

# RAISING THE BAR OF YOUR TIKTOK GAME

**flight**story

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- [CONTACT@FLIGHTSTORY.COM](mailto:CONTACT@FLIGHTSTORY.COM)

MAKING MEASUREMENT MEMORABLE

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**WHAT SHALL I TALK ABOUT?**



 **Pollyanna Ward** (She/Her) · You

Strategy Director @ Flight Story | Curator | Help brands grow  | Marke...

10mo · 



Why should I care about KPIs in social? 



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Why should I care about KPIs in social? 🤔



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2mo · 



How do you measure the "unmeasurable"?

# WHICH TO BE FAIR I DO TALK ABOUT A LOT..



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Strategy Director @ Flight Story | Curator | Help brands grow  | Marke...

10mo · 



Why should I care about KPIs in social? 



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How do you measure the "unmeasurable"?



 **Pollyanna Ward** (She/Her) · You

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7mo · 



How do you set KPIs?



#SchittsCreek

YOU KNOW WHAT?

flightstory



#SchittsCreek



YOU KNOW WHAT?



COULDN'T BE MORE SIMPLE

#SCHITTS CREEK



**HOW MANY OF YOU ARE CONFIDENT IN  
SETTING TIKTOK KPIS?**



#SchittsCreek

flightstory

QUICK Q

# THEY SHOWED ME SOMETHING THAT LOOKED LIKE THIS

## LEARNINGS AND RECOMMENDATIONS



- 30s TikToks performed better than 15s TikToks.
- In future, we will post more 30s TikToks.





#SCHITTS CREEK

Pop TV

# THEY SHOWED ME SOMETHING THAT LOOKED LIKE THIS

## HOW DID WE DO?



+138% vs plan

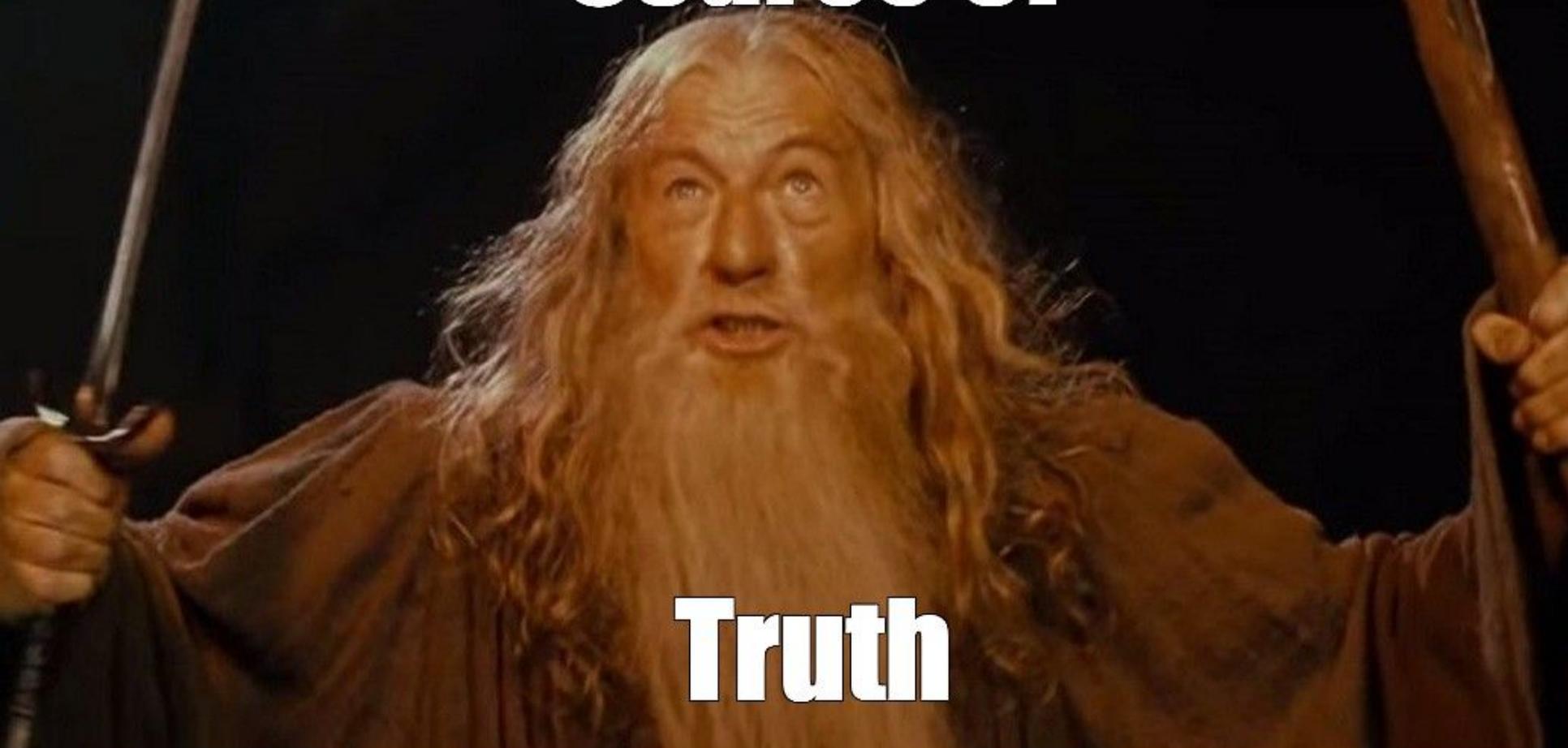


+42% vs plan



+44% vs plan

**Source of**



**Truth**

**Aldi's cheeky caterpillar cake ad goes viral on TikTok**

**Aldi's cheeky caterpillar cake ad goes viral on TikTok**

**Tesco contest goes viral with 14 million TikTok views**

## Aldi's cheeky caterpillar cake ad goes viral on TikTok

Already the campaign has amounted 672K TikTok views and has delivered +112% increase on campaign KPI's.

**... goes viral with 14 million TikTok views**

## Aldi's cheeky caterpillar cake ad goes viral on TikTok

Already the camp  
views and has de...  
campaign KPI's.

The campaign brought in a whopping 221 million video views for KFC, an engagement rate of 9.3%, and a TopView click-through rate of 13.8%, according to TikTok for Business. The brand also saw a 24.7% increase in ad recall rate, which was part of the significant growth in sandwich sales — even selling out in some locations.

... goes viral with 14 million TikTok views

## Aldi's cheeky caternillar cake ad goes viral on TikTok

How NYX used TikTok to boost brand awareness by 42%

The campaign brought in a whopping 221 million video views for KFC, an engagement rate of 9.3%, and a TopView click-through rate of 13.8%, according to TikTok for Business. The brand also saw a 24.7% increase in ad recall rate, which was part of the significant growth in sandwich sales — even selling out in some locations.

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**Aldi's cheeky caternillar cake ad goes viral on**

**TikTok**

**How NYX used TikTok to boost brand awareness**

by 100%

**Sticking to the basics can work:** Crumbl kept it simple with short, snappy videos and hashtags. The brand hit its 1 million follower mark quickly — then upped its goal to 2 million and also achieved that milestone during the two-month campaign.

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**... goes viral with 14 million TikTok views**

**THERE SEEMS TO BE A LACK OF AGREEMENT  
OVER WHAT GOOD LOOKS LIKE**



**BUT SERIOUSLY, WE NEED TO BE CONFIDENT  
WITH MEASURING OUR TIKTOK CONTENT**

## 3 THINGS



SAY GOODBYE TO  
BAD METRICS OF  
SUCCESS



HELP YOUR  
MARKETING AND  
FINANCE  
DEPARTMENTS TAKE  
TIKTOK SERIOUSLY



BE CONFIDENT IN  
SETTING OBJECTIVES  
AND KPIS

**I'M POLLYANNA WARD**

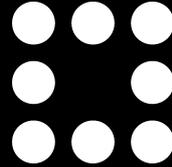
**STRATEGY DIRECTOR  
@ FLIGHT STORY**



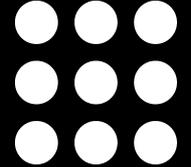
# WE ARE A MARKETING & COMMUNICATIONS COMPANY

We exist to help brands capture the opportunity that an ever-changing world creates.

