

Case study



UNDERDAYS

Increasing followers and brand awareness through Spark Ads

British underwear brand **Underdays** was founded in 2021 by Oria Mackenzie and Amelie Salas.

Explainer

Underdays had experienced great early growth and wanted to build on this success by **increasing its number of TikTok followers** and **boosting their brand awareness** among UK-based people between the ages of 18-34.

Solution

Underdays amplified its engaging content through **Spark Ads** with the **Community Interaction objective** and **Follower Optimisation**. This was a straightforward setup in TikTok Ads Manager that involved selecting their optimisation goal, entering their budget, and selecting the TikTok Posts to use in their ads.

Products used

Spark Ads

Community Interaction objective

TikTok for Business



Key results

£0.88

cost per follower

10.4%

average
view-through rate

200%

higher average watch time
than other platforms



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