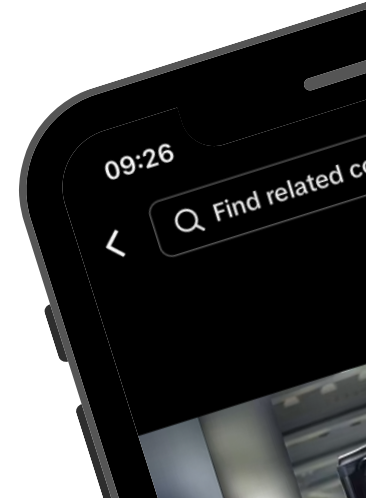
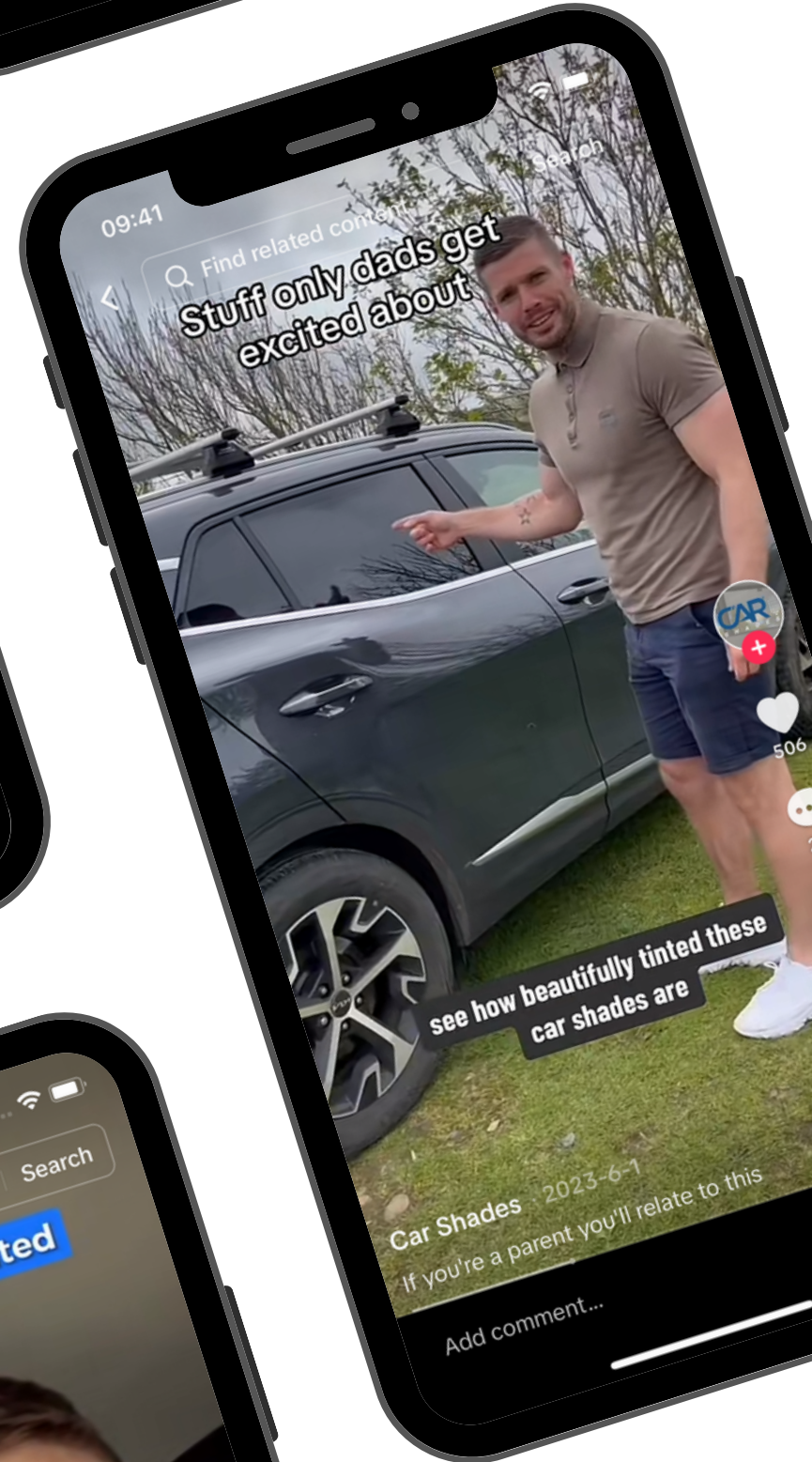


