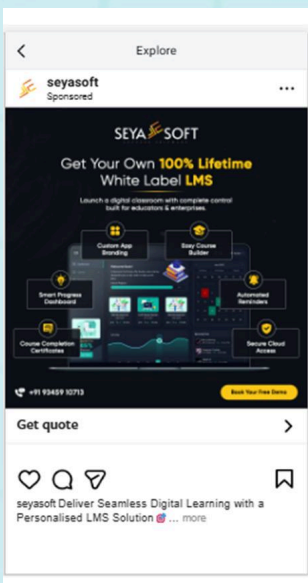
- ✔ **Lead Generation: 116 high-quality leads**
- ✔ **Revenue from HRMS Client: ₹19 Lakhs**
- ✔ **Conversion Rate: High-quality leads effectively converted into sales**
- ✔ **Targeting: Focused on HR professionals and business decision-makers**

### How We Solved It

#### Strategic Targeting

Focused Meta Ads on high-intent sectors and key decision-makers to ensure each lead had strong purchase potential.

Campaigns									
Ad sets									
Ads									
Maximum: 24 Nov 2022 - 24 Dec 2025									
Columns: Performance									
Results	Cost per result	Amount spent	Impressions	Reach					
73 Leads (Form)	₹104.14 Per lead (form)	₹7,602.04	20,055	11,513					
58 Leads (Form)	₹49.97 Per lead (form)	₹2,898.42	10,874	4,146					
20 Leads (Form)	₹311.32 Per lead (form)	₹6,226.37	14,101	6,171					
17 Leads (Form)	₹308.52 Per lead (form)	₹5,244.89	12,318	8,157					
12 Leads (Form)	₹481.84 Per lead (form)	₹5,782.04	16,163	6,722					
5 Leads (Form)	₹195.71 Per lead (form)	₹978.55	2,119	1,462					



#### Value-Led Messaging

Developed ad creatives that emphasized ROI, efficiency, and business outcomes, moving beyond just product features.

#### Consultative Approach

Used testimonial videos on Facebook & Instagram, leading to 50% higher engagement and 25% more conversions.