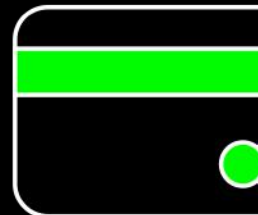
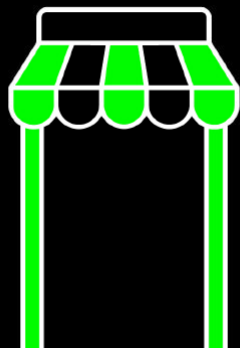


The Power of Social Commerce

Building brands and driving growth in the TikTok Era



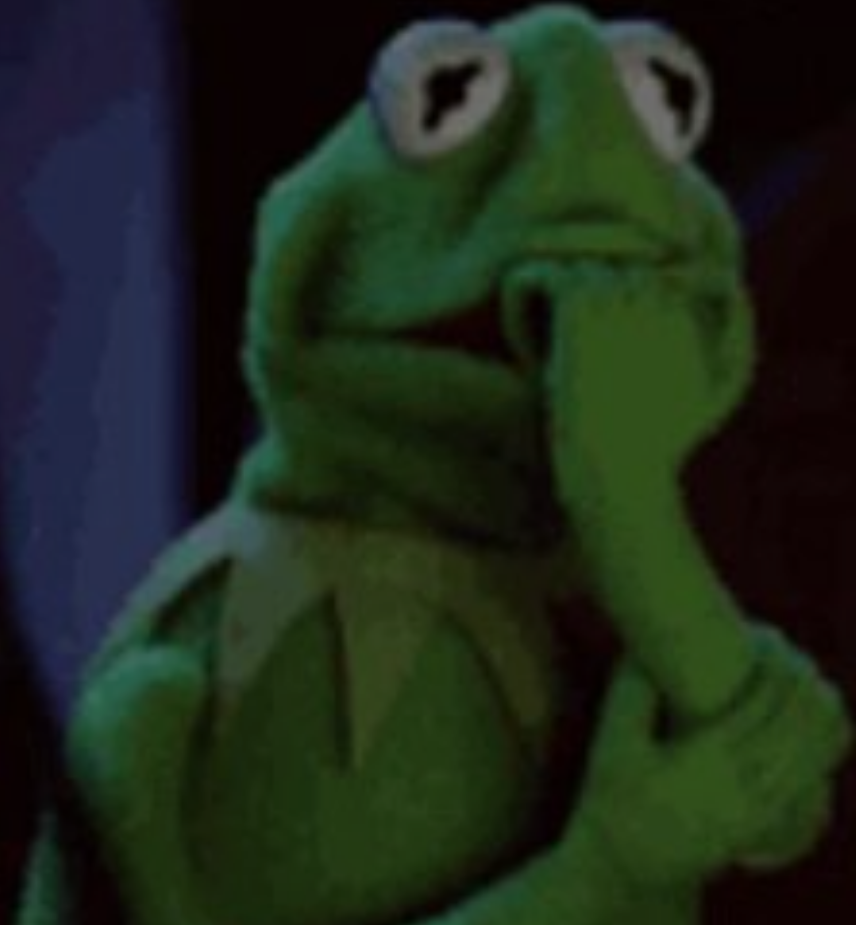


Peter Errebo

Brand Partnership Manager

- 01 **Growth driver 1: Impactful Entertainment**
- 02 **Growth driver 2: Putting the Fun in Full-Funnel**
- 03 **Growth driver 3: Holistic Measurement**

- 01 **Kreativer der virker i praksis & TikTok plads i CAINTE funnel**
- 02 **Attribuerings indvirkning i en full-funnel approach til marketing**



76%

Skip ads

out of ingrained behaviour.

When asked what discourages them from making a purchase, 41% of Gen Z, and 33% of Millennials cited **'when the ad disrupts the content i'm consuming'**

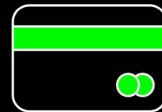


How do you
cut through
all the noise?

Entertainment
is key to cutting
through the noise



64%



Entertaining content from
brands on social and entertainment
platforms **makes me more**
interested in their products

