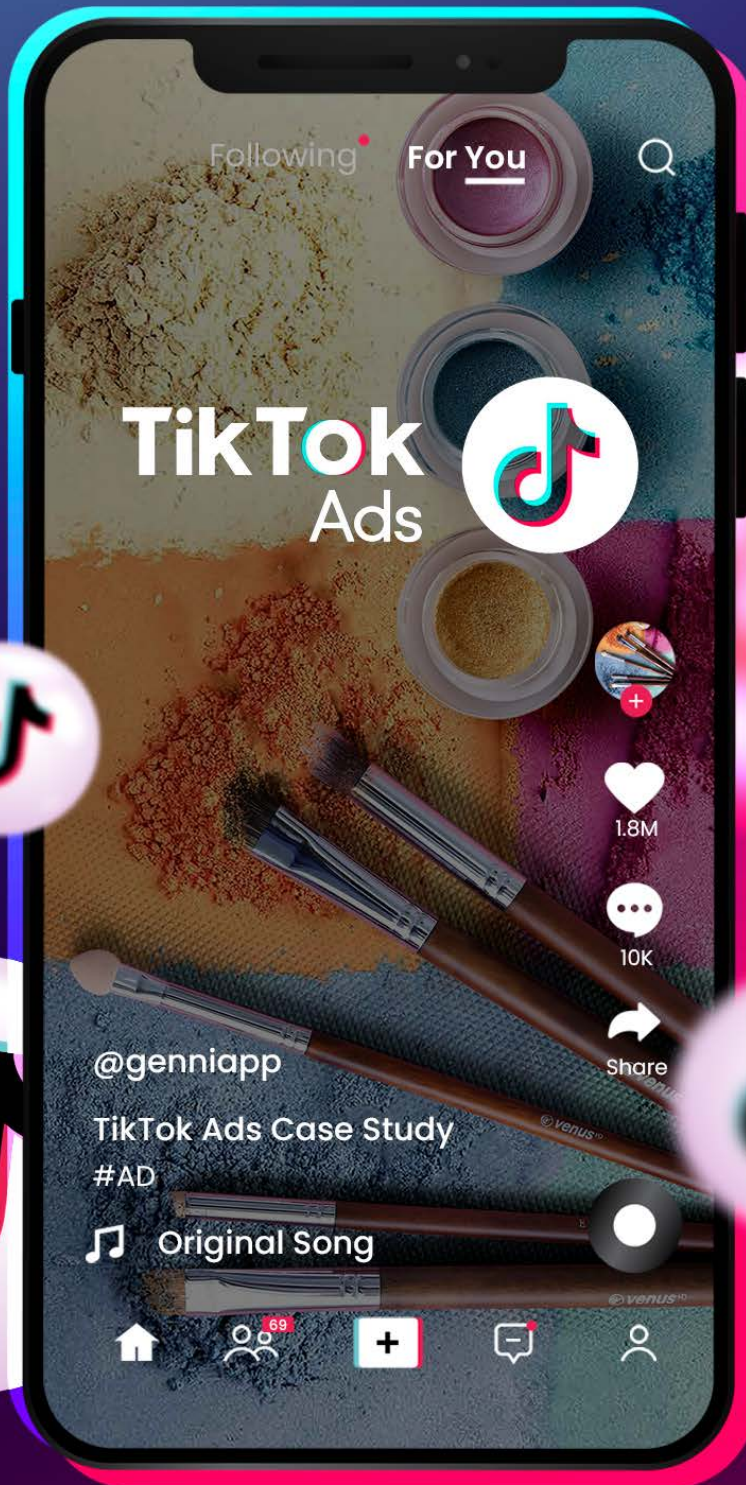




# case study.



TIKTOK ADS

CASE STUDY

GENNI

GENNI.COM

INFO@GENNI.COM





## Campaign Overview

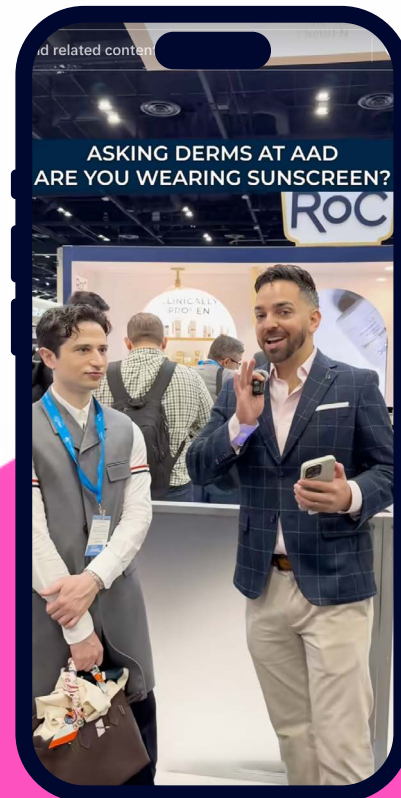
RoC Skincare tasked us with driving traffic to their eCommerce and retail stores in a four-week timeframe. Utilizing 1 Mega Creator, 2 Micro creators, and media buying sprint, we were able to drastically increase their online sales, web traffic numbers, and impressions on their TikTok "For You Page."

## Campaign Performance

**15%** **LIFT IN**  
**ONLINE SALES**

**22%** **LIFT IN**  
**WEB TRAFFIC**

**3M**  
**IMPRESSIONS**  
**ON THE FYP**



@dermdoctor





## Campaign Overview

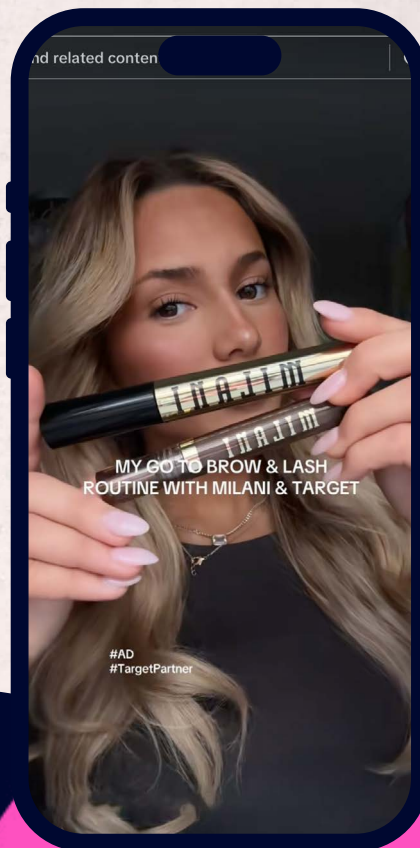
