TikTok Influencers

Case Study

A D2C brand engaged with RAD to secure TikTok influencers using RAD's audience matching technology

The Ask

To secure RAD Influencers on TikTok that will produce conversions at a predetermined CAC baseline

The Solution

RAD created a trackable viral environment with influencer links in bio alongside eCommerce anchored video links

Case Study Summary...

Influencers	9
Blended CAC	$19.00
Views	943,910
Comments	474
Likes	185,900
Shares	5330
Total Followers	4,036,011

Blended CAC

$19.00

The Results are in...

- ✓ RAD's CAC was **287% better** than previous acquisition efforts **used by 5 different agencies** prior to RAD

- ✓ Campaign engagement was an eye popping 2**000% better** than previous marketing campaigns

- ✓ RAD's CPC rate was **223% better** than any previous digital marketing campaign