



Leadfins

• NITYA CAPITAL · PROJECT A2V2 · LEADFINS · OCTOBER 2026

Project A2V2 campaign review

Meta ads Aug 4 to Oct 13 · Nitya CRM pulled October 14 · call attendance from Calendly to Sep 23

Executive summary

178 meetings

Booked with investors since Aug 4, at \$79 each in ad spend.

23% vs 14%

Leads investing \$300K+, new ads vs previous. Each now costs \$147, down from \$213.

2.0%

Leads from the week of Oct 5 who booked within a day, against 23% to 36% every week in September.

3 days

Days the caller dialled between October 1 and Oct 13. His own log shows 1 meeting booked in the week of Oct 5, against 11 to 14 a week in early September.

IN SHORT

The new ads bring wealthier investors for less. Bookings stopped after the form, so this week we fix the booking path and put the caller back on every new lead.

The campaign since launch

\$14,007

Ad spend, Aug 4 to Oct 13

498

Leads from the Meta form, \$28.13 each

178

Investor meetings booked, \$79 each

70

Leads investing \$300K+, \$200 each

72%

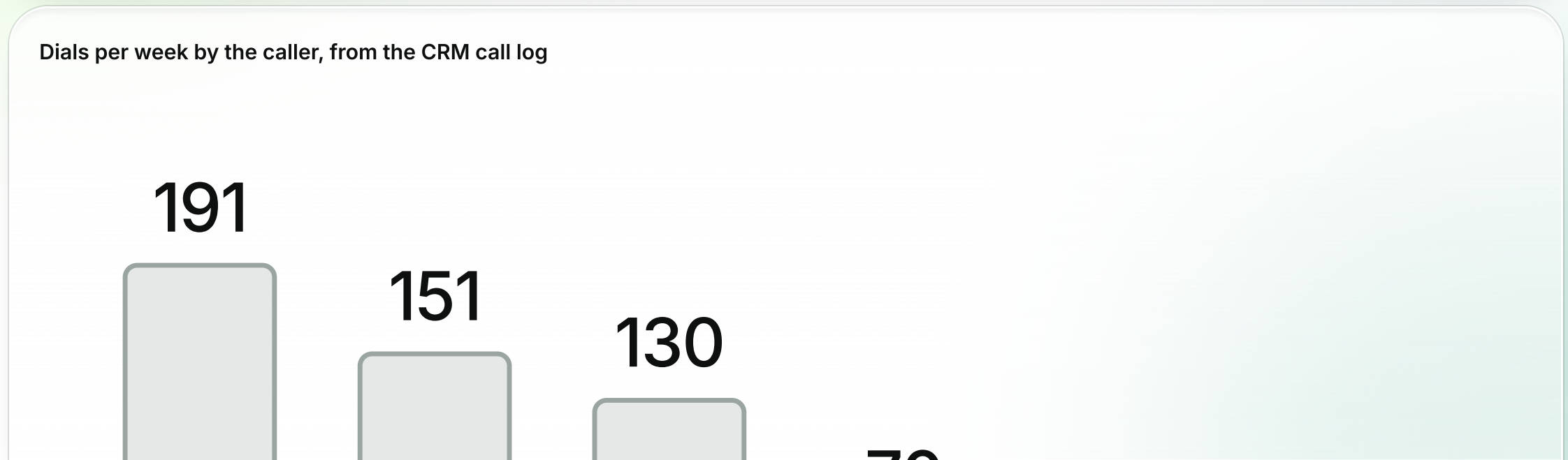
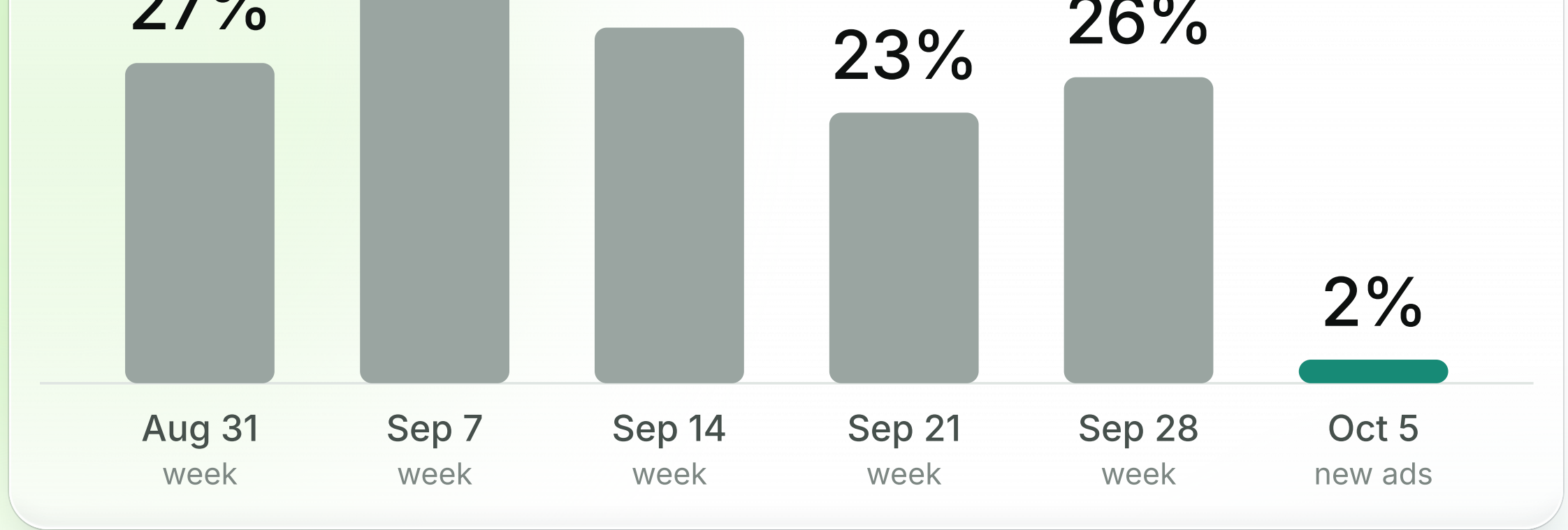
Meetings attended (114 of 159 with an outcome, booked to Sep 23)

