



Relevance[™]
Digital Agency

“Ok, but does it work?”
DIAFANO Xmas TikTok Case

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DIAFANO'S CASE



- Greek company, founded in 1999.
- Offers top-notch household equipment and furniture.
- Operating with 10 physical stores and 1 online store.
- Seasonality sales.

Which were the main challenges of the brand?

- 1) Didn't know how to exploit the brand's presence on the platform.
- 2) No idea how to adapt it's tone of voice.
- 3) Thought that TikTok can only reach young users.
- 4) Wanted to see the impact of the platform only offline, where no tracking system was available at the time.
- 5) Limited time before the xmas campaign launch.

OUR APPROACH

The client's requirements, were divided in 2 sections:

- 1) To prove that TikTok can bring offline sales (no platform tracking available).
- 2) To strengthen the brand's visibility on the platform.

Step 1

- **Collaborated with the client to make a joint decision: opted for a unique coupon code** (applicable exclusively in physical stores).
- Simultaneously, **our in-house team created engaging Christmas videos** (Designed to effectively communicate the unique coupon code).

Step 2

- **Optimized our approach** after the first 3 videos.
- Thoroughly **analyzed organic data**:
 - a. **Identified highest-performing content.**
 - b. Extracted **valuable insights** to shape our future strategy.
 - c. **Recognized** common patterns and trends.
- **Continuously refined content** to drive even better results.

Step 3

- **Leveraged TikTok's paid solutions**, specifically auction ads, to boost the impact of organic content.
- The effect:**
- Expanded reach and video views.
 - Increased engagement.
 - **Maximized the overall effectiveness of DIAFANO's TikTok presence.**

Building the community

Our strategic approach had started working; in the meantime, the TikTok community kept engaging with the profile's videos.

And then the one thing that every brand is afraid of, started to happen: a few bad comments.

Immediately we advised the client to not treat these comments like usual but to answer in a respectful and funny way - and it worked!

THE OUTCOME

+1.7M

Unique People
Reached

11K

Profile
Followers

52%

Engaged Audience
> 34 y.o.

6.3

ROAS

+54%

Avg. Order*

**SKG &
Chania**

Top Cities

*Compared with xmas sales without coupon

ABOUT RELEVANCE

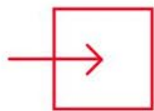
WE HELP BUSINESSES TRANSFORM. ONLINE

Relevance Digital is a growth consulting agency, that operates **at the intersection of science, marketing and creativity**. We leverage the power of data, technology and design to drive our client's business forward.

Our integrated team of engineers, art directors, digital marketers and data scientists work together to **unlock insights, innovation and growth opportunities**.

Relevance Digital is recognized as a leading Premier Partner by Google and Facebook EMEA, representing **one of the top 4% agencies in the region**.





TRANSPARENCY

FULL PERFORMANCE, PRICING,
PLACEMENT AND PROCESSES
TRANSPARENCY.



ZERO OUTSOURCING

WE BELIEVE OUR INTEGRATED
MODEL ALLOWS FOR GREATER
INNOVATION, SPEED AND
EFFICIENCY.



GROW TOGETHER

WE WORK CONTRACT-FREE ON A
COMMISSION-BASED MODEL. OUR
INTEREST IS TO HELP OUR CLIENTS
GROW, SO WE GROW TOGETHER -
LONG TERM.

3 OFFICES

Greece - Cyprus - Italy



+95 MARKETS

France
UK
Germany
Greece
Italy
Belgium
Netherlands
USA
Brazil
etc.



+100 EXPERTS

E-commerce Strategists
Paid Social Experts
Google Ads Experts
Data Scientists
Software Engineers
SEO experts
Art directors
UX/UI designers
Copywriters



+250 CLIENTS

From multinationals
and national market leaders
to emerging startups



+100 DISTINCTIONS



Google Premier Partner
Diversity, Equity & Inclusion 2021

Great Place to Work 2020
Agency of the Year 2020
Social Media Awards 2020
Google Premier Partner Excellence Award 2019
Agency of the Year 2019
Google Premier Partner Innovation Award 2018
Google Premier Partner Innovation Award 2018
Google Export Guru 2017
Google Ready to Rock 2016