TikTok Advertising

Case Study



We create TikTok campaigns that deliver results



**What does our fully
managed TikTok
advertising service
offer?**



Bespoke strategy



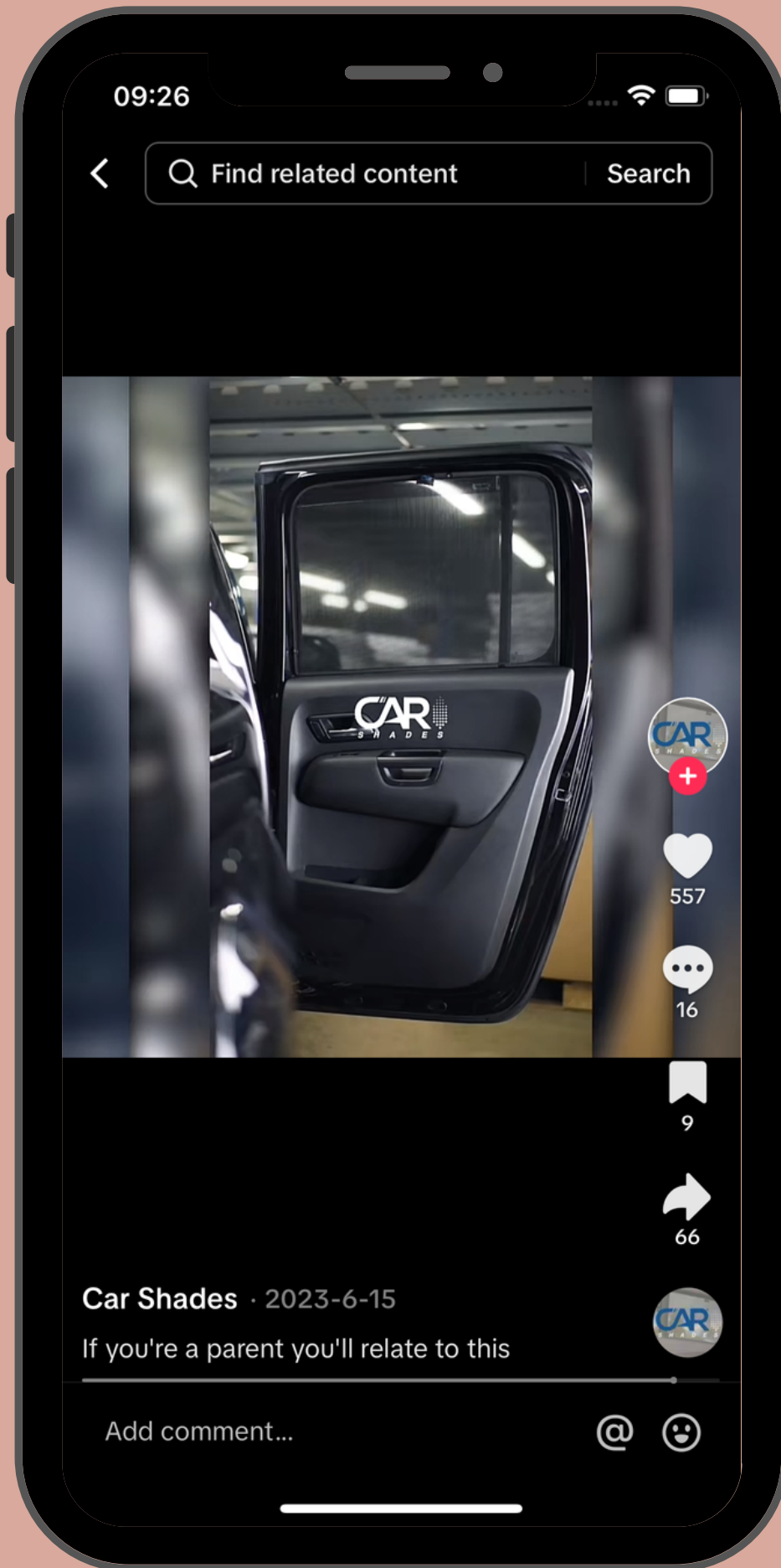
Video creation and direction



Ad optimisation



Customer journey planning and advice



Ad creation



Conversion tracking



Reporting and updates



Audience creation





TikTok advertising campaign Car Shades

Campaign Objectives

- **Drive top of funnel activity to support wider marketing objectives**
- **Delivery results in line with industry benchmarks**
- **Delivery a digital ads strategy, create and direct on video and manage the campaign from start to finish**

How can you compare our results?

