

# JD Central drove 6.18 Mega Sales traffic in Thailand

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.

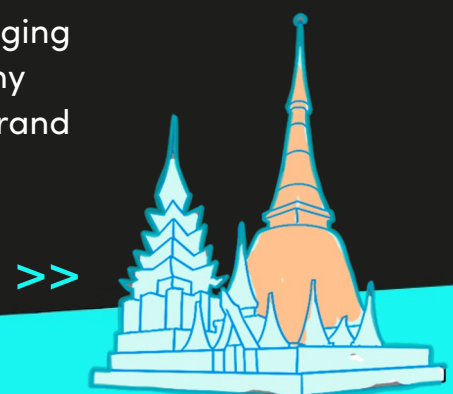
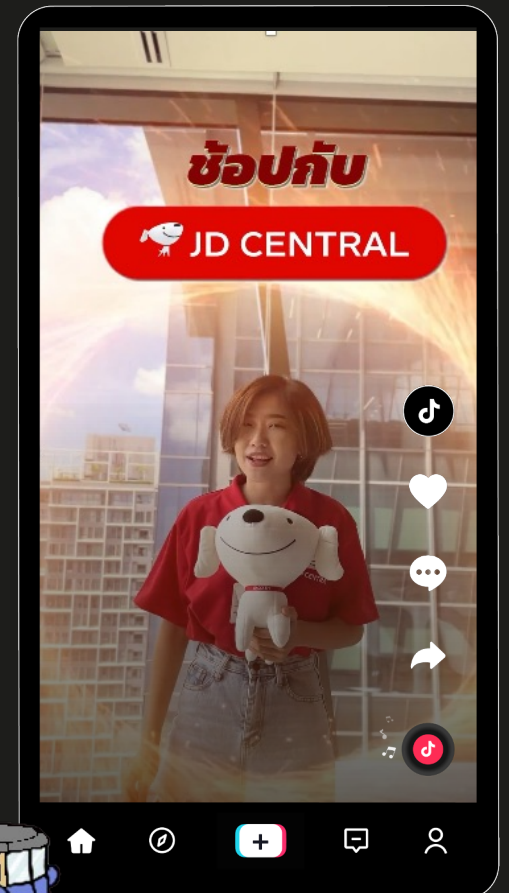
## BACKGROUND

After JD.com in China first created its annual 6.18 Mega Sales event, it became one of China's most popular consumer shopping seasons. To take the trend to Thailand ahead of its competitors, JD Central teamed up with TikTok on a campaign that would direct traffic to the JD Central platform and drive sales.

## SOLUTION

Pangle, Spark Ads

JD Central set up a Traffic objective campaign leveraging the Lowest Cost bidding strategy, to generate as many results as possible at the lowest cost per result. The brand also incorporated Pangle in parallel to bring the campaign's Cost-Per-Click (CPC) down further.



## SOLUTION (CONT'D)

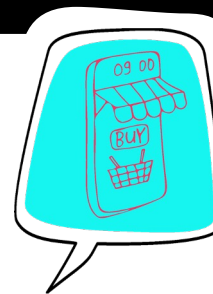


**Pangle** repurposes TikTok ad content for numerous high-quality mobile apps so as to expand the total number of users reached.

The shopping platform used five unique **Spark Ads** to scale awareness and consideration, with a mixture of highly engaging creatives targeted at Thai audiences. Key Opinion Leaders (KOLs) led the story, wearing branded outfits and calling out the products' unique selling points from top-selling categories. The TikTok-native creatives tapped into viral trends such as Jiggle and Dr. Strange, featured bold text overlay that highlighted discounts, and prominently featured very clear call-to-action to drive traffic to JD Central's platform.

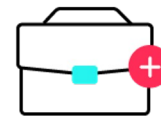


### MEGA SALES TOOLKIT



#### **Pangle**

Pangle is the leading video advertising platform offering interactive and high-performance in-app advertising solutions. It enables advertisers on TikTok to reach extended audiences through a vast network of mobile apps with an engaging and immersive experience that drive real business results.



#### **Spark Ads**

Spark Ads is a native ad format that uses posts from real TikTok accounts. This ensures that all views, comments, shares, likes, and follows gained from boosting the video during the promotion are attributed to the organic posts. The beauty of Spark Ads is its native and user-generated content distinction, which can drive greater engagement and authenticity, and leaves an ongoing marketing impact through real connections with the community.

## RESULTS



**13x**

Lower CPC when running Pangle placement vs. TikTok placement

**4.3x**

Higher CTR when running Pangle placement vs. TikTok placement

**-81%**

Lower CPC vs. Industry benchmark

## CONCLUSION

By following creative best practices and leveraging a good mixture of ad creatives, JD Central's Sparks Ads played a key role in driving awareness and consideration. And by using Pangle in parallel, the results from this Mega Sales campaign exceeded all expectations.



**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.