Growth Driver 1: Impactful Entertainment





Content that **sparks interest** and **resonates** with the audience on TikTok

**Education****Recommendations****Demonstrations****Reviews**
81%

of users agree that authentic content posted by a brand is more appealing

TikTok's entertainment ecosystem is key to **shaping** **consumer choices**



+25%

Higher brand love

+15%

Higher
purchase intent

+17%

Higher likelihood to
recommend

Growth Driver 2: Putting the Fun in Full-Funnel

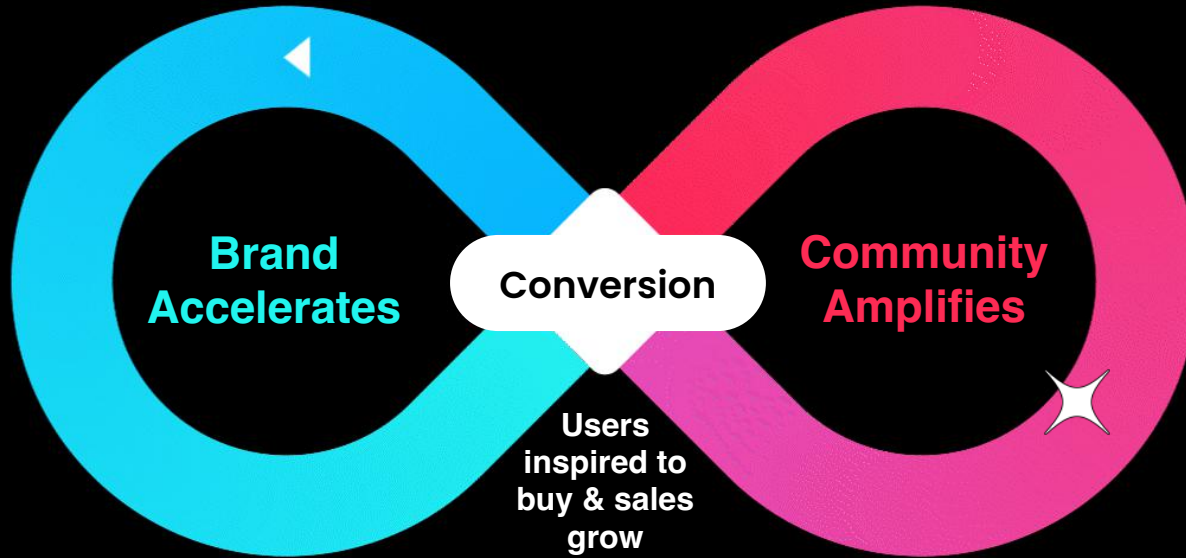




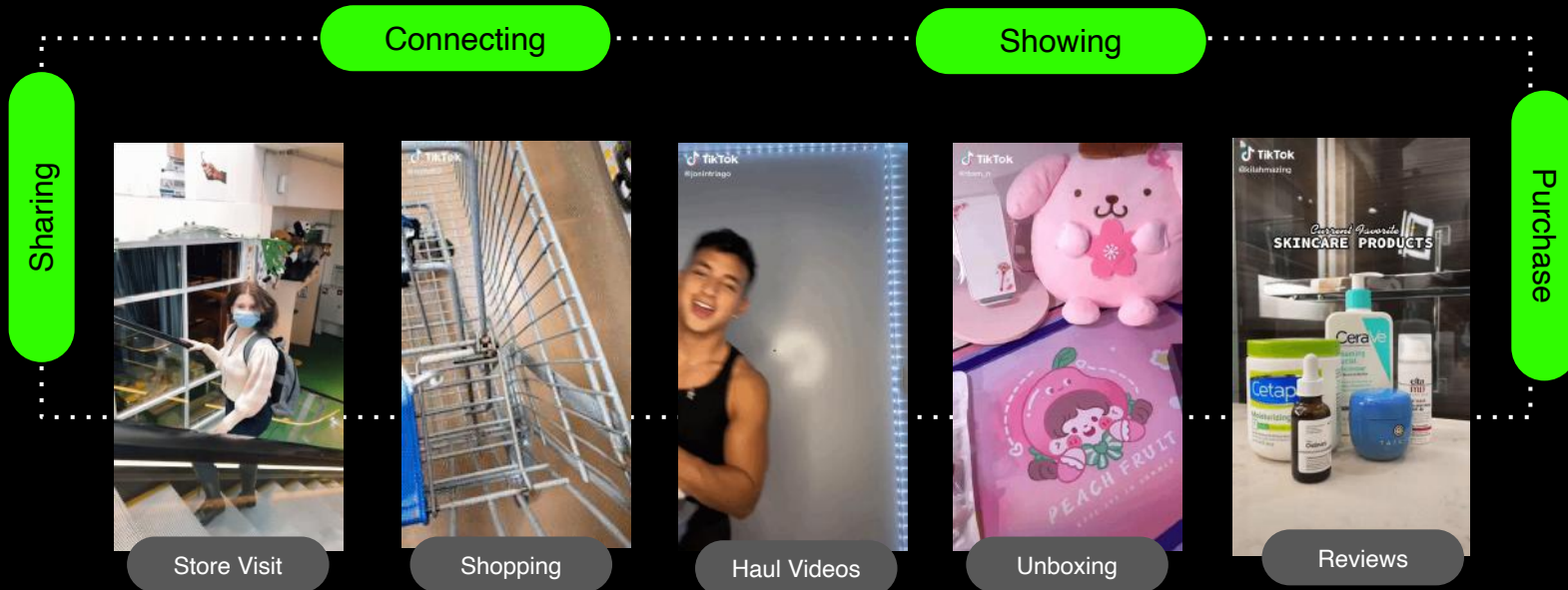
70%

Of users purchase products
and 34% **frequently
purchase products** they've
discovered on TikTok.

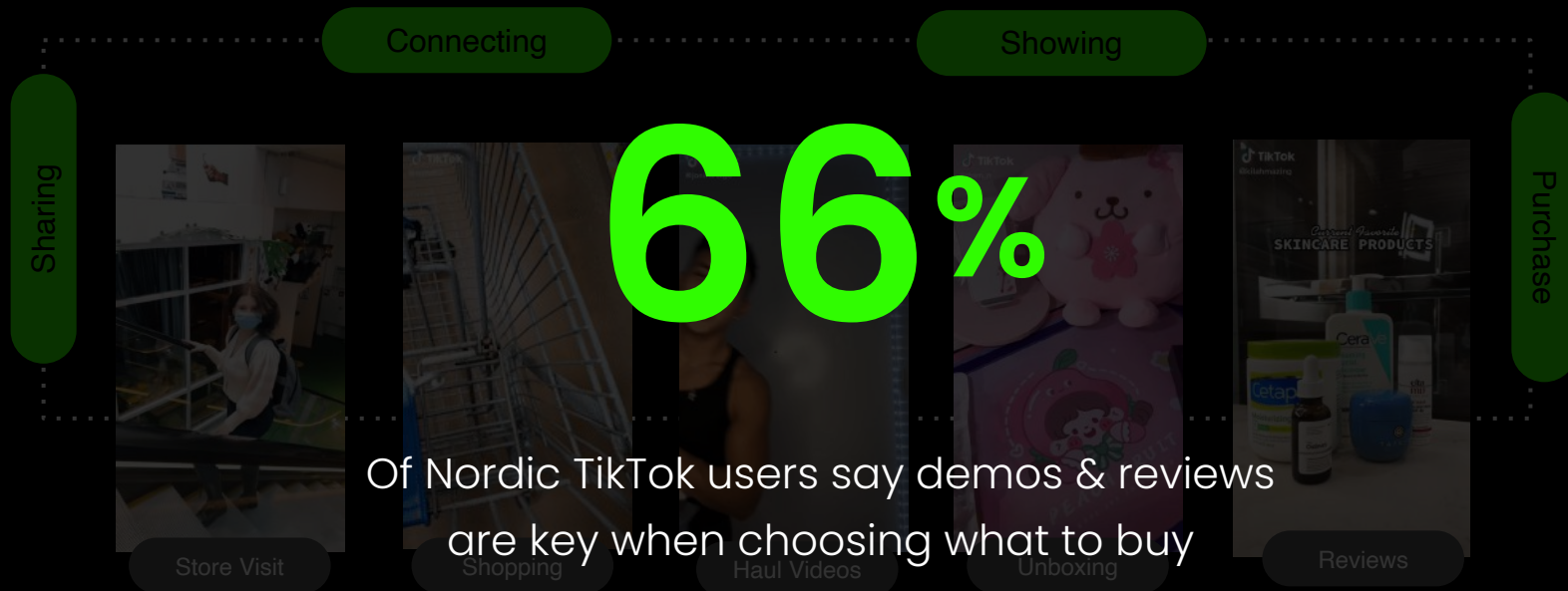




Entertainment on TikTok leads into all forms of commerce, across all industries.



Entertainment on TikTok leads into all forms of commerce, across all industries.





Fueling the **infinity loop**
by turning customers
into **brand advocates**

85 %

Of TikTok users agree that the platform allows E-Commerce brands to build stronger connection with their users.

Growth Driver 3: Holistic Measurement





Measuring complex customer journeys remains one of the biggest industry challenges

On average across EMEA¹, marketer **confidence in ROI measurement** across digital channels is **2 %**

2 % of revenue being **misattributed** when using pixel-based measurement².

CONFIDENTIAL & PROPRIETARY

79



%

of all conversions attributed to TikTok by users themselves were **missed by Last-Click attribution models.**

Source: TikTok Marketing Science Post-Purchase Analysis conducted by KnoCommerce, 2022

How do we **measure and prove incremental sales** on TikTok & across channels?

