



TikTok Influencers

Case Study

A CPG brand engaged w/ RAD to secure **TikTok influencers** on a CPV basis

Results

RAD Influencers on TikTok produced **8x** better results than **engagement and CPV** industry benchmarks

Speed

RAD created a trackable viral environment and activated **20 micro and macro influencers** in **72 hours**

Case Study Summary...

Influencers	14
Trackable Clicks	37,601
Views	3,701,806
Comments	2477
Likes	685,900
Shares	19,330
Total Followers	6.5m+

Engagements

4,256,114

The Results are in...

- ✓ RAD's CPV rate was **250%-400% better** than market benchmarks across **all social platforms**
- ✓ RAD's engagement was **2000% better** than **Facebook, Instagram and YouTube benchmarks**
- ✓ RAD's client needed **fast activations**. We activated the campaign and went live within **72 hours**.