

500+ Leads Under \$5 for a Malaysian Trading Webinar — \$2,000 Ad Spend Turned Into Profitable Webinar Campaign

Presented by: Nexflow



Problem

ShowFX Trading is a Malaysian trading and forex education company. They wanted to host two major webinars to attract new traders and educate them about forex opportunities — but faced a **few challenges**:

- They had no funnel or ad structure to collect registrations.
- Their ad creatives and language didn't connect with the local Malaysian audience.
- They needed a low-cost, high-quality lead generation system that could bring in consistent signups and actual attendees.

They reached out to us to help them fill their webinars with the right audience, generate registrations, and track everything efficiently.







Strategy & Execution

We started from scratch and built a complete lead generation and tracking system.

Here's how we approached it

1. Localized Funnel Creation: We created a simple, high-converting funnel in the Malaysian language — focused on clarity, benefits, and urgency. The funnel included a registration form directly connected to their CRM, allowing us to track every single lead automatically.



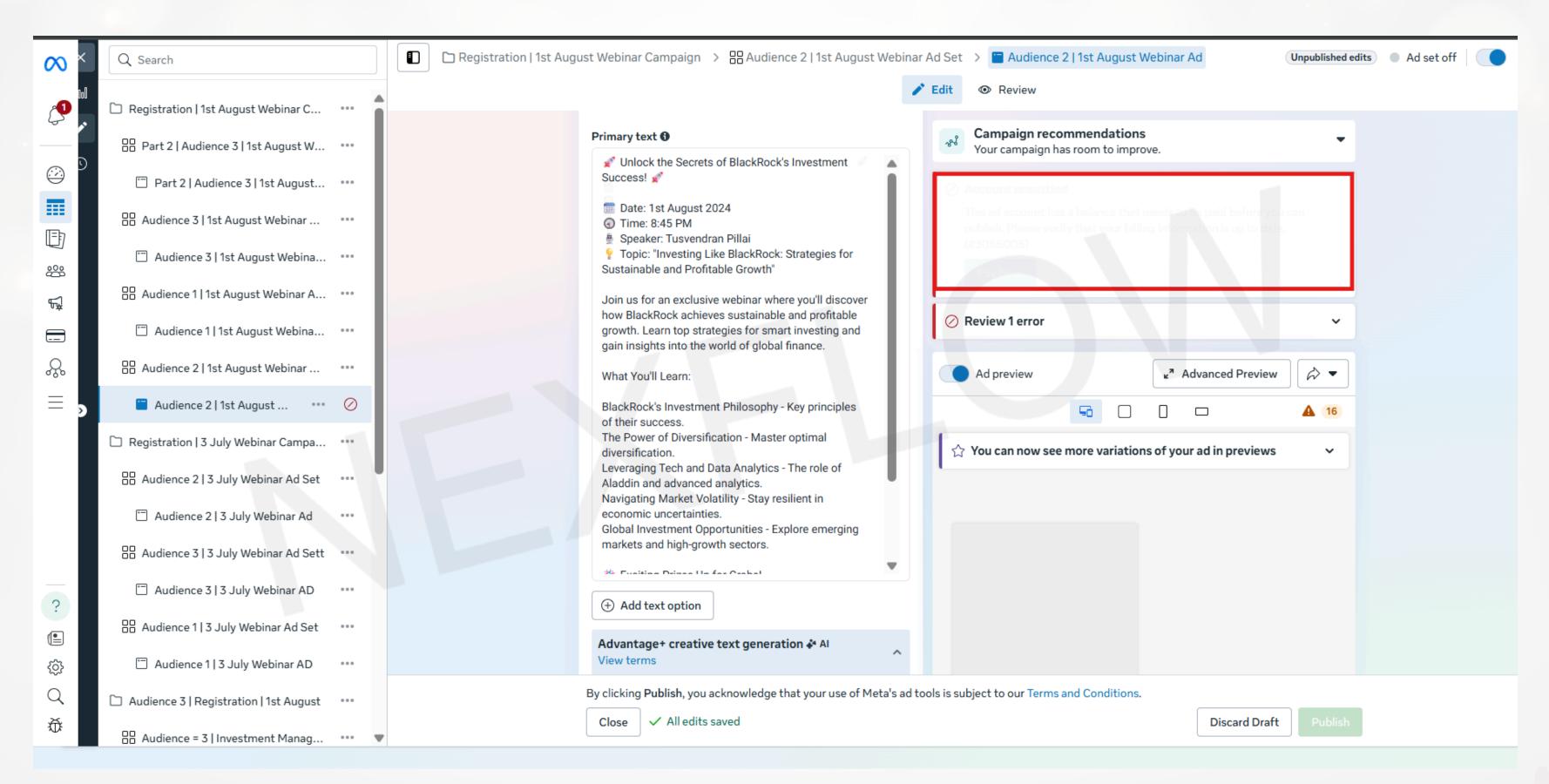


- 2. Ad Testing & Optimization: We designed multiple creatives and ad copies tailored to the local audience, using visuals and language Malaysian traders could relate to. We ran A/B tests to identify the best-performing combinations and gradually scaled those for maximum ROI.
- 3. CRM Integration & Tracking: We connected the landing page form to the client's CRM and Google Sheets.

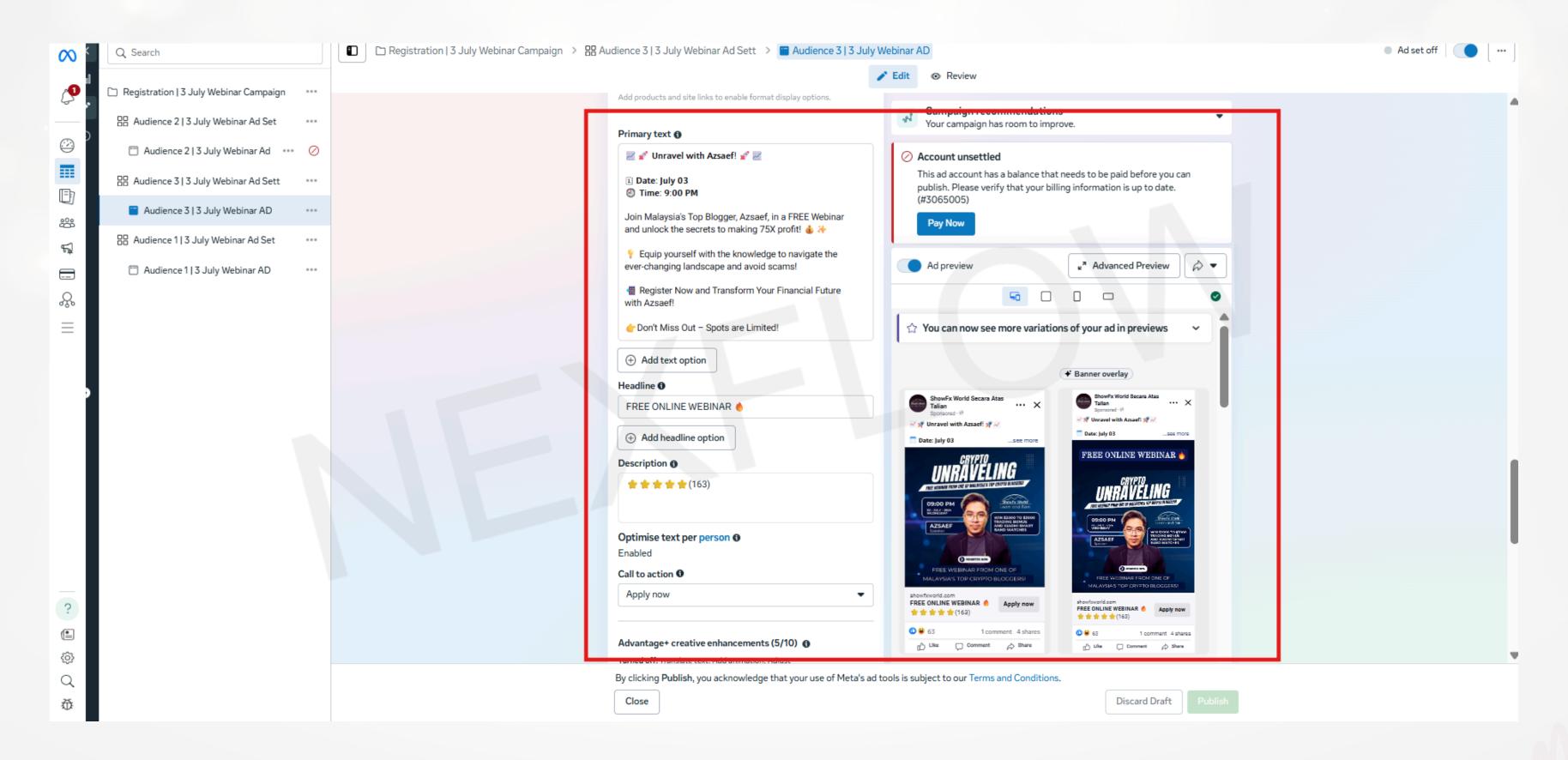
 Leads were automatically tagged and tracked in real time, helping the client's team manage registrations efficiently.
- **4. Performance & UTM Tracking:** To ensure data accuracy, we added UTM parameters to all campaigns for better tracking and optimization decisions.



