

84%
365%
1,104%

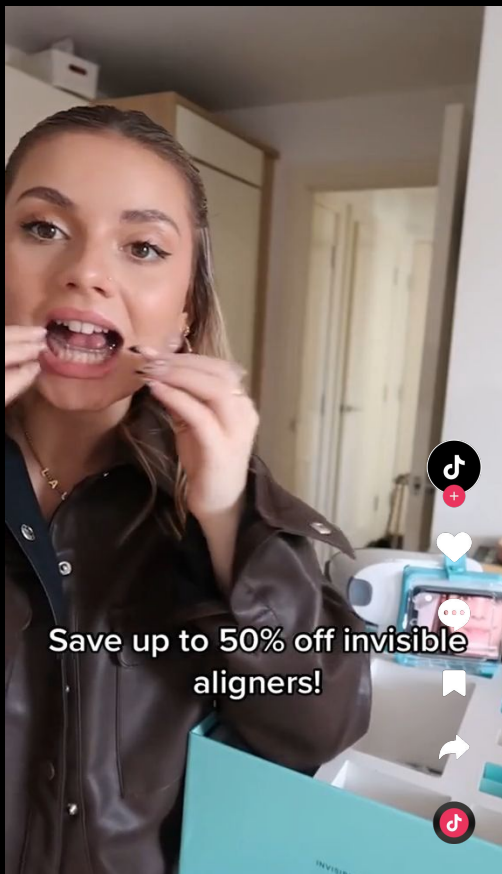
TikTok for Business
reduction in CPA
increase in ROAS
increase in purchases



Increasing sales and brand awareness over Black Friday

THE CONTEXT

Selling invisible aligners which people can use from the comfort of their own home without visiting a dentist, Diamond Whites sought cut-through during the busy Black Friday shopping period



Diamond Whites

In-Feed, Spark Ads, Automatic Targeting

THE IDEA

Diamond Whites adopted a full-funnel approach, creating numerous campaigns. The collaborated with Creators and showcased a 50% off sale, promoted with SparkAds and Automatic Targeting

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365%

increase in ROAS

1,104%

increase in purchases