

CPL:
1,60\$

THE CHECK:
38\$

THE BUDGET:
1250\$

**MONTHLY
LEADS:**
780

ROAS
700%



< 1 / 1 > To further protect the TikTok community in light of these challenging times, advertising on TikTok is currently paused in Russia and Ukraine.

OK

+Filters

Search by name or ID



Lifetime

UTC+02:00



Campaign

Ad group

Ad

Create

Edit

Bulk create/Edit

Automated rules

Custom columns

20/page

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1

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<input type="checkbox"/>	On/Off	Name	Status	Total cost	CPM	Impressions	Reach	Frequency	2-Second Video ...	6-Second V
<input type="checkbox"/>				2.44 USD	0.11 USD	22,058	18,830	117	15,277	
<input type="checkbox"/>				68.07 USD	0.23 USD	300,208	265,703	113	128,352	
<input type="checkbox"/>				985.30 USD	0.26 USD	3,828,845	1,748,422	219	1,352,019	
<input type="checkbox"/>				740.57 USD	0.33 USD	2,250,007	1,468,967	153	880,814	
<input type="checkbox"/>				374.01 USD	0.37 USD	1,010,372	531,391	1.9	382,706	
<input type="checkbox"/>				40.27 USD	0.60 USD	67,306	56,803	118	38,695	
<input type="checkbox"/>				6.42 USD	1.05 USD	6,092	4,234	1.44	1,569	
<input type="checkbox"/>				838.87 USD	0.43 USD	1,932,434	1,109,173	1.74	760,925	
Total of				3,788.52 USD	0.33 USD	11,393,100	3,668,406	3.11	4,241,394	

CONCLUSIONS

Solution:

I spent 2 weeks tracking ad group ROI. I launched groups, listened to calls, tracked which people buy and which do not. In the end, I realized that some ad groups do not give more than 30% ROMI, while other groups pay off 500% or more.

Result:

After analytics and advertising optimization, the brand receives an average return of 700% from advertising on TikTok. Advertising budget of this project is between 1,000\$ and 2,000\$ monthly.



Project description:

● THE CLIENT: A small Ukrainian brand "UmeArt" provides a range of paintings by numbers

● THE PROMOTION TIME: October 2021 - Present day

● THE GOALS: Test and implement a new traffic source - TikTok

● WHAT I'VE DONE in the first month of cooperation:

📌 Developed a strategy to attract applications for the product through the website and TikTok.

📌 Tested different videos and chose the most efficient ones

📌 Tested more than 6 audiences

📌 Developed a new website

📌 Developed sales script for phone calls

📌 Market analysis, competitor analysis and target audience analysis done.

● THE RESULTS:

✅ Average monthly budget: 1250\$

✅ Average monthly leads: 780

✅ Average cost per lead: 1,60\$

✅ Average check: 38\$

✅ Average monthly ROAS: 700%