

# How Doe Lashes Scaled an Amazing 2,900% on TikTok with the Triple Pixel

## CASE STUDY



**2,900%**

Increase in TikTok AdSpend



**150%**

Higher ROAS than Facebook



**\$7,200**

Worth of time savings per month



"Before, we didn't know which ads on TikTok were actually losing money. Triple Pixel allowed us to see and scale ads that were working, and we saw performance skyrocket."

**JASON WONG,**  
Founder, Doe Lashes



Doe Lashes is a \$15MM ecommerce brand delivering luxury rewearable lashes and accessories. Handcrafted from ultra-fine silk, their lashes are worldwide favorites for weightless, all-day comfort.

## HIGHLIGHTS

### CHALLENGES

- Wasting hours every week tracking ads on 6+ channels
- Relying on messy and error-prone spreadsheets
- Low visibility on TikTok's in-app analytics

### SOLUTION

- Centralized metrics from every paid channel
- More reliable attribution than in-app analytics
- Unlocked insights to scale TikTok profitably
- Powering faster, smarter business decisions

### RESULTS

- 2,900% Scaling on TikTok
- 150% Higher ROAS than Facebook
- \$7,200 Worth of time savings per month

# Challenges

## No efficient way to track multi-channel funnels

When Founder Jason Wong set out to build Doe Lashes into a viral ecommerce brand, he knew that diversifying their online presence was key.

So, he partnered with channel experts and top influencers on Facebook, Instagram, Snapchat, and TikTok.

From social ads, leads were funneled into personalized email and SMS content designed to feel like a 1-on-1 beauty consultation.

The campaigns were a smash hit, winning Doe a wealth of both sales and first-party data.

However, they also brought a new challenge: with data spread across 6+ channels, it was hard to draw big-picture insights.

Jason says, "I was wasting so much time looking at those stats. There were too many websites to switch through to get the numbers."

He was spending two to three hours every week using spreadsheets to track daily changes in CTR, ad spend, and ROAS.

"The sheet was messy and it took a lot of time to populate. Plus, there was always the chance for typos that could affect the accuracy of the numbers."

What's worse, even Jason's most diligent efforts couldn't make up for a lack of raw data. It was a problem with in-app analytics, especially on TikTok.

“We were using TikTok’s in-platform analytics. But the tracking was horrible. We didn’t know which sets to scale up because we didn’t have good visibility. Then, with the iOS 14.5 changes, it got even worse.”

Jason knew that his time was too valuable to spend populating spreadsheets and playing roulette with poor visibility on his ad spend. He needed a tool that could:

1. Aggregate analytics from all of his ad channels into one universal view.
2. Accurately track leads through his funnels to deliver actionable insights.
3. Reveal true performance analytics on TikTok so he could scale his spend with confidence.

After researching the options, Triple Whale came out the hands-down winner.

“When we started out, there were no other options for centralized advertising metrics. Since then, plenty of other solutions have tried to follow in their footsteps, but no one does it better than Triple Whale.”



**“We were using TikTok’s in-platform analytics.  
But the tracking was horrible. We didn’t know  
which ads to scale up because we didn’t have  
good visibility.”**

# Solution

## An instant view of ad data from all channels

Triple Whale promised to save Jason time, and the app made good as soon as it was installed.

“All we had to do was connect our accounts. From then on, Triple Whale populated it. Now, all the data is there and they do the analysis for you.”

With a customized, real-time snapshot of raw data like CTR and profitability calculations like MER, Triple Whale’s dashboard made Jason’s data easy to understand and communicate, and drove smart decisions about advertising campaigns and channels.

“We essentially replaced our Excel sheets and PowerPoints with screenshots from Triple Whale. It has saved us so much time.”



## Profitable scaling with Triple Pixel attribution

With the Triple Pixel, Jason was finally able to optimize his adspend on TikTok.

“Before, we didn’t know which ads on TikTok were actually losing money. Triple Pixel allowed us to see and scale ads that were working, and we saw performance skyrocket.”

The Pixel helped Jason see that his audience loved content with first-person storytelling, which became a staple in Doe’s ad strategy.

“It’s a more personal touch for our customers, and it doesn’t seem like an ad. We’re able to scale that type of content a lot harder than anything else.”

The dialed-in strategy drove TikTok ROAS through the roof, to the point that Doe Lashes reallocated significant adspend from other channels to the thriving campaigns.



## Customer Journey insights revealed

On top of game-changing visibility into his TikTok ads, Jason was thrilled to discover the cross-channel customer journey data revealed in his Triple Whale analytics.

“I love the product journey. It essentially tells you who buys what, and what else do they buy?”

The insights have refined the way he plans upsells, bundles, and new products.

“I’m able to see the LTV based on the products that are in people’s carts, which tells me a lot about what kind of accessories to make next.”

## Better data drives better business

Jason says that the simplified visual reporting that Triple Whale provides has sped up his team’s decision-making.

“Besides hours saved and the TikTok ROAS, there has definitely been a productivity boost along the way.”

The highly visual formatting makes interpreting data a snap.

“The graphs in the dashboard help us see upturns and downturns a lot easier than just numbers on the screen. We’re processing the information faster.”

One new insight that has ramped up Doe Lashes’ speed and profitability is product turnover.

“Understanding our demand helps us get a good grasp on what products to place POs for. We’re ordering the right amounts and optimizing cash flow.”



“Before, we didn’t know which ads on TikTok were actually losing money. Triple Pixel allowed us to see and scale ads that were working, and we saw performance skyrocket.”

## Results

### 2,900% Increase in TikTok adspend

With the Triple Pixel pulling accurate data across all of their advertising channels, Doe Lashes has reached a new level of profitability.

Jason says it drove their whopping +2,900% scale on TikTok.

“Before, we were spending \$100 a day on TikTok, and our performance wasn’t great. But with the visibility we have now on specific campaigns, we’re confidently scaling up to \$3,000 a day.”

With that increase in spend came outstanding ROAS, an advantage of 150% over their Facebook ads.

“Compared to our Facebook ads, where ROAS is about 1.2x, on TikTok we’re seeing ROAS as high as 3x. They’re fantastic, probably our best-performing ads.”



TikTok went from being Doe Lashes’ least profitable channel to a strategic focus.

“We shifted a lot of our budget away from Google and Facebook into TikTok. That’s purely because we’re seeing better performance through the Triple Pixel.”

The swelling profit continues to stack with significant time savings, which Jason calculates at \$7,200 per year.

“Triple Whale is the best bang for your buck compared to any Shopify app I’ve seen. It’s saving me so much time. And you can actually put a price to that.”

“It’s a no-brainer. With the Triple Whale Pixel, you can operate all your paid channels in one place. Every Shopify owner should have this app.”

On top of the three hours per week of spreadsheet maintenance that Triple Whale has eliminated, its marketer-friendly dashboard is helping Jason’s team make quicker, better decisions.

“We’re making changes a lot faster than before. The visibility that we have into our campaign performance now is unparalleled.”

With its truer picture of channel health, detailed analytics on ad performance, and valuable insights into the customer journey, Jason confidently recommends Triple Whale to other ecommerce marketers.



**“Triple Whale is the best bang for your buck compared to any Shopify app I’ve seen. It’s saving me so much time. And you can actually put a price to that.”**



## **Make More Money on TikTok.**

Harness the Triple Pixel's rock-solid attribution and spend confidently on any channel.

Get Started