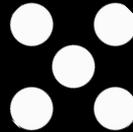
STRATEGY



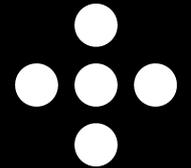
CONTENT



COMMS



MEDIA



**WE HELP BRANDS WHO WANT TO BE AT THE  
FOREFRONT OF WHAT'S POSSIBLE.**

**IF THAT SOUNDS LIKE THE BRAND YOU WORK FOR**



**POLLYANNA WARD**



**@POLLAGE**

**DROP ME A LINE**

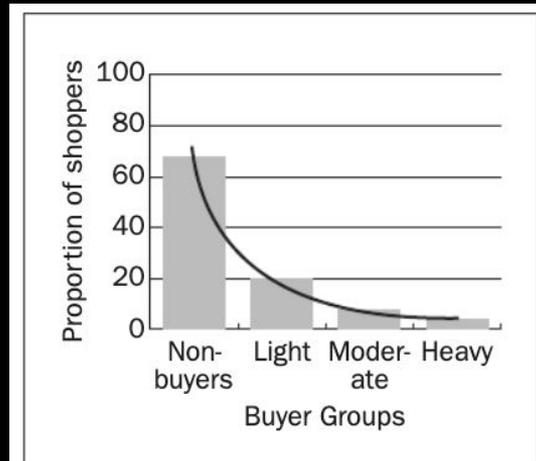


# BAD METRICS LEAD TO QUESTIONABLE DECISIONS



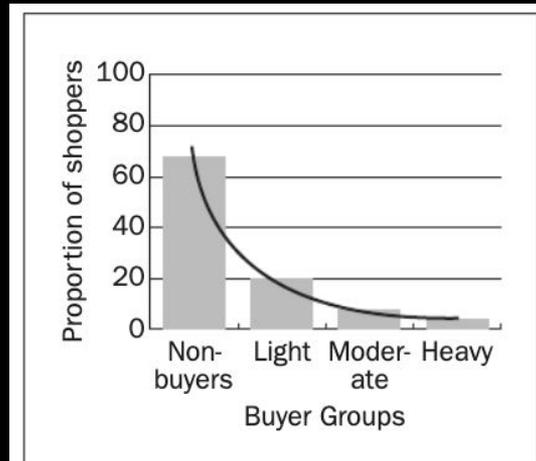
**THE FIRST METRIC I'M CALLING OUT IS FOLLOWERS**

# FOLLOWERS ARE NOT A SOURCE OF GROWTH

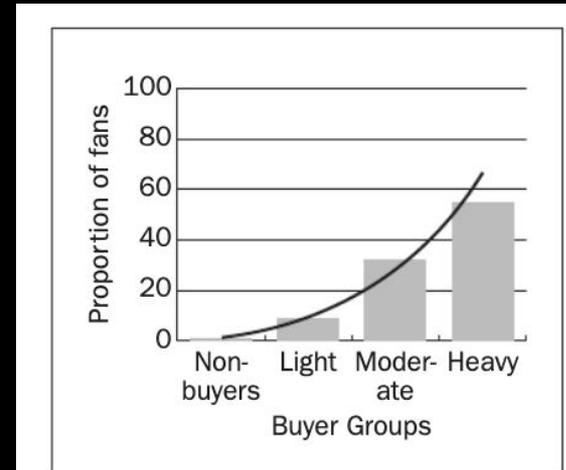


**Figure 1** Buying Concentration across the Entire Customer Base for a Chocolate Brand

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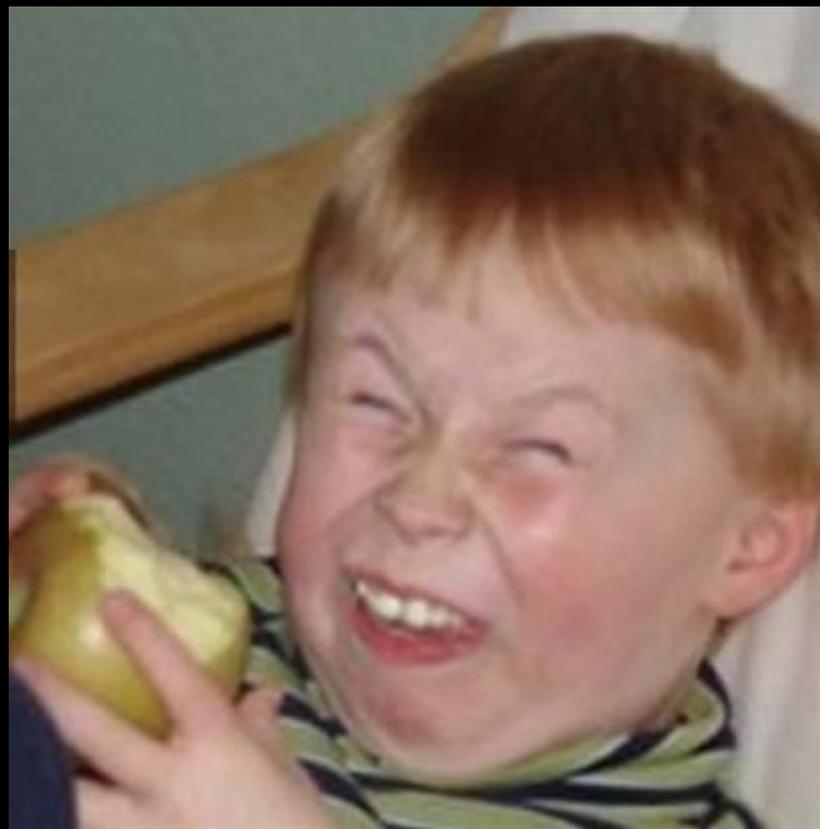


**Figure 1** Buying Concentration across the Entire Customer Base for a Chocolate Brand



**Figure 2** Buying Concentration across the Facebook Brand Fan Base for the Same Chocolate Brand

**THAT'S FACEBOOK THO**



< Tesco 🔔 ➦



@tesco ✓

42 Following   186.6K Followers   901.9K Likes

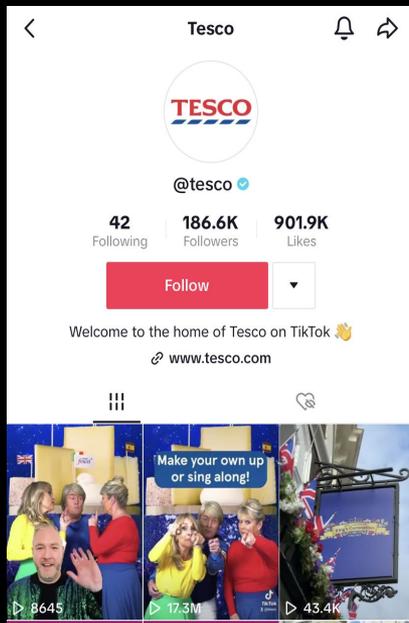
Follow ▼

Welcome to the home of Tesco on TikTok 🍷  
🔗 [www.tesco.com](http://www.tesco.com)

☰   📌

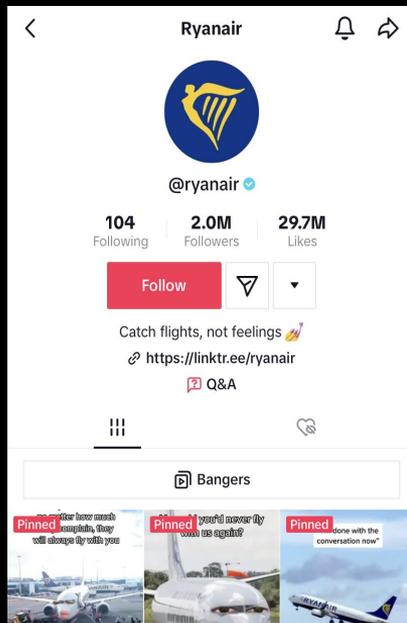
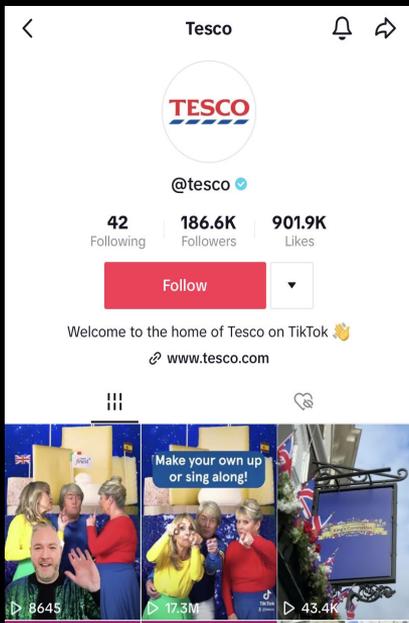


▶ 8645   ▶ 17.3M   ▶ 43.4K

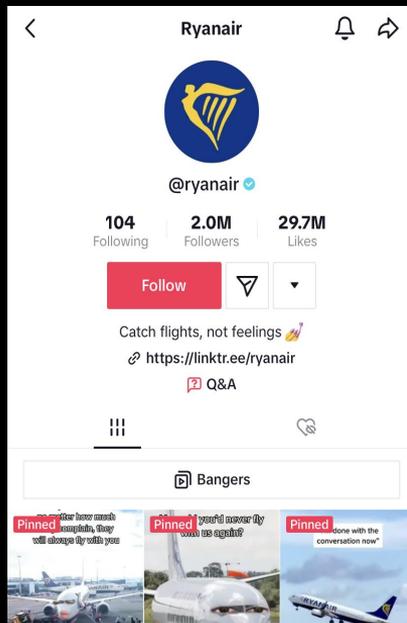
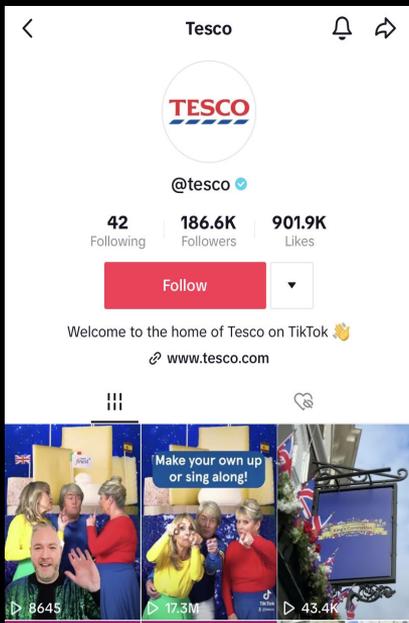


The avg basket at  
Tesco in 2023 is £81.58.

If the followers all  
bought from Tesco that  
would make up 0.03%  
of their sales revenue.

