





Driving growth and tapping into new demographics with TikTok

Established in 1847, Intersport <u>Elverys</u> 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

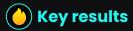
Intersport Elverys, prioritised authentic content, featuring real people and brand ambassadors in content, shot on phones. They leveraged various tools like In-Feed Ads, Countdown and Giftcode Stickers, along with customised targeting strategies, including Hashtag Targeting, enhanced reach and engagement,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

Products used

In-Feed Ads

Interactive Ad-Ons

Custom Audiences





increase in followers



reach



YoY increase in revenue