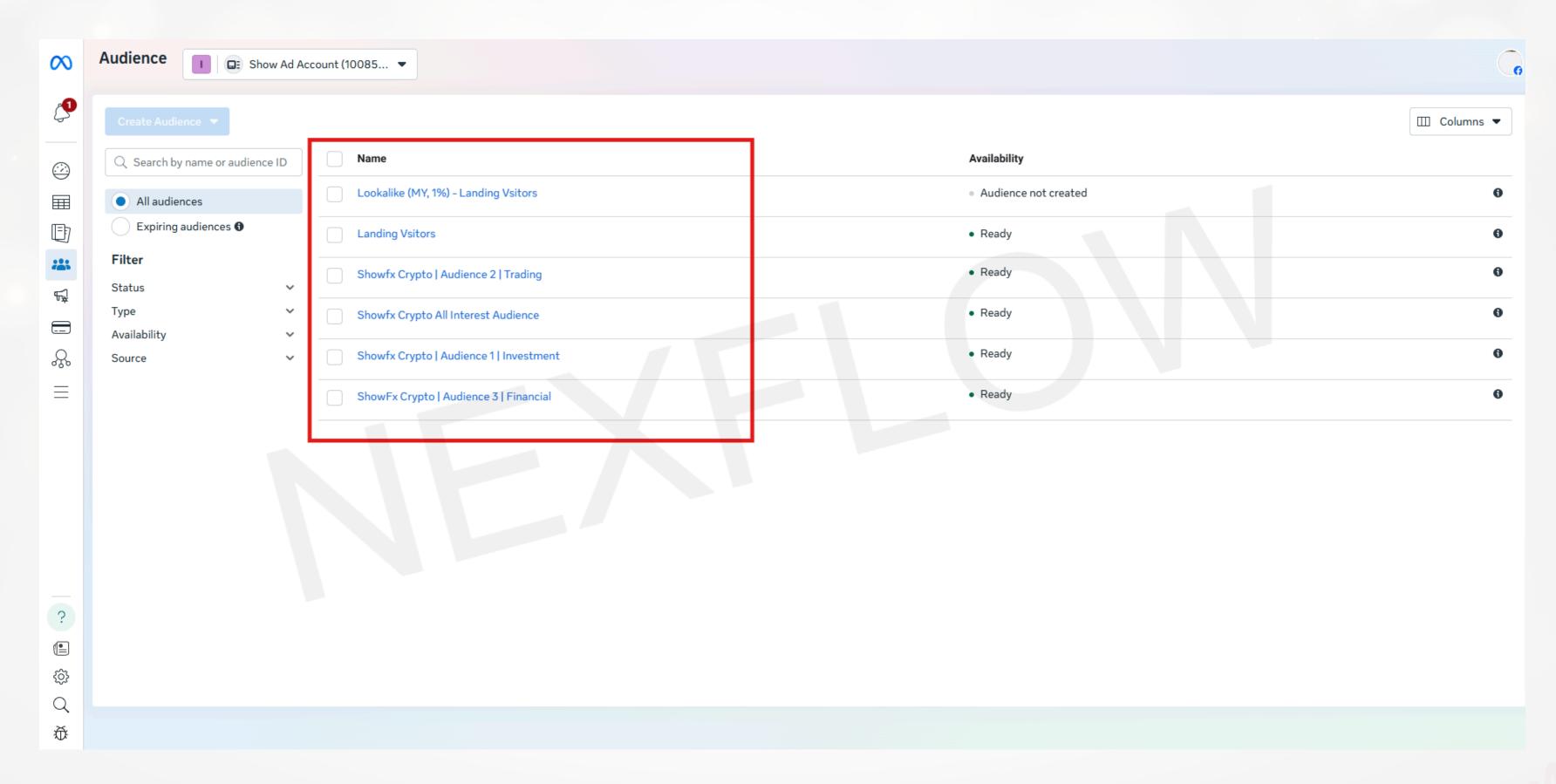
Created Dynamic Creatives, Testing Different Headlines, CTAs, Captions, and Ad Creative



