



TIKTOK GROWTH STRATEGY FOR LOCAL HEALTHCARE PROVIDER

DRIVING EFFICIENT AWARENESS WITH 5M+ IMPRESSIONS
AND 44% CPM SAVINGS FOR 55+ AUDIENCES

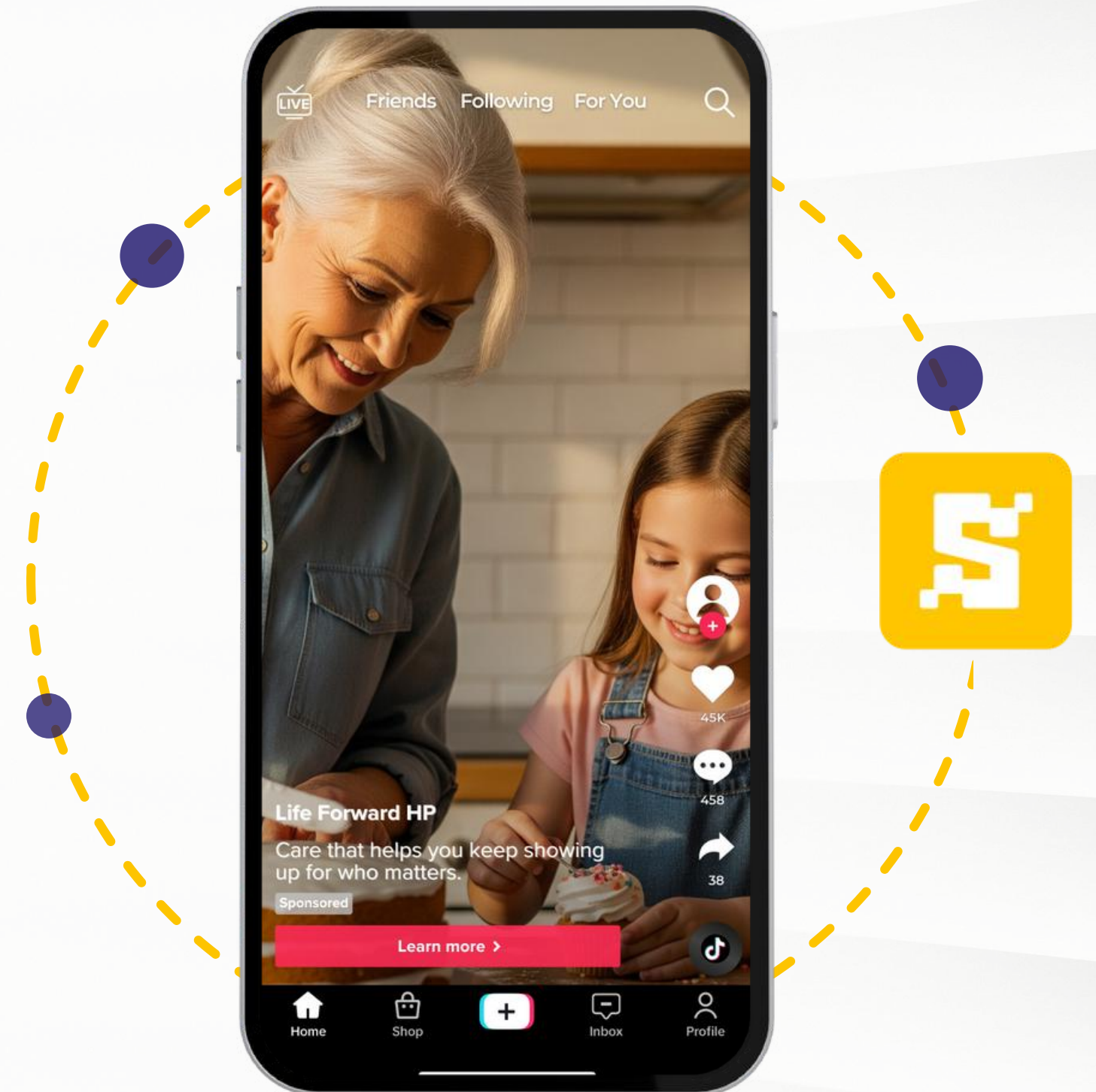
S U C C E S S S T O R Y



Client's goal

A U.S. healthcare provider partnered with Strike Social to raise awareness of its services through a TikTok campaign focused on audiences aged 25+, with special attention on the often-overlooked 55+ segment. The brand aimed to engage older users through relevant messaging and local targeting, with a particular focus on cost efficiency and video performance across in-feed placements.