2.1%

Click rate on the ads

Meetings are counted once per investor on the day they booked, from Nitya's CRM calendar, as on the dashboard. Attendance comes from Calendly, which we have up to Sep 23.

New ads Oct 2 – Oct 13 · \$2,064		\$31.75
≈ Slightly higher		
Click rate		
Previous ads Aug 4 – Oct 1 · \$11,943		1.9%
New ads Oct 2 – Oct 13 · \$2,064		3.0%
↑ Better		
Leads investing \$300K+		
Previous ads Aug 4 – Oct 1 · \$11,943		14%
New ads Oct 2 – Oct 13 · \$2,064		23%
↑ Better		
Cost per \$300K+ lead		
Previous ads Aug 4 – Oct 1 · \$11,943		\$213
New ads Oct 2 – Oct 13 · \$2,064		\$147
↑ Better		
Booked a meeting within a day		
Previous ads Aug 4 – Oct 1 · \$11,943		22%
New ads Oct 2 – Oct 13 · \$2,064		4.9%
× Broken		
· booked by themselves, no call		
Previous ads Aug 4 – Oct 1 · \$11,943		15%



Three possible reasons investors stopped booking, and how we check each this week

1. The booking step after the new form

Investors fill the form but don't reach the calendar: a different form, thank-you page or booking link on the new ads.

- **Check:** Fill the form on each live ad and book a test meeting, end to end.

2. Bookings not reaching the CRM

The automation that marks bookings in the CRM has missed bookings before, for several weeks.

