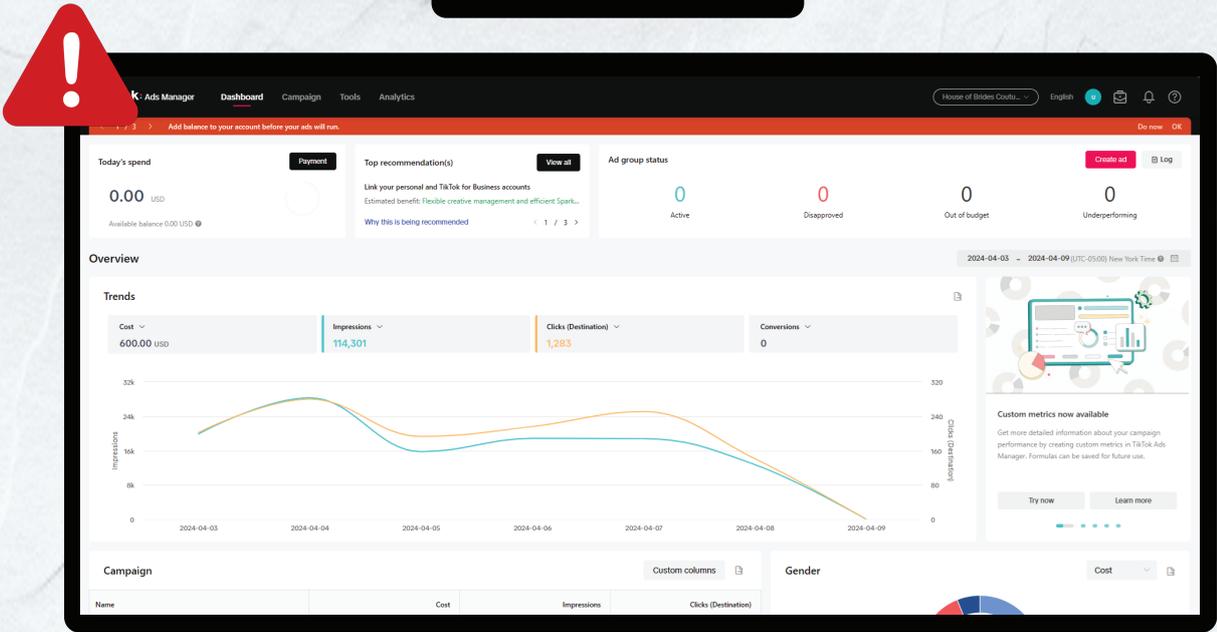
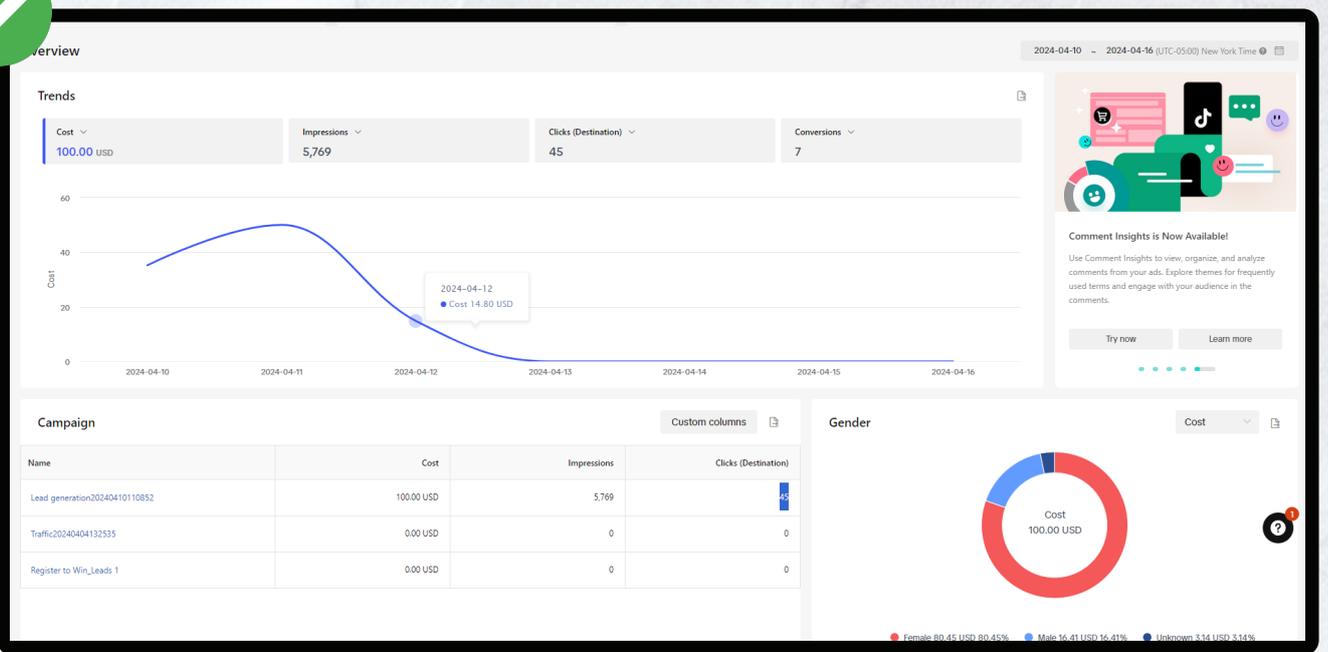


Before



- ❗ Broad, unqualified targeting with no clear ICP, resulting in low-intent traffic.
- ❗ Creatives not optimized for TikTok behavior, lacking strong hooks and native UGC-style visuals.
- ❗ No TikTok native lead form integration, causing major drop-offs before conversion.

After



- ✅ Rebuilt audience targeting around real buyer intent, focusing only on users most likely to convert
- ✅ Optimized TikTok native lead forms, reducing friction and capturing leads directly on-platform
- ✅ Created a simple, conversion-focused funnel, guiding users smoothly from ad > lead submission
- ✅ Validated performance quickly, generating 7 qualified leads from the first \$100, restoring client confidence

On/Off	Name	Total cost	CPC (Destination)	CPM	Impressions	Clicks (Destination)	CTR (Destination)	Conversions	CPA
On	Ad 1 2024-04-10 10:09:32	80.59 USD	2.01 USD	17.77 USD	4,536	40	0.88%	6	13.43 USD
On	Register to Win_Instant Form 1	19.41 USD	3.88 USD	15.98 USD	1,215	5	0.41%	1	19.41 USD
Total of 2 ads		100.00 USD	2.22 USD	17.39 USD	5,751	45	0.78%	7	14.29 USD