

TikTok Ads Case Study

About

OUR CLIENT

The client is a company specializing in high-quality performance intakes, downpipes, and more for luxury vehicles.

GOAL

1. Increase brand awareness.
2. Generate relevant traffic to the website.

PROJECT DURATION

10 Months

PROBLEM STATEMENT

The company aimed to expand its digital presence in the US and European markets by utilizing effective TikTok Ads campaigns to achieve its goals.

Strategy (Overview)

The campaign utilized TikTok's platform for targeting relevant audience. The strategy involved creating captivating video ads showcasing the products and emphasizing their value. Target Audience Analysis + Compelling Ad Creative + Strategic Ad Placement on TikTok + A/B Testing & Continuous Optimization = Success!

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The First Phase

We ran ads optimized for video views targeting high-end car owners. The objective was to generate engaged warm audience data along with brand awareness.

The Second Phase

We launched a TikTok Traffic campaign. The campaign aimed to generate relevant traffic with a reasonable cost while maximizing video views, reach, and impressions.

The Third Phase

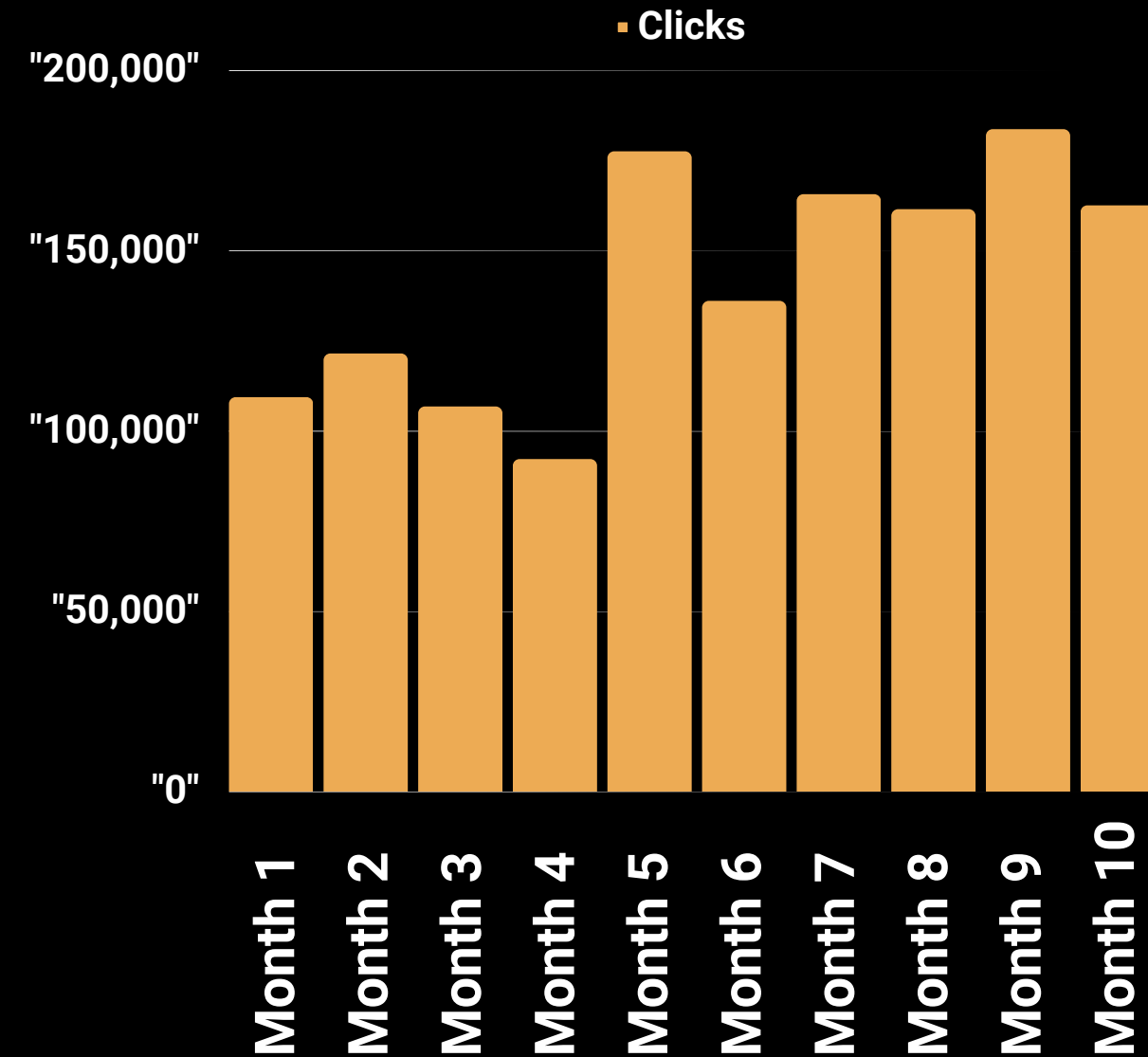
We scaled up the TikTok campaign budget further to broaden ads reach. This produced 1,583,136 clicks with a CTR of 5.94%.

