



S U C C E S S S T O R Y

HEALTH INDUSTRY

TIKTOK'S 55+ AGE GROUP INVIGORATES
HEALTH CAMPAIGN CPM BY 37%



ABOUT STRIKE SOCIAL

Strike Social is a leading global campaign management team serving the largest agencies with over 50 million campaigns optimized by our proprietary AI tool to ensure maximum performance and success.



THEIR GOAL

We aim to raise awareness about critical healthcare services through an empowering TikTok campaign. Geo-target infeed ads serving an audience of men and women aged 25+ while using relevant health and wellness hashtags are the key to connecting ad messaging to the broader conversation.





2.2M+

Total Impressions

27%

Average Video Play,
55+ led all demographics

15%

Average CPM Efficiency vs.
Overall Outcome
55+ has the lowest CPM vs other demographics

STRIKE SOLUTION

- Precise targeting through localized ad targeting using specific zip codes will likely improve ad relevance and engagement rates, reducing wasted impressions and thus contributing significantly to the lower CPM.
- In the inclusion of older demographics, the 45+ age group often engages more deeply with content, which can lead to higher video completion rates and better algorithmic favorability, thereby reducing overall CPM.
- Incorporating a broad range of relevant hashtags—from health and fitness to wellness and motivational themes—expanded the campaign's reach. The strategic use of hashtags ensured that the ads appeared in more relevant searches and feeds, attracting viewers and reducing ad costs.





IMPROVE PAID MEDIA PERFORMANCE

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