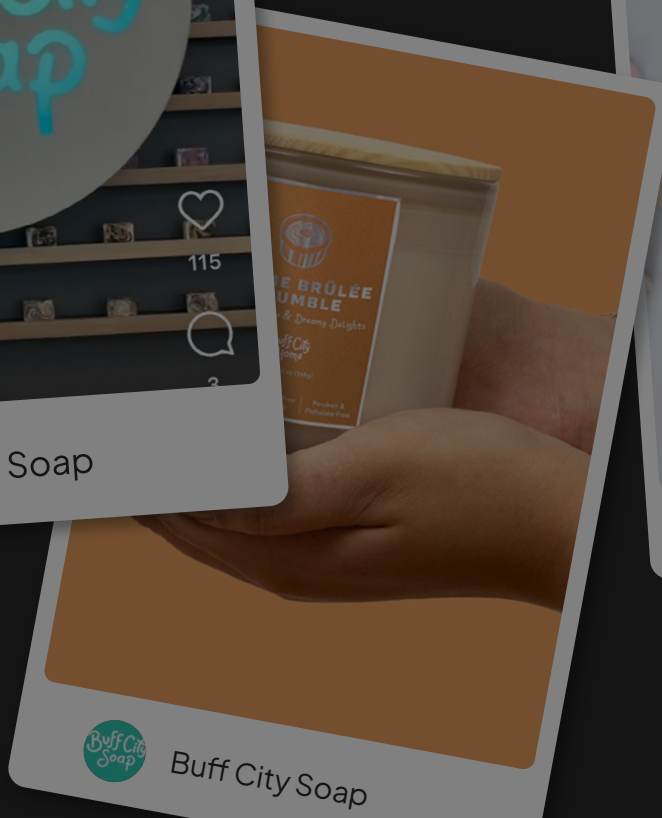


CASE STUDY

Buff City Soap



Introduction

Buff City Soap, a handcrafted soap and body care products brand, aimed to increase brand awareness and engagement among its target audience on TikTok during the 2022 holiday season.

To achieve this, the brand collaborated with Tagger to launch a comprehensive influencer marketing campaign on TikTok.



Campaign Strategy



To maximize the campaign's impact, Tagger's pixel links was used to target an audience most likely to engage with Buff City Soap's content and accurately measure and report campaign success.

Two TikTok creators, AbraidedBlonde and Crystalottv, were onboarded as brand ambassadors, creating original content leveraged with paid boosting. These creator's posts aligned with the campaign's brief, clearly positioned Buff City Soap's key communication pillars, and took the viewers into one of Buff City Soap's Makeries.

The paid boosting was carried out using Spark Ads, which made it easy to keep costs low while effectively reaching its target audience at scale.

Maximizing Impact: The 3 Main Tools of Buff City Soap's Campaign Strategy

Tagger's Pixel Links

Tagger's Pixel Links optimize data tracking and analytics with advanced pixel technology, offering marketers valuable insights for online campaign optimization.



Brand Ambassadors

A brand ambassador passionately represents and promotes a brand, embodying its values to engage with the target audience.



Spark Ads

Spark Ads is a dynamic advertising platform that ignites brand visibility and engagement through innovative and targeted digital campaigns.



Campaign Performance



The organic creator posting ran from December 23rd to December 31st, while paid boosting ran for approximately one week, with optimizations after the first two days.

The campaign targeted priority markets where Buff City Soap had physical locations.



The Campaign's Performance Highlights Were as Follows



CPM:
\$3.10



Total Reach:
1.4mm



2s Video Views:
1.3mm / \$.01 CPV



6s Video View:
435k / \$.02 CPV



Clicks to Profile /
buffcitysoap.com:
11k / \$.88 CPC

Learnings and Conclusions



The campaign's success can be attributed to several factors.

Firstly, using Tagger's pixel links allowed Buff City Soap to accurately target the most relevant audience and track the campaign's performance metrics.

Secondly, the brand partnership with TikTok creators AbraidedBlonde and Crystalottv and the paid boosting of their posts provided the brand with the authenticity and reach required to drive engagement and awareness.

Additionally, interest-based targeting was found to be more efficient and cost-effective than hashtag targeting.



Optimizing views in TikTok Ads Manager resulted in longer watch times at a more cost-effective rate.

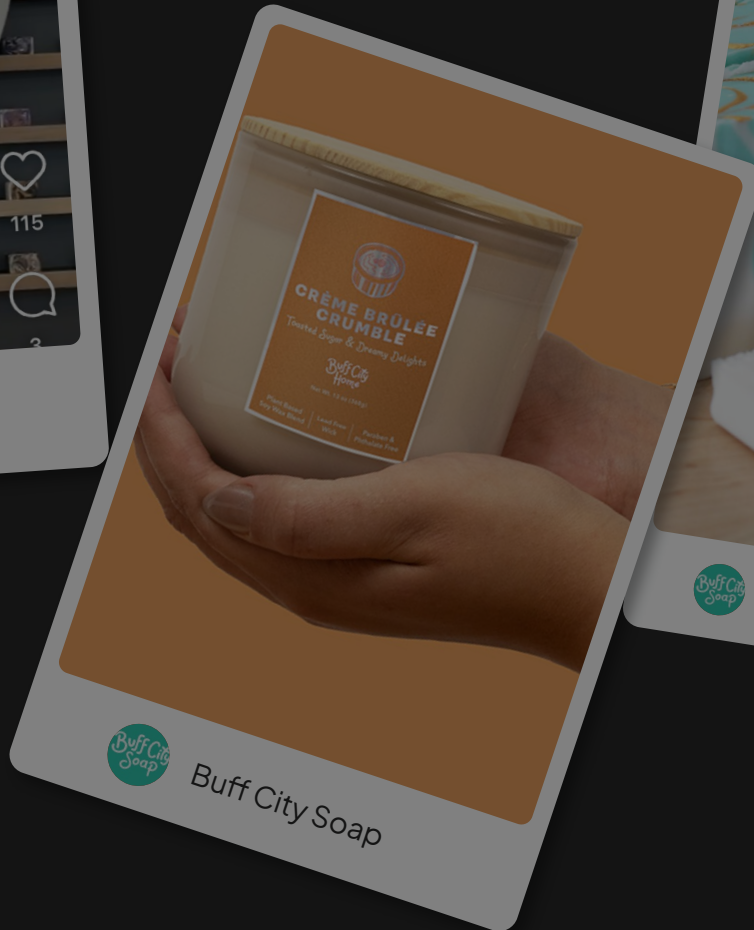
The campaign's creative optimization strategy focused on punchy and snackable assets, with the brand presented within the first four seconds to drive brand awareness.

Finally, identifying the right creators was crucial to the campaign's success.

Signals, Tagger's research and analytics tool, as well as the Affinity algorithm, were instrumental in identifying creators who would be excited about the partnership and producing content that resonated with Buff City Soap's target audience.

> Conclusion

In conclusion, the Buff City Soap TikTok campaign was a resounding success, thanks to Tagger's pixel links, creator collaboration, paid boosting, interest-based targeting, optimization towards views, and creative optimization strategy.



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