Industry Recognition

SOCIAL MEDIA AWARDS 2020

3 Gold, 9 Silver & 9 Bronze



PEAK AWARDS 2020

Performance Agency of the Year
8 Gold, 21 Silver & 12 Bronze



E-VOLUTION AWARDS 2020

1 Platinum, 7 Gold, 5 Silver, 1 Bronze



GOOGLE PREMIER PARTNER AWARDS 2019

Video Excellence Award Winner



PEAK AWARDS 2019

Performance Agency of the Year
9 Gold, 11 Silver, 10 Bronze



GOOGLE PREMIER PARTNER AWARDS 2018

Video Innovation Award winner
(Finalist in 5 Categories Won 2)



Google Partners

GOOGLE EXPORT GURU AWARD 2018



Export Guru

PEAK AWARDS 2018

Performance Agency of the Year
7 Gold, 2 Silver & 6 Bronze



GOOGLE EXPORT GURU AWARD 2017



Export Guru

GOOGLE "READY TO ROCK" AWARD 2016



OUR GLOBAL TIKTOK CASE STUDIES

BEAT
Where next?

The challenges:

Beat, formerly known as Taxi Beat, is an innovative Greek ride hailing start-up founded in 2011. First operating in Athens before expanding to Latin America, Beat is now one of the most successful taxi hailing apps in the world, with 500,000 drivers and 15 million users. To boost app installs amongst a brand new audience and grow the brand's presence, Beat came to TikTok for an engaging ad campaign built on buzz, awareness, and a special 10 year anniversary.

+35%

App Installs

-40%

Cost per Install

+1.1M

Reach

Read our success story [here](#)

The Approach

Leveraging the brand's 10th anniversary, Beat, in partnership with Relevance Digital Agency, created a series of ads that aligned with a **holistic campaign, ran across social media platforms and TV.**

With a main message of "10 years of Beat", the videos were presented in a totally **TikTok friendly way**, completed with text overlays and slick editing, with the concept and design being led by Giraffes in the Kitchen. The day the campaign launched on TV, a One Day Max In-Feed Ad flight kicked off on TikTok to **maximize coverage and boost virality.** The next day, a Reach & Frequency Campaign was initiated, running for a whole week.

To round up the campaign, In-Feed Ads were set up with an app install objective, targeted at custom audiences of those that interacted with the initial ads.

The Results

The Beat campaign exceeded all expectations for the brand while **smashing benchmarks** across the board.

Total app installs (organic & paid) **increased by 35%.** This led the cost per app install to drop by 40% in iOS14+ campaigns when compared to other channels – **the lowest ever** achieved for the brand.



The objective:

Envie Shoes is a Greek fashion company specializing in women's footwear since 1972. Envie Shoes not only wanted its TikTok campaign to help them stand out in the highly competitive clothing market – they wanted to boost traffic and sales, too. Working closely with Relevance Digital Agency since 2017, Envie Shoes dynamically entered TikTok in a bid to win over a new target female audience, encourage quality site visits and drive conversions.

+10%

ROI

-95%

CPA

[Read our success story here](#)

The Approach

Envie Shoes hit the feeds with one of TikTok's most engaging ad formats – Spark Ads. This platform boosts organic videos directly from a brand or creator's profile. Users can follow the brand or creator directly by tapping the "+" button, or they can swipe left to view their profile. As a result, the **brand experienced deeper levels of organic engagement** whilst retaining the ability to remain highly targeted.

By crafting a **full funnel approach in order to maximize results**, the most engaging content was then utilized in a conversion campaign that targeted warm audiences such as site visitors, video viewers, and cart abandoners.

Further leveraging Collection Ads, products that related to the videos of the **creators** were showcased, along with a **coupon** addressed only to TikTok users. The video with the coupon was first uploaded to the creator's profile, and then used as a paid promotion through Envie's account.

The Results

The overall paid strategy yielded results that exceeded all business objectives and campaign expectations.

Relevance managed to **significantly surpass the initial sales target set by the client**, while achieving 10% higher ROI and a 95% decrease in cost per acquisition (data examined for July-August compared to May-June).

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Your journey to digital growth
starts here. **Be Relevant.**



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