BALANDIN/AGENCY

Meta Ads for SaaS and apps

Proposal from Balandin Agency

User acquisition driven by LTV — not by pretty install counts. We buy users for SaaS, apps and digital services with e-commerce discipline: CAC against LTV, cohort payback, optimization for deep-funnel events. Documented: a paying B2B SaaS customer at $168

133%

ROMI — Accounting for small business (UAE and Saudi Arabia)

95%

ROMI — GEO agency for AI visibility

$168

per paying customer — B2B SaaS, AI sales agent

Where SaaS and apps lose money

Installs grow — revenue does not

Cheap installs from broad campaigns do not activate. We optimize for activation and payment events sent to the ad platforms, not for store clicks.

One channel — one point of failure

A single working channel is a risk, not a strategy. We test adjacent channels against the same LTV math before the main one gets expensive.

What we did: Meta Ads for SaaS and apps

Accounting for small business (UAE and Saudi Arabia)

A year of Meta Ads across two geos, three campaign types for different entry points:

GEO agency for AI visibility

Launched Meta Ads on B2B audiences in Europe and the US. The funnel entry point — a free AI Visibility Report: an audit of what ChatGPT, Perplexity, Claude and Gemini currently say about the company and its competitors.

B2B SaaS, AI sales agent

Moved the pixel out of GTM natively into the <head> of both domains: pixel in GTM + events in code = an fbq load race, events get lost and duplicated.

AI platform for brands

Kept the share of target companies, not just the price. As the budget grew from $70 to $550 a day, the Tier-3 share dropped from 11% to 4%: Meta was drifting into expensive geos. We moved target countries into separate ad sets and the share came back to 9%.

What we do so the algorithm learns from payments

We map the funnel along the real path

PageView → lead → card-on-file trial → payment. For our SaaS client the pixel sent a single PageView — after mapping, campaigns optimized for a deep-funnel event, not clicks.

Server-side events

Conversions API duplicated alongside the browser pixel with a shared event_id, payment — from a Stripe webhook: the browser never sees a server-side payment at all.

Stitching the click to a payment days later

We store click identifiers and advanced matching by email hash: the payment comes days after the click, and without stitching there is nothing to tie it to.

What our work includes: Meta Ads

Creatives

We shoot video, statics and UGC ourselves: we test dozens of ideas and keep the ones that bring leads — a winning ad combination burns out in 7–14 days, so new ones are needed constantly

Pre-landing pages for ads

We build pre-landers and quizzes for the ads — half of the result depends on the page, so it cannot be outsourced. A full landing page is not part of this service, it is a separate service

Tracking

We set up the pixel and server-side events so the algorithm learns from purchases, not clicks

Scaling

We structure campaigns so the budget can be raised without payback dropping

Reporting

Once a week we show what was spent and how many leads and how much money it brought — without the 200 columns from the ad account

Case studies: Meta Ads for SaaS and apps

Accounting for small business (UAE and Saudi Arabia)

$51,400 in ads → $119,800 in revenue, 133% ROMI

$51,400	1,729
Ad spend	Leads
$119,809	133%
Revenue	ROMI

GEO agency for AI visibility

Sold a new category — AI visibility — to cold B2B

$3,911	142
Ad spend	Leads
$7,610	95%
Revenue	ROMI

B2B SaaS, AI sales agent

Taught Meta to optimize for a card-on-file trial, not a click

$17,310	364
Ad spend	Card-on-file trials

Case studies: Meta Ads for SaaS and apps

AI platform for brands

Brought a corporate audience to an AI conference through Meta in three weeks

$9,724
Ad spend

1,583
Sign-ups and leads

Launching an IT job search service

Expected a sign-up at $5.40 — got $1.58 and 2,100+ middle+ developers

$3,381
Ad spend

2,134
Sign-ups

Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies