

How JIT Empirical built a full client acquisition system, not just a set of ads

A premium funnel build for a study abroad advisory business targeting African applicants. The system aligned paid traffic, a route-based landing page, CRM capture, workflow automation, booking logic, and attribution into one connected pipeline.

45+

CRM-captured assessment submissions confirmed in the first 24 hours.

81

Meta-reported website leads in the first 24 hours.

GBP 0.37

Meta-reported cost per result in the first 24 hours.

Primary CTA: Apply for Priority Assessment Routes: UK, Hungary, Ireland, Cyprus, Best-Fit Route

The screenshot displays a Meta Ads dashboard for a campaign named 'JIT empirical uk ad campaign'. The interface includes a top navigation bar with tabs for 'Campaigns', 'Ad sets for 1 Campaign', and 'Ads for 1 Campaign'. A date range of 'Today and yesterday: 11 Mar 2026 - 12 Mar 2026' is selected. Below the navigation, there are action buttons for 'Duplicate', 'Edit', and 'More'. The main table shows the following data:

Campaign	Delivery	Actions	Results	Cost per result	Budget
JIT empirical uk ad campaign -	Active	2 recommendations	81 Website leads	£0.37 Per lead	Using ad set bu...

Below the table, it indicates 'Results from 1 campaign'. A dark blue box at the bottom of the screenshot contains the text: 'Proof snapshot used for the headline metrics. Later client screenshots from the same Mar 11-12, 2026 reporting window showed the campaign continuing to move upward, which is exactly the kind of dashboard chaos people insist on calling normal.'

This was a systems problem, not an ad problem.

Before the build, paid traffic had nowhere disciplined to go. The business needed a real lead engine, a conversion page, CRM capture, qualification, follow-up, booking, reminders, pipeline visibility, and attribution. In other words, the part most businesses somehow forget.

Before

- No aligned paid acquisition system.
- No serious landing page built around one clear offer.
- No structured CRM capture or route-based segmentation.
- No reliable follow-up or appointment handling.
- No backend automation to stop lead leakage.
- No clean attribution linking traffic to downstream actions.

Strategic fix

1 One core offer

Everything pointed to Apply for Priority Assessment.

2 Premium positioning

The funnel framed the assessment as guided, serious, and high intent.

3 Route-based landing logic

Prospects self-selected UK, Hungary, Ireland, Cyprus, or Best-Fit Route.

4 CRM-connected funnel

Every submission became structured data inside GoHighLevel.

5 Automated backend

Follow-up, nurture, reminders, and no-show recovery were built in.

6 Measurable attribution

Pixel events and thank-you-page logic made optimisation possible.

What changed

Traffic now had a defined path:

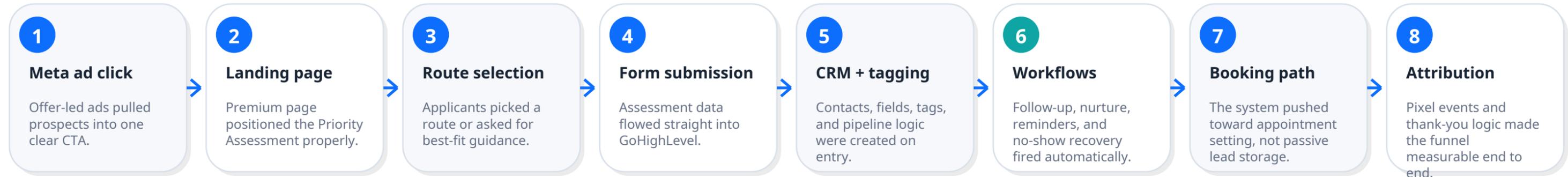
Ad click -> route-based page -> assessment form -> CRM capture -> workflows -> booking -> reminders -> sales handling.

That is the distinction between buying clicks and building acquisition infrastructure.

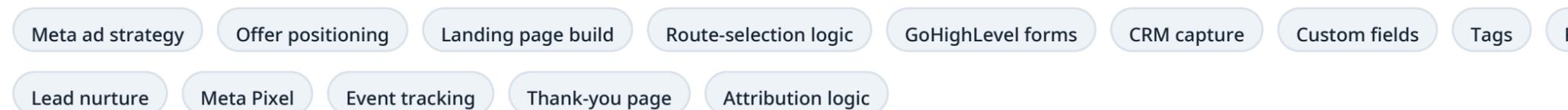
WHAT WAS BUILT

An integrated client acquisition machine

This was designed as one operating system. Not a random pile of ad tasks. Not a hopeful form stuck on a page. One connected build from click to booked conversation.



Core build components



Commercial point

The operator owned strategy, funnel design, landing page build, CRM setup, workflows, tracking, and ad-to-funnel alignment. That is why the case study reads like a system build. Because it was one.

Proof assets that make the story believable

These visuals are what separate a case study from a motivational speech. They show platform performance, CRM capture, and backend workflow activity.

The screenshot shows a Meta Ads campaign overview for 'JIT empirical uk ad campaign'. The campaign is active and has generated 81 website leads at a cost of £0.37 per lead. The interface includes various controls like 'Duplicate', 'Edit', and 'More', along with sorting options for columns like Campaign, Delivery, Actions, Results, Cost per result, and Budget.

Meta Ads snapshot used for the headline view: 81 website leads at GBP 0.37 per result during the first 24 hours.

The screenshot displays the GoHighLevel workflow management interface. It lists several workflows with their status (Draft or Published), total and active enrolled counts, and creation/update dates. The workflows include 'JIT - Nurture Sequence (Email Only)', 'JIT - Study Abroad - Appointment Booked', 'JIT - Study Abroad - Appointment Reminders', 'JIT - Study Abroad - Booking Follow Up', 'JIT - Study Abroad - Lead Nurture', and 'JIT - Study Abroad - New Assessment Submission'.

GoHighLevel workflow view showing active backend automations, including New Assessment Submission, Booking Follow Up, and Lead Nurture.

The screenshot shows a CRM contacts list with 50 records. The contact details are partially redacted with diagonal lines, and a search bar is visible at the top right.

CRM contacts view later showed 50 records visible in the account. Sensitive contact details are intentionally redacted.

Transparent framing

Use the most defensible numbers.

The cleanest claim remains 45+ CRM-captured assessment submissions in the first 24 hours, with Meta-reported lead volume used as supporting context. Later screenshots on 12 Mar 2026 show the campaign continuing to move, which is why the deck distinguishes first-24-hour headline numbers from later proof snapshots.

Why this is more valuable than just running ads

What the system proved

- Traffic was converted into structured assessment submissions.
- Leads were captured, tagged, and routed into the CRM automatically.
- Follow-up did not depend on manual memory or luck.
- The business gained visibility into what was happening after the click.
- The funnel was designed to create bookable opportunities, not just dashboard vanity.

Operator responsibility

The operator clarified the offer, built the landing page, connected the CRM, set up automations, structured the booking path, and handled tracking and attribution. The ads were only one layer of the machine.

Snapshot summary

First-24-hour headline: 45+ CRM-captured assessment submissions

Meta support metric: 81 website leads at GBP 0.37 per result

Later CRM snapshot: 50 contacts visible in GoHighLevel

Later workflow snapshot: 55 new submissions, 52 booking follow-up, 49 lead nurture

Final positioning

This is the kind of work that wins serious service clients: not random ad management, but end-to-end acquisition infrastructure that captures, qualifies, routes, and advances inbound demand.

That is the commercial point of the case study. It shows the operator can build the mechanism that turns paid traffic into a usable sales process.