



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.

Explainer

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.

Products used**Spark Ads****Key results****25%**

conversion rate increase

2x

more clicks

108%

revenue increase

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