

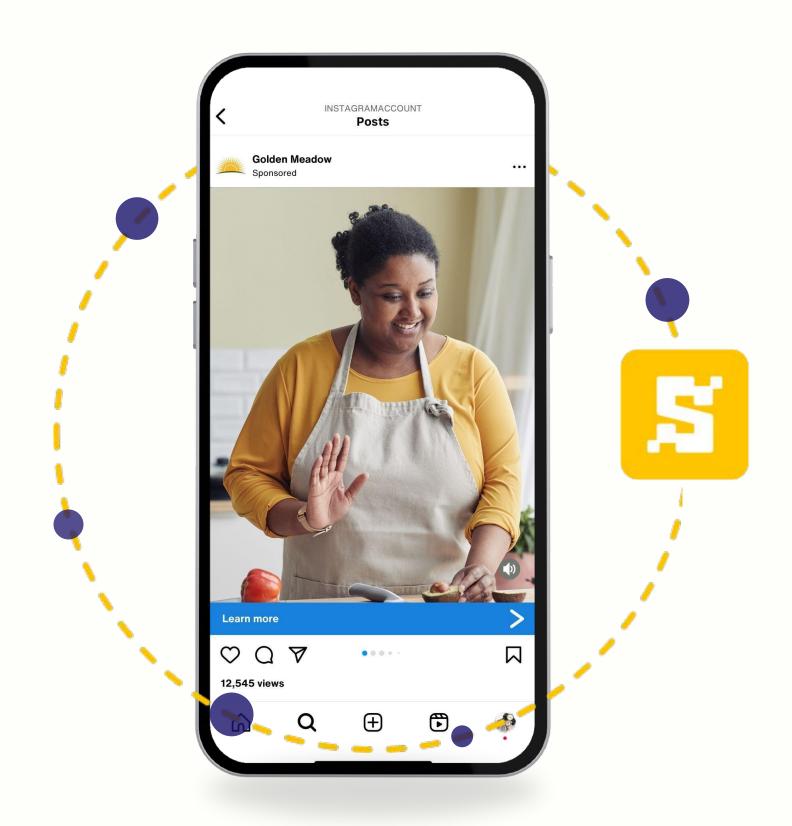
Exceeded traffic campaign goals by over 100% while achieving 43% CPLC savings across TikTok, Instagram, and Facebook

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.

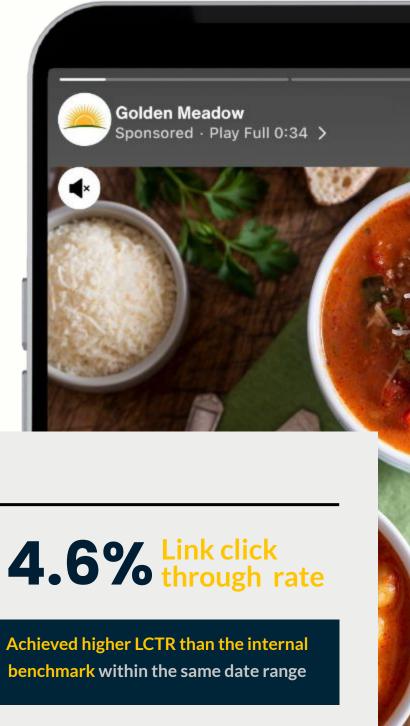




Campaign outcome

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

benchmark within the same date range

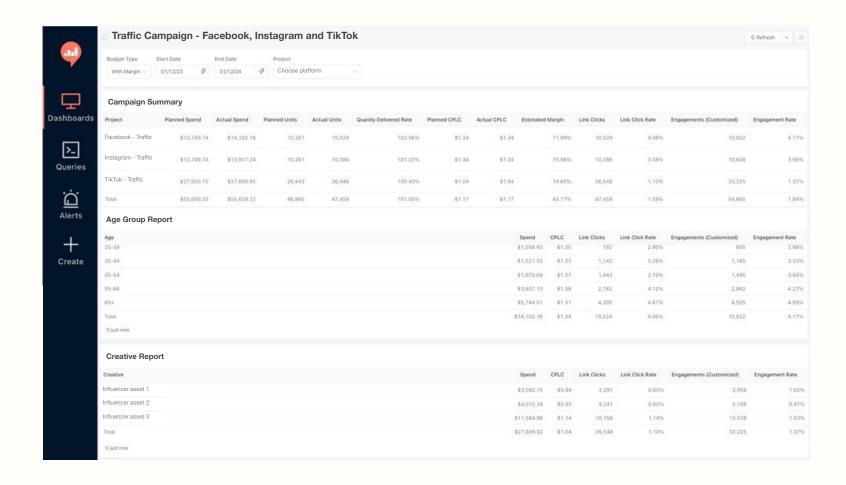




Strike solutions

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.



