



TikTok Campaign Review

Month 1, 2, 3, and 4

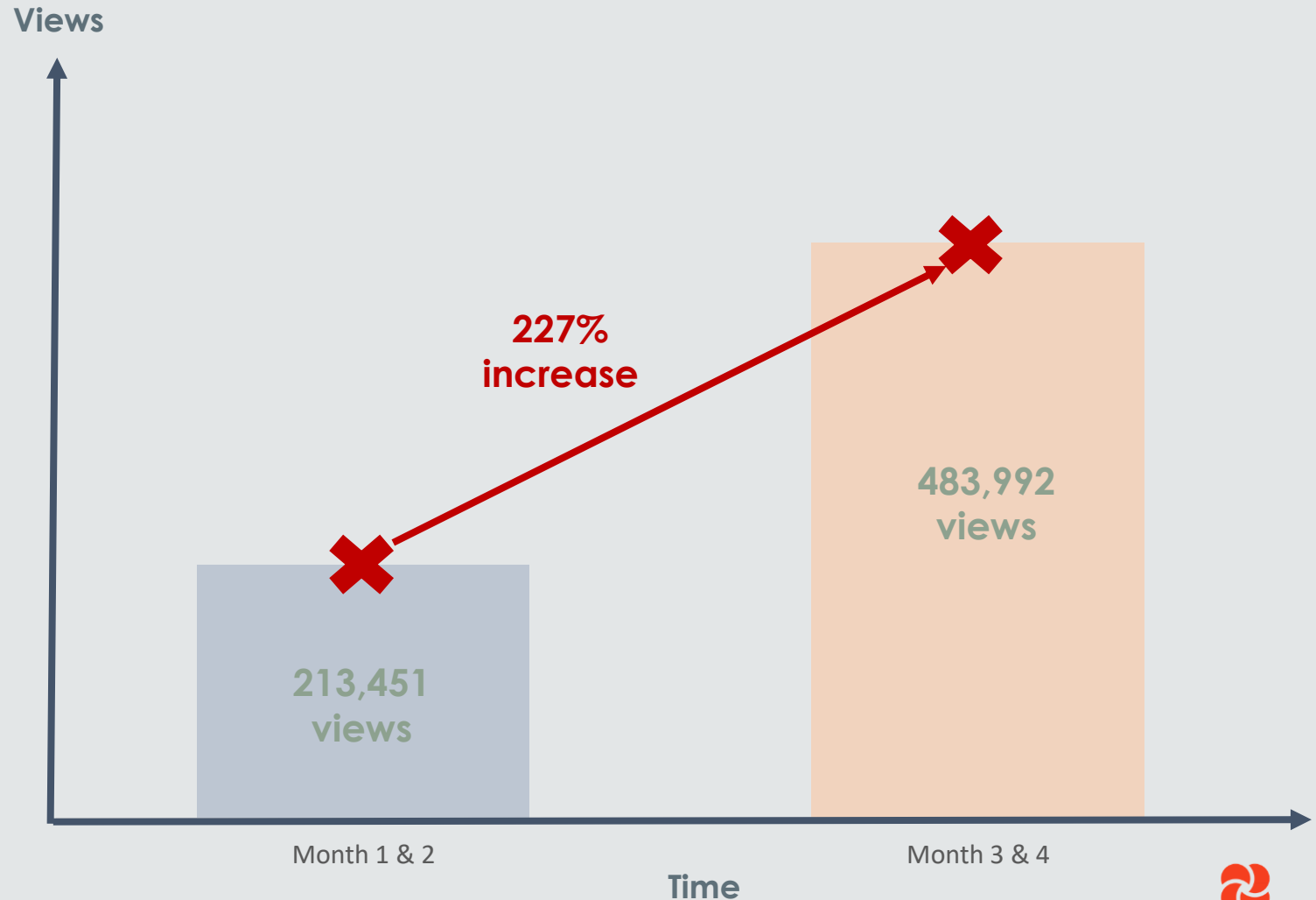
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227% Increase in Views

