

CASE STUDY

TIKTOK ADS

Generating 158 Leads at \$11.67 Per
Lead with Captivating Safari Content

Conservation Project



OVERVIEW



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A South African eco-tourism initiative ran a five-week TikTok Ads campaign targeting U.S. adventure travelers interested in unique wildlife experiences, securing 158 leads at an average cost per lead of \$11.67 with a total spend of \$620. The campaign leveraged visually captivating video content to boost brand visibility and engagement, showcasing TikTok's potential for niche market targeting and lead generation within the travel and tourism industry.



ABOUT THE CLIENT

This conservation initiative spans 10,500 hectares and is home to the Big 5 (lion, elephant, rhino, buffalo, and leopard), along with other native predators. The client's goal was to elevate their digital presence in the U.S. market to attract eco-conscious tourists seeking authentic African safaris.



PROBLEM STATEMENT

The conservation project aimed to drive an increase in leads while reducing the overall cost per lead (CPL) by specifically targeting U.S. customers with an interest in South African wildlife tourism through TikTok Ads.

GOALS

The campaign's objective was to maximize lead generation while minimizing the cost per lead, focusing on attracting tourists actively searching for safari experiences in South Africa.



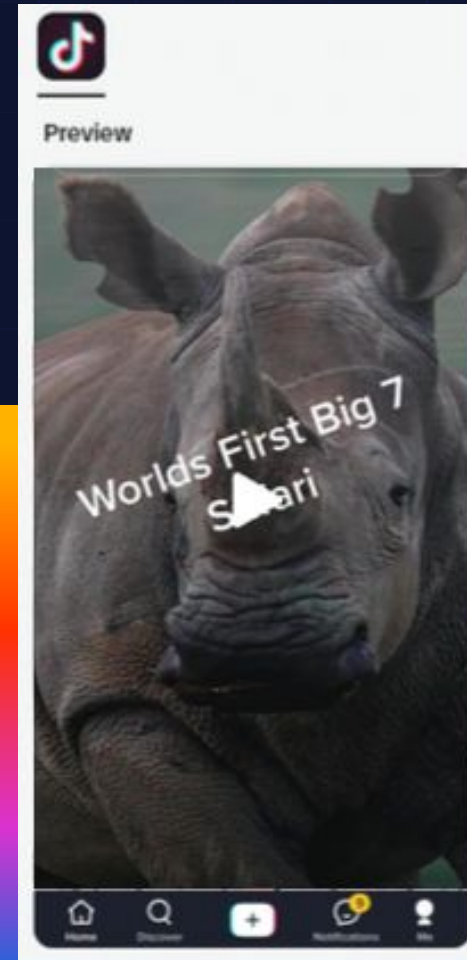
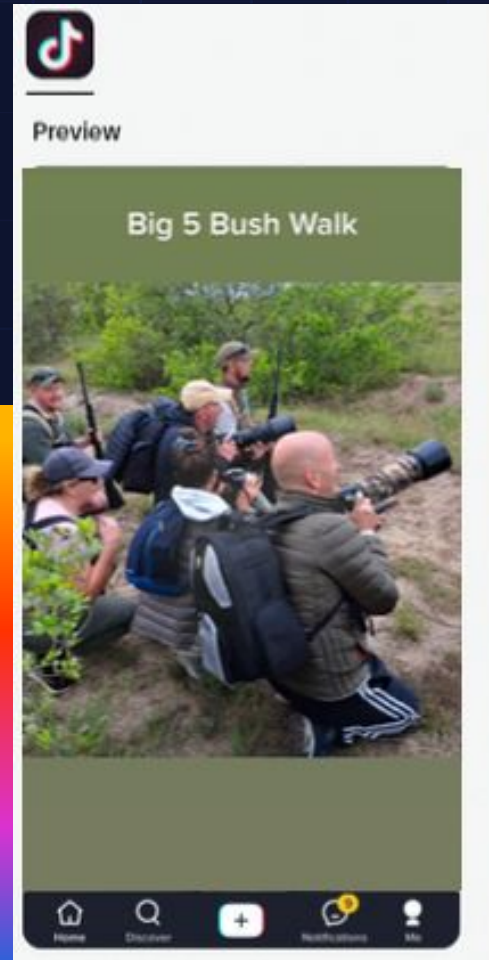
STRATEGY

The TikTok Ads strategy centered on creating engaging video content that highlighted the safari park's unique offerings, including game-viewing opportunities, luxury accommodations, and exquisite dining experiences. The videos were designed to spark interest and encourage viewers to explore the park's website or sign up for exclusive safari packages.



