askpaul™
#MoneyMadeEasy

Boosting brand awareness and first-party data

Irish financial broker askpaul was founded in 2016 by Paul Merriman.

Explainer

askpaul needed to increase its **email subscriptions** while also **boosting brand awareness**. But how do you capture the attention of people on TikTok and turn them from viewers into email subscribers?
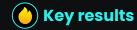
Solution

askpaul used **Custom Identity** and **In-Feed Ads** to create targeted content that was engaging, informative, and felt native to TikTok. Its team created a video that focused on important personal finance advice and paired it with a lighthearted track to increase leads.

Products used | **Custom Identity** | **In-Feed Ads** | **Lead Generation**

🔥 **Key results**

400%
Increase in email database

49%
Reduction in CPC vs. previous campaign

27%
Conversion rate in email sign-ups

The budgeting tool everyone should be using

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♪ **TikTok** for Business