Brands using Fospha found that


70%

of TikTok-attributed customers
were new to the brand





Earn their attention



Fuel the infinity loop



Measure the true impact



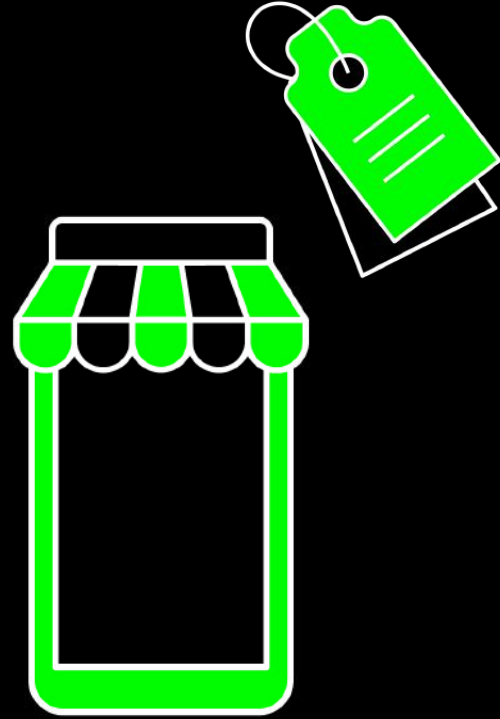
Ecommerce
☒ TikTok

The Power of Social Commerce

Building brands and driving
growth in the TikTok era.



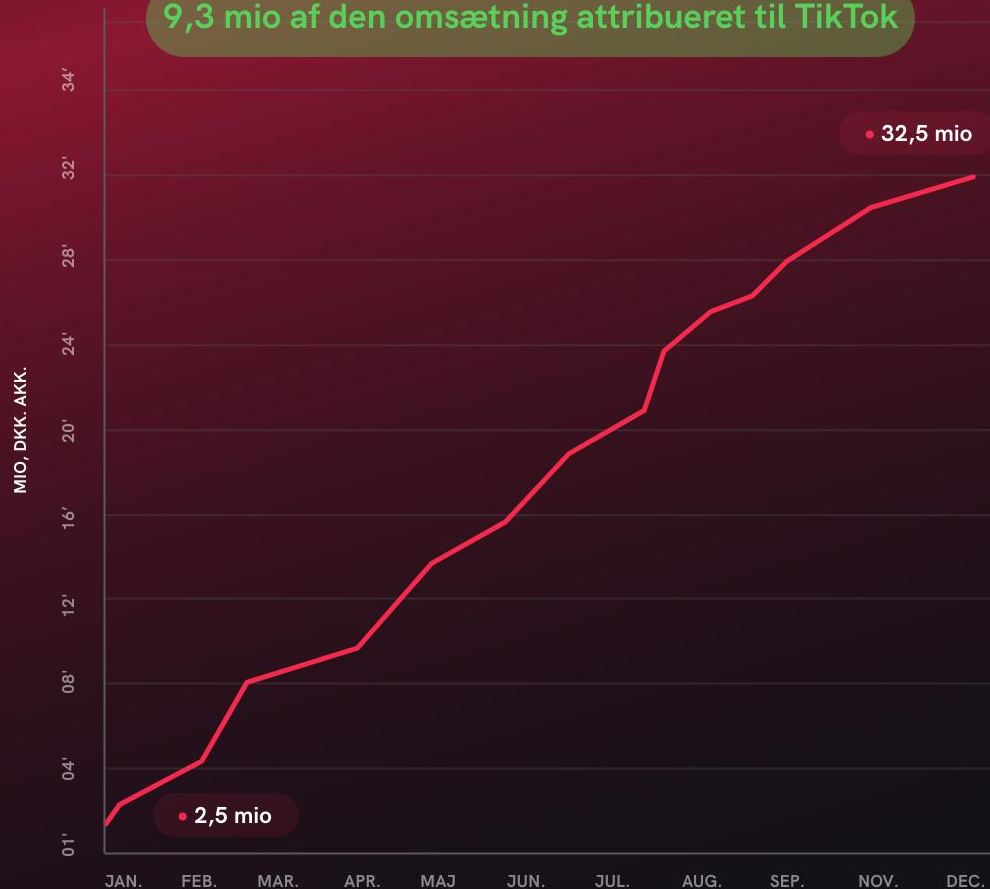
Success Story on TikTok



FABO

TEORI → PRAKISIS

9,3 mio af den omsætning attribueret til TikTok



CAINTÉ

Fra 2,5 mio i
2022 til 32,5
mio i 2023

Agenda

01 Kreative Funnel

- Kreativer der virker i praksis & TikTok plads i CAINTE funnel



02 Attribuering

- Hvorfor et attribueringsværktøj er et MUST-HAVE i 2024 samt hvilke learnings det har givet os i CAINTE casen.



FABO

Hvorfor bør du lytte godt med?



FREDERIK WIND
CO-FOUNDER AF FABO

FABO

Frameworket

A

Acquisition

Paid Social

Paid Search

Influencer Marketing

M.fl.

R

Retention

Email & SMS

Automation

Retention Rådgivning

M.fl.

C

Consulting

Strategi

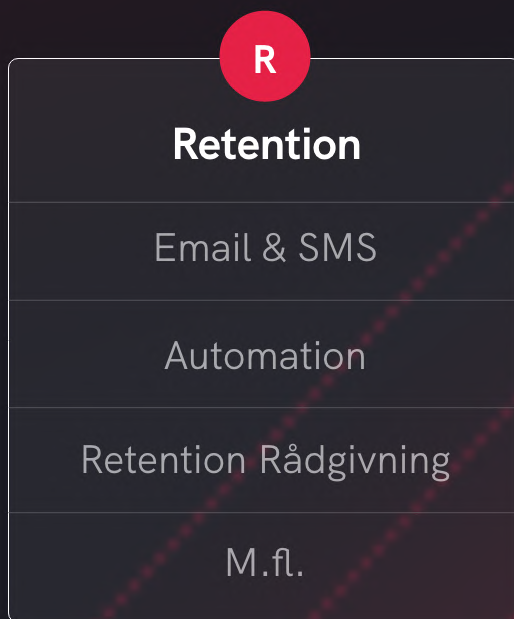
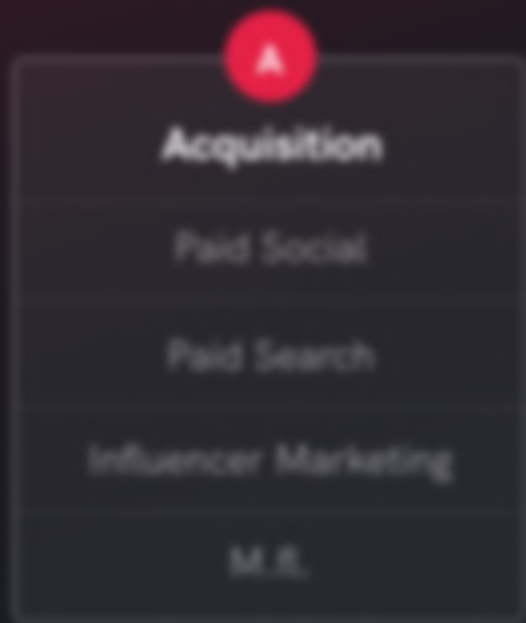
Forretningsudvikling

Prissætning

M.fl.

