

tiket.com boosted installs and purchases with Online Tiket Week

Welcome to **TikTok's Mega Sales** case study series! We're sharing success stories from Southeast Asia to inspire, inform, and equip your team to drive your own TikTok commerce opportunities. Check out how these brands leveraged TikTok's commerce-oriented advertising products to achieve their full-funnel marketing goals.

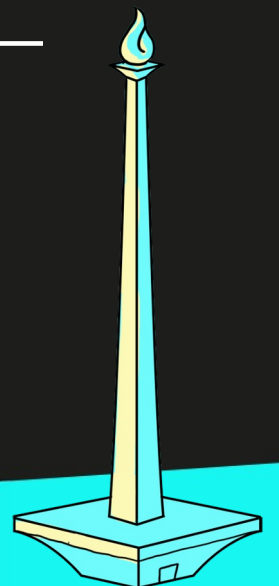
BACKGROUND

Indonesian online travel agent tiket.com planned its Online Tiket Week Mega Sales event in November 2021, with massive discounts and special additions on its app. The brand wanted to drive user acquisitions for its app ahead of the event, to increase user consideration of the exclusive promotional offers and maximize sales.

SOLUTION

Ad product: In-Feed Ads (Optimized for App Installs)

In the run-up to the Mega Sales season, tiket.com decided to add TikTok's **App Installs** campaign objective to its always-on campaign, to boost conversions.



SOLUTION (CONT'D)



During its Online Tiket Week event, tiket.com generated additional creatives to highlight its end-of-year promotions. The new creatives drove users to click the "buy now" call to action. The brand also utilized the **Lowest Cost bidding strategy** for the campaign to generate strong results during a short time.



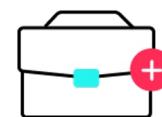
For the Online Tiket Week ad creative, tiket.com placed information about the promotions and the call to action prominently.

MEGA SALES TOOLKIT



App Installs Objective

In-Feed ads optimized for the App Installs Objective are designed to drive more people to install your app by linking them directly to your app store page.



Lowest Cost Bidding Strategy

The Lowest Cost bidding strategy does not require a bid. Instead it uses available ad group budget to generate as many results as possible at the lowest cost. With improved scale, the system is able to deliver more efficiently.

RESULTS

-21%

Cheaper Cost Per Purchase compared to BAU

+77%

Higher Purchase Rate compared to BAU

+66%

App Installs uplift



Overall, tiket.com's Mega Sales campaign drove a significantly higher purchase rate, indicating how the short blast promotional campaign directly drove higher sales.

CONCLUSION

By creating a campaign dedicated to driving app installs, tiket.com saw a notable uptick in installs and purchase actions on its app. Essentially, the brand chose the optimal mix of TikTok ad solutions to reach its goals during the Mega Sales season, one of the most competitive times of the year for advertisers.

If you want to discover the perfect TikTok ad mix for your brand ahead of the next Mega Sales season, kickstart your commerce opportunity on TikTok now!

Subscribe and stay tuned to our Mega Sales mailing list to get regular TikTok updates on the year's biggest shopping season.

Reach out to your partnerships manager to find out more about the products highlighted in this case study.

