



ABOUT THE COMPANY

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.

RESULTS



2,900%

Increase in TikTok adspend



150%

Higher ROAS than Facebook



\$7,200

Worth of time savings per month

MAKE MORE MONEY ON TIKTOK

Harness rock-solid attribution and spend confidently on any channel, with Triple Pixel.



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



"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 from Triple Whale."

JASON WONG
Founder, Doe Lashes

OVERVIEW

Doe Lashes was going viral, but they struggled to scale their ads because of unreliable and disorganized in-app analytics. With Triple Whale's centralized metrics, they eliminated the hassle of manually compiling data, drove faster and smarter business decisions, and revealed campaign insights that allowed them to scale profitably on TikTok.

CHALLENGE

With personalized funnels running across Facebook, Instagram, Snapchat, TikTok, email, and SMS, it was a huge challenge to draw useful performance insights. On TikTok, it was virtually impossible.

SOLUTION

Triple Whale's Triple Pixel finally revealed accurate attribution to TikTok campaigns. Doe Lashes was able to identify winning and losing ads, optimize their content strategy, and scale with outstanding ROAS. This unlocked an explosion in profitability, in addition to massive time savings in multi-channel management and reporting.

RESULTS

Doe Lashes scaled their TikTok ads by +2,900%, with a ROAS that outperformed their Facebook account by 150%. The unprecedented visibility into their multi-channel ad performance and full-funnel customer journey continues to help them optimize offerings and swell sales.

"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