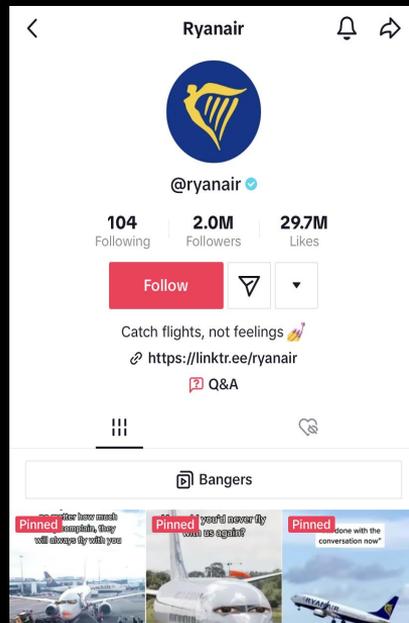
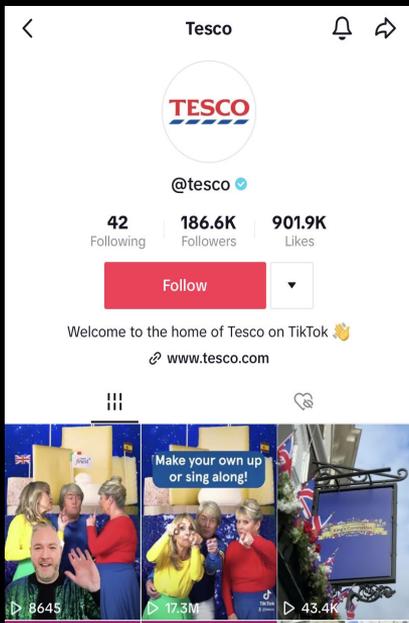


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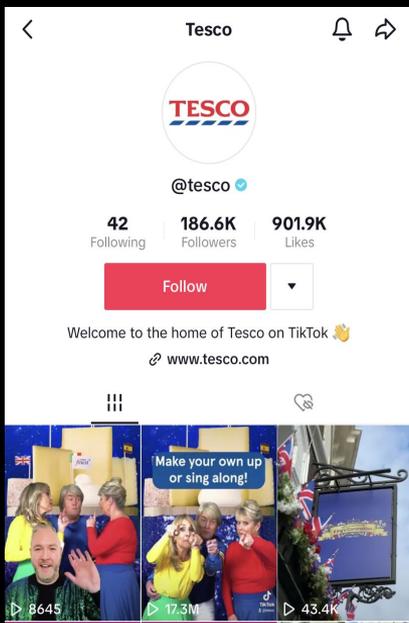
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150m people fly with RyanAir each year. Their TikTok followers account for 1.3%

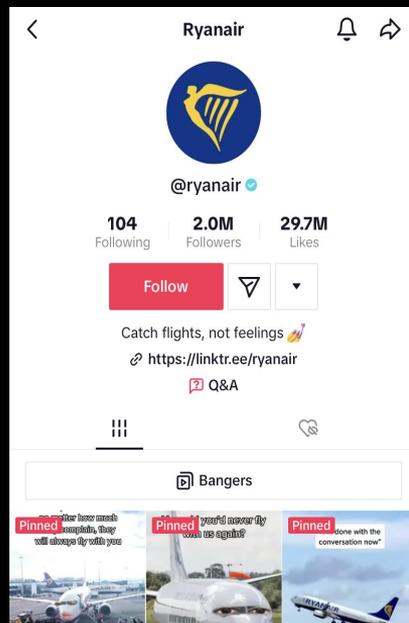


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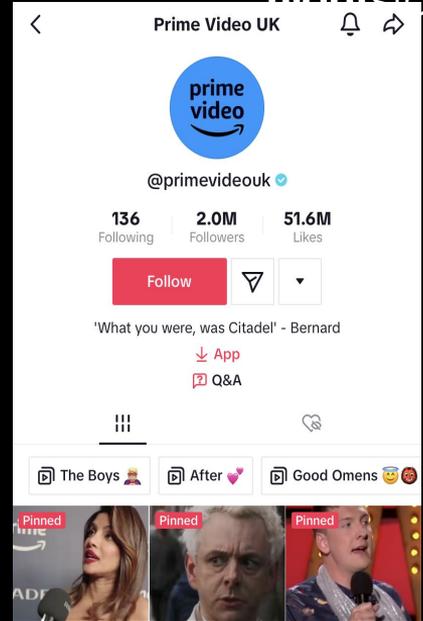
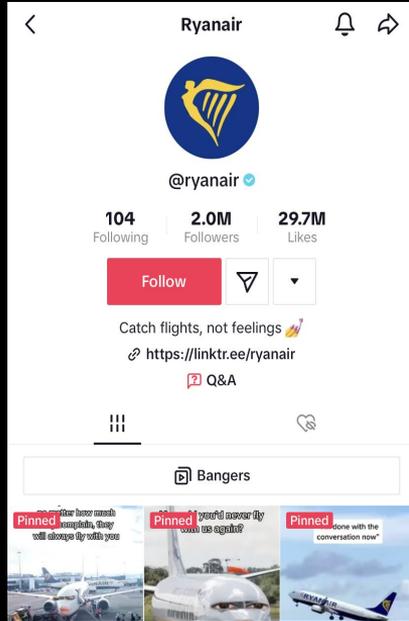
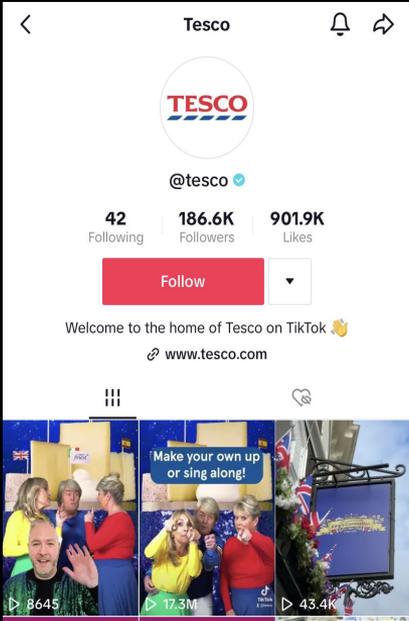
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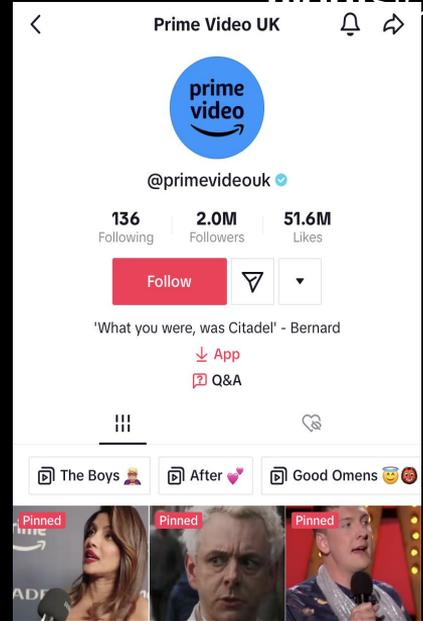
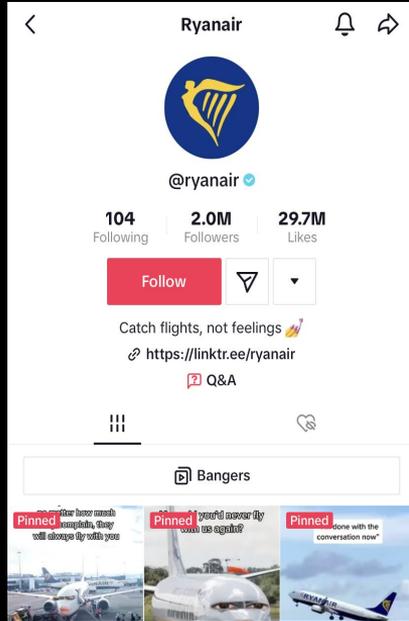
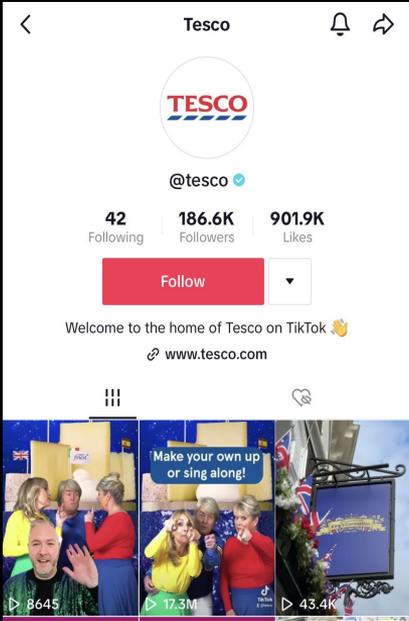
41m IKEA Spain customers. With 0.11% on TikTok.



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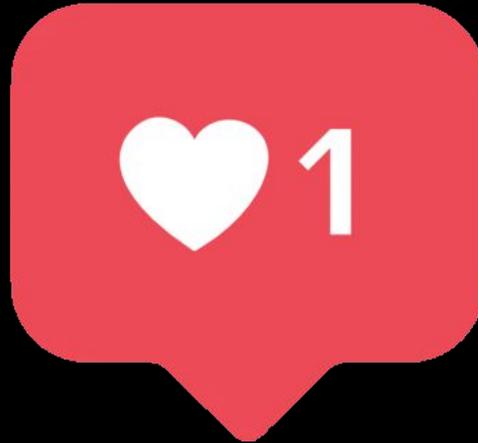
41m IKEA Spain customers.  
With 0.11% on TikTok.

13 million Prime Video Members in UK  
That's the difference over £1bn in revenue.