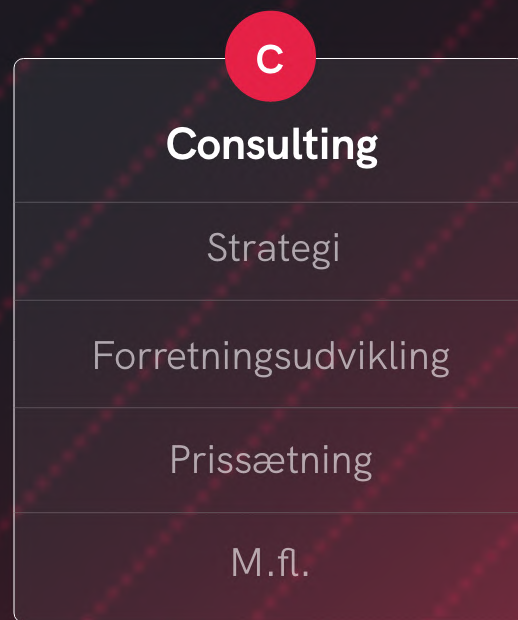
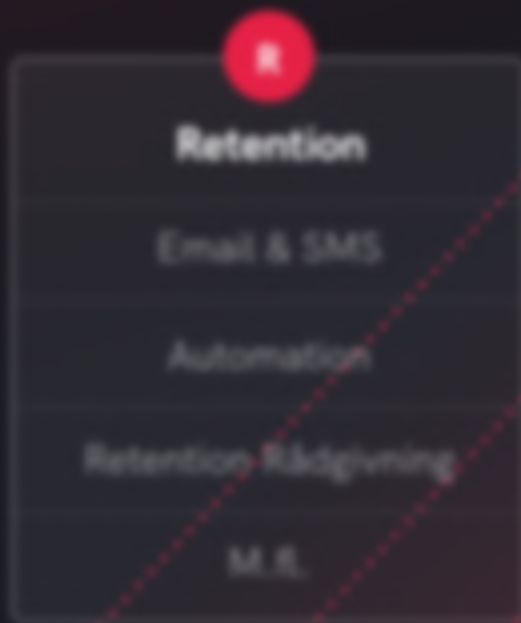
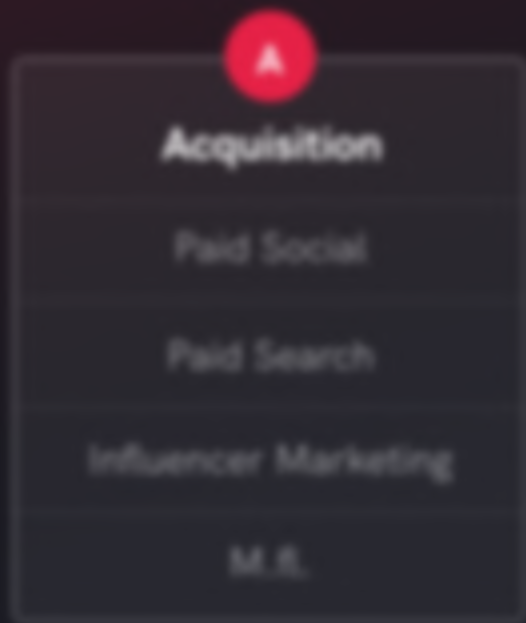
FABO

Frameworket



FABO

Frameworket



FABO



The Sneaker Store.



VENDERBY'S

exercere®

CAINTÈ

SKAGEN CLOTHING

BY IC

neglefeber

CAMILLE BRINCH

SUIT CLUB

GLOBE STUDIOS

FABO

CAINTÉ

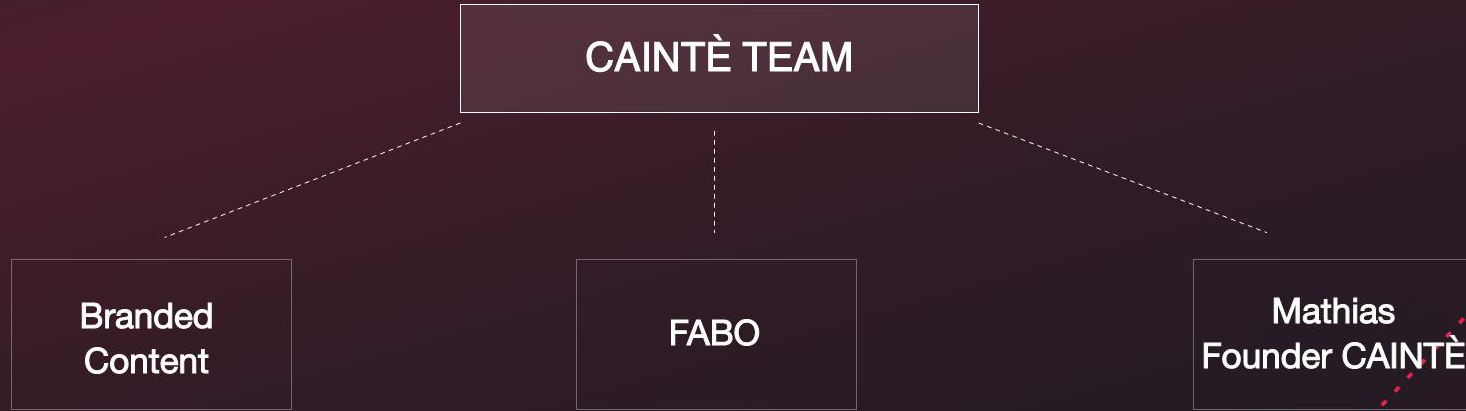
Fra 2.467.281,40 DKK i 2022 til
32.467.723,92 DKK i 2023

Heraf med 9,3 mio af den omsætning attribueret til TikTok



CAINTÉ

RESULTAT FOR ØKAT 2023		SELSKABSFORM	
8.326 DKK		Anpartsselskab	
Regnskab		2023	2022
Nettoomsætning		-	-
Bruttofortjeneste		9.736	1.147
Årets resultat		6.494	811
Egenkapital i alt		6.845	851
Status balance		12.568	1.571
Valutakode		DKK	DKK



Opgaven: *Hvordan kan vi lave en marketingfunnel der omkostningseffektivt skaber en masse trafik, skaber kendskab og samtidigt vækster vores brand - så vi kan skalere budgettet uden at vores CPA stiger.*

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FABO

01 · Kreativer der virker i praksis & TikTok plads i CAINTE funnel

01

Mediemix

02

Markedsresearch

03

Organisk & Influencerstrategi

FABO

01 · Kreativer der virker i praksis & TikTok plads i CAINTE funnel

04

CAINTE kreativ strategi &
TikTok rolle heri

FABO

Mediemix

Før bestod mediemixet primært af Meta. Meta fortjener sin plads i funnel for enhver eCommerce der ønsker at skalere. Dog er er folk i et meget forskellige state-of-mind, når de browser Meta kontra TikTok.

Mediemix

 På Meta er brugere i en mere **passiv state of mind**, hvor de scroller for at holde sig **opdateret med venner & familie**. Meta kan godt fungere til prospecting, men er for de fleste et mere mid/low-funnel medie.

 TikTok: På TikTok bliver størstedelen af tiden brugt på FYP. Det betyder at brugerene direkte søger **inspiration fra nogle, som de ikke kender**. Altså folk er mere i en **eksperimenterende og opdagende mode** og forventer kreativt, underholdende indhold, der hurtigt fanger deres opmærksomhed.

FABO

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FABO

01 · Kreativer der virker i praksis & TikTok plads i CAINTE funnel

01

Mediemix

02

Markedsresearch

03

Organisk & Influencerstrategi

Definering af ICP

- Forstå vores ideelle kunde og tilhørende købsmotiver
- Skræddersy vores marketingindsats til at være top-of-mind, tale til deres pains, behov mv.
- Ramme dem med et godt offer der tiltaler dem og får dem til at konverterer.