Month 1 & 2: 213,451 views

Month 3 & 4: 483,992 views

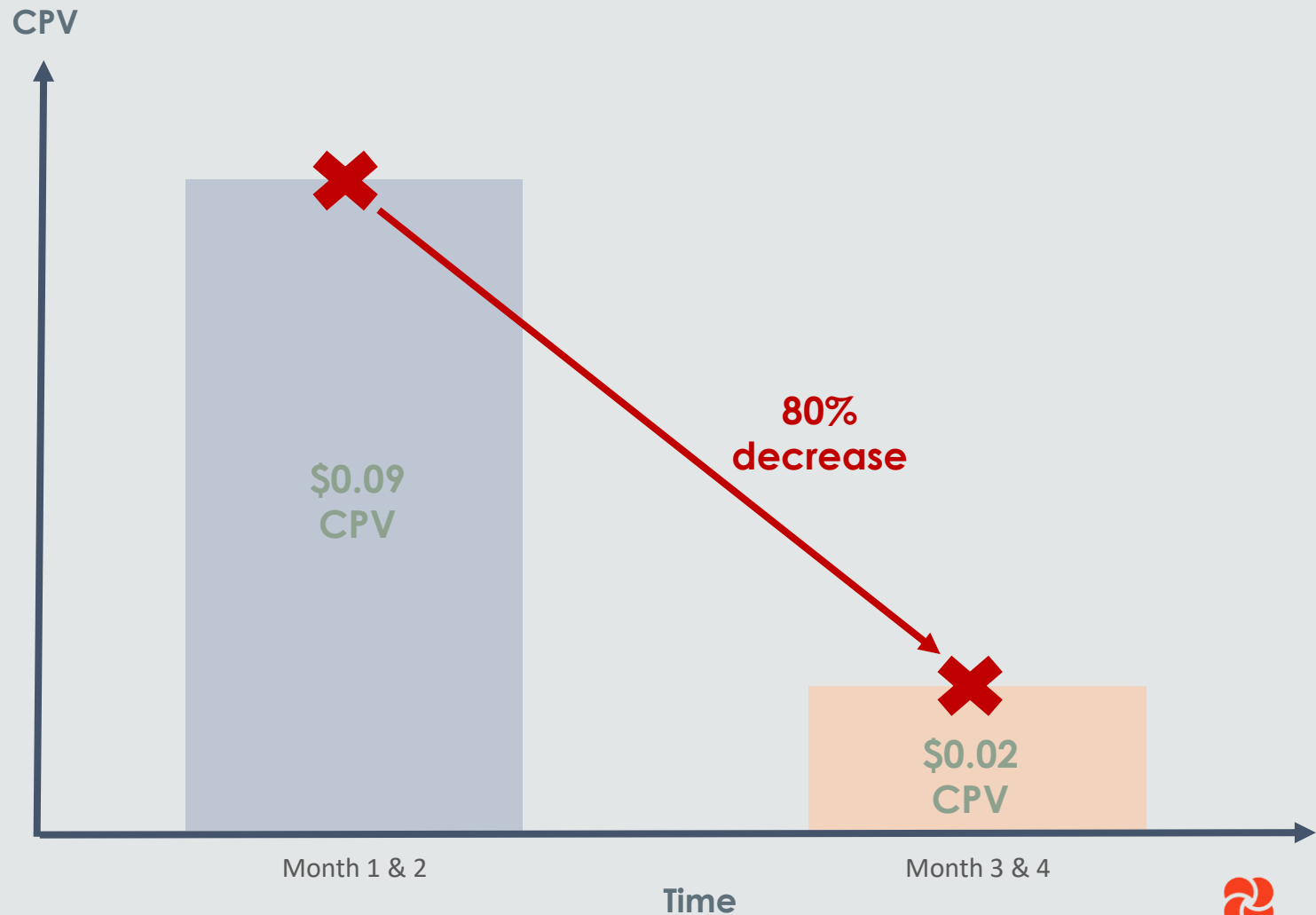
227% increase



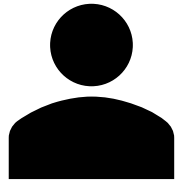
80% Decrease in CPV

Month 1 & 2 CPV: \$0.09

Month 3 & 4 CPV: \$0.02



Consolidated Month 1 to 4



31

TikTok Influencers



29,811+

Engagements



697,443+

Views



5.1 million+

Estimated Impressions

**Data collected as of April 18, 2022*

Engagements = Comments + Likes + Shares

Estimated Impressions = Views x 7.39

The Results

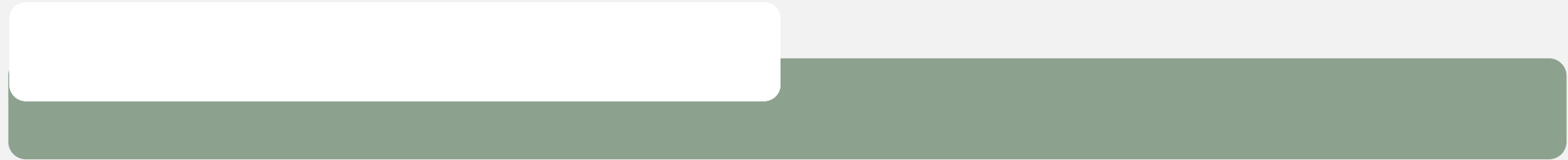
2,636

TOTAL HOURS OF WATCH TIME

Equivalent to
110 days
of watch time!

