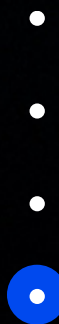


# TikTok Ads Case Study



# About

## OUR CLIENT

This company is a discount store that sells furniture & mattresses at heavily discounted prices.

## GOAL

Increase the number of leads and lower the cost per lead. Generate leads from customers who are actively seeking furniture & mattresses.

## PROJECT DURATION

8 Weeks

## PROBLEM STATEMENT

The retail discount store aims to enhance its digital presence in the local 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 a relevant wholesale discount audience. The strategy involved creating captivating video ads showcasing the store's products and emphasizing significant discounts. 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 local audiences. 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

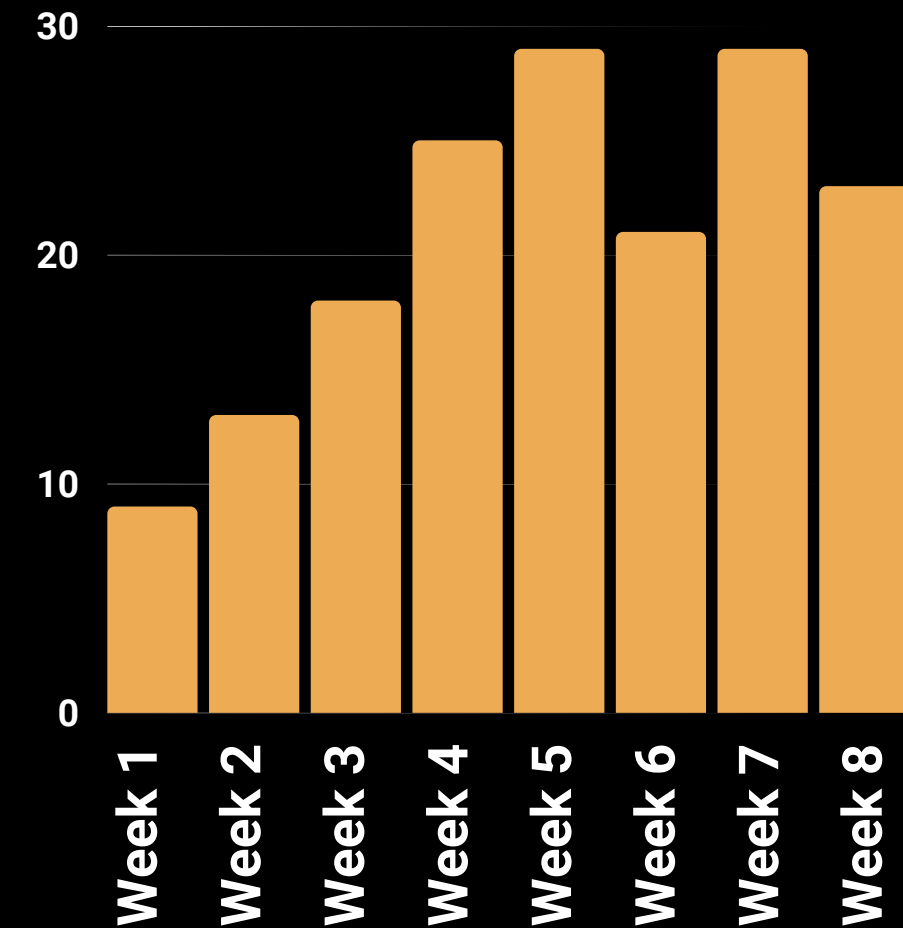
We scaled up the TikTok Lead gen campaign budget further to broaden ads reach. This produced 158 leads with a CPA of \$11.67.

