Beauty
CASE STUDY

OBJECTIVE

The objective for the brand was to convert interested users into loyal customers, through increased awareness, and retailer traffic, ensuring long-term success.

TARGET AUDIENCE

The target audience includes teens, young adults navigating early adulthood, and parents of teens seeking reliable, practical solutions.

Teens value self-expression, instant gratification, and engaging content that aligns with their individuality, while **young adults** prioritise authenticity, convenience, and products that support their transition into adulthood. **Parents** are focused on family-oriented solutions that provide peace of mind and enhance their teens' well-being.

Across all groups, digital engagement is key, with a strong preference for brands that reflect their values and foster a sense of connection and community.
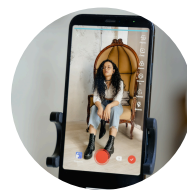
CHALLENGES ⌄

- Meta ads lacks the ability to track landing page views to 3rd party retailers. Limiting campaign performance insights.
- Brand lacks its own e-commerce store.
- Reaching an engaged male audience, previous efforts have fallen short in capturing their attention and driving conversions.

SOLUTIONS ⌄

Boost brand visibility and drive results by leveraging TikTok's powerful advertising tools through a comprehensive, results-driven strategy.

Use TikTok to track 3rd party LPV **Develop engaging UGC content** **Targeted & Localised**

KEY RESULTS ⌄

Previously limited to Meta ads, the brand expanded to TikTok, leading to significant improvements and demonstrating the benefits of diversifying its advertising strategy.

1 **Increase in Reach**: The brand achieved a **35% increase** in male reach compared to previous Meta results achieved.

2 **Increase in the number of retailer link clicks:** The brand experienced a significant boost with an **890% increase** in the number of retailer link clicks.

3 **Increase in the number of retailer landing page views:** The brand witnessed an impressive **825%increase** in the number of retailer landing page views on TikTok compared to previous brand site landing page views.