



CASE STUDY | ECOMM

Optimized TikTok Strategy Drives +1023% Revenue Lift from Paid Media in Just Four Months for Klassy Network



SINGLE GRAIN



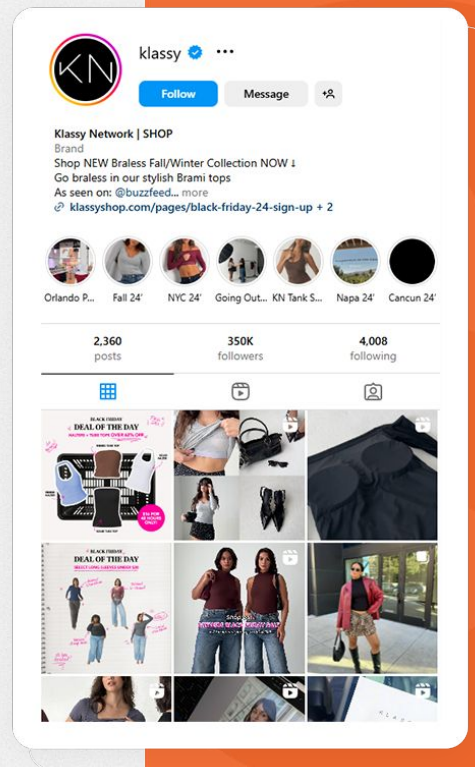
KLASSY NETWORK

The Challenge

Klassy Network was overly dependent on Meta as a platform and didn't believe that TikTok would be a good revenue stream for their company.

However, in August and September, Meta shut down the Klassy account TWICE, once for almost a week... once during our Labor Day Sale time.

Labor Day is a key time for Klassy as their tank top sales (their hero product) sell much stronger during the summer/warmer months compared to the winter.



Our Goal

Add Stability to Klassy's Advertising by Successfully Diversifying into TikTok



The Tactics for Succeeding on TikTok



We **updated the ad structure on TikTok** to have a full funnel.



We updated all the creatives to follow best practices, including **updating all creatives to run as spark ads**.



We pushed hard for the **Labor Day sales on TikTok** since we were unable to spend on Meta for that sale offer.



We had the client **build out their TikTok Shop**, and tagged products in all of our ads since people on TikTok often don't want to leave the site.



Once Klassy hit the right spend levels and creative volumes, we ran **GMV Max ads**



Once Klassy hit the right spend levels and creative volumes, we ran **TikTok lives**



SINGLE GRAIN



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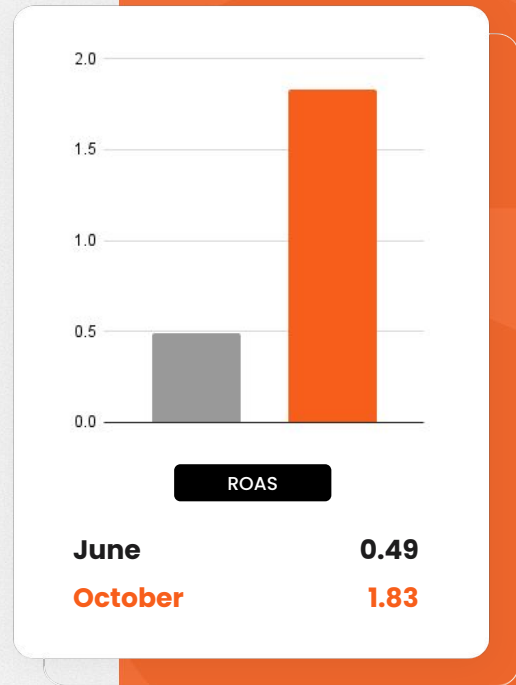
KLASSY NETWORK

Results

Our work on TikTok increased Klassy's revenue by +1023% from 4 months prior.

Klassy increased their spend by 196% in the same amount of time - greatly diversifying their platform mix, and making them less dependent on Meta to drive results.

These numbers showcase a ROAS improvement from 0.49 to 1.83.



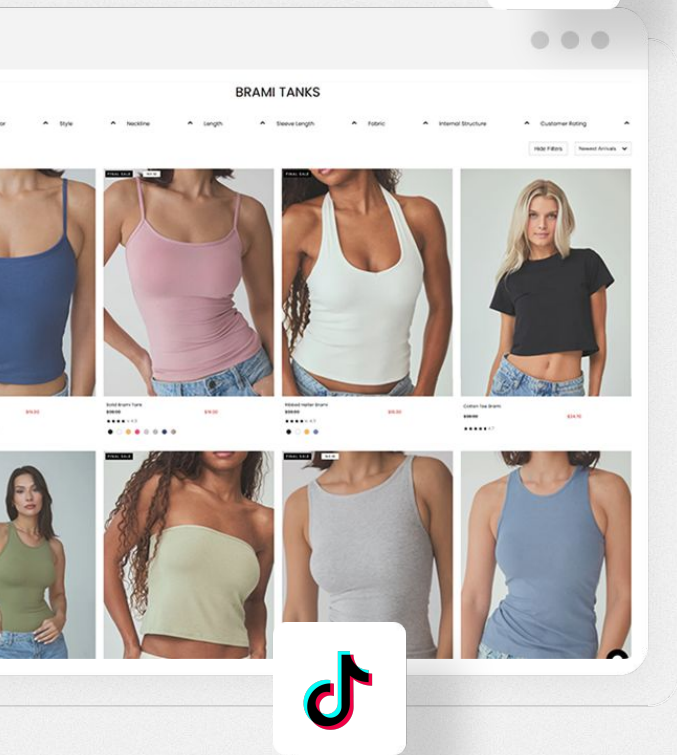
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CASE STUDY

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Optimized TikTok Strategy Drives **+1023% Revenue Lift** from Paid Media in Just Four Months for Klassy Network

Klassy Network was overly dependent on Meta as a platform and didn't believe that TikTok would be a good revenue stream. After two account shutdowns on Meta, one during their Labor Day sale, they allowed us some budget to test TikTok.

To execute this successfully, we:

- Updated ad structure on TikTok to create a full funnel strategy
- Updated all creatives to follow best practices
- Optimized all creatives for Spark ads
- Had the client build out their TikTok Shop, and tagged products in all of our ads
- Pushed hard for the Labor Day sale on TikTok since we were unable to spend on Meta for that sale offer
- Once Klassy had enough spend and creative, we ran GMVMax ads and TikTok lives

+1023%

increase in revenue

+196%

increase in spend

+273%

increase in ROAS