Stats Per Month

\$ Budget:
\$800 Per Month

Location
USA

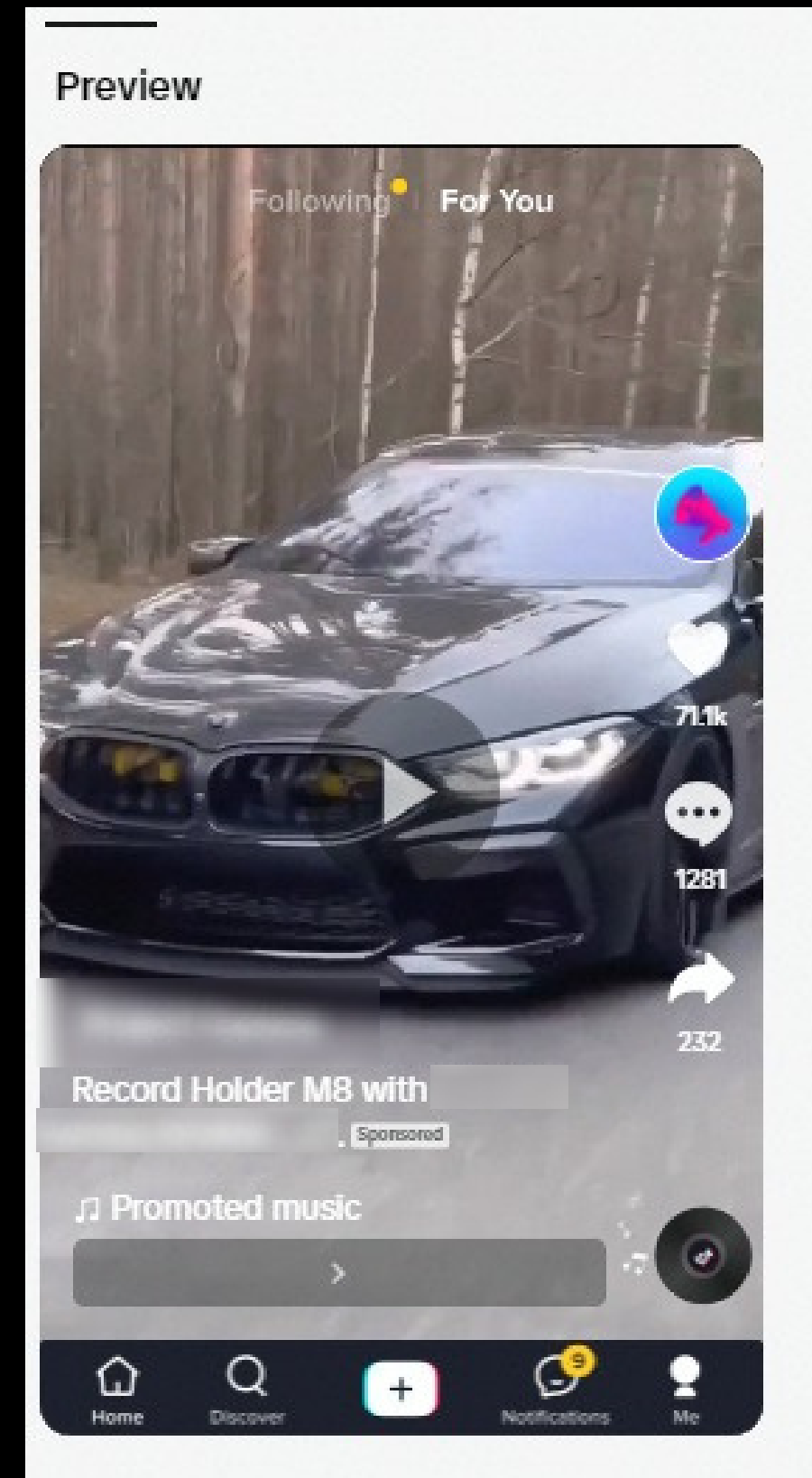
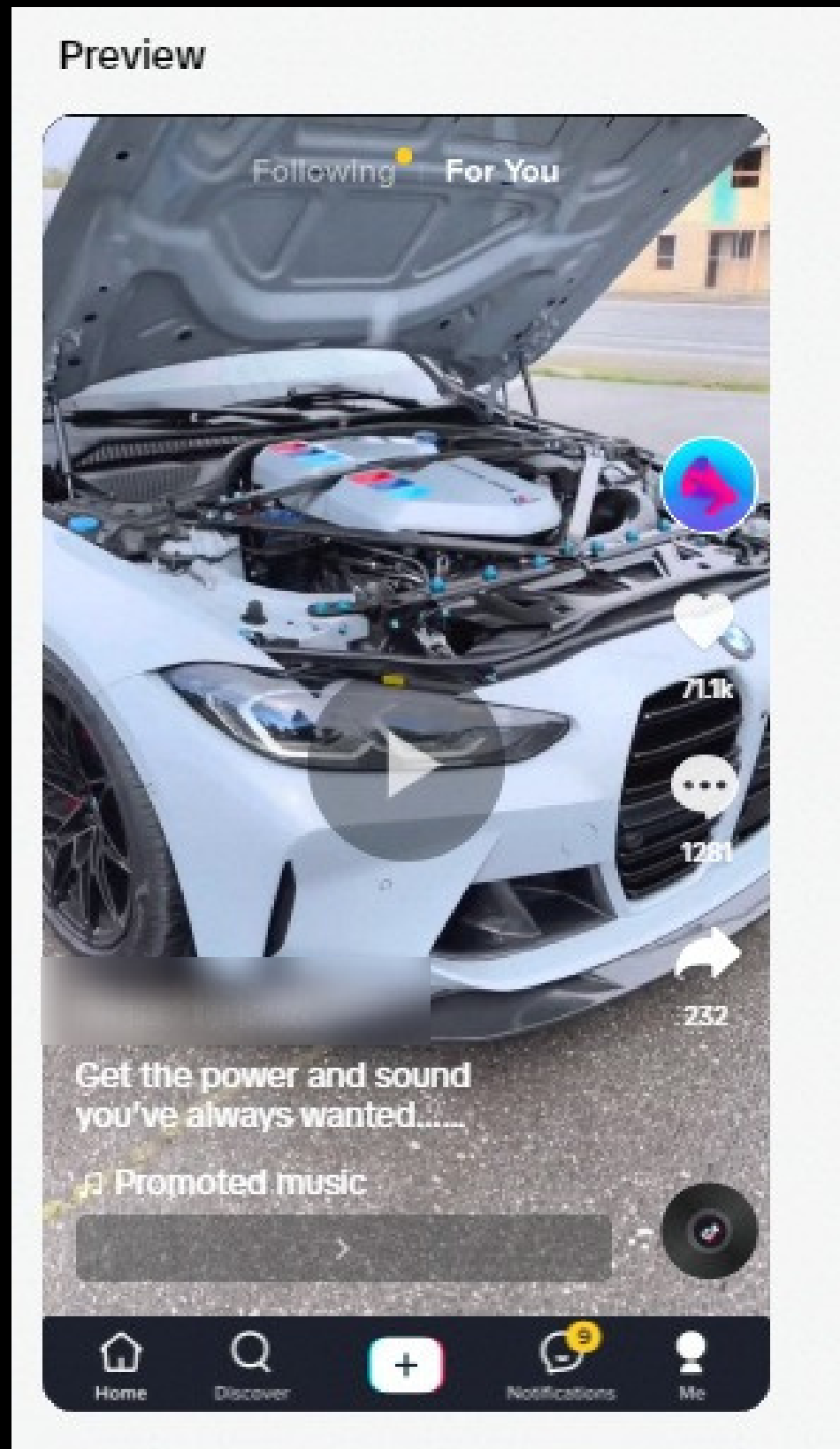
Month	Reach	Clicks	Total cost
Month 1	290,659	109,318	\$860
Month 2	292,997	121,429	\$802
Month 3	264,464	106,728	\$770
Month 4	558,677	92,145	\$798
Month 5	737,213	177,495	\$810
Month 6	430,953	136,022	\$540
Month 7	529,788	165,604	\$583
Month 8	446,757	161,449	\$597
Month 9	354,018	183,641	\$749
Month 10	312,772	162,510	\$814



Key Metrics

Reach	Impressions	Amount spent	Link clicks	Video Views	CPC	CTR
3,031,994	26,756,822	\$7,961.52	1,583,136	21,256,777	\$ 0.90	5.94%

Best Performing Ads



Budget

\$800 Per Month

Location

United States

Solution

The TikTok Ads campaign was a huge success, achieving all of its objectives. The campaign helped boost brand awareness, generate leads, and increase revenue.

The success of the campaign was due to a combination of a well-defined strategy, effective targeting, and continuous optimization. The company is now planning to expand its reach and continue to grow its business.

Final Outcome

We were able to Reach 3,031,994 users and generated 1,583,136 clicks at CTR of 5.94%.