

Case study



Driving growth and tapping into new demographics with TikTok

Established in 1847, Intersport Elverys is Ireland's oldest and most popular sports store. They cater for both top sports stars and Ireland's casual sporting community alike.

Explainer

To engage a new audience and boost revenue, Elverys, with their agency Wolfgang Digital looked to TikTok to tap into new customers.

Solution

Intersport Elverys, prioritised authentic content, featuring real people and brand ambassadors in content, shot on phones. They leveraged various tools like In-Feed Ads, Countdown and Giftcode Stickers, along with customised targeting strategies, including Hashtag Targeting, enhanced reach and engagement, achieving remarkable results.

Products used

In-Feed Ads

Interactive
Ad-Ons

Custom Audiences



Key results

178%

increase in followers

1.3m

reach

30%

YoY increase in
revenue



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