

e-promo |



Reach and Frequency on TikTok

How a new tool made it possible to reach
users at a price 3 times cheaper
than on Facebook



CLIENT



JBL

- More than 75 years on the market
- One of the main suppliers of sound equipment for such companies as BMW, Land Rover, Mercedes-Benz, Harley-Davidson
- Subsidiary brand Samsung Electronics

WE WERE PROMOTING:

- Online store of gadgets and technology



GOAL

Increase of brand awareness

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OBJECTIVES:

- Test the new R&F tool for the site
- To maximize reach and reduce its cost
- Get conversions to the site at a cost similar to other sites

AD CAMPAIGN PERIOD

- November 11 - November 30



Format Features

- Restricted access
- No ads editing after launch



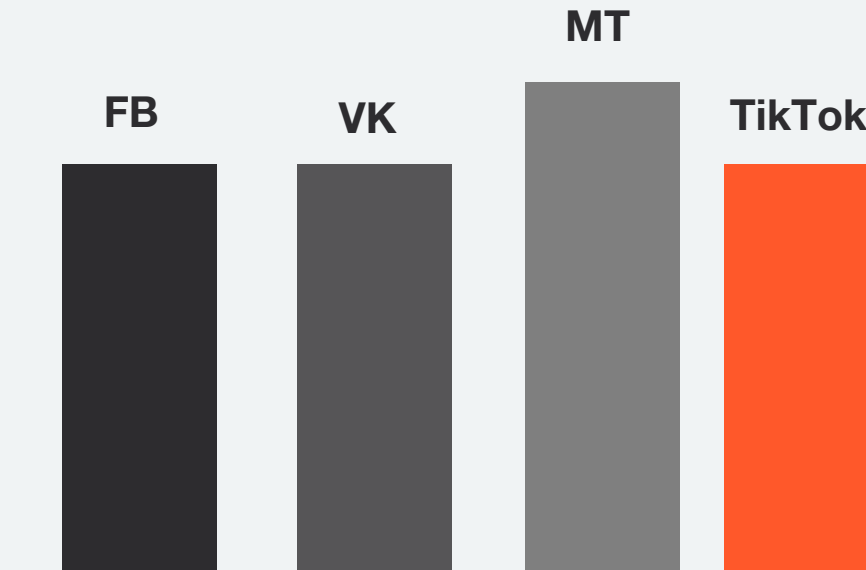
Examples of creatives

Comparison to other platforms

It was in the TikTok outreach campaign that we got the lowest cost per click. The cost of CPC was cheaper compared to all other sites of placement:

- FB by 0.6%
- VK by 0.8%
- MT by 21%

CPC COMPARISON DIAGRAM



Reach and frequency is an effective way to get guaranteed reach

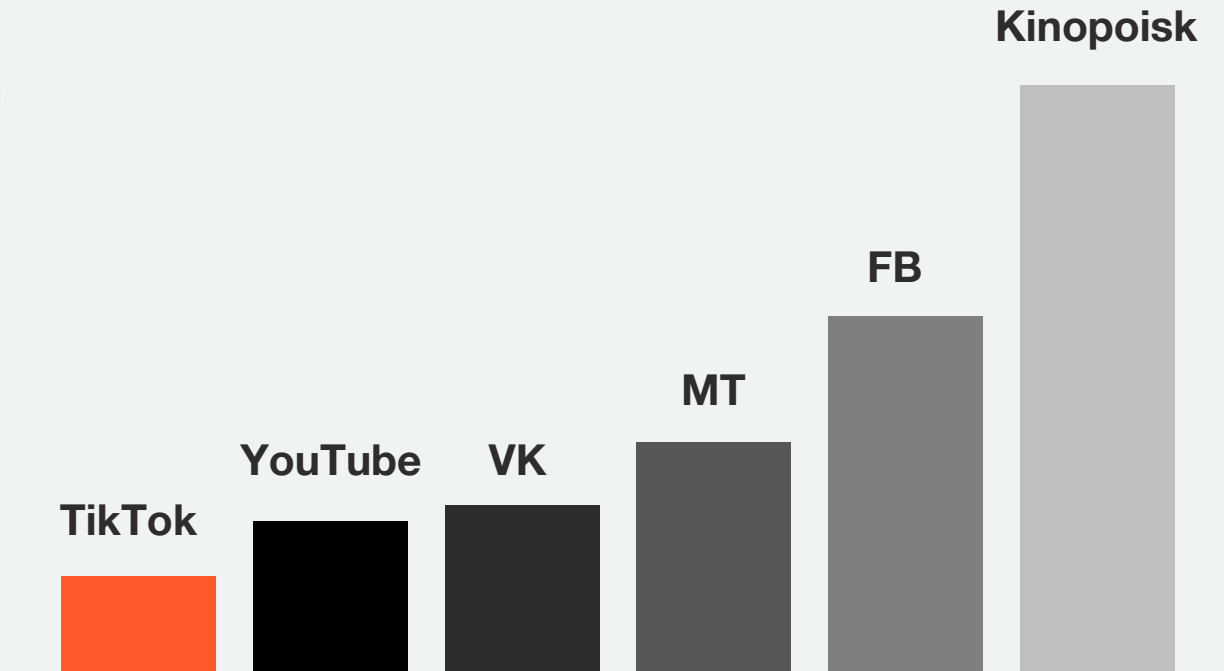
Including short term with a fixed budget and frequency of impressions.

The channel is especially profitable for media purposes: the price per reached user is several times lower than on other platforms.

TikTok's cost-of-coverage metrics have outperformed other sites:

- By 6 times on Kinopoisk
- By 3.7 times on Facebook
- By 2.4 times on MT
- By 1.7 times on VK
- By 1.5 times on YT

CPV COMPARISON DIAGRAM



CONTACTS



Have a similar project?

Let's connect!

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