

# CASE STUDY HARNESSING SHOPPING INFLUENCERS TO DRIVE NEW APP USERS VIA TIKTOK CASE STUDY

M&C  
SAATCHI  
PERFORMANCE

## THE CLIENT

One of the leading cash-back and shopping rewards apps in the USA.

## THE BRIEF

Increase app installs and sign-ups from new users.

## THE CHALLENGE

With the rising cost of most everyday items, everyone is looking to reduce their monthly spending on essentials for themselves and their families.



## THE STRATEGY

We partnered with 39 influencers to represent shopping categories in the app eg fashion, beauty, groceries, pets, etc. Influencers were briefed to share savvy money-saving shopping tips on everyday items. To measure app installs, Spark Ads were launched on iOS. Content creators were also recruited to create videos for use on the client's TikTok account.

## THE RESULTS

**39M** VIDEO VIEWS

**634K** LIKES

**-7%** LOWER COST PER INSTALL GOAL

**-5%** LOWER COST PER SIGNUP



TALK TO US

[us@mcsaatchiperformance.com](mailto:us@mcsaatchiperformance.com)

