



CPG INFLUENCER CONTENT DRIVES MULTI-PLATFORM EFFICIENCY

Exceeded traffic campaign goals by over 100% while achieving 43% CPLC savings across TikTok, Instagram, and Facebook

SUCCESS STORY



Client's goal

A leading CPG brand has focused its premium product offerings on a multi-platform campaign to drive high-quality traffic and engagement while minimalizing ad costs.

To achieve this strategy, the campaign utilized influencer-driven content and delivered messages to targeted homemakers, food enthusiasts, and younger consumers across Facebook, Instagram, and TikTok.



Campaign outcome

Strategic optimizations focusing on cost-per-link-click (CPLC) and click-through rates (CTR) drove the campaign's success. Facebook and Instagram achieved 70% cost savings, with CPLC as low as \$0.38, while TikTok delivered the highest engagement volume. Engagement rates remained strong across platforms, with Facebook at 4.17% and Instagram at 3.56%, with click-through rates of 4.06% and 3.48%, respectively.

Utilizing influencer content across the top social platforms exceeded planned link clicks by over 100% and reduced CPLC by 43%. Over 25 days, the campaign drove close to 48,000 link clicks with 55,000 user engagements.

campaignlab

43.2% CPLC efficiency

Actual CPLC \$0.67 VS.
Guaranteed cost \$1.17

4.6% Link click through rate

Achieved higher LCTR than the internal benchmark within the same date range

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Strike solutions

Real-Time Campaign Adjustments

Using Strike Social's real-time monitoring tools, the team dynamically adjusted bids, pacing, and audience allocation. By reallocating resources to high-performing segments, the campaign exceeded 48,000 link clicks while maintaining a 43% CPLC reduction.

Consistent Audience Targeting Across Platforms

Strike implemented a consistent audience-targeting strategy using native tools to align messaging across various platforms. High-performing segments, a mix of young and older demographics, have emerged as a source of efficiency and engagement on Facebook, Instagram, and TikTok, achieving an engagement rate as high as 4.93%.

Platform-Specific Content Optimization

Using the same creative assets across social platforms helps maintain consistency in messaging. Strategic platform-specific optimizations leverage the strengths of each social media network. The campaign successfully engaged a variety of audience segments, from older homemakers on Facebook to younger, trendsetters on TikTok.

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Dashboards

Queries

Alerts

Create

Traffic Campaign - Facebook, Instagram and TikTok

🔄 Refresh

⌵

Budget Type

Start Date

End Date

Project

With Margin

01/12/23

🕒

31/12/24

🕒

Choose platform

⌵

Campaign Summary

Project	Planned Spend	Actual Spend	Planned Units	Actual Units	Quantity Delivered Rate	Planned CPLC	Actual CPLC	Estimated Margin	Link Clicks	Link Click Rate	Engagements (Customized)	Engagement Rate
Facebook - Traffic	\$13,749.74	\$14,102.16	10,261	10,524	102.56%	\$1.34	\$1.34	71.99%	10,524	4.06%	10,832	4.17%
Instagram - Traffic	\$13,749.74	\$13,917.24	10,261	10,386	101.22%	\$1.34	\$1.34	70.86%	10,386	3.48%	10,608	3.56%
TikTok - Traffic	\$27,500.72	\$27,609.92	26,443	26,548	100.40%	\$1.04	\$1.04	14.60%	26,548	1.10%	33,225	1.37%
Total	\$55,000.20	\$55,629.32	46,965	47,458	101.05%	\$1.17	\$1.17	43.17%	47,458	1.59%	54,665	1.84%

Age Group Report

Age	Spend	CPLC	Link Clicks	Link Click Rate	Engagements (Customized)	Engagement Rate
25-34	\$1,058.50	\$1.35	782	2.90%	805	2.98%
35-44	\$1,521.33	\$1.33	1,142	3.26%	1,165	3.33%
45-54	\$1,970.69	\$1.37	1,443	3.70%	1,495	3.84%
55-64	\$3,807.13	\$1.38	2,762	4.12%	2,862	4.27%
65+	\$5,744.51	\$1.31	4,395	4.81%	4,505	4.93%
Total	\$14,102.16	\$1.34	10,524	4.06%	10,832	4.17%

Creative Report

Creative	Spend	CPLC	Link Clicks	Link Click Rate	Engagements (Customized)	Engagement Rate
Influencer asset 1	\$3,092.75	\$0.94	3,291	0.85%	3,958	1.02%
Influencer asset 2	\$4,012.34	\$0.95	4,241	0.80%	5,108	0.97%
Influencer asset 3	\$11,584.98	\$1.14	10,156	1.14%	13,538	1.53%
Total	\$27,609.92	\$1.04	26,548	1.10%	33,225	1.37%



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