**TELLING YOUR FINANCE DIRECTOR YOU GOT  
1000S OF NEW FOLLOWERS IS NOT GOING TO  
CUT IT.**

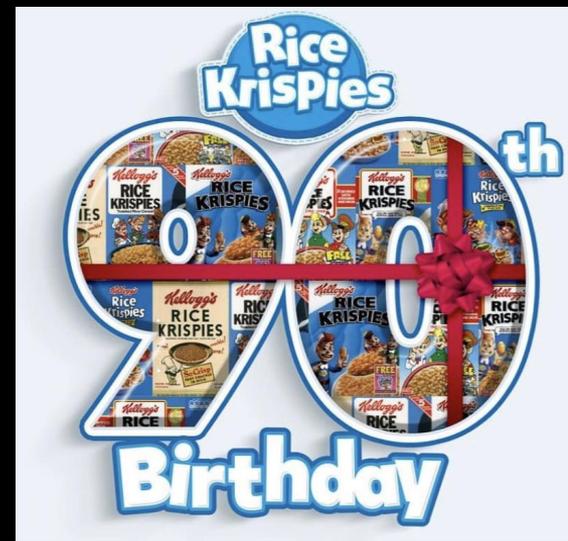
**THE SECOND METRIC I'M CALLING OUT IS  
ENGAGEMENT RATE.**

**IT SEEMS LOGICAL.**



**LOADS OF PEOPLE OF ENGAGED WITH YOUR AD, THAT MUST  
MEAN IT'S GOOD**

# BUT THERE'S A DIFFERENCE BETWEEN YOU AND A BRAND



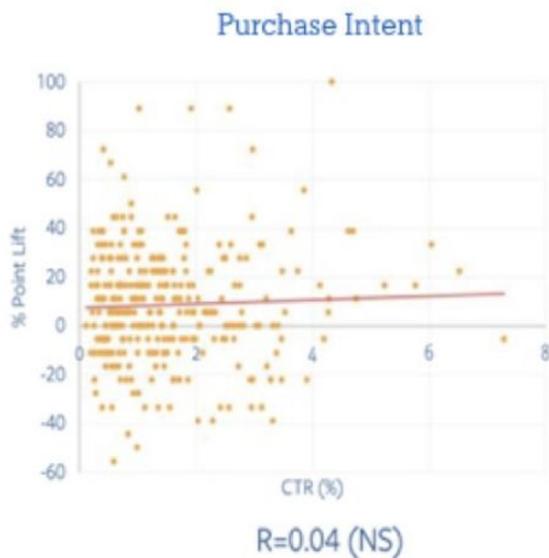
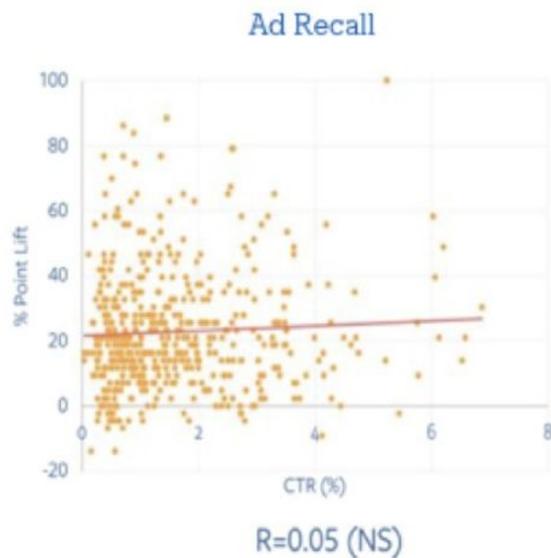
175 likes

[kelloggs.uki](#) Happy 90th Birthday Snap, Crackle and Pop!  
📍 🎉 #RiceKrispiesMagic90 #kelloggs #Birthday  
#RiceKrispies

[View all 10 comments](#)



# Smart Marketers Have Long Argued That Clicks Don't Correlate With Success



No Strong Correlations Emerge Between CTR and Any of the Nielsen BrandEffect Metrics



# THIS BRAND GOT 1 MILLION “LIKES”



1.0M



10.7K



57.5K



43.6K

Photo

Duolingo · 1w ago

At least we won't get lost in translation...

original sound - deacyism (Contains m...



**THIS BRAND GOT  
1 MILLION “LIKES”**

**THE EQUIVALENT OF  
0.17% OF THEIR TOTAL  
USER BASE**



Photo

Duolingo · 1w ago

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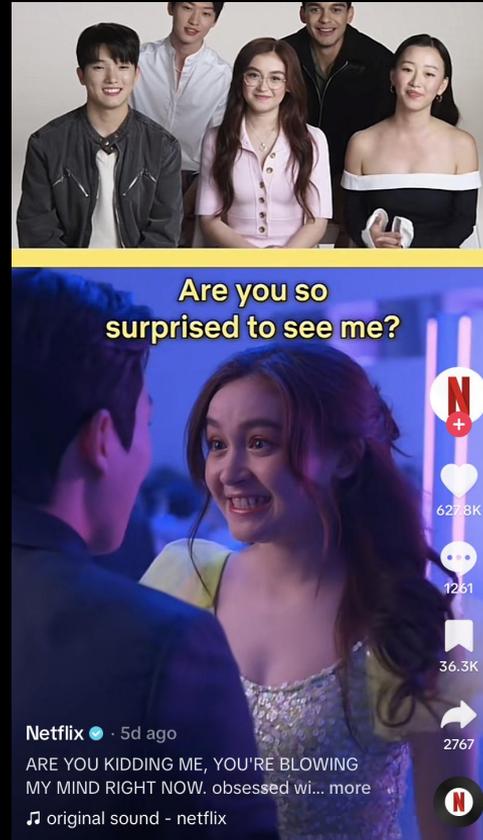
57.5K



43.6K



# THIS BRAND GOT 627K "LIKES"



**THIS BRAND GOT  
627K “LIKES”**

**THE EQUIVALENT OF  
0.27% OF THEIR TOTAL  
USER BASE**



**THIS BRAND GOT  
27K “LIKES”**

**THIS BRAND SELLS 2.8  
MILLION CUPS OF  
COFFEE A DAY**



**ENGAGEMENT RATE IS ALSO COMPLETELY CONTEXT DEPENDANT.**

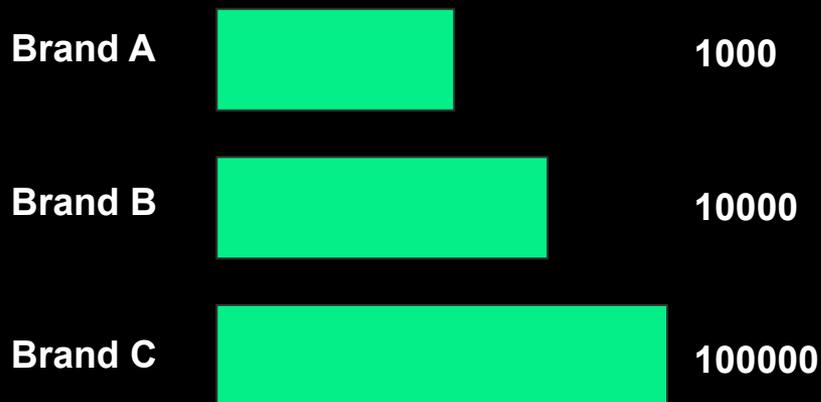
# ENGAGEMENT RATE IS ALSO COMPLETELY CONTEXT DEPENDANT.

## Impressions



# ENGAGEMENT RATE IS ALSO COMPLETELY CONTEXT DEPENDANT.

## Impressions



## Engagement Rate





Exile!

**THE LAST ONE IS 'ROI'  
(OR RETURN ON INVESTMENT)**

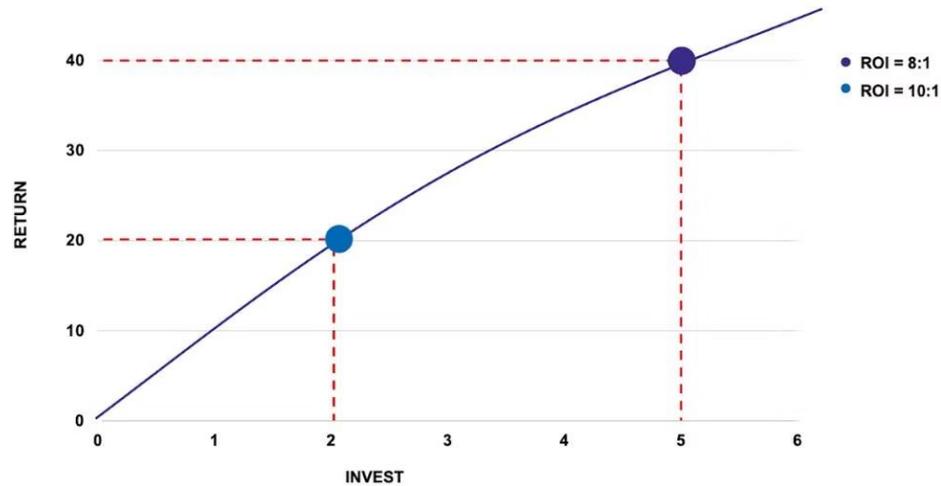


**YOU TELL YOUR FINANCE DEPT YOU SPENT X AND IN RETURN YOU  
ACHIEVED Y**

**IT IS A RED FLAG IF YOUR AGENCY SAYS  
THEY'RE GOING TO INCREASE YOUR ROI.**

# TO INCREASE ROI, JUST SPEND LESS

To increase ROI, simply reduce spend



# ROI LIMITS YOUR BRAND GROWTH



**Byron Sharp**

@ProfByron



For those interested in ROI as a marketing metric. “ROI can send you broke”

# ROI CAN TELL YOU MISLEADING THINGS ABOUT CHANNELS

Those wrong metrics were caused by Adidas's four attribution models – Google Last Click, Google Custom, Adobe and Facebook – as well as a focus on short-term, real-time measurements that focused on ROI and return on ad spend (ROAS).

