

Google Ads vs Meta Ads Lead Generation

Digi Amenity – Branded Lead Generation Strategy Guide

Understanding how Google Ads and Meta Ads perform for lead generation can completely transform your marketing ROI. This guide helps you compare platforms, optimize campaigns, and build a performance-driven strategy using Digi Amenity’s proven frameworks.

1. Platform Strength Comparison

Criteria	Google Ads	Meta Ads
User Intent	High – users search actively	Low/Medium – users browse content
Targeting	Keyword-based, intent driven	Interest & behaviour-based
CPL	Higher but higher quality	Lower but may require nurturing
Best For	BOFU, ready-to-buy users	TOFU/MOFU, audience building

2. Step-by-Step Strategy Checklist

- Define your target audience and their intent.
- Choose the right platform based on funnel stage.
- Set benchmark CPL expectations for your industry.
- Build optimized landing pages with strong CTAs.
- Use Google for high-intent searchers.
- Use Meta for wide top-of-funnel audience reach.
- Create 3–5 ad creatives for Meta to test variations.
- Set up keyword groups and negative keywords in Google.
- Install conversion tracking & analytics.
- Use retargeting across both platforms.
- Measure lead quality, not just quantity.
- Optimize weekly based on performance trends.

3. Digi Amenity Lead Generation Blueprint

To maximize performance, Digi Amenity uses a dual-platform strategy combining Google Ads for capturing high-intent users and Meta Ads for building awareness and engaging cold audiences. This blended approach increases reach, lowers CPL, and boosts final conversion rates significantly.

Recommended Funnel Approach

- TOFU (Awareness): Meta Ads – videos, reels, carousels.
- MOFU (Consideration): Retargeting on Meta + Google Display.
- BOFU (Conversion): Google Search Ads + High-intent keywords.

End of Guide – Powered by Digi Amenity