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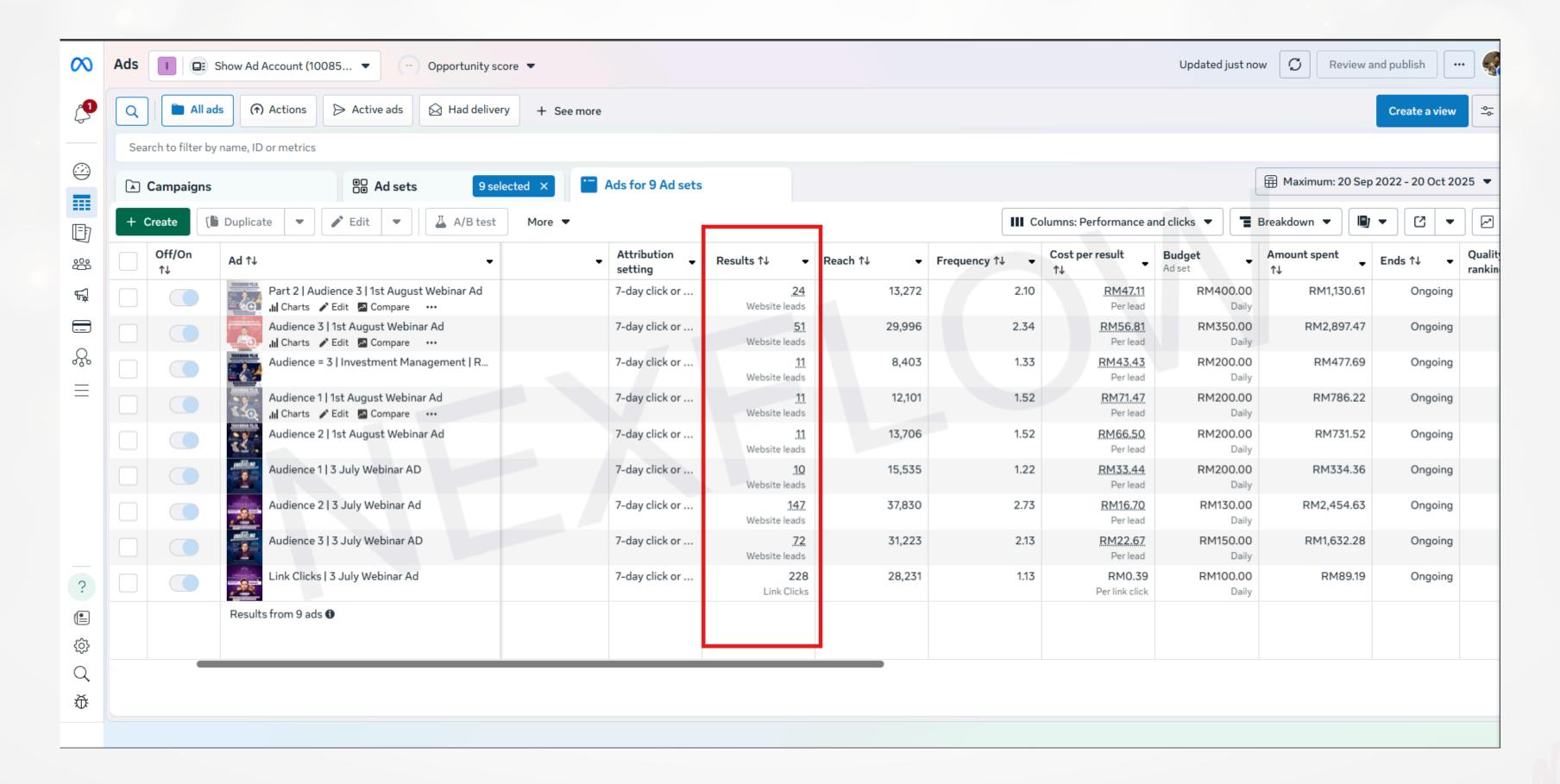


Created Custom Audiences for Retargeting. It helps to get lower CPL



Free Webinar AdSets, Includes no of Leads and other Matrics

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Free Webinar Landing page (Here Leads comes when they Click the Ad)