That led Adidas to over-invest in paid search, for example, an error it uncovered in its Latin America market when a breakdown at Google AdWords and therefore inability to invest in paid search didn't lead to a dip in traffic or revenue coming from SEO.

- Sarah Vizard, Marketing Week on Adidas, 2019.



 **Pollyanna Ward** (She/Her) • You

Strategy Director @ Flight Story | Curator | Help brands grow 🚀 | Market...

11mo • 



High ROI = scooping up the low hanging fruit (who probably would have bought anyway)

Low ROI = making waves into incremental revenue



**POLLYANNA WARD**

@Pollage



Net Profit > ROI

# KEY TAKEAWAYS

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**DON'T BOTHER FOCUSING ON FOLLOWERS**

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**STOP CHASING 'LIKES'**

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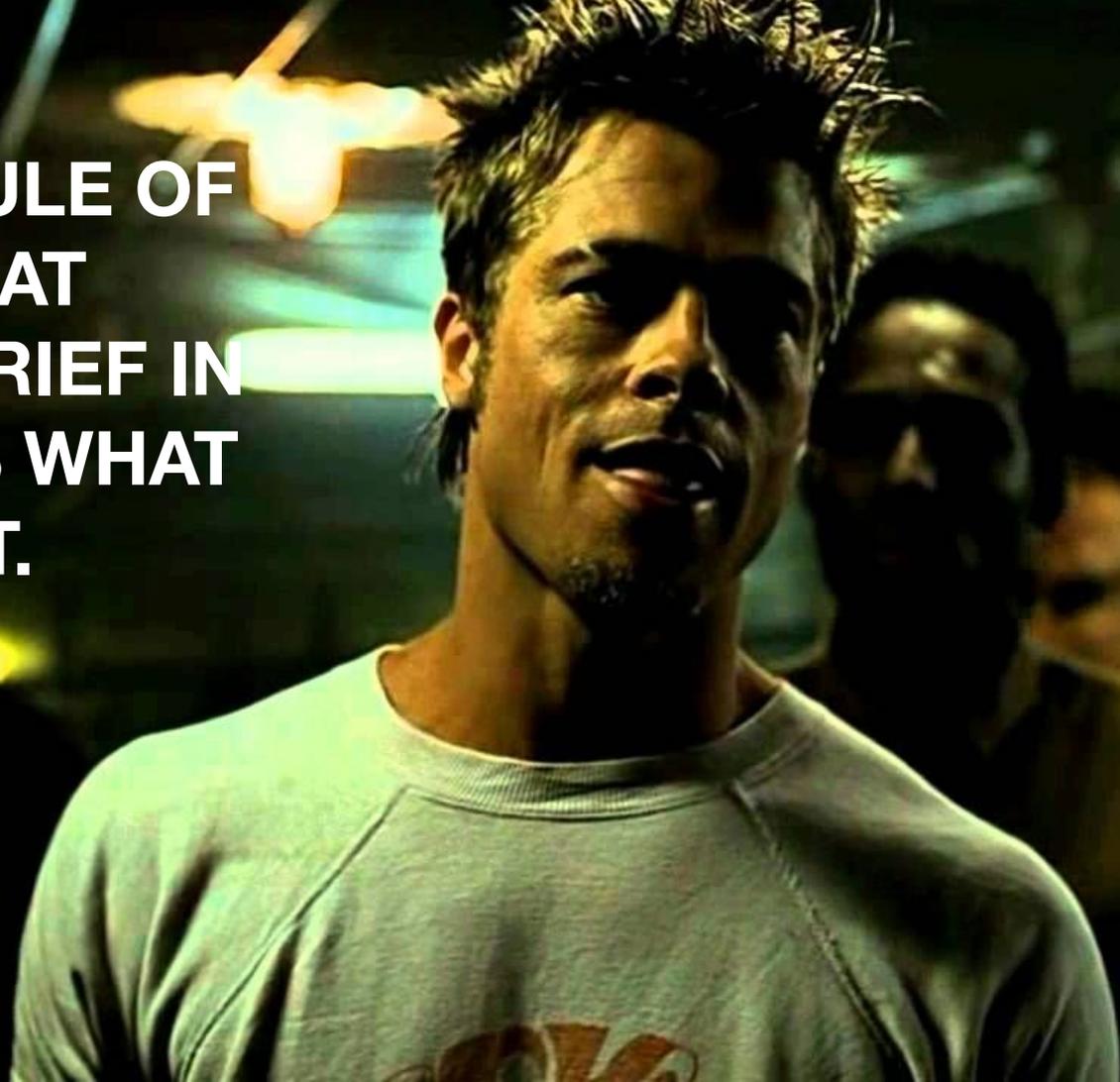
**USE ROI TO ASSESS EFFICIENCY, NOT  
EFFECTIVENESS**

---

A close-up shot of a man with short, light-colored hair, wearing black-rimmed glasses and a white button-down shirt. He has a thoughtful or slightly exasperated expression, with his right hand raised to his forehead. The background is a blurred indoor setting.

***Seriously?***

●  
**THE FIRST RULE OF  
TIKTOK IS THAT  
WHAT YOU BRIEF IN  
DETERMINES WHAT  
YOU GET OUT.**



**IF YOU SAY YOU WANT TO REACH  
LOTS OF PEOPLE**



**YOUR ADS ARE GOING TO TRY TO  
REACH AS MANY PEOPLE AS  
POSSIBLE**

**IF YOU SAY YOU WANT TO REACH  
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**YOUR ADS ARE GOING TO TRY TO  
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**IF YOU TELL CREATORS TO GET  
YOU MORE WEBSITE TRAFFIC**



**THEY'RE GOING TO FOCUS ON  
TELLING PEOPLE TO CLICK THE  
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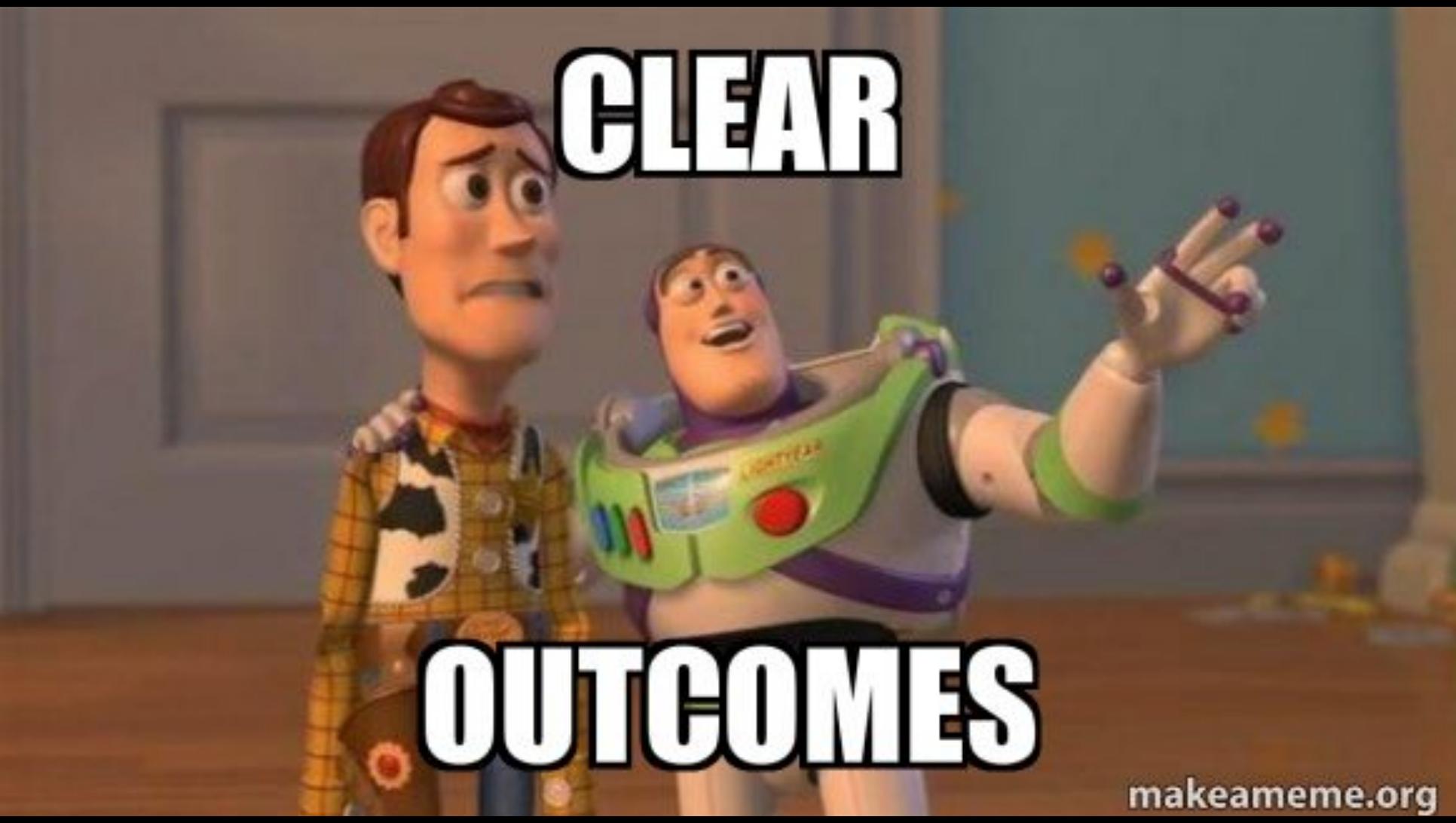


**THEY'RE GOING TO FOCUS ON  
TELLING PEOPLE TO CLICK THE  
LINK IN THEIR BIO**

**IF YOU WANT YOUR ORGANIC  
VIDEOS TO SELL PRODUCTS**



**YOUR VIDEOS ARE GOING TO BE  
PRODUCT-FOCUSED AND HAVE  
SHOP NOW CTAS ALL OVER.**

A meme featuring Woody and Buzz Lightyear from the movie Toy Story. Woody is on the left, looking slightly concerned. Buzz is on the right, wearing his green and purple space suit and holding up his right hand with fingers spread, as if making a point or gesturing. The background is a simple room with a door and a window.

