High-ticket ads: the edge is the signal, not the media buying

Stratex Intelligence · Practices we track · Paid acquisition

THE INSIGHT

For offers in the thousands of dollars, ad platforms rarely see enough purchases to learn who your buyers are. The teams winning this channel stop optimizing on sales and start feeding the algorithm a precise, first-party definition of a *qualified* lead. Our view: this is a data-design problem that leadership should own, not a campaign setting delegated to an agency.

WHAT WE RECOMMEND

- **Retire purchase as your optimization event.** Below roughly 50 conversions a week, the platform cannot learn. Choose an earlier event (quote request, booked call) that happens often enough to train on.
- **Add one qualifying question at the moment of intent.** Ask how the buyer plans to pay, then report only the answers that signal real ability to buy as conversions. Capture every lead regardless.
- **Score leads on your own data.** Combine on-site behaviour with sales-team activity into a purchase-likelihood score, and send the platform only leads above the bar.
- **Manage the threshold like a dial.** Loosen or tighten the qualified-lead definition through the season so the algorithm always has enough signal.
- **Draw the compliance line before you build.** Buying third-party data on ad engagers or covertly excluding audiences can breach platform terms and privacy law. The durable advantage is consented first-party data.

> Check privacy law (e.g. Quebec Law 25, PIPEDA) and platform terms before collecting, enriching or sharing lead data.

How Stratex can help: we help leadership teams design conversion events and lead scoring on their own consented data, so their ad spend learns from the right customers. stratexintelligence.com