Peace of Growth Issues Advisory on Leads Lost After Ad Clicks

September 24, 2026

Nottingham, England - September 24, 2026 -
Peace of Growth is issuing a voluntary advisory asking UK businesses to review what happens after an advertising enquiry before increasing their Meta campaign budgets. The guidance focuses on the handoffs between an advertisement, an incoming lead, a booked meeting and a sales outcome.

The advisory brings campaign management and follow-up into the same budget discussion. Where an enquiry reaches an unattended inbox or lacks a clear owner, the business needs to understand that gap before deciding whether additional traffic is the appropriate next investment. The guidance does not assume that every disappointing result originates in the advertising itself.

Peace of Growth recommends following an enquiry through the actual process used by the business. That includes identifying where the contact arrives, whether it enters the customer record, who responds and what qualifies it for the next stage. The assessment should cover periods when the usual sales contact is unavailable, as well as normal office hours.

The agency's guidance distinguishes an automated acknowledgement from a useful response. A message

confirming receipt may establish that a form worked, but it does not show that the customer's question was answered or that a suitable next step was arranged. Businesses should define the purpose of each automated interaction and the point at which a person takes over.

Reporting should keep enquiries, qualified leads, bookings, attended meetings and completed sales separate. These stages describe different commercial events, and treating them as interchangeable can obscure where prospects leave the process. Definitions should be agreed before results from different campaigns or reporting periods are compared.

The advisory also calls for a review of attribution. A campaign report and a sales record may describe the same customer through different dates, sources or identifiers. Before drawing conclusions about acquisition costs, the business should understand how records are matched and how duplicate or repeat enquiries are treated.

?A campaign can generate an enquiry without creating a sales conversation,? said Muhammad Sarim Khan, founder of Peace of Growth. ?Before increasing the budget, a business needs to see whether that enquiry reached the right person, received a useful response and moved to a recorded outcome. Otherwise, the next spending decision is being made with part of the story missing.?

The recommendations reflect the stages covered by Peace of Growth's existing paid media and automation services. Its campaign work includes creative development and testing within the client's Meta Business Manager. Its automation offering includes responding to enquiries, qualifying leads and coordinating meetings, with the actual workflow determined by the engagement.

Asset ownership is another part of the advisory. The agency recommends that businesses establish who controls the advertising account, campaign materials and tracking information, and how access will be handled if responsibilities change. Peace of Growth's published paid media terms state that the assets it creates within the client's account remain the client's property.

The guidance does not recommend a universal advertising budget or predict a return from automation. A business with limited capacity to serve additional customers faces a different decision from one with available capacity and inconsistent follow-up. The relevant assessment is whether the next investment addresses the constraint demonstrated by the available records.

These recommendations are contained in the announcement as voluntary company guidance, rather than a new advertising product or an external performance standard. Businesses reviewing their acquisition process can find the existing service scope and ownership information on the agency's paid media page. Further company information is available from Peace of Growth.

Peace of Growth Ltd is a Nottingham-based growth agency founded by Muhammad Sarim Khan. It provides AI search visibility, Meta advertising and custom workflow automation services for customer acquisition and business operations.

###

For more information about Peace of Growth Ltd., contact the company here:Peace of GrowthMuhammad Sarim Khan+447453928810sarim.khan@peaceofgrowth.com85 Wrenthorpe ValeNottinghamNG11 9BUUnited Kingdom

Peace of Growth Ltd.

Peace of Growth Ltd is an automation-first growth partner and marketing infrastructure agency in Nottingham, UK. We build custom client acquisition systems, Dual Local Demand Systems, and AI employees for UK SMEs and enterprises.

Website: https://peaceofgrowth.com/

Email: sarim.khan@peaceofgrowth.com

Phone: +447453928810