# CASE STUDY

## TIKTOK ADS



Securing 158 leads at a cost of $11.67
Per Lead through Targeted Ads

Furniture Discount Store

# OVERVIEW

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A discount store specializing in furniture and mattresses aimed to strengthen its digital presence in local markets. To achieve this goal, the store implemented a strategic TikTok Ads campaign, focusing on increasing lead generation and lowering the cost per lead, specifically targeting customers actively searching for furniture and mattresses.

## ABOUT THE CLIENT

The client is a discount furniture and mattress store that specializes in offering high-quality products at affordable prices. They serve local markets by providing a wide range of furniture and mattress options, aiming to attract budget-conscious customers seeking value for their money.

## PROBLEM STATEMENT

The client faced significant challenges in expanding their reach and generating leads cost-effectively. Key issues included a limited digital presence in local markets, difficulty in generating a substantial number of leads, and a high cost per lead with existing marketing strategies.

# GOALS

The primary objective was to boost digital presence in local markets by attracting customers actively seeking furniture and mattresses. The goal was to increase the number of leads while reducing the overall cost per lead.



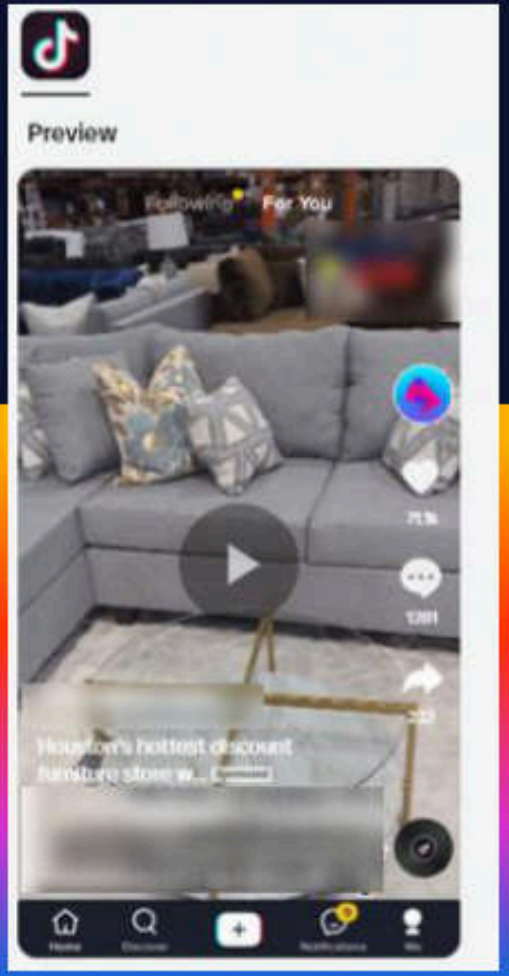


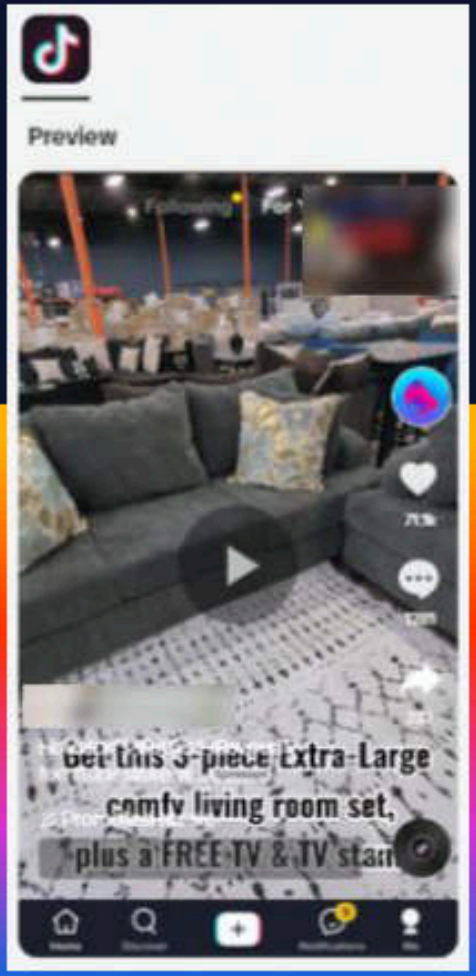
# STRATEGY

The campaign leveraged TikTok to connect with an audience interested in discounted furniture and mattresses by creating engaging video ads that showcased the store's products and promotions. The initial phase focused on generating leads cost-effectively while maximizing video views, reach, and impressions. As the campaign progressed, the budget was increased to broaden the ad reach while maintaining a consistent cost per acquisition. In the final stage, the ads were optimized for video views, targeting local audiences to create engaged audience data and enhance brand awareness.