About Speaker





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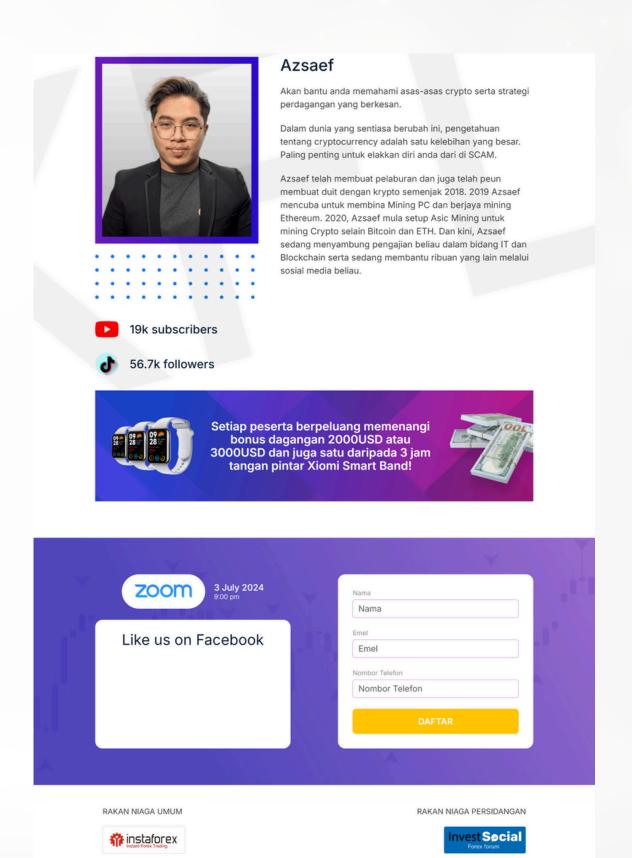
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Azsaef

Akan bantu anda memahami asas-asas crypto serta strategi perdagangan yang berkesan.

Dalam dunia yang sentiasa berubah ini, pengetahuan tentang cryptocurrency adalah satu kelebihan yang besar. Paling penting untuk elakkan diri anda dari di SCAM.

Azsaef telah membuat pelaburan dan juga telah peun membuat duit dengan krypto semenjak 2018. 2019 Azsaef mencuba untuk membina Mining PC dan berjaya mining Ethereum. 2020, Azsaef mula setup Asic Mining untuk mining Crypto selain Bitcoin dan ETH. Dan kini, Azsaef sedang menyambung pengajian beliau dalam bidang IT dan Blockchain serta sedang membantu ribuan yang lain melalui sosial media beliau.