The campaign was designed to attest TikTok's reach and engagement potential to extend beyond younger demographics and provide long-term value in the healthcare category.



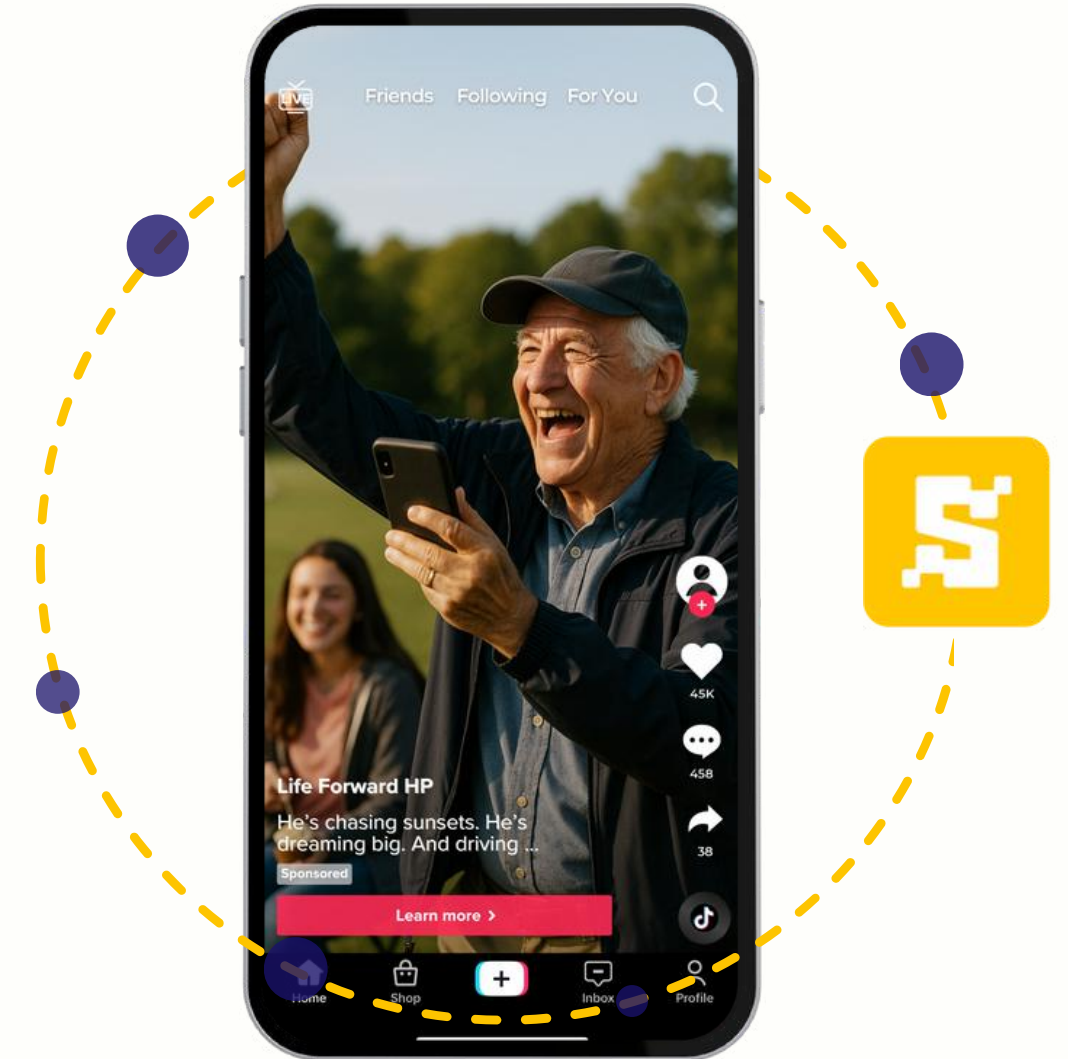
Campaign outcome

28% Overall CPM Efficiency

Achieved CPM \$3.54 VS.
Target CPM \$4.95

44% CPM Efficiency for 55+ Audiences

Achieved CPM \$2.75 VS.
Target CPM \$4.95



5.1M+
Total Impressions
Delivered

The campaign scaled quickly across key ZIP codes and audiences, delivering over 5.1 million impressions with balanced reach across age groups.

22%
CPM Efficiency
for 55+ Audiences
(vs. Campaign CPM)

The 55+ audience delivered 22% greater efficiency—outperforming segments like 45–54, which achieved only 4% CPM improvement.

26%
Average Video Plays
from 55+ Audiences

Users aged 55+ led the campaign in video play-through rates, showing high engagement with health-focused messaging.