Average Watch Time

TIK TOK AVERAGE **5s**



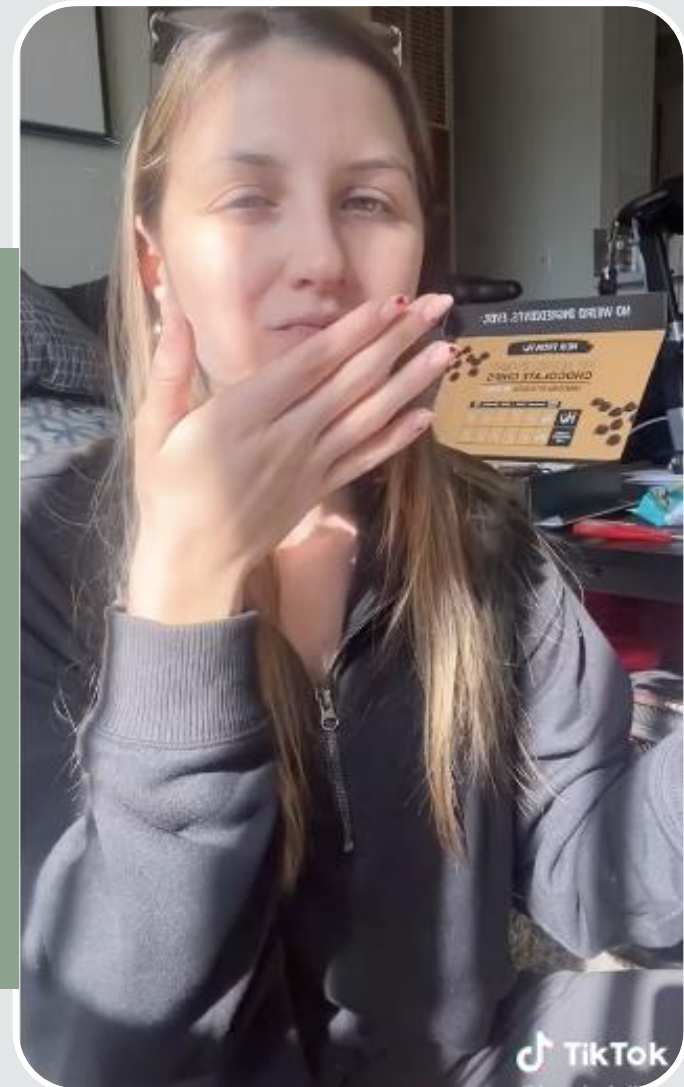
HU KITCHEN CAMPAIGN AVERAGE **10.6s**

Watch time for Hu Kitchen videos is **2.1 times** TikTok's average!

@lovelydelites

With a total of **343,900 views!!!**

- She only has 299,600 followers but got **343,900 views**
- Her views accounted for more than **50%** of total Month 1 to 4 views (80/20 rule)



RECOMMENDATION

- Work with @lovelydelites for the next 3 months
- Have other creators create similar TikToks

SUCCESS METRICS



View to follower
ratio



Watch Time



Shares

TOP 5 MOST VIEWS-TO-FOLLOWER RATIO



@lovelydelites



@sincerelymalak



@kathleenbalmonte



@wholesomehedonista



@leanzasummermonreal

TOP 5 LONGEST AVERAGE WATCH TIME



@the_keto_dealer



@kathleenbalmonte



@sincerelymalak



@nicoles_fitnessz



@blackgirlsonketo

TOP 5 MOST SHARES



@nicoles_fitnessz



@the_keto_dealer



@lovelydelites



@mamacookslowcarb



@calwillcookit



@lovelydelites

**Most Views-To-Follower Ratio
Most Shares**



@sincerelymalak

**Most Views-To-Follower Ratio
Longest Average Watch Time**



@kathleenbalmonte

**Most Views-To-Follower Ratio
Longest Average Watch Time**



@nicoles_fitnesz

**Longest Average Watch Time
Most Shares**



@the_keto_dealer

**Longest Average Watch Time
Most Shares**



@leanzasummermonreal
Most Views-To-Follower Ratio



@wholesomehedonista
Most Views-To-Follower Ratio



@mamacookslowcarb
Most Shares



@calwillcookit
Most Shares



@blackgirlsonketo
Longest Average Watch Time

RECOMMENDATION

- Top performers month
- A few promising verticals:
 - ASMR
 - Walmart x Hu Kitchen

38%



Minority Representation



wholesomeappetites

Hu is the best 🍷 i need to reup my supply!!

2-11 Reply



8



Paige | Recipes + Wellness

I love Hu!

2-10 Reply



1



Mariah Mandile

I have to try this!! Love their new chocolate chips 🍫🍫

2-10 Reply



0



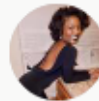
Brittney Duarte

Love that chocolate!!

2-10 Reply



1



Raya

The cashew butter is my fav so far

3-29 Reply



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