Find vinkler & pain points

- Reddit
- Kommentarer; Organisk, Paid mv.
- Youtube
- Blogs, Magasiner
- Forumer; Self-help, interessegrupper mv.
- .. Der er ingen shortcut ift. research. ICP pain skal være "ægte"

... Alle de steder hvor din ideele kundepersona bruger sin tid og taler frit omkring hvad de har i minde / deres pain points

Marked & ICP

- **Marked:** Sofistikeret & red-ocean marked. Folk køber pga. livsstilen & brandingens nærmere end logiske produkt USP såsom *"Rustfrit stål"* el. *"Trustpilot"*.
- **ICP:** Vil gerne have en bid af den status & livsstil, som CAINTE skal kunne give dem.
- **ICP:** Føler sig usikker på, at når de køber et smykke, så bliver det enten for kikset eller for mainstream. De leder efter noget minimalistisk, men stadig anderledes.
- **ICP:** Stadig igang med at danne deres identitet. Så influencers påvirker købsprocessen.
- **Indvendinger:** Er bange for, at det er et dropshipping brand. Da mange kopierer CAINTE
 - Løsning på indvendinger: *Bedre branding & marketing*
 - Løsning på indvendinger: *Patenteret urkrans & design*

FABO

Disse **learnings** skulle vi tage med i betragtning for at udarbejde den bedst mulige **kreative strategi**, der omfatter både organiske marketing koncepter, influencer strategi og kreativer til paid ads.

FABO

01 · Kreativer der virker i praksis & TikTok plads i CAINTE funnel

01
Mediemix

02
Markedsresearch

03
Organisk & Influencerstrategi

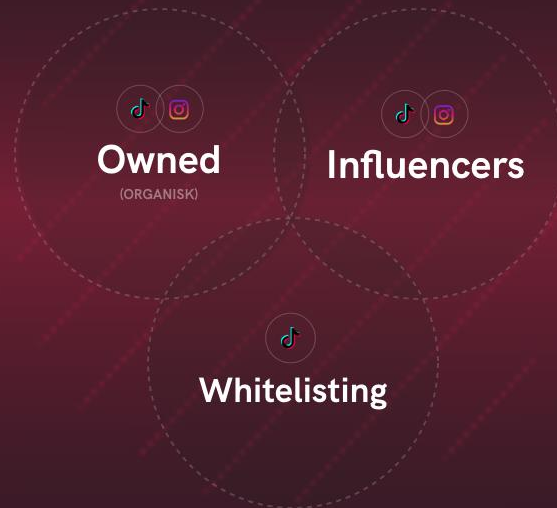
Før/efter

Organisk Setup

FØR



EFTER



FABO

Owned

- Kontinuerlig forøgelse af æstetisk baseline

FØR



16.364 FØLGERE 1. JANUAR 2023



EFTER

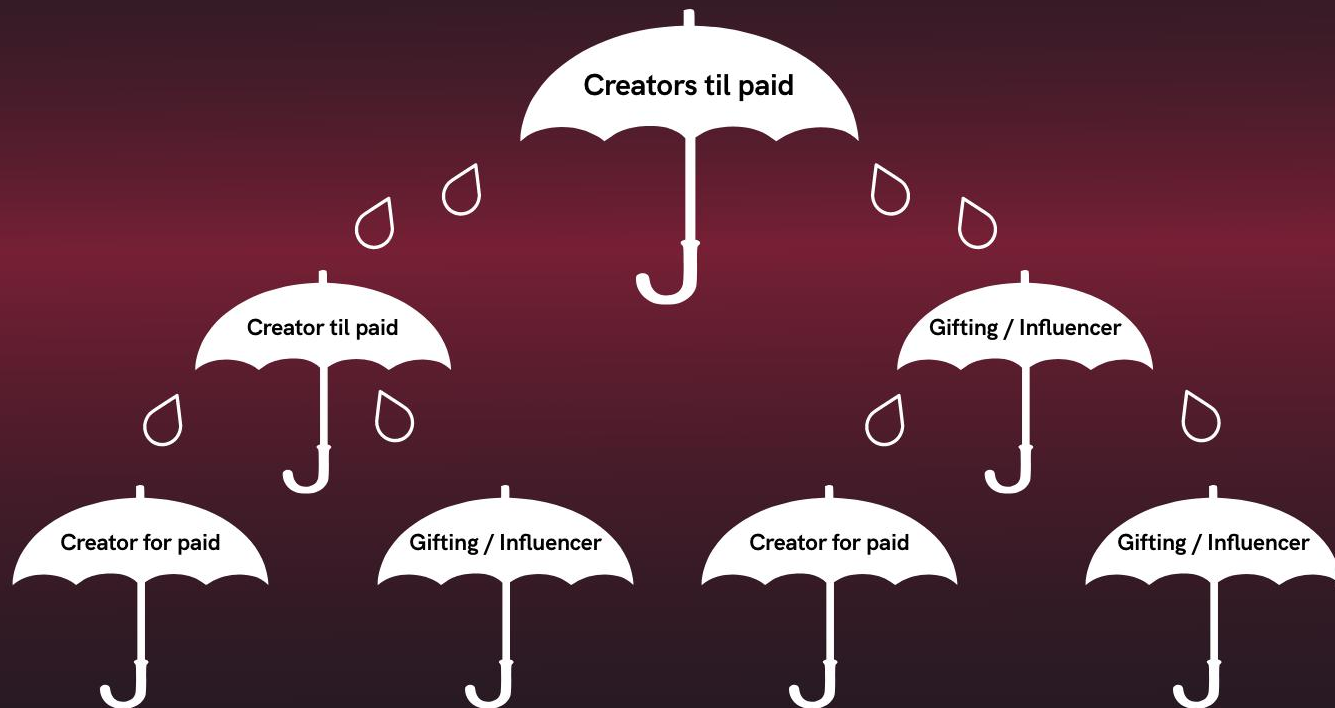


116.100 FØLGERE IDAG PÅ



vs.

Creator deals & *gifting* nedbryder barrier, leverer nemt content og bygger brand



FABO

Creator eksempel

- *Følgerskare* ligegyldig til en start, da content typisk bruges i paid ads. Skal bare have flg.:
- Rigtige stil / udseende som vores ICP ser "op til"
- Befinde sig i det rigtige miljø
- Kunne finde ud af at lave content



Fall fit with @CAINTÈ #cainte
#fashioninspo #outfitideas...

