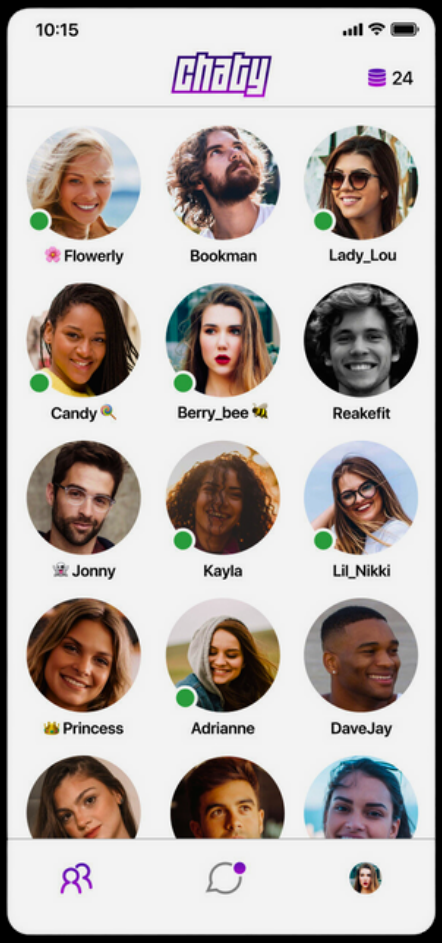
CASE STUDY

Messenger App Chaty

THE OBJECTIVES

Messenger brand Chaty developed a new live-chat app designed to connect locals. The brand wanted to acquire new app users so they came to TikTok to tap into our extensive audience and drive app installs.



THE SOLUTION

Chaty worked with SoHype to create user-generated videos and used them as In-Feed Ads on TikTok Ads Manager. They collaborated with external agencies to work with micro and nano-creators, and crowdsourced creatives to test and learn. The campaign aimed to drive app installs and later switched to optimizing for purchases.

THE RESULT

The campaign achieved conversation-starting results, with a 15% reduction in cost per acquisition compared to other platforms and a 3.3% click-through rate. The success of the campaign has led the brand to scale to new markets including the UK, Canada and Mexico.

15%
Reduction in CPA
(vs other channels)

3.3%
Click-Through Rate
(in total)