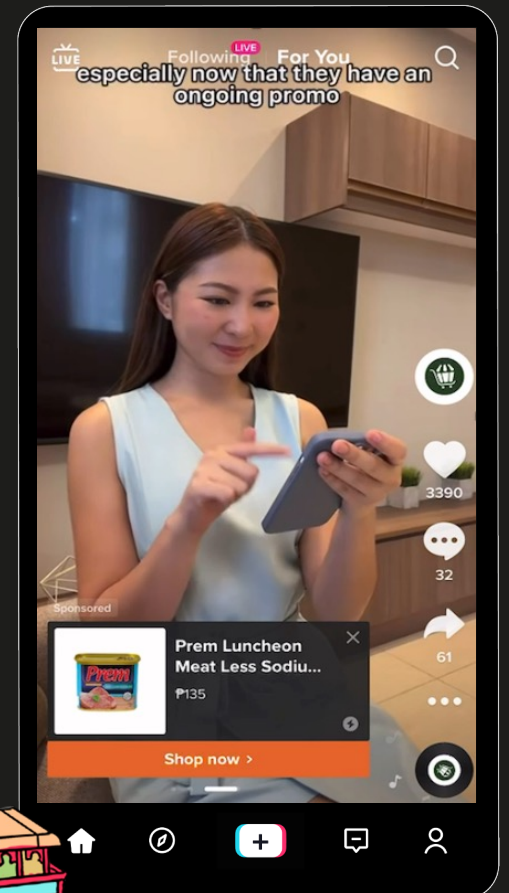


PureGo drove mega conversions with TikTok Collection Ads

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

PureGo is an online grocery shopping platform and a major supermarket chain in the Philippines. The brand created a targeted ad campaign during its seasonal Christmas promotion, speaking to a target audience of younger women. The brand wanted to show that buying groceries can be easy and fuss-free. And so, PureGo turned to TikTok to drive greater product consideration.



SOLUTION

Ad product: Collection Ads

PureGo used Collection Ads, which combine the unique attributes of a TikTok ad with a fast-loading landing page and targeted product recommendations.



SOLUTION (CONT'D)



Via **Collection Ads**, PureGo drove online product discovery by leading potential customers to an onsite Instant Gallery Page. On the fast-loading page, PureGo showcased individual products and an exclusive promo call-to-action, moving visitors over onto its own grocery shopping website for purchases and more information. In this way, PureGo successfully brought interested end users further down the purchase journey offsite.



The brand also utilized the Interest Targeting function to target audiences with higher purchase intent, in this case, by ensuring relevant and direct targeting of women 18 and older. PureGo also ran the campaign on the Lowest Cost bidding strategy to maximize the conversion volume, in the form of click-throughs to the website.

MEGA SALES TOOLKIT



Collection Ads

Collection Ads enable people to seamlessly find, discover and browse products in a full-screen mobile experience. These ads lead to an Instant Gallery Page where people can explore a curated collection of products in a fast-loading instant experience. This drives product discovery and screens for higher-intent audiences.

RESULTS

US\$ 0.07

Cost Per Page View on onsite Instant Gallery Page (IGP)

US\$ 0.4

Cost Per View Content on offsite website

> 76 %

Of those who clicked on a CTA or product on IGP, visited the offsite website (View Content)



PureGo's use of the Lowest Cost bidding strategy and Interest Targeting proved highly effective with lower Cost Per Page View on the onsite product landing page and PureGo's own website.

CONCLUSION

PureGo used Collection Ads to effectively engage its audience and convert that interest into significant web traffic during their campaign. By driving visits to their groceries website so seamlessly, PureGo successfully proved that shopping doesn't have to be an arduous task.

A little strategy can go a long way. Turn to TikTok to discover your next big commerce opportunity 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.

