

QUID x TikTok

Discovery API Success Case

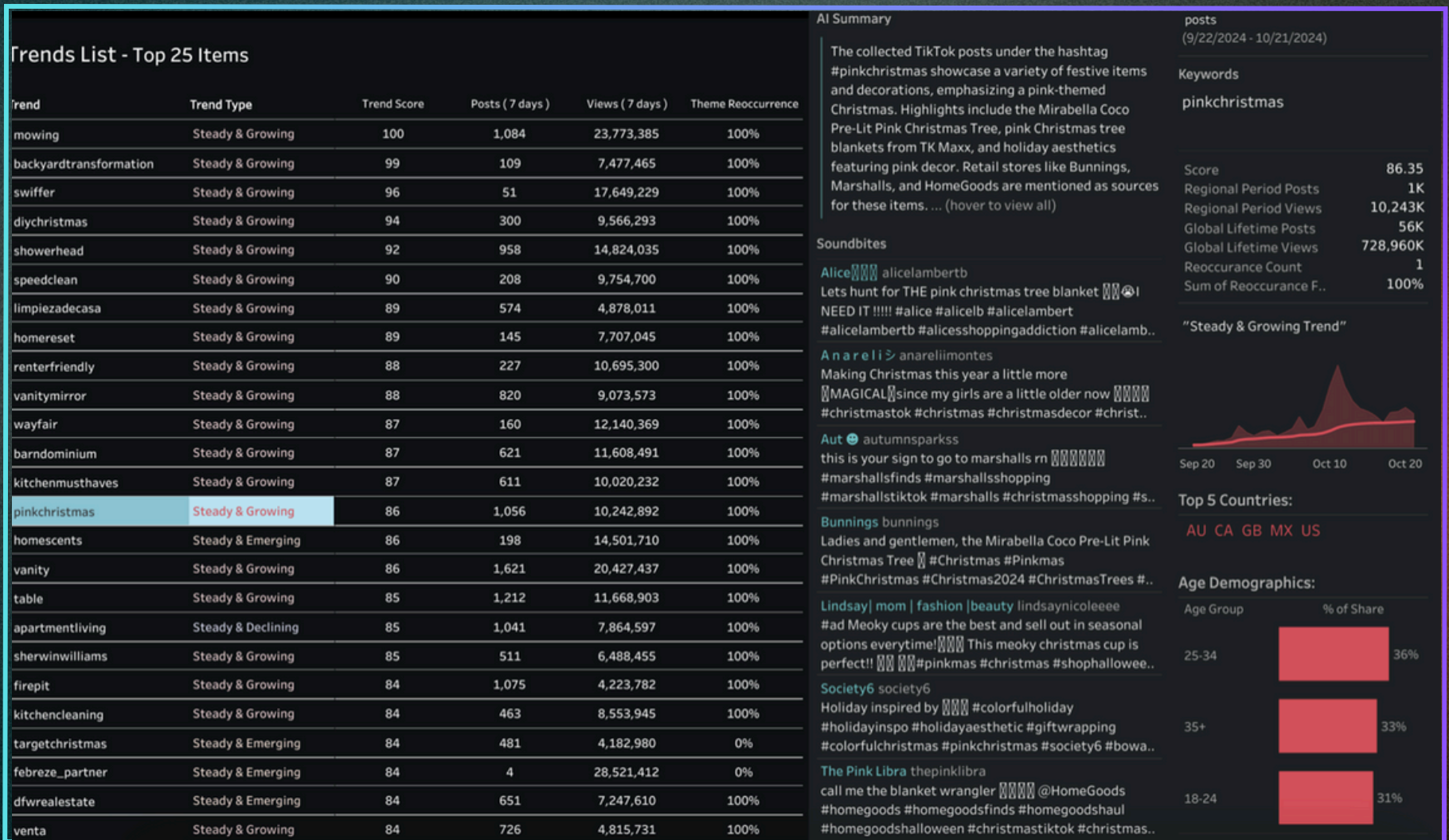
THE PROBLEM

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 AI summaries, custom trend scoring, post-volume analysis, and soundbites.



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