- **Check:** Compare Calendly bookings since Oct 2 with the CRM, one by one.

3. Investors waiting on the deal

If A2V2 is close to fully allocated, investors may not book a call about it.

- **Check:** Nitya confirms whether A2V2 still takes capital, and until when.

Dials logged in the CRM	151
Calls in his own log	113
Answered (his log)	23
Meetings he booked (his log)	14

Sep 14

Dials logged in the CRM	130
Calls in his own log	55
Answered (his log)	14
Meetings he booked (his log)	12

Sep 21

Dials logged in the CRM	70
Calls in his own log	34
Answered (his log)	8
Meetings he booked (his log)	6

Sep 28

Dials logged in the CRM	15
Calls in his own log	5
Answered (his log)	1
Meetings he booked (his log)	1

Oct 5

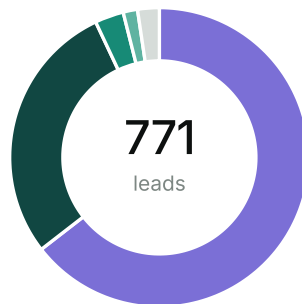
Dials logged in the CRM	13
Calls in his own log	6
Answered (his log)	1

	Cost per lead	\$27.59
Ad #113 Headline Spend Leads Cost per lead Own 1,292 Sunbelt Apartments From \$100K \$1,629 59 \$27.60		
Ad #116 Headline Spend Leads Cost per lead Flow chart \$650 23 \$28.28		
Ad #101 Headline Spend Leads Cost per lead Quarterly cash flow \$101 3 \$33.61		
Ad #107 Headline Spend Leads Cost per lead Passive Ownership \$89 2 \$44.49		
Ad #114 Headline Spend Leads Cost per lead Quarterly cash flow \$101 3 \$33.61		



- **Price per unit**
754 leads · \$17.11 each
- **Founder video**
72 leads · \$11.31 each
- **Cash flow from day one**
69 leads · \$13.53 each
- **Lender foreclosure**
53 leads · \$17.40 each
- **Other ads**
74 leads

Tides on McDowell



- **Tax write-off**
497 leads · \$21.84 each · tax
- **Market tailwinds**
220 leads · \$18.82 each

Where the campaign is stuck, in order

1

Step

What the data shows

Booking step after the form
15% → 3.3% self-booked within a day

2

Step

What the data shows

Caller coverage
Meetings he booked: 11–14 a week in early September → 1 in the week of Oct 5 (his log)

3

Step

What the data shows

Deal status
Unclear whether A2V2 still takes capital

4

Step

What the data shows

Attendance data
Calendly outcomes stop at Sep 23

—

Step

What the data shows

Not a bottleneck: the ads
Click rate 3.0%, 23% of leads at \$300K+

What we fix, who owns it, and when

Test the full path on every live ad: form, thank-you page, calendar, CRM.	
Owner	Leadfins
When	Today
Match Calendly bookings since Oct 2 against the CRM and fix the booking automation if it's missing them.	
Owner	Leadfins + Nitya
When	Today
Caller back to daily dialling: every new lead called within a day, 3 attempts over 5 days.	
Owner	Leadfins
When	Tomorrow
Swap in the corrected ads with the current deal figures, once Nitya approves.	
Owner	Leadfins
When	This week
Update the Close email sequences to the same deal message as the ads.	
Owner	Leadfins
When	This week
Confirm whether A2V2 still takes capital, and until when.	
Owner	Nitya
When	This week

How we judge the next two weeks

23%+

Leads booking within a day, back to September's level

Every weekday

The caller dials, and every new lead is called within a day

Under \$100

Ad spend per meeting booked, against \$79 since launch

Oct 28

We review the new ads on meetings booked, with two full weeks of the fixes

BUDGET

Keep the current daily budget while the booking path is fixed; no increase until bookings recover.