



CASE STUDY

HOW TO 2X PERFORMANCE ON TIKTOK

Fashion Retailer eCommerce Strategy to Scale Sales with Influencers + Paid Media

MAGICLINKS

MAGICLINKS.COM

TIKTOK PAID AMPLIFICATION

STRATEGIC FORMULA

- 1** **Competitive Insights and benchmarking** – We leveraged historic performance data + insights across our 5000+ brand partners
- 2** **MatchIntelligence™** – We casted the right Influencer Talent based on their specific audience reach, performance history, creative styles, and sales results
- 3** **Top-Performing Creative** – Our strategy team guided Creators throughout the campaign resulting in top-performing TikTok-first organic content

TIKTOK PAID AMPLIFICATION

STRATEGIC FORMULA

- 4 The Right Mix of Creators** – We find the right mix of nano, mid, macro and mega talent
- 5 *Dance the Two-Step*** – We recommend always combining paid media spend with the highest-performing organic creative for best results.
- 6 *Top-Performing Content Amplification***– Our strategy team guided Creators throughout the campaign resulting in top-performing organic content - the best of which was selected for paid media spend

RESULTS: 2X PERFORMANCE

2x

Click Thru Rate
with Collection Ads

+157%

Click Thru Rate
above Category average

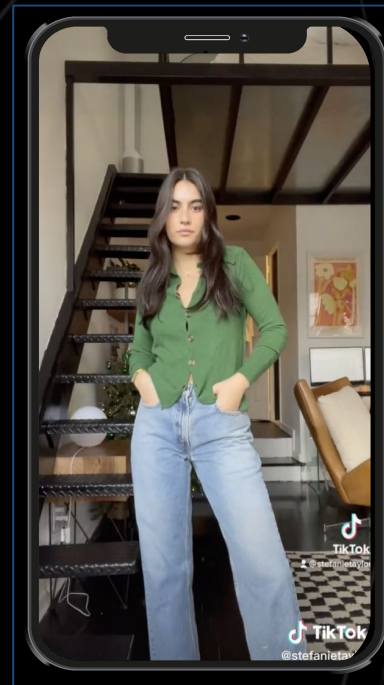
SUMMARY

Leveraging MagicLinks Creator content and the latest TikTok Ad feature, Collection Ads, this Lifestyle Fashion Retailer outperformed TikTok CTR Benchmarks by more than **2x**, 157% above the TikTok category average of .35%. The strongest performing content had a CTR of 1.1%.

DELIVERABLES

MagicLinks planned, created and launched a traffic-optimized TikTok Ad Campaign

- Creators were selected based on **organic engagement, demand, content style, and historical performance for the fashion category**
- Leveraged TikTok's **Collection Ad** feature, an in-app interactive experience



[Example Creative](#)

CATEGORY BENCHMARKS + CAMPAIGN PERFORMANCE

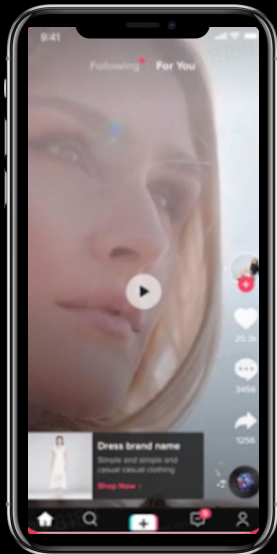
		Engagement Rate	CTR
LIFESTYLE FASHION RETAILER		10.46%	0.9%
<i>Vertical</i>	<i>TikTok Benchmarks (CTR)</i>		
Retail & E-Commerce	0.14-0.21%		
Travel	0.27-0.40%		
Home Furnishings	0.12-0.17%		
Food & Drinks	0.12-0.18%		
Internet Finance	0.24-0.36%		
Clothing & Accessories	0.24-0.35%		

+157%
CATEGORY
AVG

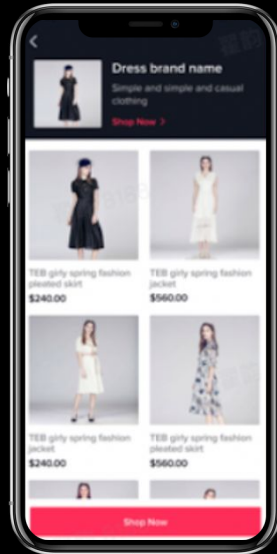
WHY COLLECTION ADS?

Seamless user experience from ad to page

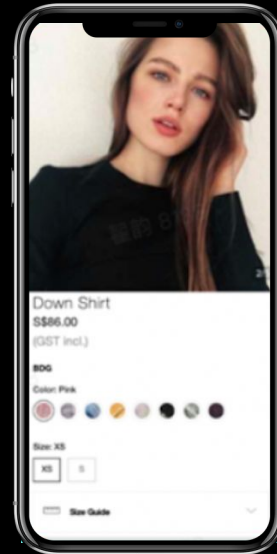
In-Feed Ads



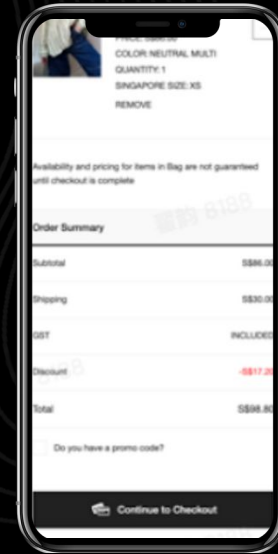
Instant Page
(storefront)



Product Detail
Page



Check-out
Page



TIKTOK GALLERY: MAGICLINKS CREATORS

elf



Mikayla Nogueira x e.l.f.
2.4M views | 18% ER

NASTY GAL



InMySeams x Nasty Gal
600k views | 13% ER

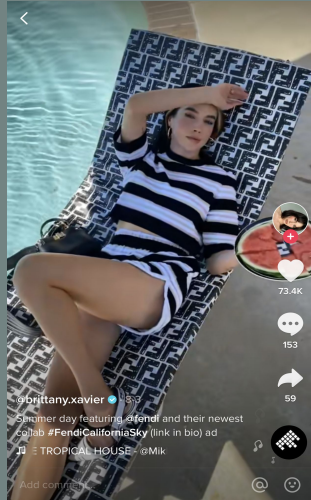
Lulus



Mary Skinner x Lulu's
2.1M views | 5% ER

TIKTOK GALLERY: MAGICLINKS CREATORS

FENDI
ROMA



Brittany Xavier x Fendi
455k views | 8% ER

adidas



Nazjaa x Adidas (Gifted)
92k views | 20% ER

Walmart ✨



Drew Baker x Walmart
144k views | 17% ER

TIKTOK GALLERY: MAGICLINKS CREATORS

GAP



[Hope x GAP](#)

441k impressions | 2.03% CTR

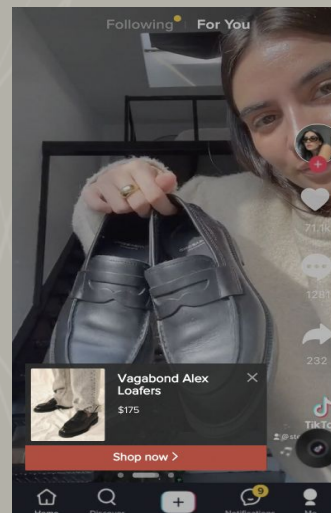
ELEMIS
LONDON



[Kesia x Elemis](#)

578k impressions | 1.32% CTR

free people



[Stefanie x Free People](#)

1.8M impressions | 1.06% CTR



MAGICLINKS

Ready to scale performance on TikTok?

GET IN TOUCH