



How we brought HektarMeteo
growers ready to buy a €300–900
device — at **€31.50** each.

META

LEAD GEN

CREATIVE STRATEGY

SERBIA

SOUTHSIDE
SOCIAL 

Platforms change. Results shouldn't.

The brand

HektarMeteo is a Serbian agri-tech brand that helps fruit and vegetable growers protect their crops.

Their devices — weather-monitoring stations and frost & disease protection solutions, priced from roughly €300 to €900 — give growers the data they need to act before the weather costs them a harvest. A specialist product for a specific audience. They came to us to turn Meta into a reliable source of ready-to-buy enquiries for their sales team.

SECTOR

B2B agri-tech

MARKET

Serbia

PRODUCTS

Weather stations · frost & disease solutions

PRICE POINT

€300–900 per device

GOAL

Ready-to-buy enquiries for the sales team

CHANNEL

Meta

The brief & the challenge

A monitoring device is a considered purchase — researched, not impulse-bought. The goal wasn't clicks; it was growers genuinely interested in buying, handed to the sales team. Three realities shaped the plan.

/ 01

A niche audience

Growers across central, western and northern Serbia — reachable, but specific. Precision targeting mattered.

/ 02

A considered buy

People needed to be warmed and informed before they enquired — not pushed to a sale on first contact.

/ 03

A lean budget

Every euro had to come back as a genuine sales conversation. No room for spend that didn't earn its place.

Our approach

Two routes to a lead — held together by a tested creative strategy. We designed the whole system: creative, targeting and the landing pages the ads pointed to.

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|-------|---------------------------------------|---|
| 01 | Two-track lead gen | A free eBook to capture early interest cheaply and build an audience of growers we could talk to again — plus a direct product-enquiry campaign for those ready to talk to sales now. |
| <hr/> | | |
| 02 | Creative strategy, tested hard | We proposed and built the full creative strategy: video vs image vs carousel, long vs short copy, and distinct angles for the weather stations and for frost & disease protection — each pointed at the right landing page. |
| <hr/> | | |
| 03 | A real audience structure | Interest targeting, lookalikes built from past leads, and retargeting for people who had already shown interest — all focused on the grower regions, so budget stayed where it counted. |

Execution

LEAD MAGNET

A reason to raise a hand

A free eBook offer pulled interested growers in at a very low cost — building a first-party audience we could retarget that didn't exist before.

CREATIVE STRATEGY

Every format, tested

Video, image and carousel against long and short copy. Video drove deep engagement — around 22,000 growers watching through to 75% in a specialist audience most brands struggle to reach at all.

PRODUCT ENQUIRIES

Reaching high intent

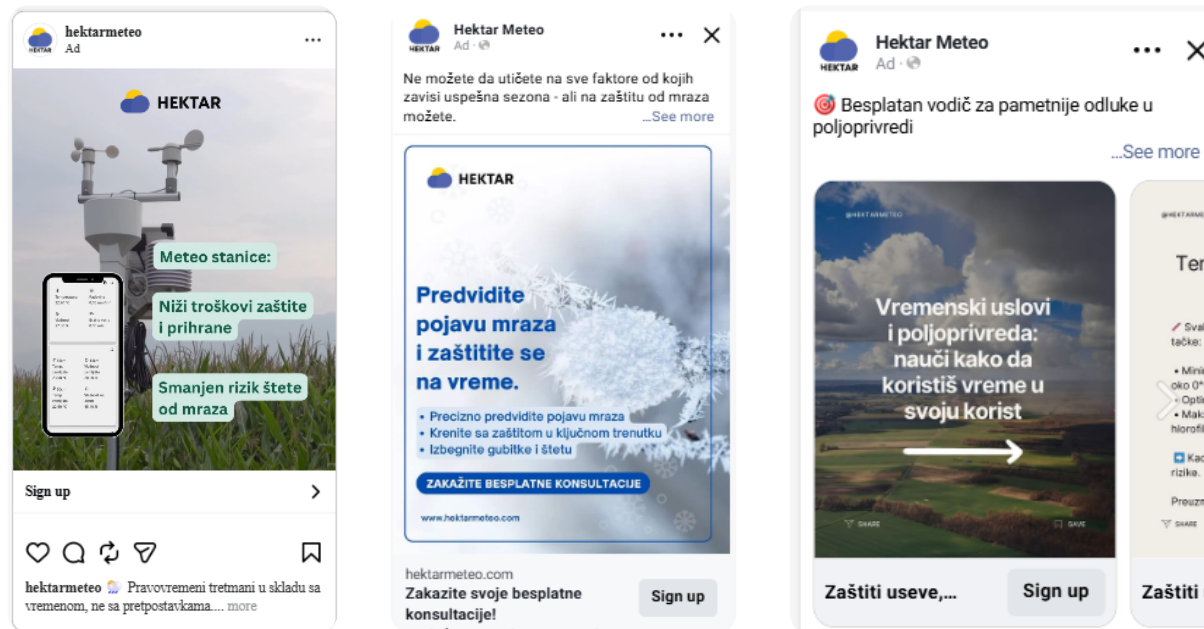
A dedicated campaign drove direct weather-station enquiries from growers ready to buy — the conversations the sales team actually wanted.

SEASONAL ANGLES

Timed to the pain

Frost and disease protection messaging built around the moments growers feel the risk most — relevance that earned the click.

The work



The system was ours end to end — creative, targeting and landing pages. Product ads for the weather stations, frost-protection angles timed to the season, and the free eBook that built the audience — all in the growers' own language.

What €880 of ad spend bought.

€31.50

to reach one grower ready to talk to sales about a
€300–900 device — 28 of them in total

€1.97

to earn one grower's contact details in exchange for
the free eBook — 447 in total

1.64%

of everyone who saw the ads clicked through —
unusually strong for an audience this narrow

We report Meta's own figures — never totals recalculated
to flatter the result.

THE clearest proof of demand

Paused by choice

The pipeline outran the team's capacity.

Think of it this way: for the price of a single device, the engine produced roughly ten growers ready to have a sales conversation about buying one — plus hundreds more warming up in the background.

It generated more enquiries than the sales team could handle, so the campaigns were paused — to resume the moment capacity catches up. All figures from Meta's own reported numbers.

Paused, not finished.

On roughly €880 of spend, we built HektarMeteo a lead engine efficient enough to overflow their own pipeline — ready to switch back on the moment capacity allows. That's the kind of problem every brand wants to have.