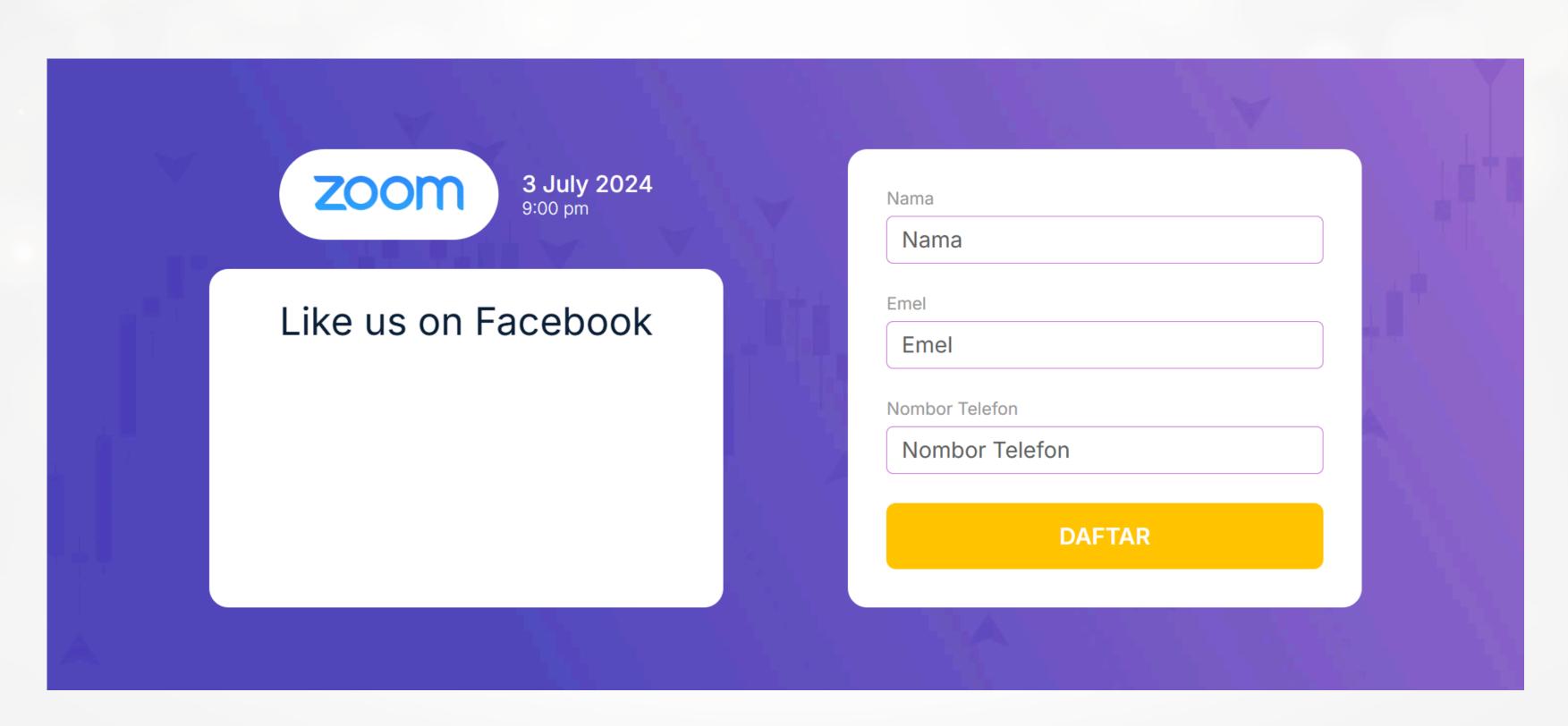


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Landing page Lead Form (Connected with CRM)







The Results

Within just a few weeks, the campaign performed exceptionally well 👇

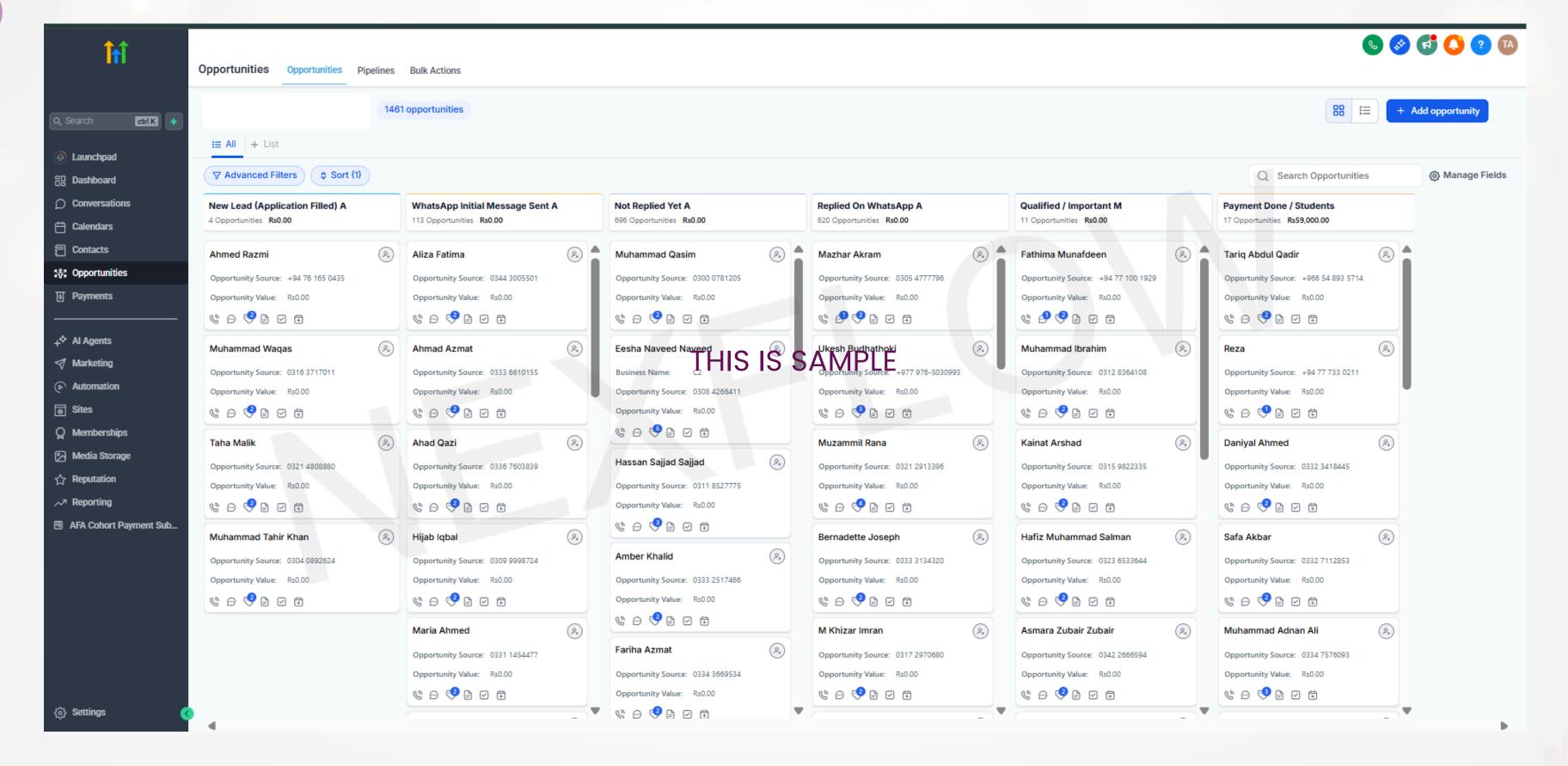
Metric	Results						
Ad Spend	11,000 RM (~\$2,300 USD)						
Leads Generated	500+ qualified registrations						
Webinar Attendance	250+ attendees (50% attendance rate)						
Average CPL	Under \$5						
Profitability	Client reported positive ROI post-webinar						

