# QUID×TikTok

**Discovery API Success Case** 

#### THE PROBLEM

The client sought to identify emerging trends within their focus categories to better align their marketing efforts, optimize search keywords, and create relevant, engaging content.

Without access to actionable insights, they risked missing opportunities to capitalize on trending themes that resonate with their target audience.

#### THE SOLUTION

Quid created a dashboard of TikTok Hashtags to monitor virality and user activity across trending hashtags. Through this solution, the client identified the trending hashtag "Pink Christmas" (#pinkmas), and learned the trend context and mission supported by Quid's proprietary Al summaries, custom trend scoring, post-volume analysis, and soundbites.

						Al Summary	posts /0/22/2024 - 10/21/202	
rends List - Top 25 Items						The collected TikTok posts under the hashtag #pinkchristmas showcase a variety of festive items and decorations, emphasizing a pink-themed	(9/22/2024 - 10/21/2024)	
Trend Type Trend Score Posts (7 days) Views (7 days) Theme Reoccurrence					Keywords pinkchristmas			
	Steady & Growing	100	1,084	23,773,385	100%	Christmas. Highlights include the Mirabella Coco Pre-Lit Pink Christmas Tree, pink Christmas tree	pilikeiiriseilias	
mowing		99		7,477,465		blankets from TK Maxx, and holiday aesthetics		
backyardtransformation 	Steady & Growing		109		100%	featuring pink decor. Retail stores like Bunnings, Marshalls, and HomeGoods are mentioned as sources	Regional Period Posts Regional Period Views 10,2	<b>86.</b> :
	Steady & Growing	96	300	9,566,293	100%	for these items (hover to view all)		s 10,24
diychristmas	Steady & Growing	92	958	14,824,035	100%	Soundbites	Global Lifetime Posts Global Lifetime Views	
showerhead	Steady & Growing					Alice∭∭ alicelambertb	Reoccurance Count	
speedclean	Steady & Growing	90	208	9,754,700	100%	Lets hunt for THE pink christmas tree blanket ₩₩®I	Sum of Reoccurance F 1	
limpiezadecasa	Steady & Growing	89	574	4,878,011	100%	NEED IT !!!!! #alice #alicelb #alicelambert #alicelambertb #alicesshoppingaddiction #alicelamb	"Steady & Growing Trend"	
homereset	Steady & Growing	89	145	7,707,045	100%	Anareli is anareliimontes		
renterfriendly	Steady & Growing	88	227	10,695,300	100%	Making Christmas this year a little more  MAGICAL Mince my girls are a little older now MMMM		
vanitymirror	Steady & Growing	88	820	9,073,573	100%	#christmastok #christmas #christmasdecor #christ		
wayfair	Steady & Growing	87	160	12,140,369	100%	Aut  autumnsparkss		
barndominium	Steady & Growing	87	621	11,608,491	100%	this is your sign to go to marshalls rn MMMMMM #marshallsfinds #marshallsshopping	Sep 20 Sep 30	Oct 10 Oct
kitchenmusthaves	Steady & Growing	87	611	10,020,232	100%	#marshallstiktok #marshalls #christmasshopping #s	Top 5 Countries:	
pinkchristmas	Steady & Growing	86	1,056	10,242,892	100%	Bunnings bunnings	AU CA GB MX US	
homescents	Steady & Emerging	86	198	14,501,710	100%	Ladies and gentlemen, the Mirabella Coco Pre-Lit Pink Christmas Tree   #Christmas #Pinkmas		
vanity	Steady & Growing	86	1,621	20,427,437	100%	#PinkChristmas #Christmas2024 #ChristmasTrees #	Age Demographics:	
table	Steady & Growing	85	1,212	11,668,903	100%	Lindsay  mom   fashion   beauty lindsaynicoleeee	Age Group	% of Share
apartmentliving	Steady & Declining	85	1,041	7,864,597	100%	#ad Meoky cups are the best and sell out in seasonal options everytime! MMM This meoky christmas cup is		
sherwinwilliams	Steady & Growing	85	511	6,488,455	100%	perfect!! 00 00 perfect!! 00 00 00 00 00 00 00 00 00 00 00 00 0	25-34	36
firepit	Steady & Growing	84	1,075	4,223,782	100%	Society6 society6		
citchencleaning	Steady & Growing	84	463	8,553,945	100%	Holiday inspired by WWW #colorfulholiday #holidayinspo #holidayaesthetic #giftwrapping	35+	33%
argetchristmas	Steady & Emerging	84	481	4,182,980	0%	#colorfulchristmas #pinkchristmas #society6 #bowa		
ebreze_partner	Steady & Emerging	84	4	28,521,412	0%	The Pink Libra thepinklibra call me the blanket wrangler MMMM @HomeGoods #homegoods #homegoodshaul #homegoodshalloween #christmastiktok #christmas	18-24 31%	
ffwrealestate	Steady & Emerging	84	651	7,247,610	100%			
venta	Steady & Growing	84	726	4,815,731	100%			

## THE SOLUTION

Armed with this data, the client optimized search keywords, shared the trend insights with their influencer affiliate community, and posted engaging content on their social media accounts. The social posts linked directly to a storefront featuring items aligned with the Pinkmas trend.

## THE RESULT: SOCIAL CAMPAIGN

~\$400k

Revenue

~30K

Visits

14%

Conversion Rate

## THE RESULT: SITE METRICS

~\$750k

Revenue

~50K

Visits

17%

Conversion Rate

#### ABOUT THE PARTNERSHIP

"At TikTok, we are always looking for ways to make it easier for brands to develop great content that resonates with their communities. We are excited to welcome our new content and community management partners into the TikTok Marketing Partner Program, and to be collaborating with some of the most trusted partners in the industry. These partners will provide marketers with simple, effective tools to help them to regularly publish content, gain valuable performance insight, and meaningfully engage with their communities."

Melissa Yang, Head of Ecosystem Partnerships, TikTok

"The Discovery API is a perfect match for Quid Predict, almost as if they were built with each other in mind. Rolling it out to our Beta customers has been a game-changer, and they're already harnessing valuable TikTok trends and gaining insights faster than ever before"

Ranjeet Bhatia, SVP Product Management, Quid