Here are the 2024 Industry TikTok advertising benchmarks



5-6%

Engagement
Rate



\$10

CPM
Cost Per Mille



0.46%

Conversion
Rate



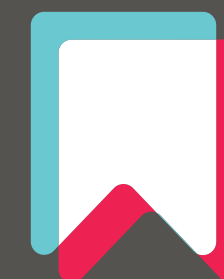
\$1

CPC
Cost Per Click



1.67

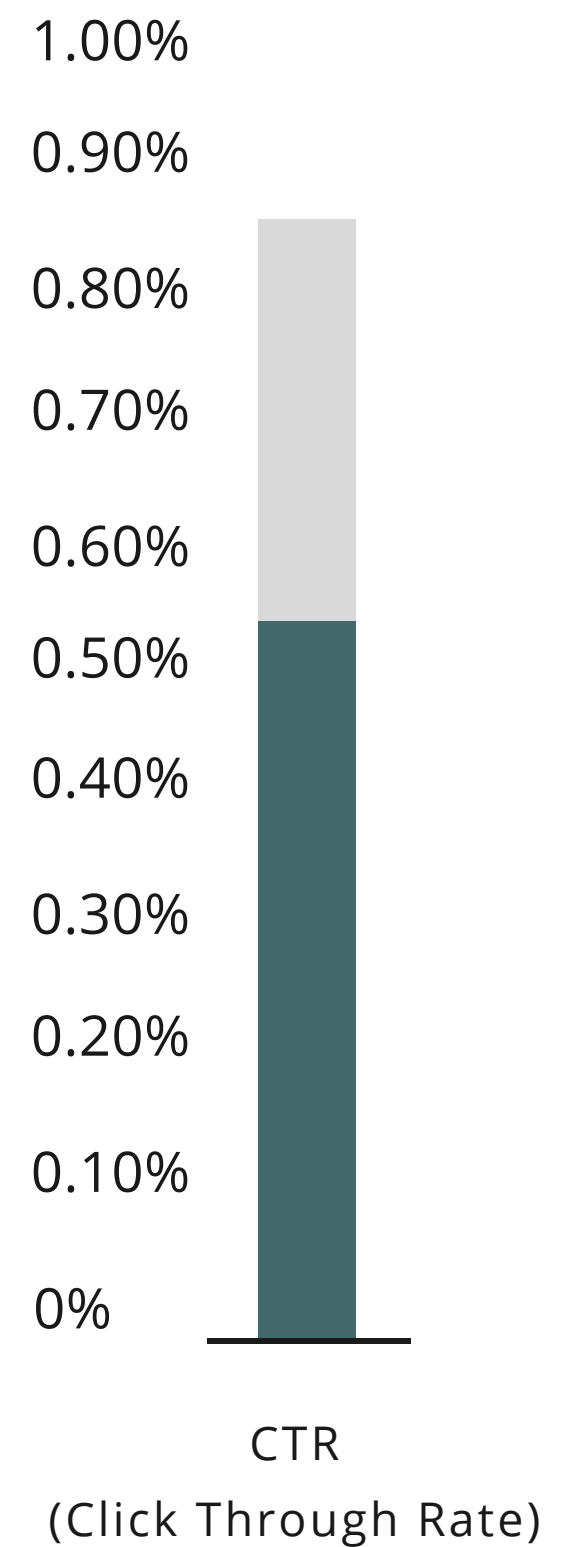
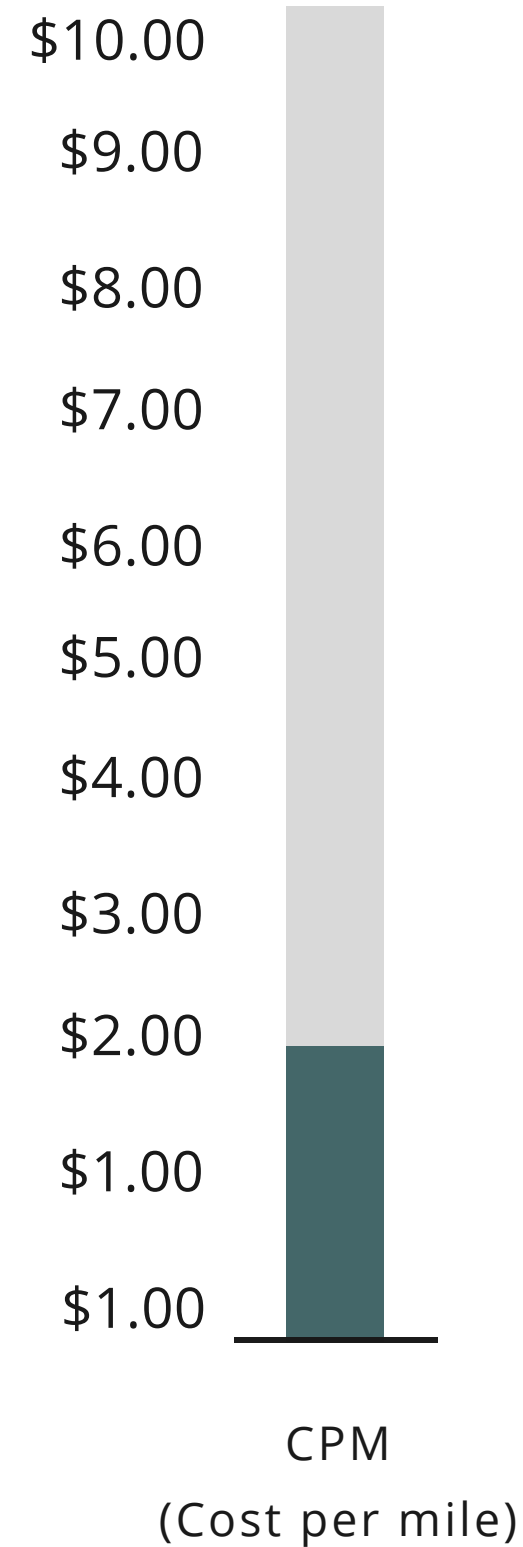
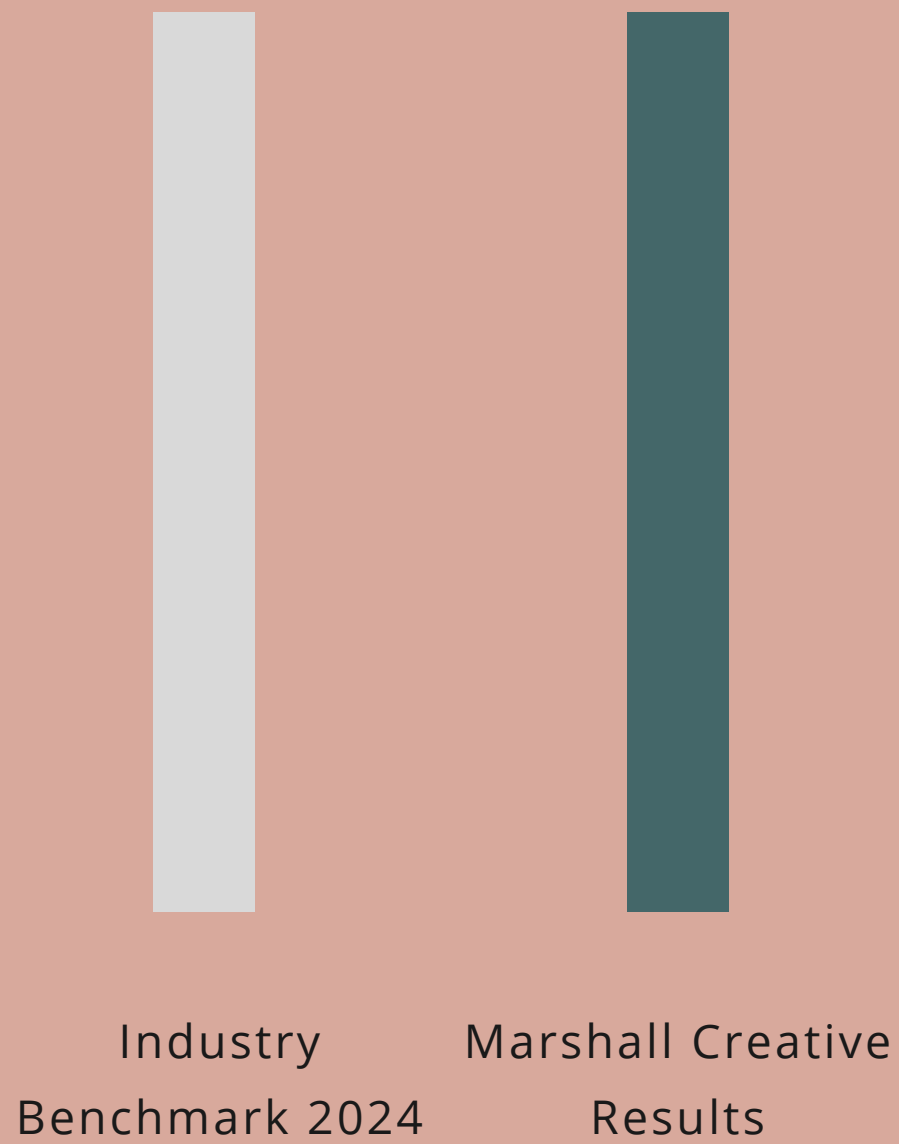
ROAS
Return On Ad Spend