**CLEAR**

**OUTCOMES**

**AS MARKETERS, WE'LL START WITH THE  
OVERARCHING BUSINESS OBJECTIVE**

## WHICH IS THINGS LIKE

Increase profit margin

Grow market share

Deliver more sales revenue

## THESE THEN HELP TO INFORM YOUR MARKETING OBJECTIVES

Increase basket size by £x

Drive brand saliency

Launch a new product

## THESE THEN DRILL DOWN INTO YOUR COMMS OBJECTIVES

Make people aware that your brand exists

Shift perceptions about your brand

Nudge consumers to the website

# YOUR TIKTOK ACTIVITY MUST LADDER UP TO YOUR BIG BUSINESS OBJECTIVES

## Objectives

### Business Objective

Grow market share of biscuits

### Marketing Objective

Increase brand saliency

Launch new Flavours

Increase incremental sales with <35s

### Media/Comms Objective

Reach as many <35s as possible

Drive social buzz around Flavours

Nudge consumers to purchase

## THEN YOU SET YOUR KPIS

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#### Business Objective

Grow market share of biscuits

Be the #1 Biscuit Brand in the UK

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Share of Search/Share of Market %+  
1m incremental biscuit packs sold in 12 weeks  
Brand Recognition/Recall

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Nudge consumers to purchase

1+ Reach & Frequency  
Spontaneous/Earned brand mentions 45%  
increase  
BLS Ad Recall and Purchase Consideration %  
Uplift vs Previous Period

## MOST MARKETERS STOP HERE

### Objectives

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1+ Reach & Frequency 50-70%  
Earned brand mentions 45% increase  
BLS Ad Recall/Purchase Consideration % Uplift  
vs Previous Period

# EMPOWER YOUR TEAM, WHAT ARE YOU GOING TO MEASURE?

## YOUR BRIEF

### HOW WE WILL MEASURE THE SUCCESS OF THIS CAMPAIGN:

- *We will be looking for unique reach of at least 50-70% against our target audience*
- *We will be looking for a Brand Lift Study to help us understand if our messaging and creative were impactful*
- *We would like to see a 45% increase in the number of people talking about our Brand compared to our last product launch*

# KEY TAKEAWAYS

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**START WITH WHAT YOUR BUSINESS IS  
FOCUSED ON**

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**INPUTS = OUTPUTS**

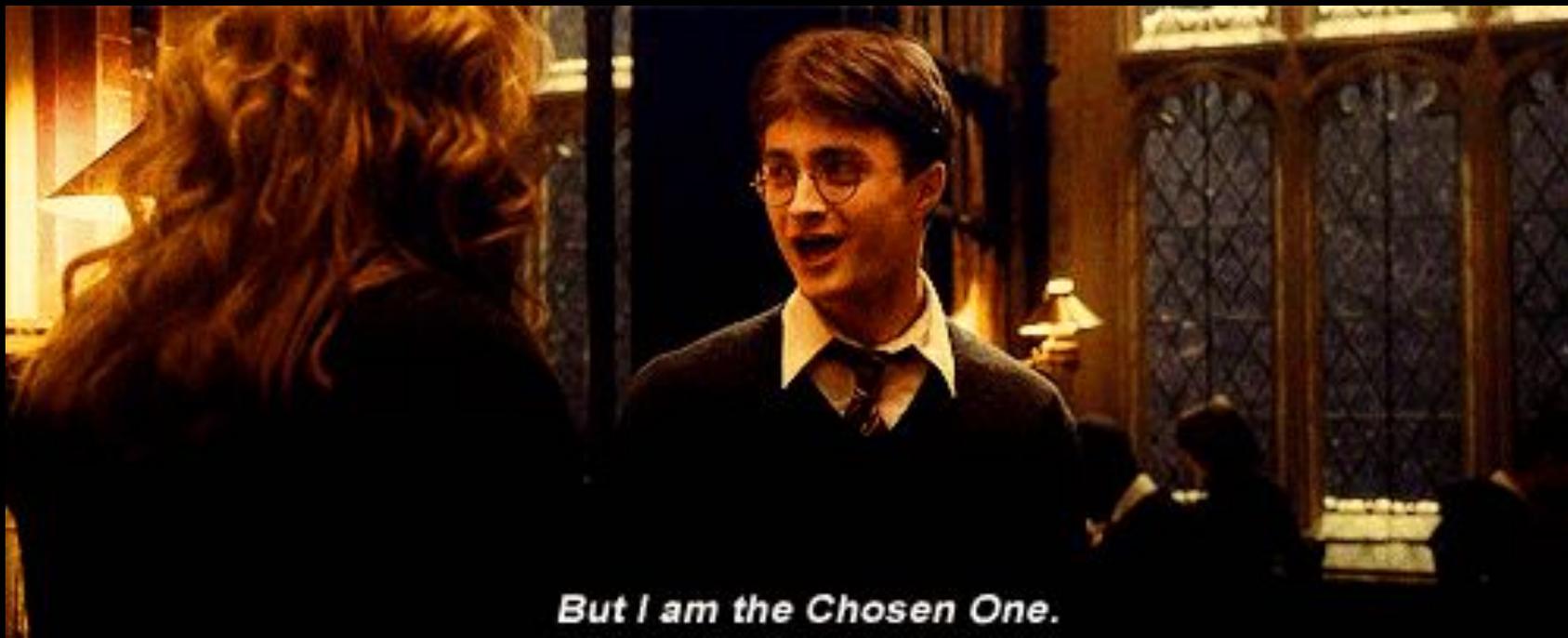
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**TELL YOUR AGENCY WHAT YOU'RE MEASURING**

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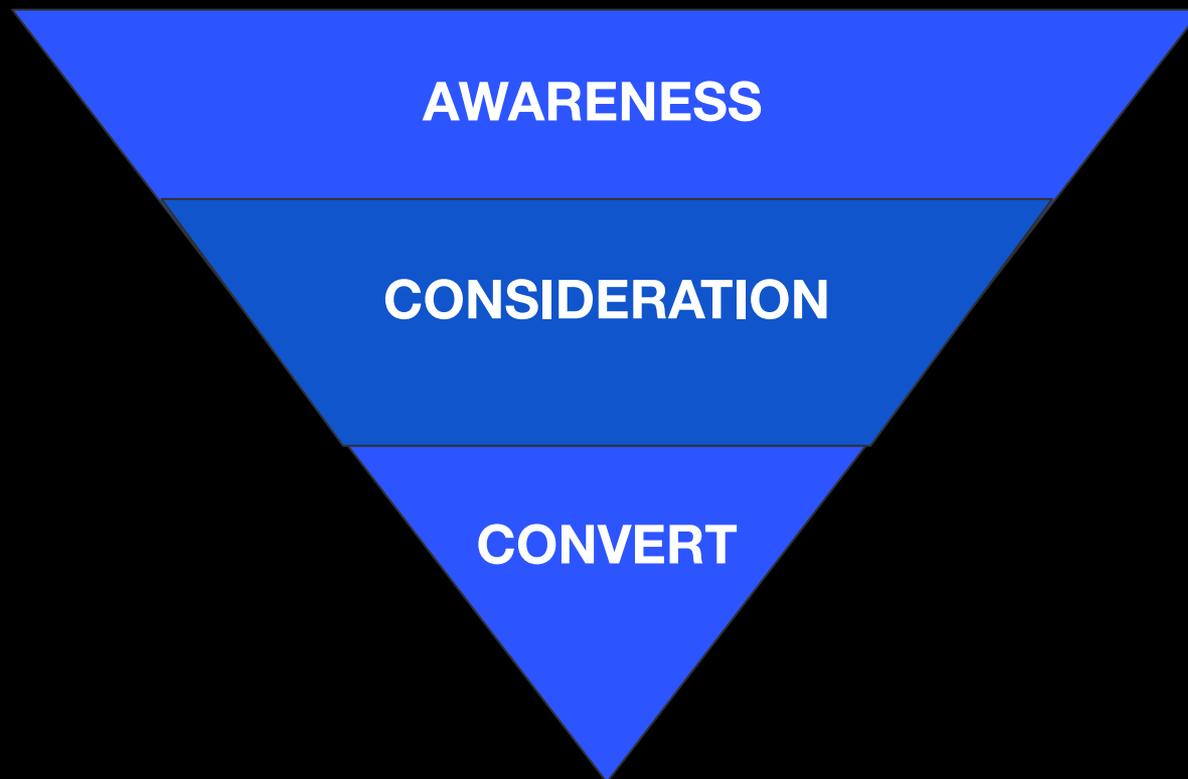
**HOW CONFIDENT ARE WE FEELING NOW?**