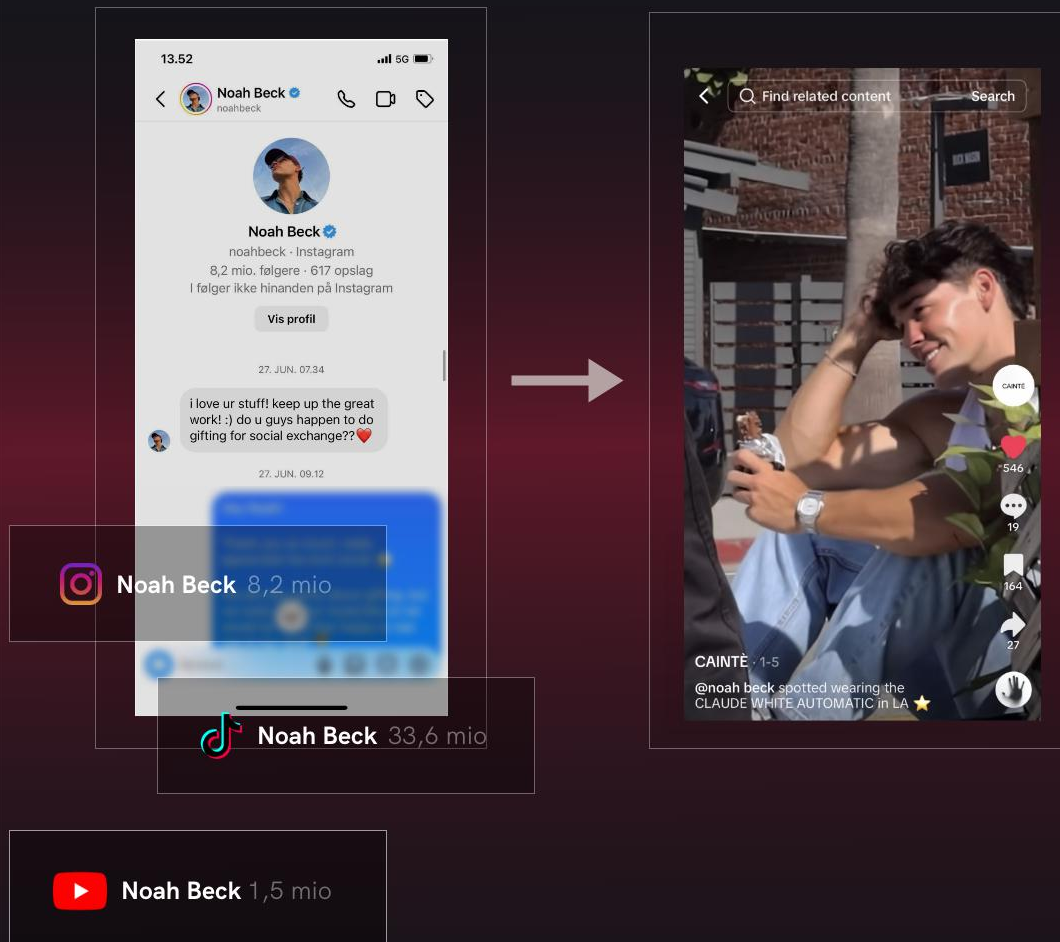
 niklasbroen

▶ 8.7M

FABO

Gifting eksempel

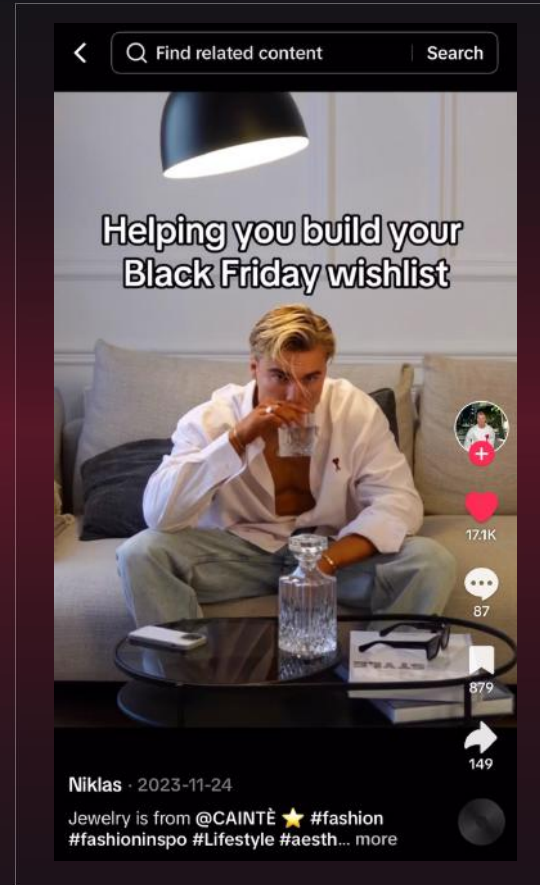
- Eksempel: **Noah Beck skriver selv til os** efter at have set anden fed creator.
- Gifted samarbejder nedbryder barrierer for Noah Beck netværk og creators generelt



FABO

Whitelisting TikTok Strategi

- Trendende koncepter indenfor apparel & smykker
- Anden afsender en CAINTE (Virker som en anbefaling)
- Brand jacking af andre brands med mere creditbility end CAINTE



FABO

Fællesnævner for de her kreativer, er at det virker som en reel ***anbefaling*** nærmere end en reklame. Derudover ***brandjacker*** vi også andre brands & de creators vi sætter os selv i kontekst med

Organiske posts

01

10.000 visninger



02

120.000 visninger



03

90.000 visninger



04

30.000 visninger



Ind i testning annoncesæt



01 · Kreativer der virker i praksis & TikTok plads i CAINTE funnel

04

CAINTE kreativ strategi &
TikTok rolle heri

CAINTÈ KREATIV FUNNEL

UNAWARE / PROBLEM AWARE



Livsstil



Livsstil karrusel

TOP OF FUNNEL

SOLUTION AWARE / PRODUCT AWARE



Musthaves for "event"



Creator video

MID OF FUNNEL

Kreativ breakdown

TOF

Stadie: Unaware / Problem Aware

Aktiv: 11 md & stadig aktiv kørende profitabelt..

Usecase: Organisk & Paid (Mest TikTok)

Afsender: CAINTE



CAINTÈ KREATIV FUNNEL

UNAWARE / PROBLEM AWARE



Livsstil



Livsstil karrusel

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SOLUTION AWARE / PRODUCT AWARE