The client was extremely satisfied as both webinars were successfully filled with high-intent leads, and the funnel is now being reused for future events.

Meta Ads Dashboard (All Campaign including Awareness and Lead Ads)

Spann		ds ⊕ Active ads	Had delivery	+ See more															Create a view
	ampaigns	name, to or medics	0	☐ Ad sets		☐ Ads												⊞ Maximum: 20 Se	p 2022 - 20 Oct 2
+ Create [(li Duplicate]																rmance and clicks 🔻]	■ Breakdown ▼][□ ▼][[] ▼		
	Off/On	Campaign	→ Delivery ↑	→ Actions	Attribution setting	Results • Reach	-	Frequency •	Cost per result ▼	Budget ▼	Amount spent 💌	Ends ▼	Impressions •	CPM (cost per 1,000	Link clicks	▼ Shop clicks	CPC (cost per link click)	CTR (link click- through rate)	Clicks (all)
		Crousel Ad October 3rd With New Creative	Active	(1) 1 recommendation	7-day click or	108 Messaging conversat	16,557	2.08	4.87La Per messaging conve	⊠30,00[.a Daily	د.[525.44	Ongoing	34,367	د.[15.29		442	- 1.19[1.29%	
		25% Discount Offer Ad Renew 15 Sep	Off	-	7-day click or	41 Messaging conversat	10,737	1.71	7.05La Per messaging conve	30.00[.a Daily	د.[288.95	Ongoing	18,346	د.[15.75		115	د.[2.51]	0.63%	
		Client Testimonial Awareness 13 Sep	Off	-	7-day click or	7,321 ThruPlays	11,069	1.13	0.02]. Cost per ThruPlay	15.00[.a Daily	د.[169.92	Ongoing	12,522	د.[13.57		11	- 15.45[0.09%	
		25% Offer Ad Sep 11th	Off	-	7-day click or	41 Messaging conversat	6,581	1.49	2.41La Per messaging conve	د.[400.00] Lifetime	د.[98.64	30 Sep 2025	9,796	د.[10.07		84	د.[1.17]	0.86%	
	•	Braids & Nails Service Ads 16 Aug 25	Off	-	7-day click or	104 Messaging conversat	25,800	2.07		30.00[.a Daily	د.[495.13]	Ongoing	53,356	د.[9.28		222	د.[2.23]	0.42%	
		Salon Awareness Campaign 13 August	Off	-	7-day click or	16,674 ThruPlays	30,261	1.18		20.00[.a Daily	د.[385.69]	Ongoing	35,768	د.[10.78		70	د.[5.51] –	0.20%	
		Carousel Ads New Dubai Diera 12 August 2025	Off	-	7-day click or	136 Messaging conversat	19,188	2.33		20.00[.a Daily	د.[899.04]	Ongoing	44,738	د.[20.10]		525	د.ا1.71	1.17%	
		Braids & Beauty Glow-Up 2 Ad Set July 25	Off	-	7-day click or	27 Messaging conversat	12,528	2.73		30.00[.a Daily	د.[544.15	Ongoing	34,219	د.[15.90		158	- 3.44[.	0.46%	
)		Salon Intro Awareness Campaign 21 July	Off	-	7-day click or	15,932 ThruPlays	44,099	1.34		15.00[.a Daily	د.[343.70	Ongoing	59,111	5.81].2		67	د.إ5.13 ·	0.11%	
		Assistant Salon Manager! New July 20	Off	-	7-day click or	45 Messaging conversat	2,014	1.56		10.00[.a Daily	د.[27.95	Ongoing	3,140	د.[8.90]		85	- 0.33].	2.71%	
		2 Main Service Ad Dubai Deira July 15	Off	-	7-day click or	114 Messaging conversat	24,455	1.74		15.00[.a Daily	د.[403.54	Ongoing	42,475	د.إ9.50		252	د.[1.60]	0.59%	
		Assistant Salon Manager Job Ad July 13	Off	-	7-day click or	.7.1 Messaging conversat	1,693	2.07		5.00].a Daily	د.[33.30	Ongoing	3,508	د.[9.49]		140	د.إ0.24	3.99%	
		SERVICES OFFER - JULY 2025 - Talha	Off	-	7-day click or	.17.2 Messaging conversat	26,883	1.98		Using ad set bu	د.[728.35	Ongoing	53,312	د.[13.66		368	د.إ1.98	0.69%	,
		SERVICES OFFER - JUNE 2025 - Talha	Off	-	7-day click or	.106 Messaging conversat	19,973	1.72		60.00[.a Daily	د.[352.98	Ongoing	34,262	د.[10.30		216	د.[1.63]	0.63%	
		SERVICES OFFER - MAY 2025 - Talha	Off	-	7-day click or	.136 Messaging conversat	30,541	2.26		Using ad set bu	د.[1,160.66]	Ongoing	68,922	د.[46.84]		326	د.إ3.56	0.47%	
		FLASH OFFER - MAY 2025	Off	-	7-day click or	.190 Messaging conversat	28,426	2.25		20.00[.a Daily	د.[890.45]	Ongoing	63,837	د.[13.95		813	- ا 1.10j.	1.27%	
		New Engagement campaign	Off	-	7-day click or		6,720	1.76	2,951 _A Per messaging conve	Using ad set bu	د.[180.04	Ongoing	11,859	د.[15.18		84	- 2.14[.2	0.71%	
		Knotless Braids + Manicure Offer Campaign	. Off	-	7-day click or		18,336	2.23	5.13La Per messaging conve	Using ad set bu	د.[379.72	Ongoing	40,815	9.30[.2		226	د.[1.68]	0.55%	
		Ramadan Offer 2025 - Talha	Off	-	7-day click or	.152 Messaging conversat	32,410	2.16	.5.48La Per messaging conve	Using ad set bu	د.[833.13	Ongoing	70,004	د.[11.90		359	د.إ2.32	0.51%	
		Ramadan Offer 2025	Off	-	7-day click or	110 Messaging conversat	12,947	1.54	2.21La Per messaging conve	Using ad set bu	د.[42.61]	Ongoing	19,903	د.[12.19		311	د.إ0.78	1.56%	
	•	Ramadan Offers	Off	-	7-day click or	— Messaging conversati	-	_	Per messaging conve	Using ad set bu	د.[0.00	Ongoing	-	-		-		-	
		New Engagement campaign	Off	-	7-day click or	5 Messaging conversat	1,419		8.75La Per messaging conve		د.[43.75	Ongoing	1,877	د.[23.31]		14	د.إ3.13 -	0.75%	
		Results from 104 campaigns Excludes deleted items							J. J										

GHL Pipeline Setup from Lead to Sales with All the Stages. It help team to see which leads are in which stage so that they can do follow ups and convert





Outcome

We not only helped ShowFX achieve profitable webinar campaigns but also built a reusable webinar funnel system that they can use again for future events.

The client continues to get qualified leads at an affordable cost — all through the same system we created.





Continuous Refinement

With every month, we refined the strategy
- improved offers, optimized creatives, and built stronger
automation inside GHL. The system became a lead engine that
ran almost on autopilot, generating results month after month.





From **zero** funnel to **500+** leads and **250+** attendees, this campaign proved that localization, ad testing, and the right system can turn a simple webinar into a profitable growth machine.