**THE LAST THING I SAID I WANTED YOU TO WALK AWAY WITH WAS  
CONFIDENCE**



*But I am the Chosen One.*

**AS MARKETERS, YOU'RE ALL CONFIDENT WITH THE FUNNEL**



STARTING WITH AWARENESS



**REMEMBER WHEN  
AWARENESS  
MEANT THIS?**



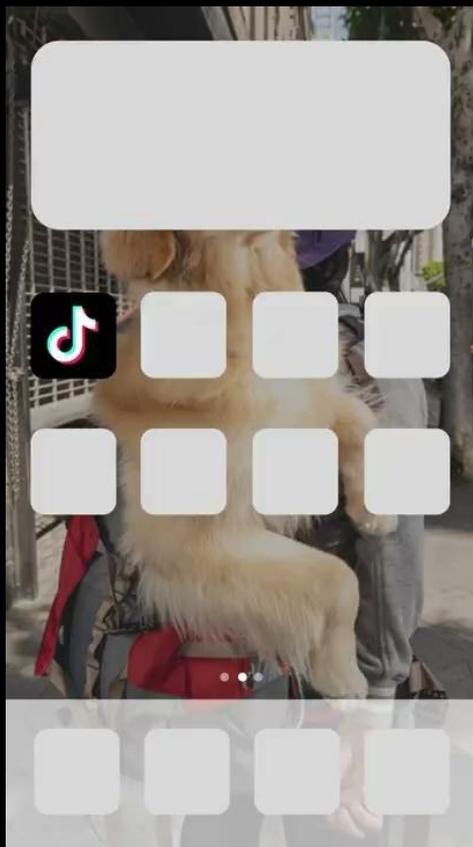
## AWARENESS KPIS

Unique Reach

Frequency

CPM

# TIKTOK SOLUTIONS TO ACHIEVE YOUR GOALS



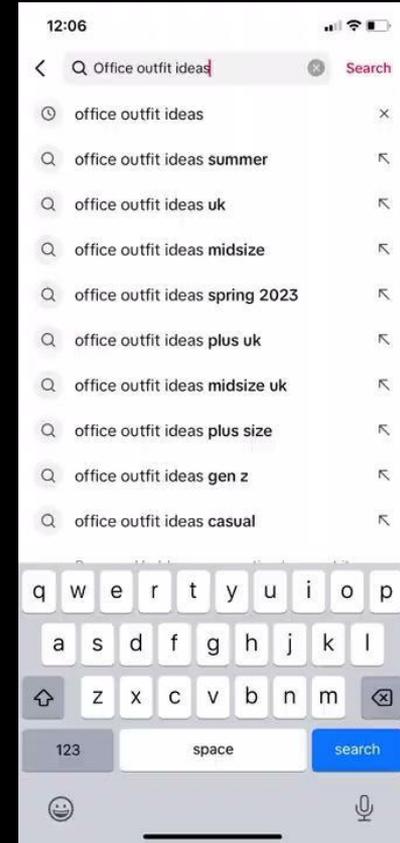
## CONSIDERATION KPIS

Views/Time  
Spent

Audio/Effect  
Uses

Website Visits

# TIKTOK SOLUTIONS TO ACHIEVE YOUR GOALS

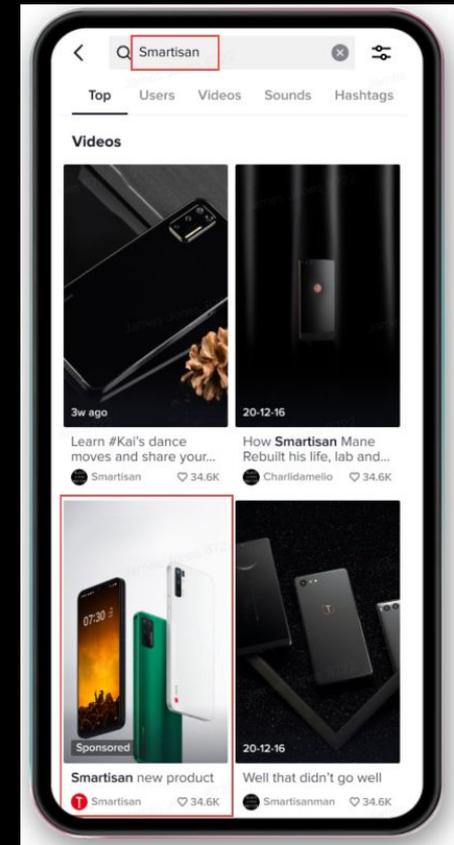
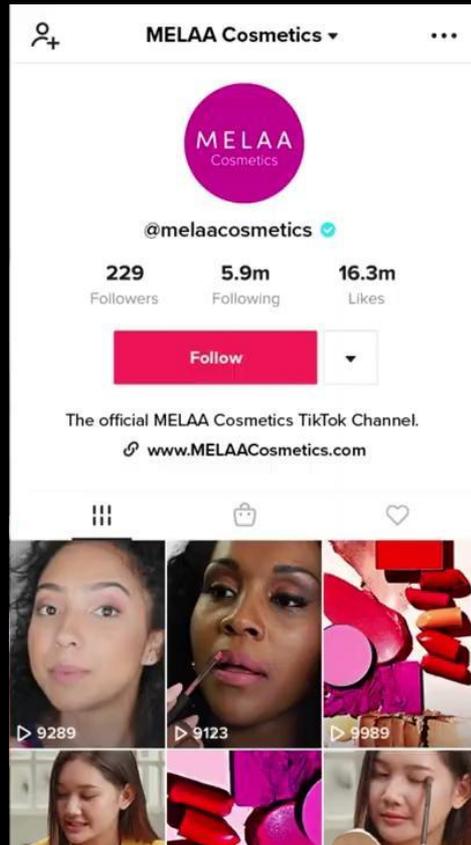


## CONVERT KPIS

Conversions

Cost Per  
Action

# TIKTOK SOLUTIONS TO ACHIEVE YOUR GOALS





## **KEY TAKEAWAYS**

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**AWARENESS IS ALL ABOUT GETTING IN FRONT OF THE RIGHT PEOPLE.**

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**CONSIDERATION IS ABOUT CREATING A MEANINGFUL IMPACT.**

---

**CONVERSION IS ABOUT NUDGING PEOPLE TO TAKE ACTION.**

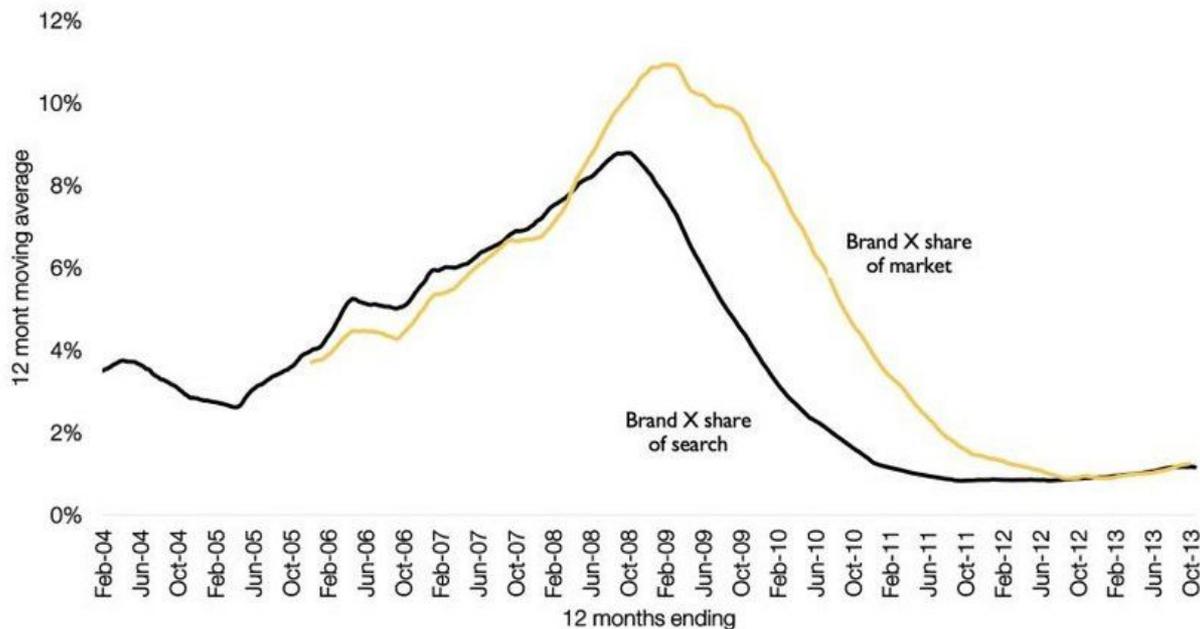
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**BUT THERE ARE ALSO WAYS TO MEASURE  
BEYOND THE PLATFORMS**

