

Case study



PRYA

Increasing website traffic with Smart Performance Campaigns

Jewellery retailer **PRYA** was founded in 2019 by Royale Johnson and Arwa Hassan.

Explainer

Having successfully advertised on TikTok before through **Spark Ads**, PRYA wanted to build on that success with a new type of campaign that would direct customers to their **website** and **increase sales**.

Solution

PRYA used **Smart Performance Campaigns** with Website Conversion to run a streamlined automated campaign. The system sourced multiple creatives, optimised their bidding, and helped them **increase their total number of sales**.

Products used

Smart Performance Campaigns

Website Conversions

TikTok for Business



Key results

150%

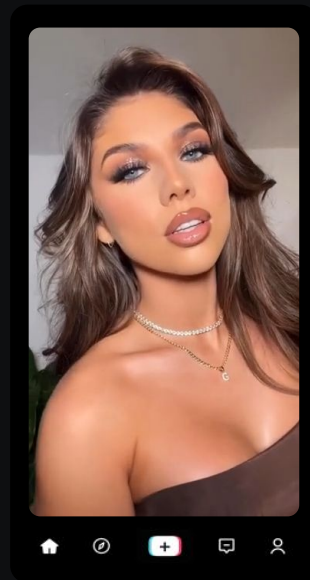
increase in
website visits

10%

lower CPA for SPC vs
standard

10%

increase in
completed payments



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