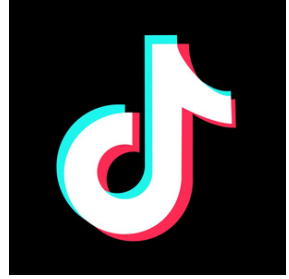
0.84%

CTR
Click Through Rate

SHARE THIS →



Traffic campaign



Date Period:
30 Days

Total Spend:

£1138.92

Post Reactions

1079



CTR

0.65%



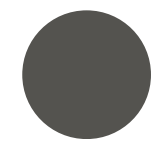
CPC

£0.10



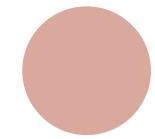
CPM

£1.93



Impressions

590391



Video Views

582763

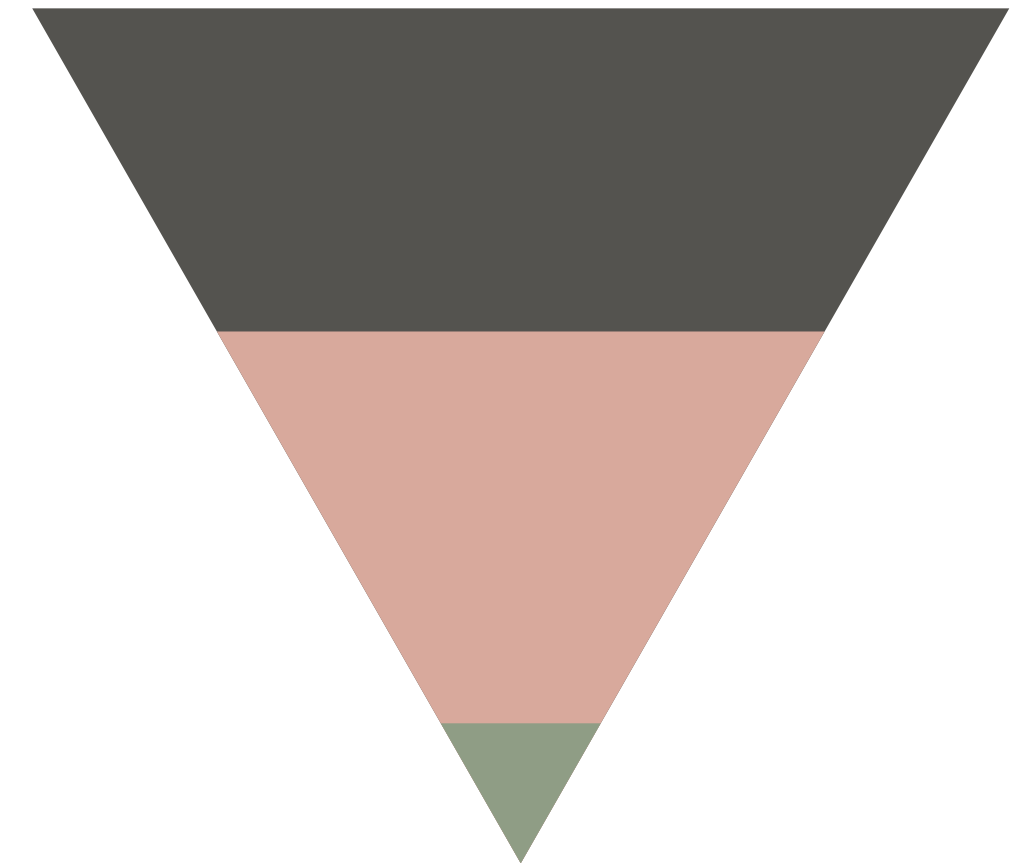


Clicks