# SHARE OF SEARCH IS A LEADING INDICATOR OF SHARE OF MARKET

## SHARE OF SEARCH: A PROMISING PREDICTIVE METRIC

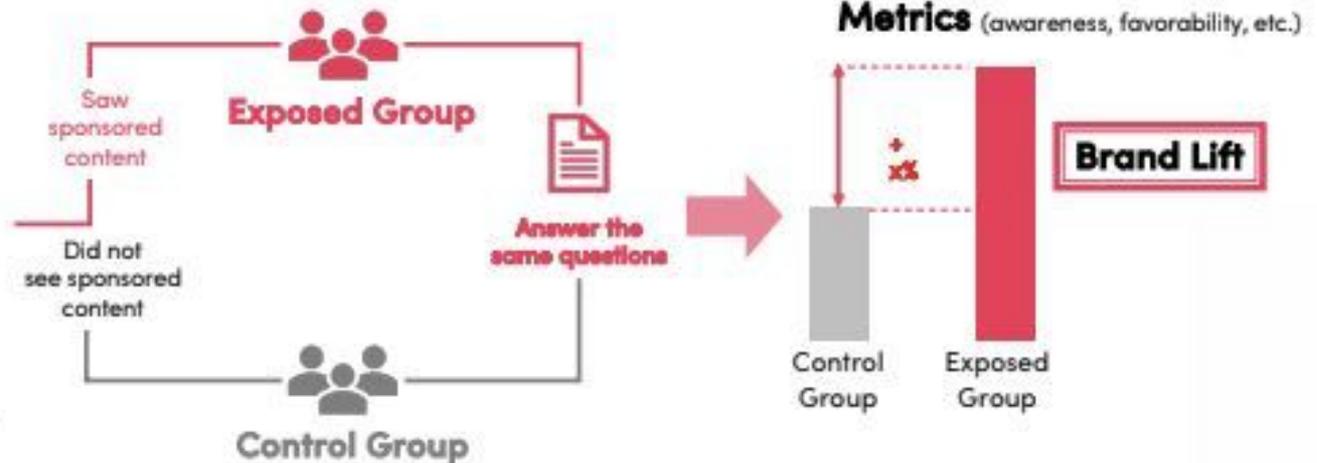


Source: Les Binet

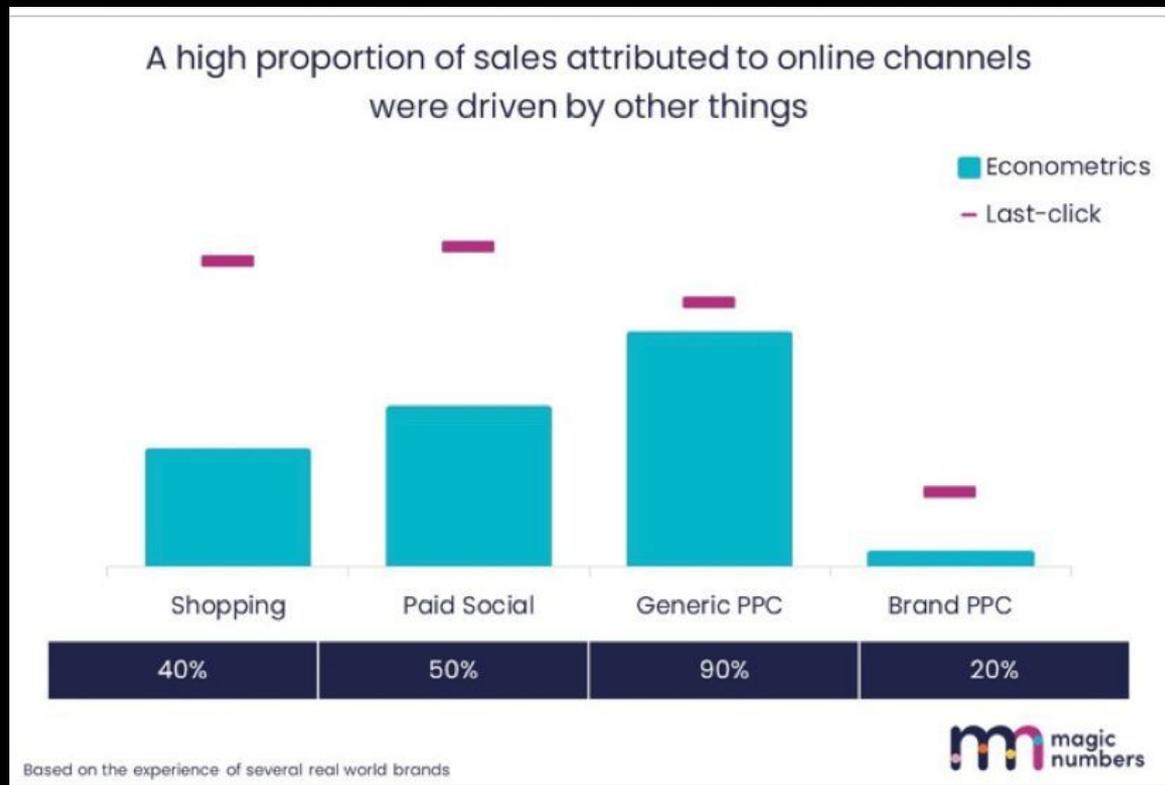
# UPLIFT STUDIES OR SURVEYS CAN HELP YOU UNDERSTAND PEOPLE'S ATTITUDES



TikTok Campaign



## ECONOMETRICS CAN HELP YOU UNDERSTAND THE CHANNELS WORKING THE HARDEST IN YOUR MEDIA MIX



**NONE OF THESE KPIS  
ARE BRAND NEW**

Reach

Recall

**AWARENESS**

Views/Traffic

Perception

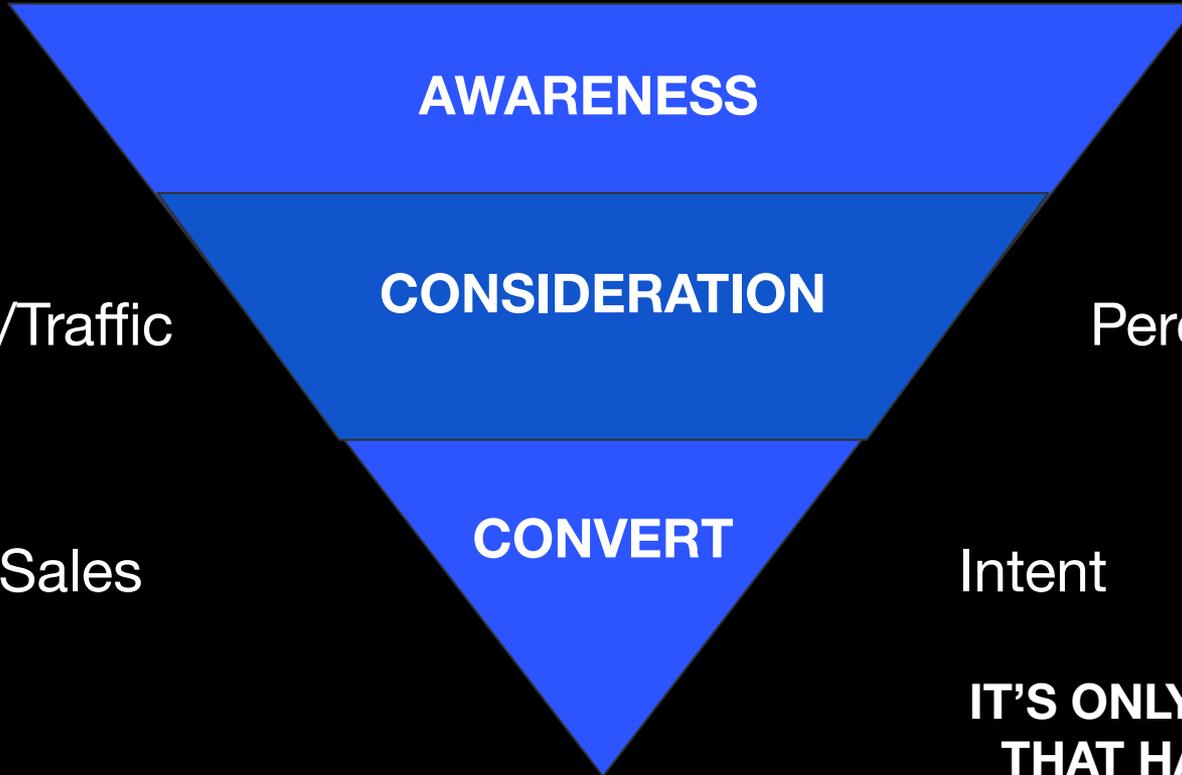
**CONSIDERATION**

Sales

Intent

**CONVERT**

**IT'S ONLY THE TACTICS  
THAT HAVE CHANGED**



**FEEL FREE TO TAKE A PICTURE OF THIS FRAMEWORK IF IT HELPS**

Business KPIs	Marketing KPIs	Comms Tasks	TikTok Formats	Short term KPIs	Long term KPIs
<p><b>Increase market share by x ppt</b></p>	<p><b>Increase brand saliency</b></p>	<p><b>Make our campaign unmissable</b></p>	<p><b>Top View In-Feed</b></p>	<p><b>Reach 50-70%</b></p>	<p><b>SOS/SOV tracking</b></p>
	<p><b>Increase brand preference</b></p>	<p><b>Embed BRAND in culture</b></p>	<p><b>Creators</b></p>	<p><b>VTR 16% Earned Mentions</b></p>	<p><b>BLS Social Listening</b></p>
	<p><b>Increase sales</b></p>	<p><b>Nudge to purchase</b></p>	<p><b>Shopping Ads</b></p>	<p><b>Social -&gt; Website 1% CR</b></p>	<p><b>Incremental sales uplift</b></p>

# I SAID AT THE START OF MY PRESENTATION I WANTED YOU TO WALK AWAY KNOWING THESE 3 THINGS



SAY GOODBYE TO  
BAD METRICS OF  
SUCCESS



HELP YOUR  
MARKETING AND  
FINANCE  
DEPARTMENTS TAKE  
TIKTOK SERIOUSLY



BE CONFIDENT IN  
SETTING OBJECTIVES  
AND KPIS

**HOW CONFIDENT ARE YOU NOW?**

**IF YOU STILL NEED HELP THOUGH, HEAD TO FLIGHTSTORY.COM**

**flightstory**

**flightstory**

Services ▾

Careers

Get in touch



**OF WHAT'S POSSIBLE • WE KEEP BRANDS AT THE FOREFRONT**

 **MADE WITH GIFOX**

**POLLYANNA@FLIGHTSTORY.COM**

**THANK YOU**