

Becks & Clates

Performance Marketing — DTC & B2B · Meta Ads · Google Ads · Lead Generation

£40,000	80	£500	60 Days
Recurring Revenue Added	Qualified Leads	Revenue per Lead	Campaign Window

THE CHALLENGE

Becks & Clates — a performance marketing agency for ambitious DTC and B2B brands — had strong client delivery but a fragile new-business pipeline. Inbound was sporadic and there was no paid acquisition system generating consistent agency leads. They needed a pipeline engine converting prospects into long-term retained monthly revenue.

OUR APPROACH

01 Ideal Client Profiling

We deep-dived on Becks & Clates' highest-LTV segments — 7-figure DTC brands scaling past £1m — and built precise targeting personas around their platforms, pain points, and buying triggers before touching a single ad.

02 Dual-Channel Pipeline Campaign

Meta ran brand awareness and retargeting for warm prospects. Google Search captured founders actively searching for performance marketing partners. Together they covered the full buyer journey end to end.

03 Retainer-First Funnel

A VSL landing page followed by an application form filtered for serious prospects and positioned Becks & Clates as a selective, premium partner. Every element was framed around retained relationships — not one-off projects.

04 Weekly Budget Optimisation

Spend was redistributed weekly toward the highest-converting ad sets with full CPL and close-rate reporting — compounding efficiency across the 60-day campaign window.

THE RESULTS

£40,000 / month	Recurring Revenue Added
80	Qualified Leads Delivered
£500	Revenue per Qualified Lead

60 Days

Campaign Duration

Meta + Google

Channels

"Burniston Media delivered 80 qualified leads and £40k in new recurring revenue through a system I could see and trust. The reporting made it easy to understand exactly where every pound of ad spend went."

— Owen Clater — Founder, Becks & Clates

Ready to build your lead machine?

Get started burnistonmedia.com