

# Driving Business Impact with TikTok

A case Study for Comviq  
Sweden's Digital-First Telecom Brand

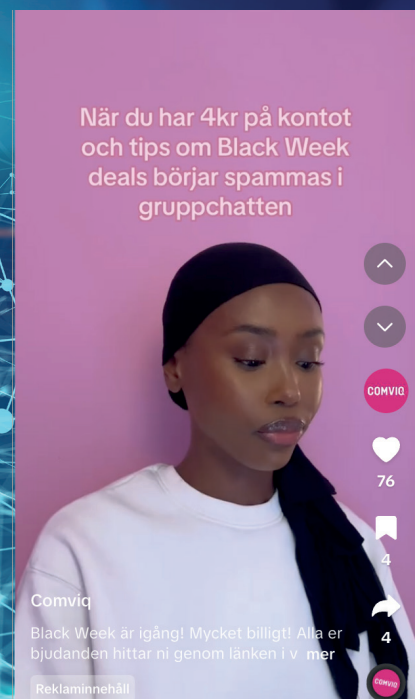
**DECEMBER 2024**

# Executive Summary

A detailed Marketing Mix Modeling (MMM) analysis reveals TikTok as a strong contributor to Comviq's business growth, delivering an ROI 34% higher than the average. Through this analysis, we've uncovered not only current performance but also identified specific opportunities to scale success and optimize campaign effectiveness into 2025.

## KEY PERFORMANCE INDICATORS:

- TikTok ROI Index: 134
- Growth Potential: 3x current investment
- Campaign Performance: 3.5x improvement with optimized objectives



# Foreword

Emmelie Svedjehed  
Senior Cross Media Manager  
EssenceMediacom



Comviq consistently seeks to maximize the effectiveness of its media investments. With TikTok's growing presence in the social media landscape, understanding its concrete business impact has become essential for us.

Comviq's customers are digital natives who value simplicity and cost-effectiveness in their telecom services. They're highly active on social media, including TikTok, which has driven our increased media investments on the platform. Until now, we've lacked detailed insights into how TikTok's performance translates into business results.

- Which social media platforms show the strongest potential for increased investment?
- Within TikTok, which campaign objectives most effectively drive short-term sales?
- How should we structure campaign objectives to maximize impact?

“ Campaigns optimized for sales deliver  
**3.5x**  
higher ROI compared to branding campaigns ”

## Key Results

Lisa Gröning  
Data Science Director  
GroupM



### TIKTOK PLATFORM EFFECTIVENESS

Our Marketing Mix Modeling reveals TikTok as a very efficient channel driving short-term sales. With an ROI index of 134, the platform demonstrates clear efficiency in converting social media presence into business results. More importantly, our analysis reveals headroom for growth – suggesting the potential to triple current investment levels while maintaining performance.

### CAMPAIGN STRUCTURE INSIGHTS

By diving into the TikTok universe, we now better understand how to optimize campaigns within the platform to maximize business impacts in 2025.

#### KEY FINDINGS:

- 1. Performance-Driven Optimization**  
Campaigns optimized for sales deliver 3.5x higher ROI compared to branding campaigns.
- 2. Strategic Campaign Architecture**  
Bundling several optimizations within a campaign delivers 1.5x higher ROI compared to single-objective optimizations, highlighting the power of a multi-objective strategy.



# Strategic roadmap for 2025

Adam Lodin  
Digital Media & Traffic Acquisition Manager  
Comviq



COMVIQ

## FINDINGS BASED ON THIS YEAR'S MMM DEEP DIVE POINT TO TWO IMPERATIVES:

1. **Scale with confidence.** We've seen promising results from TikTok, and now that we've seen the actual impact, we can further leverage this platform.
2. **Optimize for impact.** We should continue structuring and optimizing campaigns to align with our business goals.



# TikTok's Perspective

**Molly O'Dwyer**  
Agency Measurement Partner, EUI  
TikTok



These results from Comviq MMM demonstrate the significant business impact possible when brands fully leverage TikTok's capabilities. The 3.5x performance improvement from purchase-optimized campaigns particularly stands out, showing how crucial it is to align campaign objectives with business goals. We're just scratching the surface of TikTok's potential for telecom brands.



## WHAT THIS MEANS FOR MARKETERS:

Comviq's success proves TikTok as a powerful ROI engine for telecom brands. It's a blueprint for how telecom brands can leverage the platform's power to drive significant business impact. This case study demonstrates that strategic investment in TikTok, coupled with data-driven optimization, can yield exceptional returns.

# About GroupM



GroupM, WPP's media investment group, leads the industry in media investment and innovation. Through Choreograph, our data hub, we deliver state-of-the-art marketing mix modeling projects for global and local brands.

