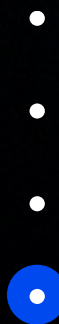


TikTok Ads Case Study



About

OUR CLIENT

This company is a conservation project that currently consists of 10,500 hectares and is home to the Big 5 (lion, elephant, rhino, buffalo & leopard) as well as other predators.

GOAL

Increase the number of leads and lower the cost per lead. Generate leads from customers who are actively seeking Tourism in South Africa.

PROJECT DURATION

5 Weeks

PROBLEM STATEMENT

The company aims to enhance its digital presence in the USA markets, and as a crucial aspect of this expansion strategy, the company considers TikTok Ads indispensable.

Strategy (Overview)

The campaign utilized TikTok's platform to target relevant audience interested in tourism. The strategy involved creating captivating video ads showcasing the Safari park and emphasizing the 3 main aspects of any African safari: the game-viewing, the accommodation, and the food. The goal was to pique curiosity and prompt viewers to visit the website or sign up for exclusive offers.

1

The First Phase

We ran ads optimized for Video views targeting USA audiences who are interested in the South African Safari Tour. The objective was to generate engaged warm audience data along with Brand awareness.

2

The Second Phase

We launched a TikTok Lead gen campaign. The campaign aimed to generate cost-effective leads with a reasonable cost per result (CPR) while maximizing video views, reach, and impressions.

3

The Third Phase

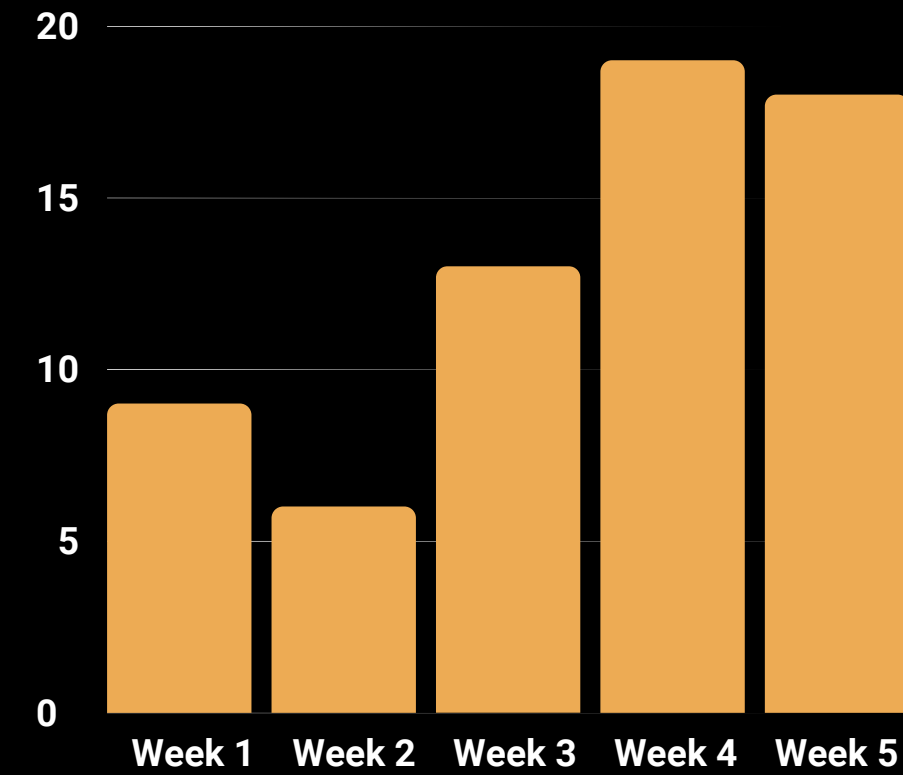
We scaled up the TikTok Lead gen campaign budget further to broaden ads reach. This produced 65 leads with a CPA of \$9.53.

