

USAFacts Cut Cost Per Lead by 90% While Scaling Lead Volume

A paid media overhaul that transformed inefficient spend into high-performance growth



USA FACTS

About

USAFacts is a nonpartisan, not-for-profit civic initiative that makes government data accessible and understandable. To grow its audience and newsletter subscriptions, the organization turned to Ascenial for help optimizing its paid media strategy across Google, Microsoft (Bing), and Meta.

Situation

When Ascenial took over media buying for USAFacts, performance was inconsistent. Microsoft Ads was producing **leads at over \$200 each**, while Google and Meta lacked strategic structure and reliable attribution. Tracking issues further obscured performance, preventing confident optimization and holding back scale. USAFacts needed a reset and fast.

Results

Platform	CPA	New CPA
Microsoft Search CPA	\$200+	Under \$10
Google CPA	\$47	Under \$5
Meta CPA	\$10	Under \$3

By overhauling campaign structure, fixing tracking, and launching high-efficiency formats like PMax, Ascenial reduced total CPA by over 90% — while scaling lead volume to never-before-seen levels.

Method

Ascenial managed all strategy, execution, and optimization, including:

- Restructuring Google Search and Microsoft Search to align campaign architecture with user intent and conversion goals.
- Launching Performance Max (PMax) on Google, which rapidly became a top-performing source of low-cost leads.
- Fixing attribution and conversion tracking across platforms, enabling confident decision-making.
- Implementing a weekly optimization cadence, cutting waste and scaling what worked in near real time. Creative and audience testing on Meta, where high-volume testing led to consistent wins and falling CPAs.