

# CASE STUDY

TIKTOK ADS

Achieving Over 21 Million Impressions and  
26 Million Video Views in 10 Months

Car Shop



# OVERVIEW



## OVERVIEW

A car shop specializing in high-quality performance parts for luxury vehicles sought to expand its digital presence in the US and European markets. Facing challenges with traditional marketing methods, the company aimed to boost online visibility and penetrate new markets by leveraging TikTok Ads to reach younger, tech-savvy consumers.



## ABOUT THE CLIENT

A company focused on high-performance intakes, downpipes, and other luxury vehicle parts.



## PROBLEM STATEMENT

The client needed to enhance its online visibility and make inroads into new, competitive markets. Traditional marketing strategies were falling short, leading the company to explore TikTok, a platform known for its strong appeal to younger, tech-savvy audiences.

# GOALS

The primary objectives of the campaign were to increase brand awareness and drive significant, relevant traffic to the website.



# STRATEGY

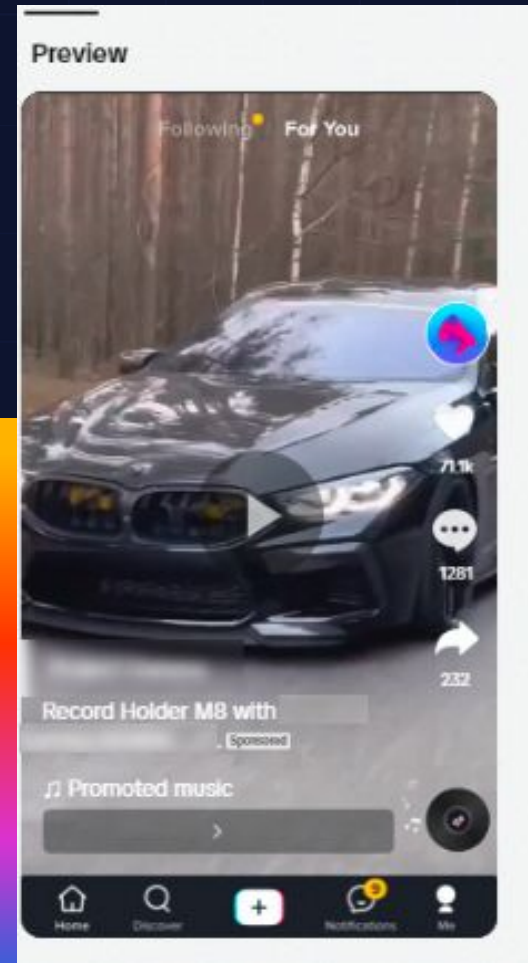
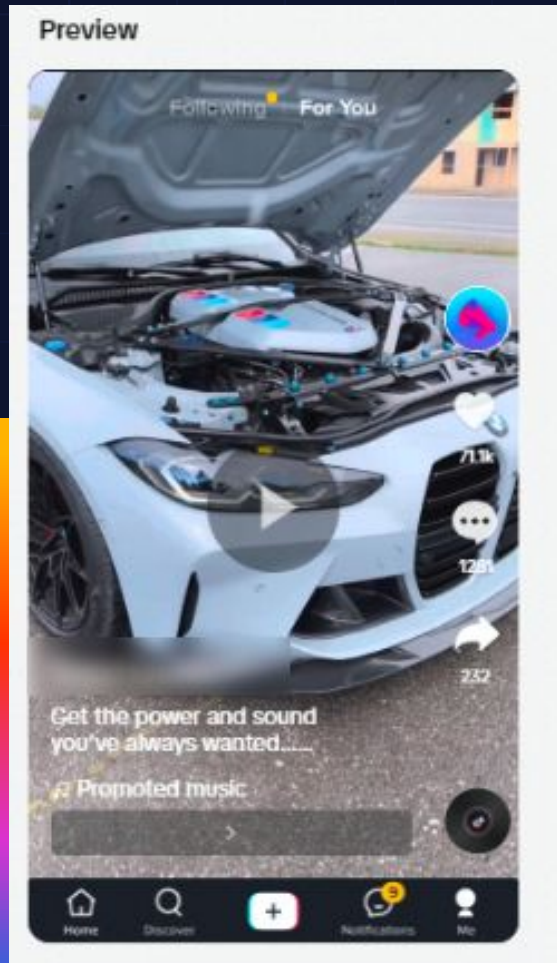
The campaign utilized TikTok's advertising platform to engage a targeted audience through compelling video ads. These ads highlighted the quality and value of the company's products. The strategy involved several key components:

- Target Audience Analysis: Identifying and targeting high-end car owners and enthusiasts.
- Compelling Ad Creative: Developing engaging video content designed to capture attention.
- Strategic Ad Placement: Ensuring ads were strategically placed for maximum effectiveness.
- A/B Testing and Continuous Optimization: Refining ads based on performance data to maximize impact.