# Number of Leads Per Week

**\$ Budget:**  
\$1,000 Per Month

**Location**  
HOUSTON

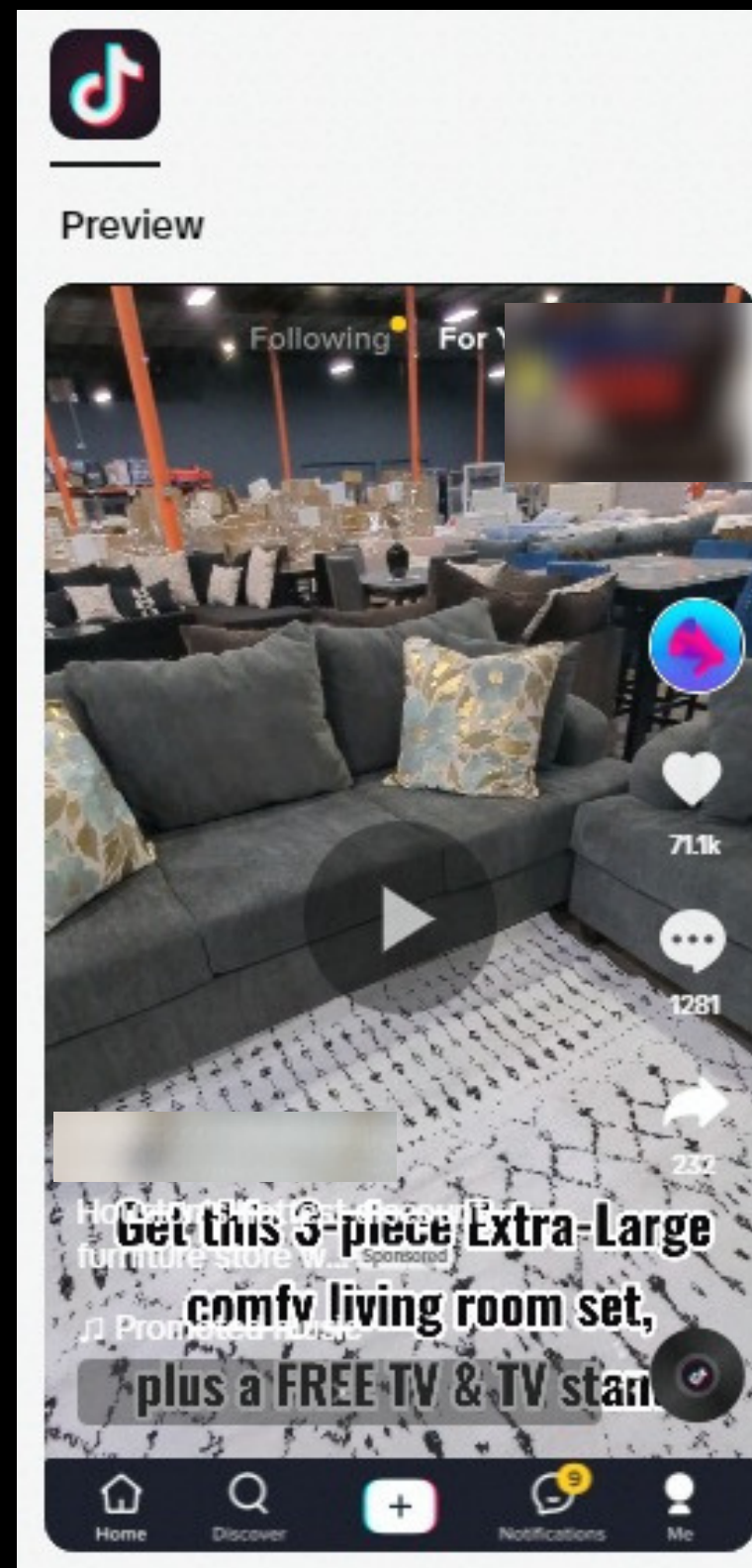
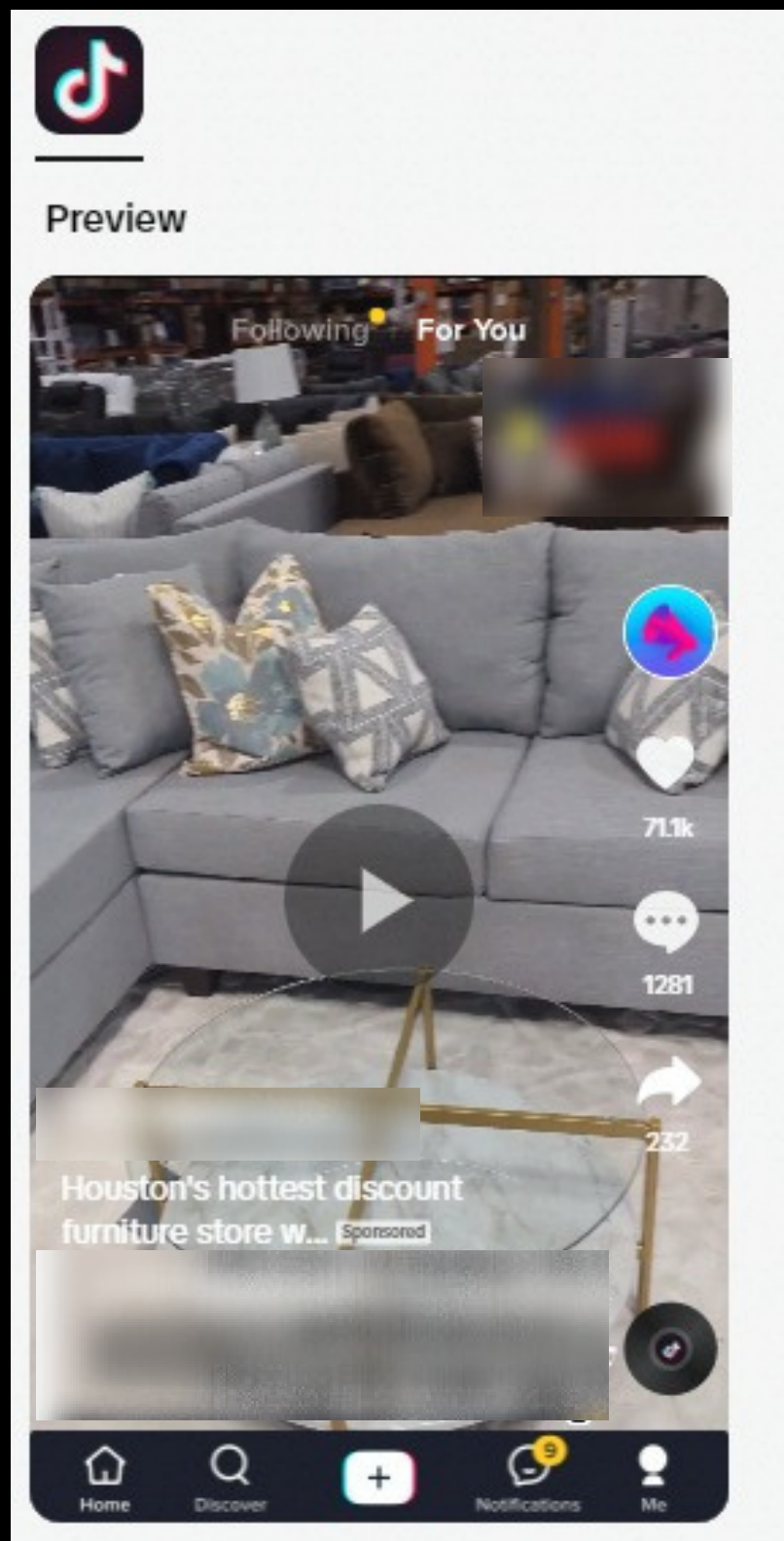
Week	Leads	Cost Per Lead	Total cost
Week 1	21	\$10.05	\$211
Week 2	20	\$10.36	\$207
Week 3	9	\$23.44	\$211
Week 4	13	\$16.57	\$216
Week 5	18	\$14	\$252
Week 6	25	\$10.07	\$252
Week 7	29	\$8.68	\$252
Week 8	23	\$11.30	\$260



## Key Metrics

Reach	Impressions	Leads	Cost per results	Amount spent	Link clicks	Video View	CPC	CTR
50,863	151,625	158	\$11.67	\$ 1,865	2,081	144,235	\$ 0.90	1.37%

# Best Performing Ads



## **Budget**

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\$1,000 Per Month

## **Location**

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Houston, United States

## **Solution**

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The wholesale discount store TikTok Ads campaign effectively achieved its objectives. The campaign's high engagement, as demonstrated by the substantial video views, reach, and impressions indicates a successful brand exposure and enhanced visibility.

## **Final Outcome**

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