Number of Leads Per Week

\$ Budget:
\$600 Per Month

Location
USA

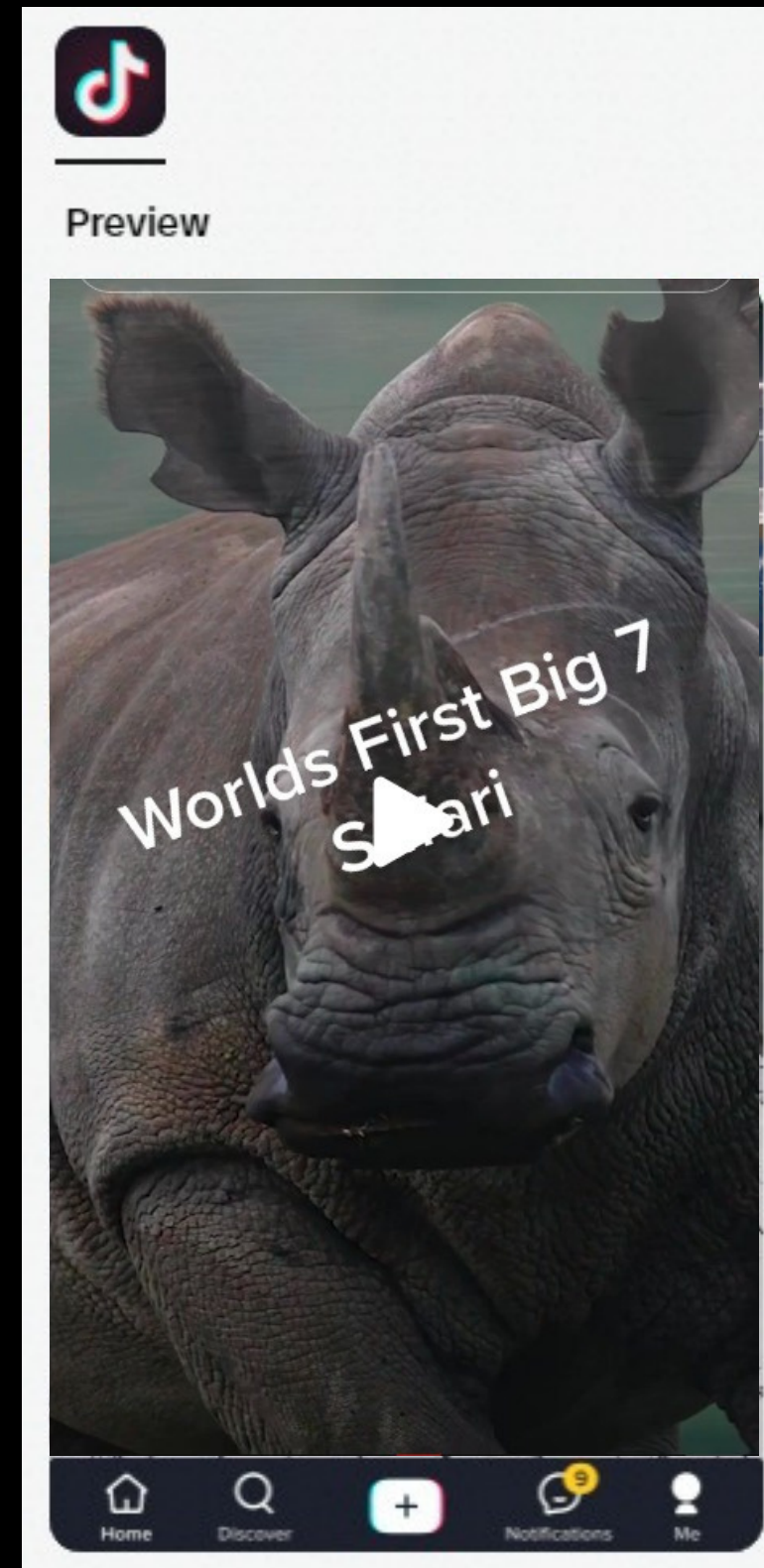
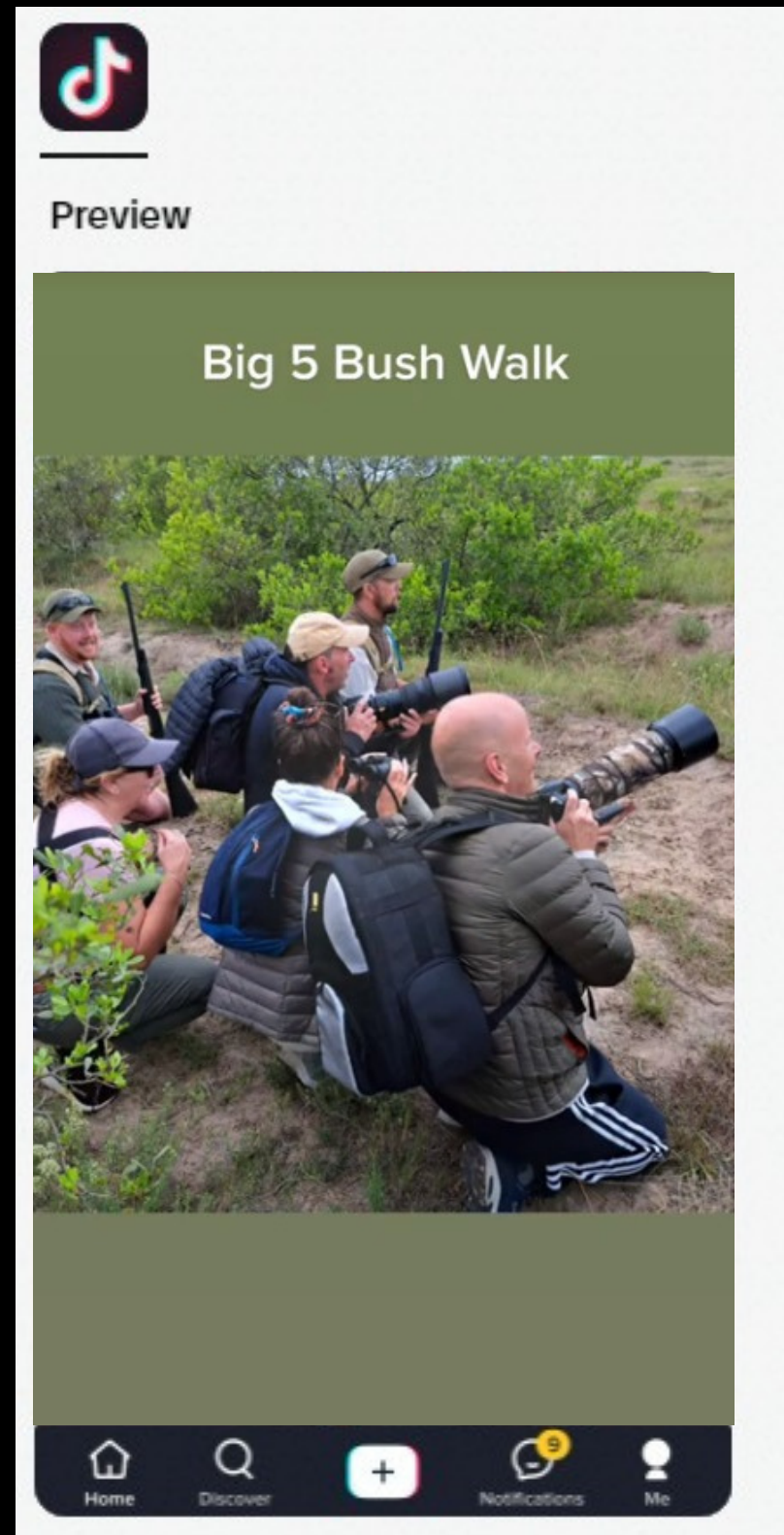
Week	Leads	Cost Per Lead
Week 1	9	\$16
Week 2	6	\$23.33
Week 3	13	\$10.76
Week 4	19	\$7.36
Week 5	18	\$7.77



Key Metrics

Reach	Impressions	Leads	Cost per results	Amount spent	Link clicks	Video View	CPC	CTR
48,642	121,624	65	\$9.53	\$ 620	1,051	102,235	\$ 0.90	1.37%

Best Performing Ads



Budget

\$600 Per Month

Location

United States

Solution

The TikTok Ads campaign successfully achieved its objectives. The campaign's high engagement, as demonstrated by the leads, substantial video views, reach, and impressions indicates a higher brand exposure and boosted visibility.

Final Outcome

We were able to generate 158 leads at a CPR of \$11.67 for this client.