

Case study



glow
hub

Glow Hub

Going from viral to sold-out with TikTok Shop campaigns

The UK-based cosmetic business **Glow Hub** was founded by Tiffany Salmon in 2020. It provides Gen Zs with an affordable foundation for personalised skincare, paired with cute packaging and relatable, educational messaging.

Explainer

Glow Hub had already run successful TikTok ad campaigns in the past, whose main objectives were **Community Interaction** and **Website Conversions**. This time, the business was looking into different ways to **build the brand** on TikTok, **sell more products**, and **improve ROAS**.

Solution

Glow Hub trialled a campaign **focused on TikTok shop**. The TikTok team helped it set up **Conversion Ads**, review its **target audiences**, and use our **Shop Affiliate program** to source creators. Hosting **weekly LIVE Shopping events** drove trust and built hype around its products.

Products used

LIVE Shopping Ads

Video Shopping Ads for TikTok Shop

Shop Affiliate program

TikTok for Business



Key results

1806%

Increase in complete payments YoY

92%

decrease in CPA YoY

1236%

return on ad spend (ROAS)

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