Strategic learning

Localized Ad Targeting by ZIP Code

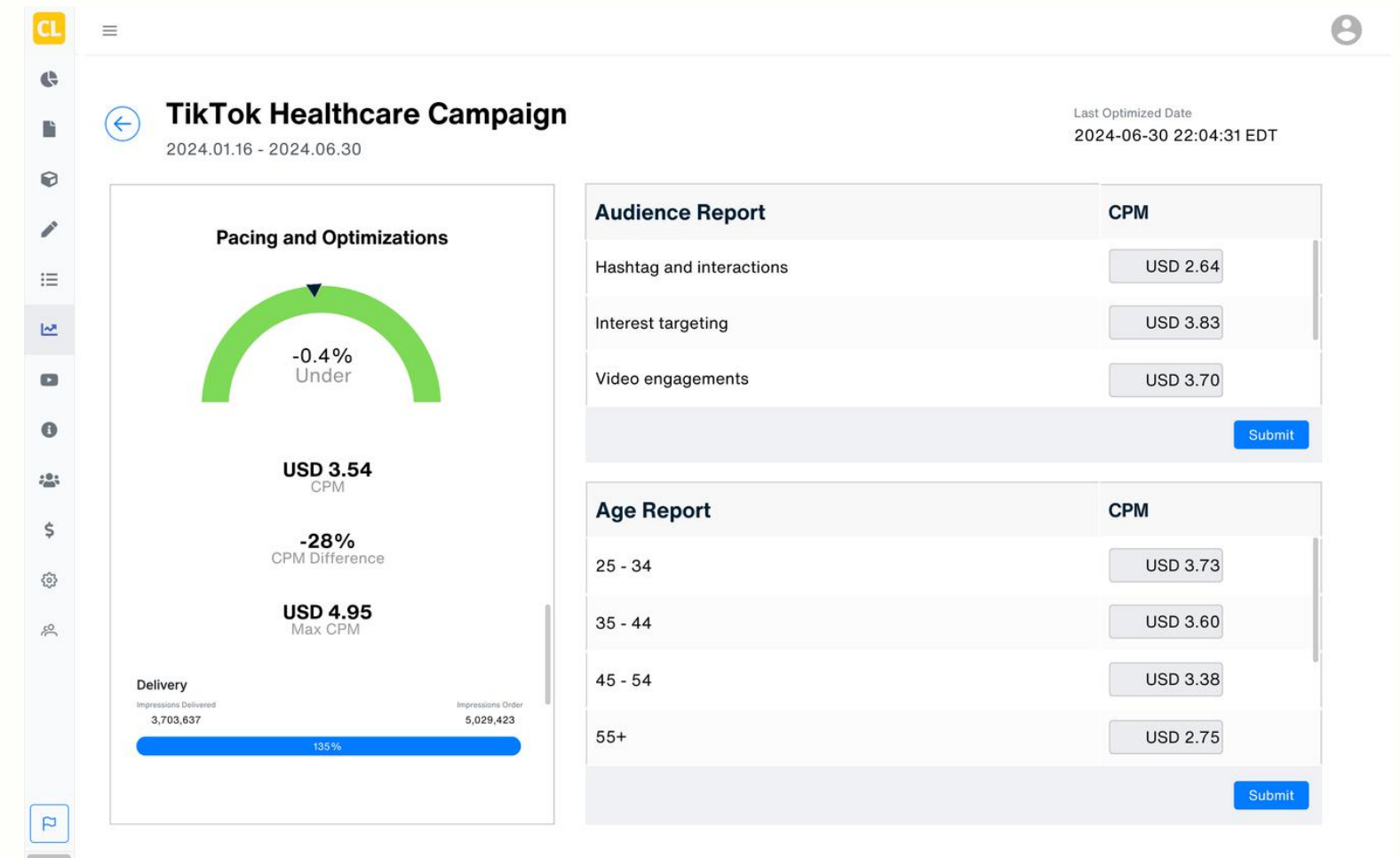
The campaign used location-level precision to ensure each impression was served in high-priority service areas. This improved contextual relevance and reduced wasted spend, helping streamline campaign delivery.

Unlocking the 55+ Opportunity on TikTok

By expanding audience segments to include older age brackets (45–55+), the campaign saw deeper engagement, longer video completions, and more favorable algorithmic placement. The result: lower costs and higher impact.

Amplifying Awareness with Health-Focused Hashtags

Strike Social deployed an optimized mix of hashtags—including #HealthAndFitness, #WellnessMotivation, and #HealthyLiving—to integrate the campaign into ongoing health and wellness conversations on TikTok.





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