# BEST PERFORMING ADS

The best-performing ads featured dynamic visuals of luxury vehicle parts, effectively capturing the attention of high-end car enthusiasts.

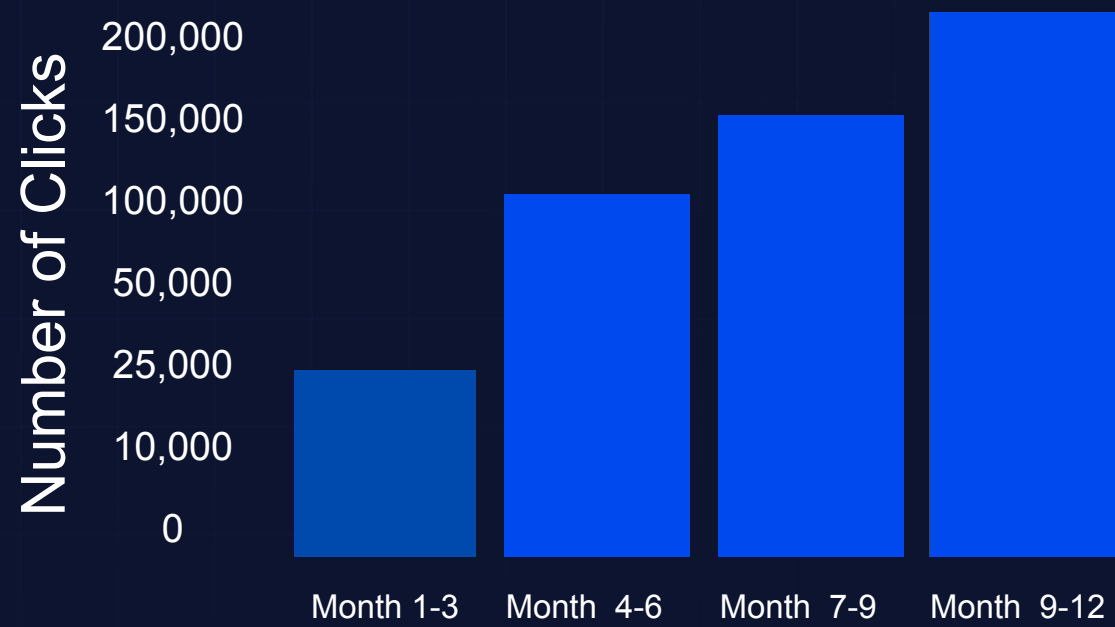


# DETAILED RESULTS

The campaign initially focused on generating relevant traffic at a reasonable cost while maximizing video views, reach, and impressions. This foundation allowed for scaling the budget to broaden ad reach. The results were impressive, with 1,583,136 clicks and a click-through rate (CTR) of 5.94%, demonstrating the effectiveness of the scaling strategy. The focus was on optimizing ads for video views and engaging high-end car owners, thereby enhancing brand awareness.

## FINAL OUTCOME

Over ten months, the campaign achieved significant milestones, reaching 3,031,994 users and generating 1,583,136 clicks, resulting in a CTR of 5.94%. The ads garnered 21,256,777 impressions and 26,756,822 video views at a total cost of \$7,961.52, with an average cost per click (CPC) of \$0.90.



Budget: \$800 Per Month  
Location: United States



# CONCLUSION

The TikTok Ads campaign for the car shop was a resounding success, meeting all its objectives and significantly boosting the company's digital presence. The strategic use of TikTok's platform, combined with continuous optimization and effective targeting, led to substantial increases in brand awareness and website traffic. The campaign's success has set the stage for future expansions and ongoing growth in the company's digital marketing efforts.