BEST PERFORMING ADS

The best-performing ad of the campaign excelled in lead generation, utilizing breathtaking footage of the park's wildlife to captivate the target audience.

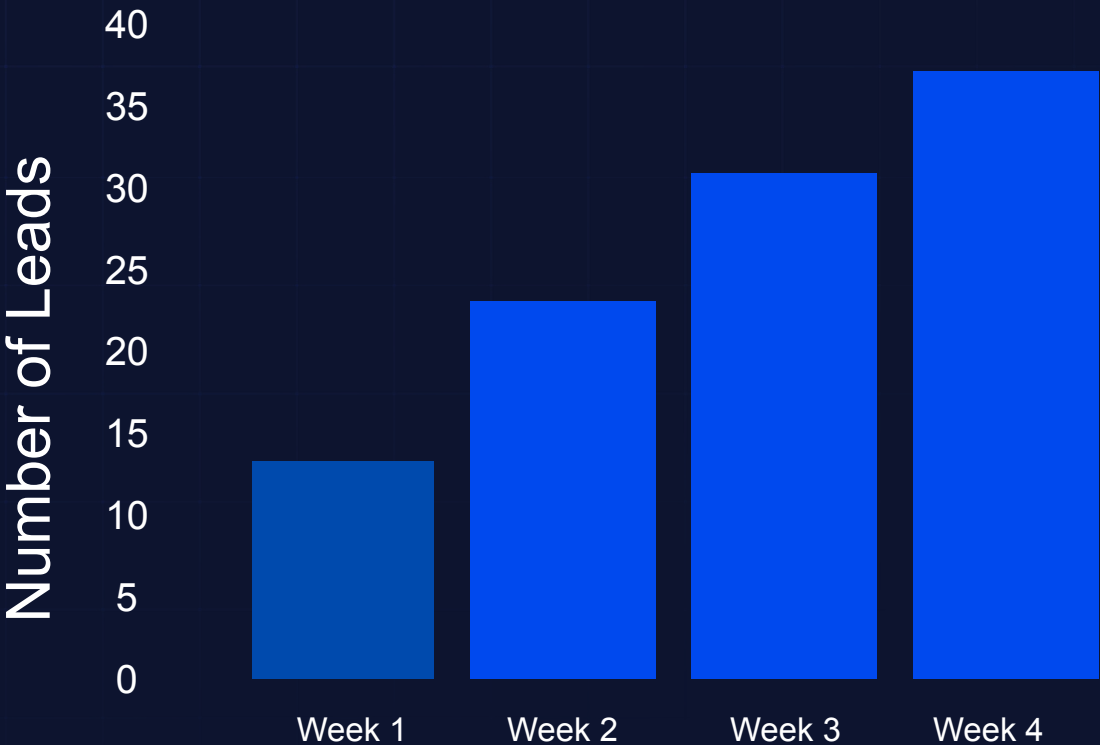


DETAILED RESULTS

The campaign's performance over the five weeks was tracked with the following metrics: Week 1 generated 9 leads at \$16.00 per lead, Week 2 saw 6 leads at \$23.33 per lead, Week 3 delivered 13 leads at \$10.76 per lead, Week 4 achieved 19 leads at \$7.36 per lead, and Week 5 resulted in 18 leads at \$7.77 per lead. Key metrics included 65 leads at a cost per result of \$9.53 and a total expenditure of \$620. The campaign garnered 48,642 video views, reached 121,624 users, and generated 102,235 impressions. There were 1,051 link clicks, leading to a click-through rate (CTR) of 1.37% and a cost per click (CPC) of \$0.90. The campaign operated with a monthly budget of \$600, focusing on U.S. audiences.

FINAL OUTCOME

The TikTok Ads campaign successfully met its goals, generating 158 leads at a cost per result of \$11.67. The high engagement levels, coupled with substantial video views, reach, and impressions, significantly enhanced brand visibility for the conservation project.



Budget: \$600 Per Month
Location: USA

CONCLUSION

By leveraging TikTok's platform and adopting a phased strategy, the conservation project significantly boosted its digital footprint within the U.S. market. The success of this campaign underscores the effectiveness of targeted video ads in generating leads and raising brand awareness in the eco-tourism sector. This case study illustrates the potential of social media advertising to penetrate niche markets and achieve marketing objectives in a cost-efficient manner.