## NORDIC PRESENCE:

- 50+ data scientists, engineers, and data consultants
- 1,500+ MMM projects over 10 years
- Comprehensive local market expertise



A photograph of a woman and a young girl in a living room. The woman, with long braids and wearing a patterned orange and white shirt, is holding a smartphone and looking at it. The girl, with curly hair and a small blue bow, is wearing a red patterned top and blue jeans, looking at the phone with her hands clasped. A large blue circular graphic is overlaid on the image, containing the text 'Appendix Study Results Details'.

Appendix Study  
Results Details

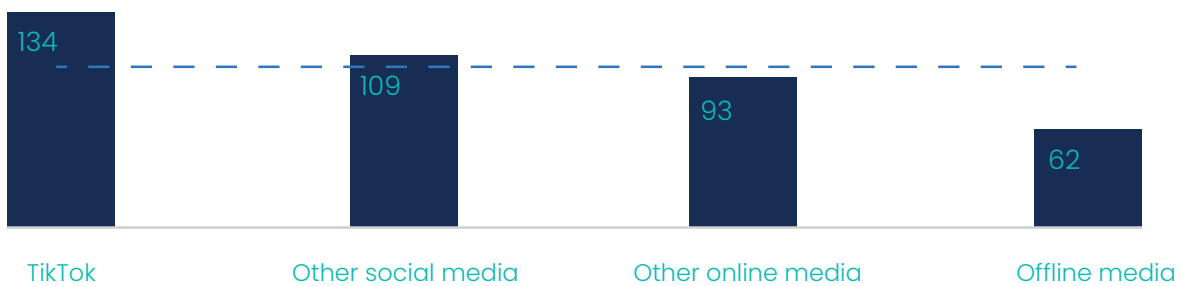


# 01

## TikTok drives Short-Term sales with High Efficiency

The MMM model demonstrates TikTok's efficiency in driving short-term sales compared to other social media platforms and other digital & offline media channels. Comviq should continue leveraging TikTok as a media channel for boosting mobile subscriptions and hardware sales.

ROI Index by media channel group. AVG media ROI = index 100



# 02

## Growth Potential: 3x current investment

Given TikTok's high ROI, a threefold budget increase is projected to generate substantial incremental sales. The response curve, derived from MMM data, clearly illustrates the positive correlation between investment and sales, supporting this recommendation.

Response curve for TikTok





# 03

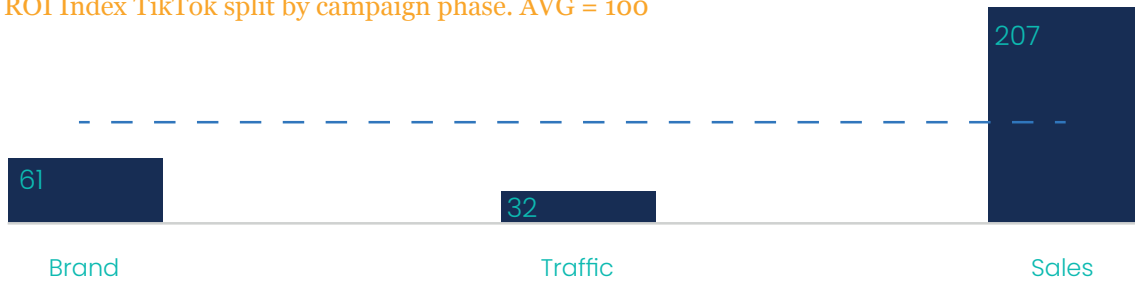
## Prioritize Sales-Driven Campaigns for 3.5x Efficiency

Optimizing TikTok campaigns for sales yields significantly higher efficiency (3.5x) compared to branding objectives. The MMM analysis segmented Comviq's TikTok campaigns into the following categories:

- **Brand Campaigns:** Optimized for Reach, Reach & Frequency, or Views
- **Traffic Campaigns:** Optimized for Traffic
- **Sales Campaigns:** Optimized for Conversions, Add to Cart, and Purchase

Sales  
3.5x  
vs brand

ROI Index TikTok split by campaign phase. AVG = 100



# 04

## Significant synergy effect of using a bundle of campaign objectives

The MMM analysis reveals a significant multiplier effect when combining campaign objectives. Our analysis compared:

Single Objective Campaigns:

- **Brand only**
- **Traffic only**
- **Sales only**

Bundled Objective Campaigns:

- **Brand & Traffic**
- **Brand & Sales**
- **Traffic & Sales**
- **Brand & Traffic & Sales**

Campaigns utilizing bundled objectives demonstrate 1.5x higher efficiency compared to single-objective campaigns, highlighting the power of a multi-objective strategy. This synergistic effect suggests that engaging users across multiple touchpoints in the funnel drives stronger overall performance.