

BRANDALLY CASE STUDY

Veteran Coaching. Leads Under \$6.

How we rebuilt Body Ops' funnel: clean data, a sharper offer, and Meta ads that actually land with veterans.

CLIENT

Body Ops Coaching

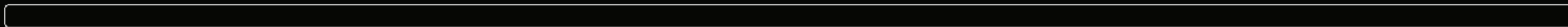
WEBSITE

thebodyops.com

Who is Body Ops

Body Ops Coaching runs online fitness coaching for military veterans. Most come in fighting low testosterone: energy gone, strength lost, the discipline from service slipping away.

This isn't a generic workout plan. It's getting a veteran's body, drive, and routine back. So the marketing had to sound like it was written by someone who gets that, not a regular gym brand.



What was broken

01 Messy CRM, zero attribution

Duplicate records everywhere. Nobody could say which ad or channel actually produced a paying lead.

02 A landing page for everyone

Generic fitness copy. No mention of the veteran, the low-T fight, or a reason to act now. The offer was soft.

03 No local lead engine

High-intent local searches went straight to competitors. Nothing was capturing them.

04 Budget leaking on Meta

Broad targeting, climbing costs, creative that didn't speak to the guy reading it.

What we changed

1

Cleaned the CRM, fixed attribution

Deduped the data and tied every lead to its true source. Now spend follows what actually works.

2

Rewrote the page and the offer

Messaging built for veterans with low T, not the general gym crowd. Stronger, clearer offer.

3

Launched local service ads

Captured the high-intent local searches. They converted at 20%.

4

Rebuilt Meta ads around the target

Creative and targeting that resonate with veterans. Cost held under \$6 per lead.

The numbers

\$4.53

Lowest cost per lead on Meta

656

Leads from a single campaign

20%

Local service ad conversion

1,270

Ads tested to find the winners

99,378 reached on one campaign. Meta leads held under \$6 as spend scaled.

Campaigns												1-200 of 275		1 Jan 2026 - 22 Jun 2026	
Ad sets															
Ads															
+ Create Duplicate Edit A/B test More												Columns: Performance		Breakdown	
Off... ↑↓	Campaign ↑↓	Delivery ↑	Actions	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressions ↑↓	Reach ↑↓	Total messaging... ↑↓	New mes				
☐	☒ New DM ads -6-26	● Active	🔗 3 recommendations	136 Messaging conversat...	\$4.53 Per messaging conve...	Using ad set bu...	\$615.68	43,908	22,822	161					
☐	☒ Female Banners	● Active	⚠️ 1 🔗 2	656 Messaging conversat...	\$6.88 Per messaging conve...	Using ad set bu...	\$4,510.42	237,364	99,378	878					

275 campaigns run

Tested, then scaled

CampaignsAd setsAds

1-200 of 12701 Jan 2026 - 22 Jun 2026

+ CreateDuplicateEditA/B testMore

Columns: PerformanceBreakdown

	Off... ↑↓	Ad ↑↓	Delivery ↑↓	Actions	Results ↑↓	Cost per result ↑↓	Budget Ad set	Amount spent ↓	Impressions ↑↓	Reach ↑↓	Total messaging... ↑↓	New mes
☐	☒		● Campaign off		54 Website leads	\$14.31 Per lead	\$100.00 Daily	\$772.71	12,929	10,729	3	
☐	☒		● Campaign off		138 Messaging conversat...	\$5.58 Per messaging conve...	\$60.60 Daily	\$770.34	58,637	40,685	174	
☐	☒		● Ad set off		12 Website submit applica	\$64.06 Per website applicati...	Using campaign...	\$768.66	11,906	7,153	2	
☐	☒		● Campaign off		36 Website leads	\$20.26 Per lead	\$100.00 Daily	\$729.27	21,146	15,571	3	
☐	☒		● Campaign off		17 Leads	\$42.17 Per Lead	Using campaign...	\$716.94	13,627	11,756	9	
☐	☒		● Campaign off		37	\$19.28	\$125.00	\$713.37	12,175	10,725	1	

IG banner: \$5.58

1,270 ads tested

Losers cut, winners kept

WANT SIMILAR RESULTS?

Get a free brand audit. We'll show you where your funnel leaks and what to fix first.

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