Milani wanted to drive traffic to their online products at Target. We used a creator strategy - booking 15 creators backed by a 6-week media buying campaign to boost sales of specific products, which also resulted in an uptick of sales in other products as well as millions of impressions on the "For You Page."

## Campaign Performance

**21%**  
LIFT IN  
SPECIFIC  
PRODUCTS

**8%**  
LIFT IN  
NON-SPECIFIC  
PRODUCTS

**7M**  
IMPRESSIONS  
ON THE FYP



@estellelebourgeois\_





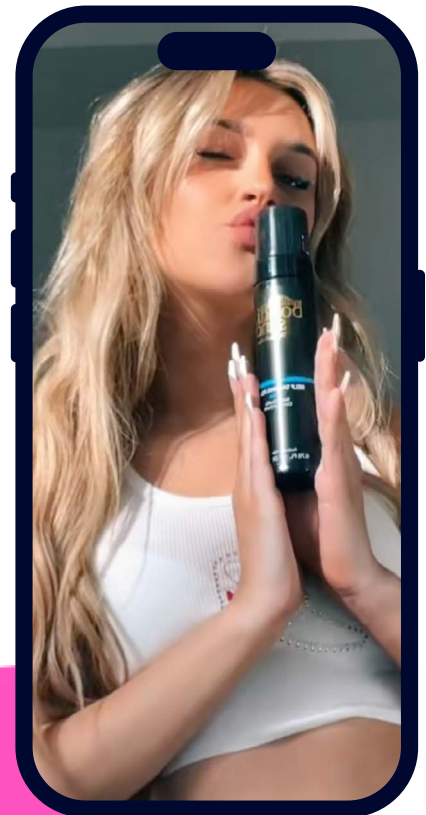
## Campaign Overview

Bondi Sands wanted to increase awareness in US market. We implemented an influencer strategy resulting in over 500 creations. We also focused on an aggressive media buying campaign of Top View ads and "For You Page" ads.

## Campaign Performance

**42%** **10,000%**  
LIFT IN LIFT IN  
OVERALL SALES WEB TRAFFIC

**250M**  
IMPRESSIONS  
ON THE FYP



@alyssaschoener