



Mous

All the way up! How Mous built a very strong case on TikTok

Founded in 2014, Mous is a tech-accessories brand known for its phone cases, screen protectors, wireless chargers, and bags.

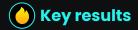
Coinciding with the Samsung Galaxy S23 launch day, Mous wanted to show and sell their S23 phone cases to a wider audience- all through a TikTok campaign.

Solution

Mous used Spark Ads and tested five different creative executions for this promotion to see which performed best. The campaign focused on product acquisition and on prospecting audiences by excluding retargeting lists.

roducts used

Spark Ads





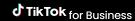
conversion rate increase



more clicks







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