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MID OF FUNNEL

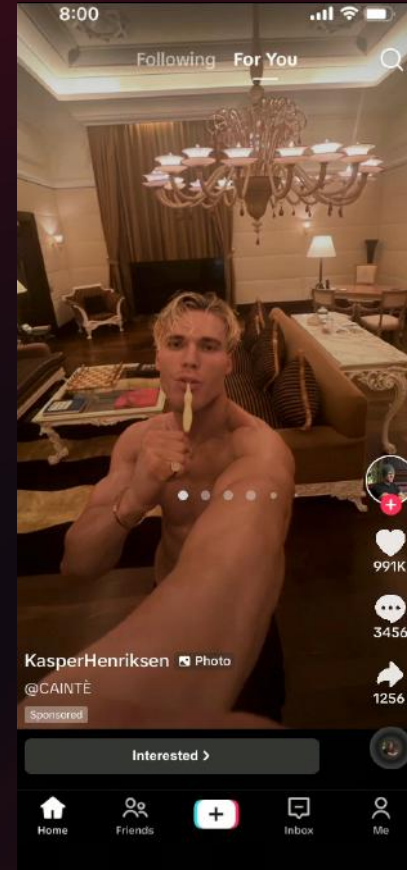
Kreativ breakdown

TOF

Stadie: Unaware / Problem Aware

Usecase: Organisk & Paid

Afsender: Creator



CAINTÈ KREATIV FUNNEL

UNAWARE / PROBLEM AWARE



Livsstil



Livsstil karrusel

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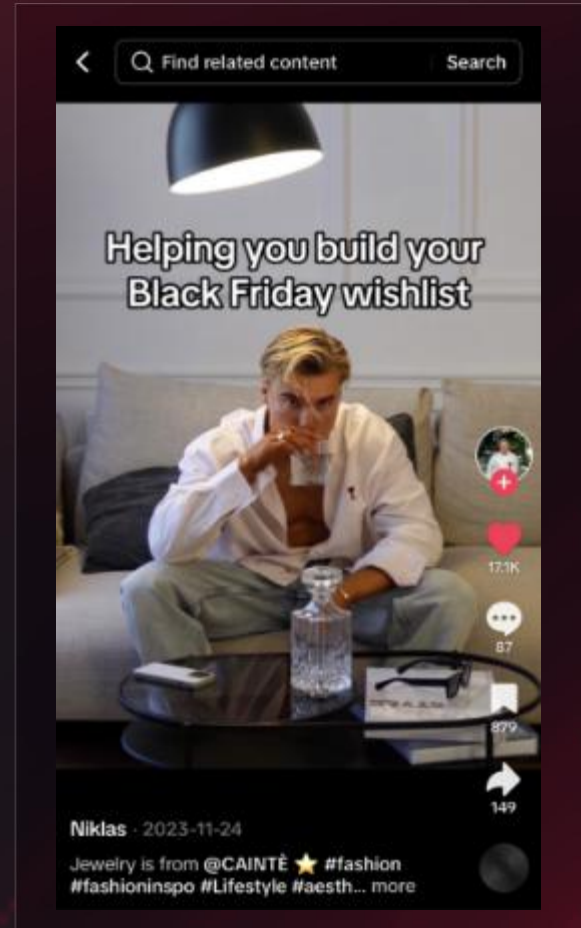
Kreativ breakdown

TOF

Stadie: Unaware / Problem Aware

Usecase: Organisk & Paid

Afsender: Creator



CAINTÈ KREATIV FUNNEL

UNAWARE / PROBLEM AWARE



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Musthaves for "event"



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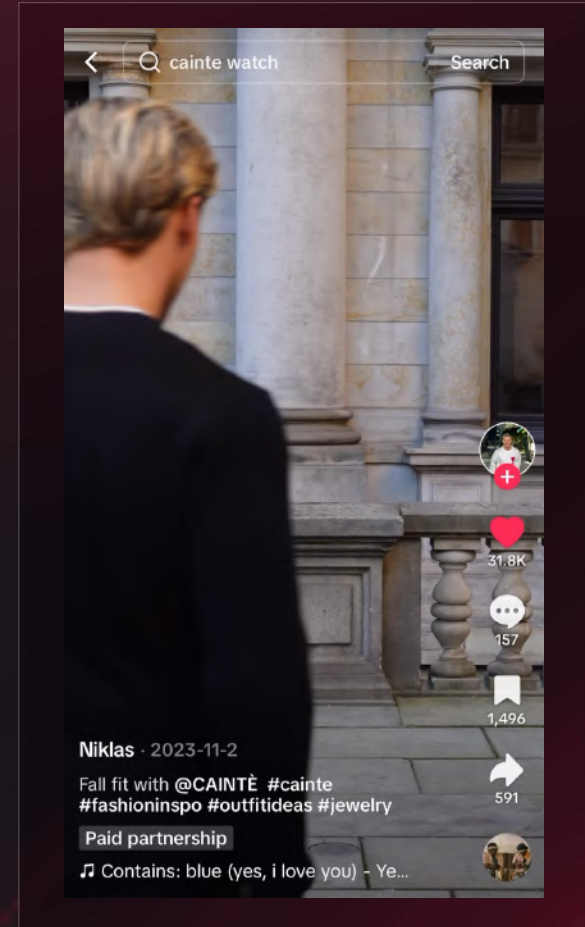
Kreativ breakdown

