

TIKTOK PAID MEDIA PORTFOLIO

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7-MONTH CAMPAIGN PERFORMANCE

7 Ad Accounts	126 Campaigns	85 Ad Creatives
5.9M Impressions	144K Clicks	1,478 Conversions
2.41% Overall CTR	1.02% Conversion Rate	\$7,037 Total Spend (USD)

TOP PERFORMING ACCOUNTS

Account	Spend	Conversions	CTR	CVR	CPA
DISTINCT WELLNESS	\$1,793	658	2.32%	1.66%	\$2.73
Distinct Hub Place	\$580	238	1.76%	2.63%	\$2.44
Distinct Wellness 0902967	\$2,023	230	1.17%	1.37%	\$8.80

CAMPAIGN HIGHLIGHTS

Best Campaign (by Conversions): Traffic20260409114418	211 conversions 3.05% CTR 1.18% CVR
Campaign Scale: Total of 57 results	329 conversions 2.32% CTR
Portfolio Average Performance:	2.41% CTR (above TikTok benchmark) 1.02% CVR Consistent optimization

CORE EXPERTISE

Multi-Account Management: Simultaneous oversight of 7 ad accounts with centralized reporting and optimization

Creative Testing: Systematic A/B testing across 85+ ad variations with performance tracking

Audience Optimization: Device targeting (iOS/Android split optimization), interest-based campaigns
Direct-Response: Health supplement e-commerce campaigns, pay-on-delivery funnels, conversion tracking
Emerging Markets: Nigerian market expertise, Naira-based budgeting, local payment methods

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