# BEST PERFORMING ADS

The best-performing ad in the campaign demonstrated the highest levels of engagement and lead generation, effectively capturing the attention of the target audience.



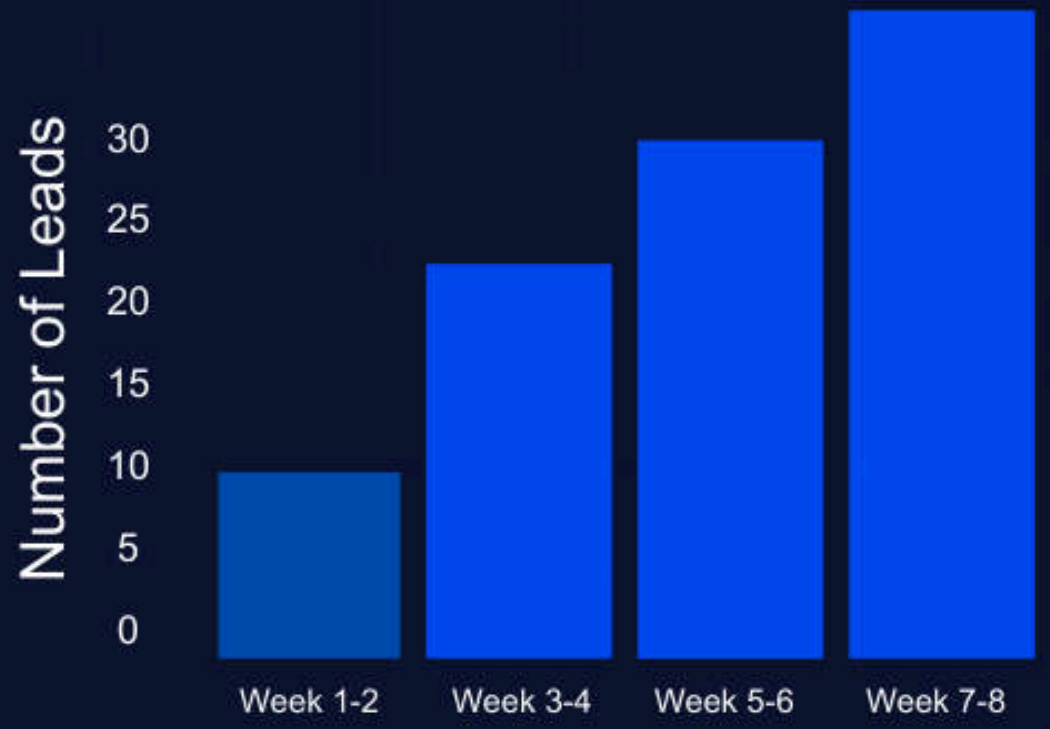



# DETAILED RESULTS

The TikTok Ads campaign for the discount furniture and mattress store delivered outstanding results across key performance metrics. Throughout the campaign, 158 leads were generated at an efficient cost per lead of $11.67, highlighting the strategy's effectiveness in attracting potential customers. Engagement metrics, including video views, reach, and impressions, were strong, indicating high levels of interest and interaction with the ad content.

## FINAL OUTCOME

The TikTok Ads campaign successfully achieved its objectives, with strong engagement metrics and significant video views, reach, and impressions, resulting in enhanced brand exposure. The campaign generated 158 leads at a cost per lead of $11.67, meeting and exceeding client expectations.




Budget: $1,000 Per Month

Location: Houston, TX

# CONCLUSION

This case study demonstrates the effectiveness of a well-executed TikTok Ads campaign in enhancing digital presence and generating leads for a local retail business, particularly in the competitive furniture and mattress market. The strategic use of engaging video content and targeted advertising proved crucial in reaching potential customers and driving business growth.