MOF

Stadie: Solution Aware

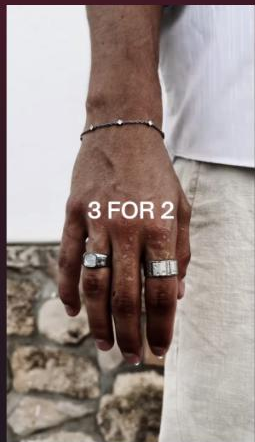
Usecase: Organisk & Paid

Afsender: Creator

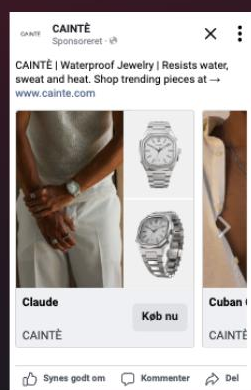


CAINTÈ KREATIV FUNNEL

AWARE



Offer video



DPA



Konvertering

BOTTOM OF FUNNEL

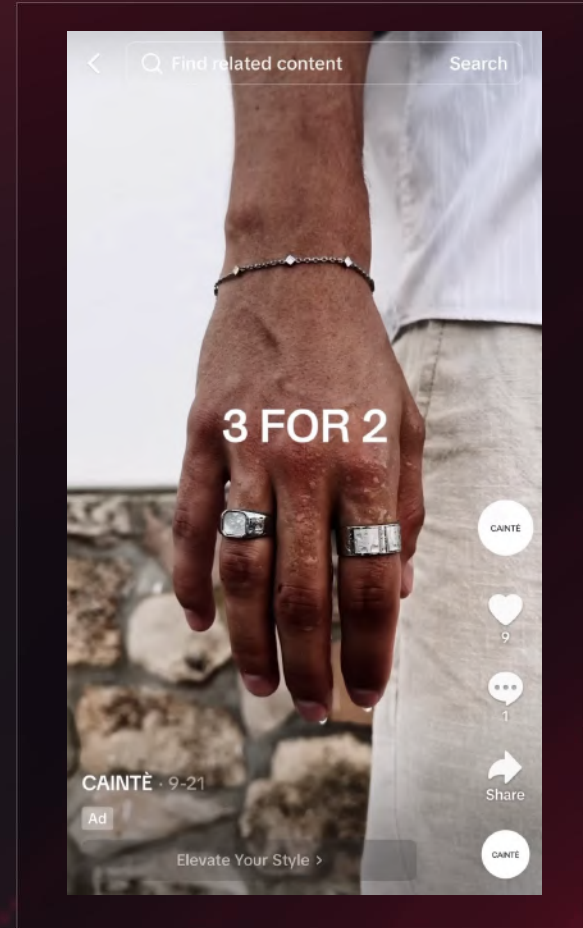
Kreativ breakdown

BOF

Stadie: Aware

Usecase: Paid

Afsender: CAINTÈ

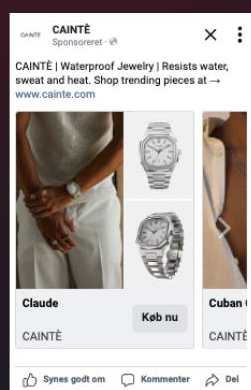


CAINTÈ KREATIV FUNNEL

AWARE



Offer video



DPA



Konvertering

BOTTOM OF FUNNEL

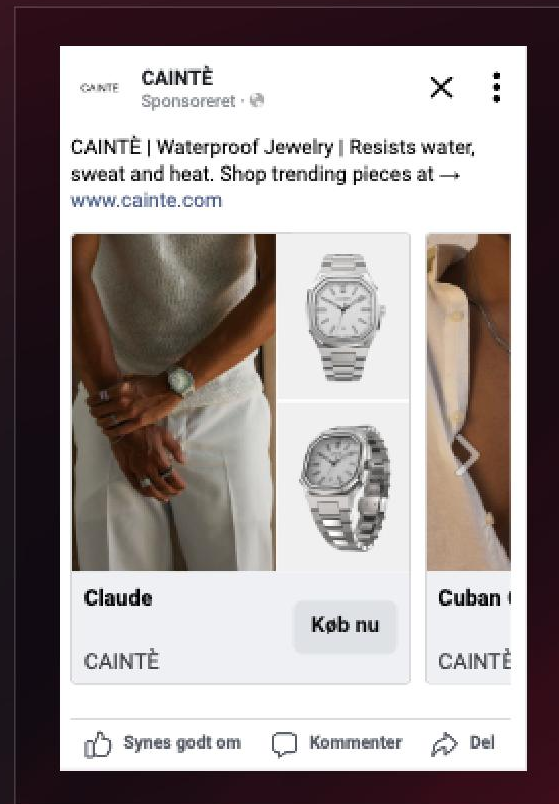
Kreativ breakdown

BOF

Stadie: Aware

Usecase: Paid

Afsender: CAINTE



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01 Kreative Funnel

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- Hvorfor et attribueringsværktøj er et MUST-HAVE i 2024 samt hvilke learnings det har givet os i CAINTE casen.



FABO

02· Attribuering

01

Hvorfor MMA attribuering

02

Total Impact (*Triple Whale*)

FABO

In-platform Attribution



VS

Marketing Mix Attribution



FABO

02• Attribuering

01

Hvorfor MMA attribuering

02

Total Impact (*Triple Whale*)

“Total Impact” baseres på: UTM

Destination

Website
URL

TikTok Instant Page 
Custom page

https://cainte.com/pages/men?tw_adid=__CID__&tw_source=tiktok

https://cainte.com/pages/men?tw_source=til

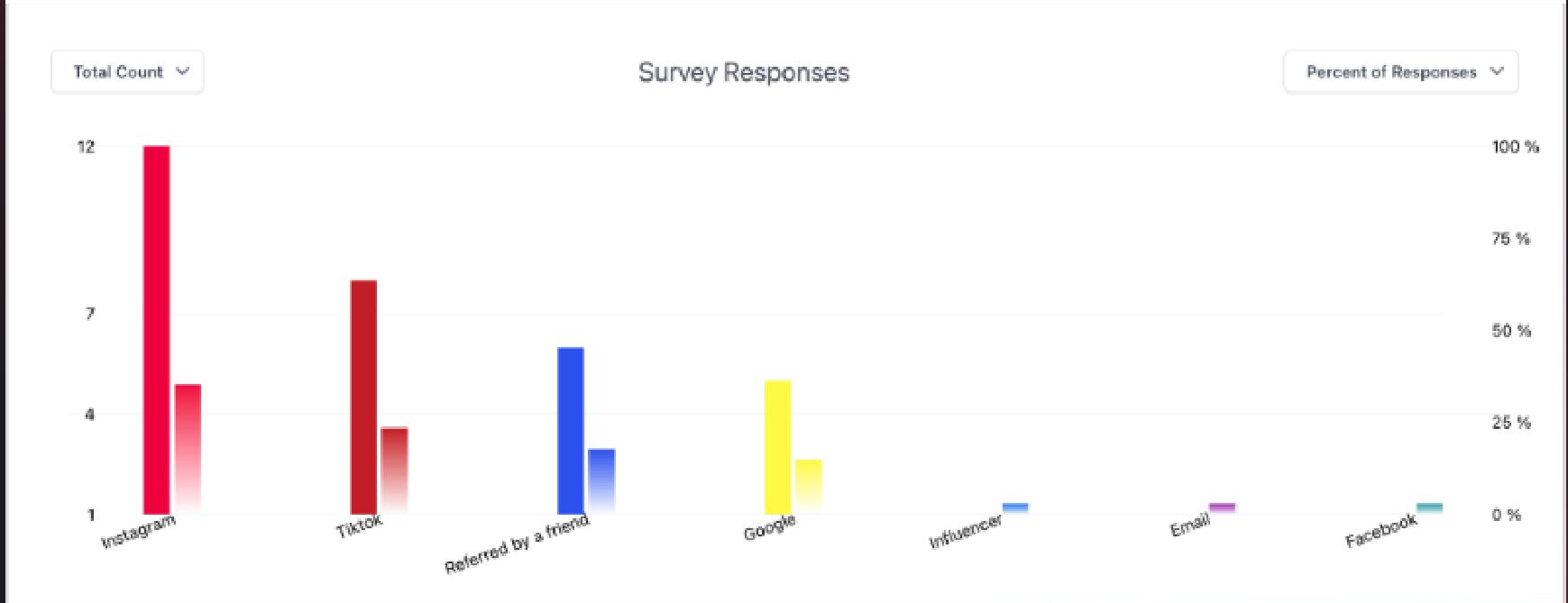
 Preview

Build URL parameters

☒ Creative is authorized for TikTok For Business Creative Center. To change, withdraw the authorization.

"Total Impact" baseres på: Post Purchase Surveys

👋 *Before you go, how did you discover CAINTE*



In-platform ROAS

Excel > All
Last updated: 9:06 AM

Filter sources

Event TI All

Jun 17 - Jun 24, 2024

Source	Spend	ROAS	ROAS	Purchases	NCP	Purchases	CV	NCV	CV	NC ROAS	CPA	NC CPA	AOV	Profit
Google Ads		10,14	13,82							6,44	144,29 kr.	221,38 kr.		
Organic and Social		-	-							-	-	-		
TikTok		19,73	9,49							16,62	72,13 kr.	85,42 kr.		
Referred by a friend		-	-							-	-	-		
Facebook		5,94	10,27							4,85	239,33 kr.	290,73 kr.		
Excluded		-	-							-	-	-		
None of the above		-	-							-	-	-		
Snapchat		-	-							-	-	-		
Text		-	-							-	-	-		
Klaviyo		-	-							-	-	-		
pricerunner		-	-							-	-	-		
anyday		-	-							-	-	-		
trustpilot		-	-							-	-	-		
klarna		-	-							-	-	-		
(16 Sources)		21,48	13,17							16,31	63,57 kr.	86,60 kr.		

Total Impact Attribution & ROAS

Excel > All
Last updated: 9:06 AM

Filter sources

Event TI All

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Excluded		-	-							-	-	-		
None of the above		-	-							-	-	-		
Snapchat		-	-							-	-	-		
Text		-	-							-	-	-		
Klaviyo		-	-							-	-	-		
pricerunner		-	-							-	-	-		
anyday		-	-							-	-	-		
trustpilot		-	-							-	-	-		
klarna		-	-							-	-	-		
(16 Sources)		21,48	13,17							16,31	63,57 kr.	86,60 kr.		