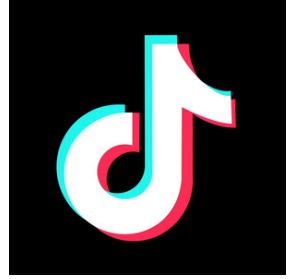
10387

Total Conversion Rate

5367



Conversion campaign



Date Period:
30 Days
Total Spend:
£4028



CTR
1.03%

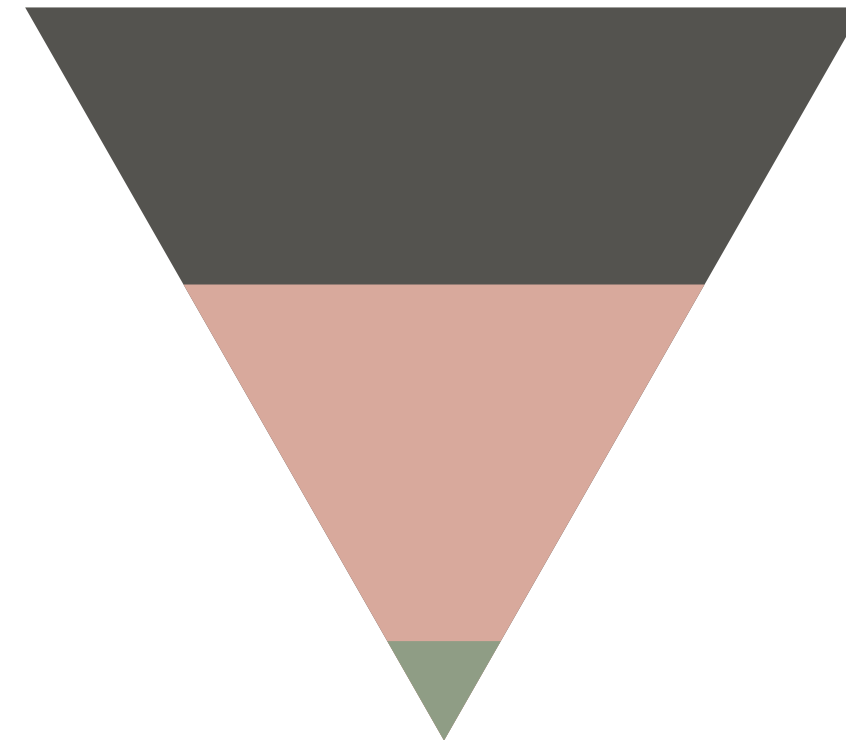


CPC
£0.39



CPM
£4.04

● Impressions	997344
● Video Views	947342
● Clicks	10244
Total Conversion Rate	6833



CPA
0.59



Profile Visits
7028





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