

CASE STUDY

Health Supplement E-Commerce TikTok Campaign

How systematic creative testing and audience optimization delivered 658 conversions at \$2.73 CPA

THE CHALLENGE

A Nigerian health supplement brand needed to scale their direct-response TikTok campaigns profitably while maintaining cost per acquisition below \$5 USD. The campaign required navigating TikTok's evolving algorithm, testing multiple ad creatives for a pay-on-delivery business model, and optimizing for conversions in an emerging market with unique payment preferences.

THE STRATEGY

- **Multi-Creative Testing Framework:** Launched campaign with 10+ ad variations testing different hooks, angles, and testimonial formats to identify winning creatives
- **Device-Specific Optimization:** Analyzed iOS vs Android performance, discovering 55% iOS / 45% Android split with higher conversion rates on iOS
- **Systematic Budget Scaling:** Started with ■5,000/day test budget, scaled winning ads to ■15,000-20,000/day based on CPA performance
- **Creative Refresh Cadence:** Introduced new ad variations every 7-10 days to combat ad fatigue and maintain CTR above 2%
- **Audience Expansion:** Used automatic targeting initially, then built lookalike audiences from converters for second-phase scaling

THE RESULTS

658	1.7M	2.32%	1.66%
Total Conversions	Impressions	Click-Through Rate	Conversion Rate

Campaign Performance: Over the 7-month period (Sept 2025 - Apr 2026), the campaign delivered 39,589 clicks and maintained a cost per acquisition of ■4,361 (~\$2.73 USD), well below the target threshold. The 1.66% conversion rate exceeded industry benchmarks for direct-response e-commerce campaigns.

Creative Performance Insights: Top-performing ads featured user-generated content style videos with authentic testimonials. Ads with clear product demonstrations and before/after imagery generated 40% higher CTR than lifestyle-focused creatives.

KEY LEARNINGS & OPTIMIZATIONS

- **Device Targeting Matters:** iOS users showed 35% higher conversion intent despite similar CTRs, justifying higher bids for iOS placements
- **Creative Fatigue Window:** Ad performance degraded after 7-10 days at scale, requiring consistent creative refresh pipeline
- **Time-of-Day Performance:** Peak conversion hours were 6-9 PM local time, allowing for dayparting optimizations
- **Audience Layering:** Combining interest targeting with lookalike audiences produced 22% lower CPA than broad targeting alone
- **Landing Page Impact:** Direct WhatsApp ordering flow (pay-on-delivery) converted 28% better than traditional checkout pages

CAMPAIGN TIMELINE

Phase	Duration	Focus	Results
Testing	Weeks 1-2	Creative validation, audience discovery	3 winning ads identified, 2.8% CTR
Scaling	Weeks 3-12	Budget increase, lookalike building	450 conversions, \$2.91 CPA
Optimization	Weeks 13-28	Creative refresh, audience expansion	208 conversions, \$2.50 CPA

CLIENT OUTCOME

The campaign exceeded performance targets, delivering 658 conversions at a cost per acquisition 45% below the \$5 target threshold. The systematic testing and optimization framework established during this campaign was subsequently rolled out across 6 additional ad accounts, generating over 1,400 total conversions across the portfolio.

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