

PERFORMANCE REPORT · TIKTOK ADS

# Zipicka TikTok Ads Results



How many people saw, engaged with, and visited your store from your TikTok campaign — the first week in numbers.

**196K**

Times your ad was shown

**23.3K**

Video views

**8.9K**

Visited your website

STORE

**zipicka.com**

MARKET

**United Arab Emirates**

WINDOW

**24–31 Aug 2026**

OBJECTIVE

**Traffic → Website**

SPEND

**AED 353**

DAILY CAP

**AED 50 / day**

## Your first week, in numbers

In 7 days your ad reached a lot of people and earned strong attention. Here are the headline results.

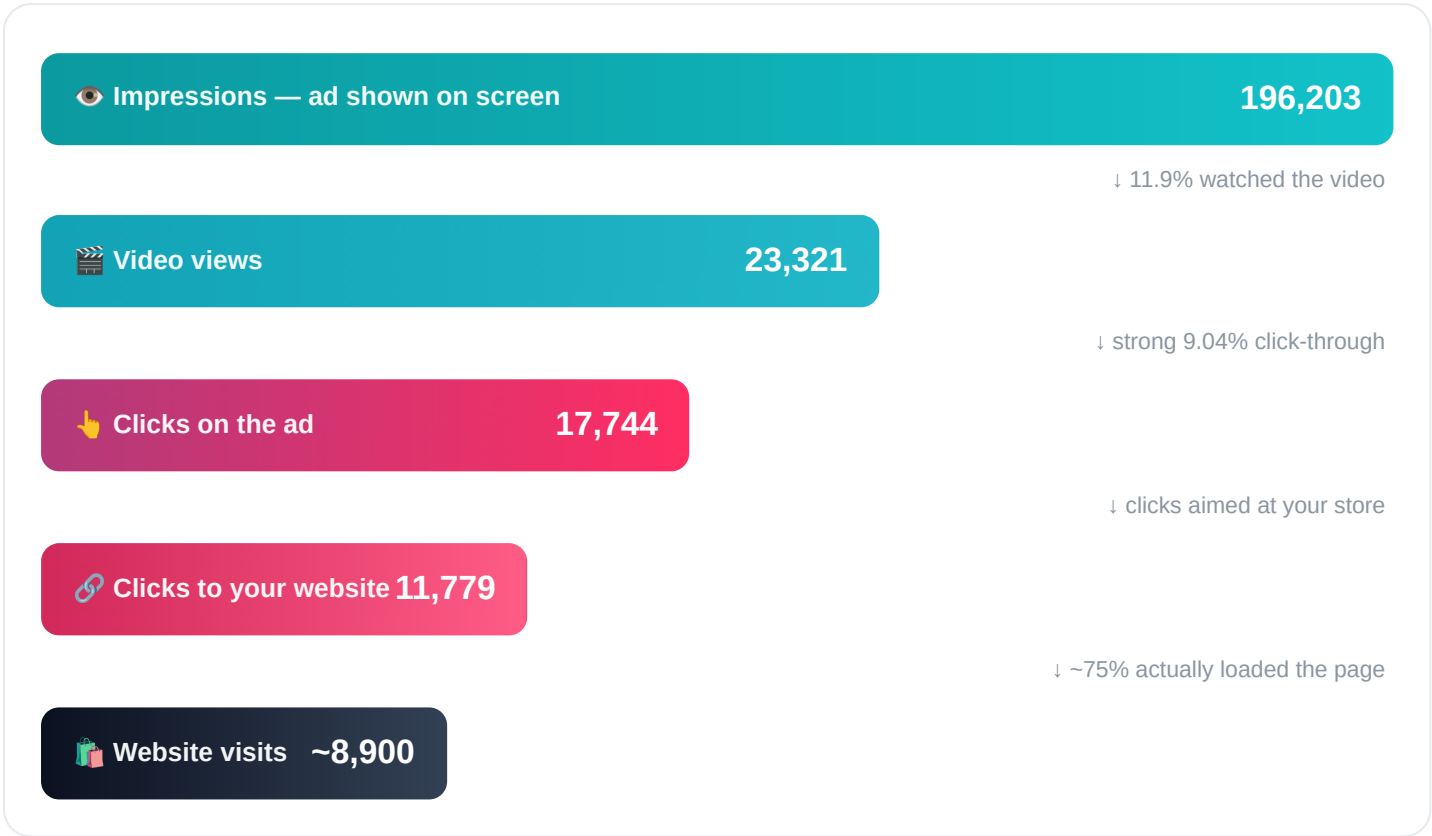
|                                                                                        |                                                                                   |                                                                               |                                                                                 |
|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| <div>196,203</div> <div>IMPRESSIONS</div> <div>times your ad appeared on screens</div> | <div>23,321</div> <div>VIDEO VIEWS</div> <div>people who watched your video</div> | <div>17,744</div> <div>TOTAL CLICKS</div> <div>9.04% click-through rate</div> | <div>~8,900</div> <div>WEBSITE VISITS</div> <div>landed on zipicka.com</div>    |
| <div>AED 353</div> <div>TOTAL SPENT</div> <div>≈ AED 50 / day</div>                    | <div>AED 0.03</div> <div>COST PER CLICK</div> <div>extremely low</div>            | <div>AED 1.80</div> <div>COST / 1,000 VIEWS</div> <div>CPM</div>              | <div>9,357</div> <div>STORE SESSIONS (7D)</div> <div>all sources, Shopify</div> |

### In one line

Your TikTok campaign put your brand in front of screens **196,203 times**, earned **23,321 video views**, and sent roughly **8,900 people** to your website — for only **AED 353**. That's huge reach for the money. The next pages show where those people came from and what they did.

## From "seen" to "on your site"

Every ad journey narrows at each step. Here's how 196K screen views became ~8.9K real website visits.



Funnel · TikTok Ads Manager (impressions → clicks) + Shopify (website sessions) · 24–31 Aug 2026

### What this tells us

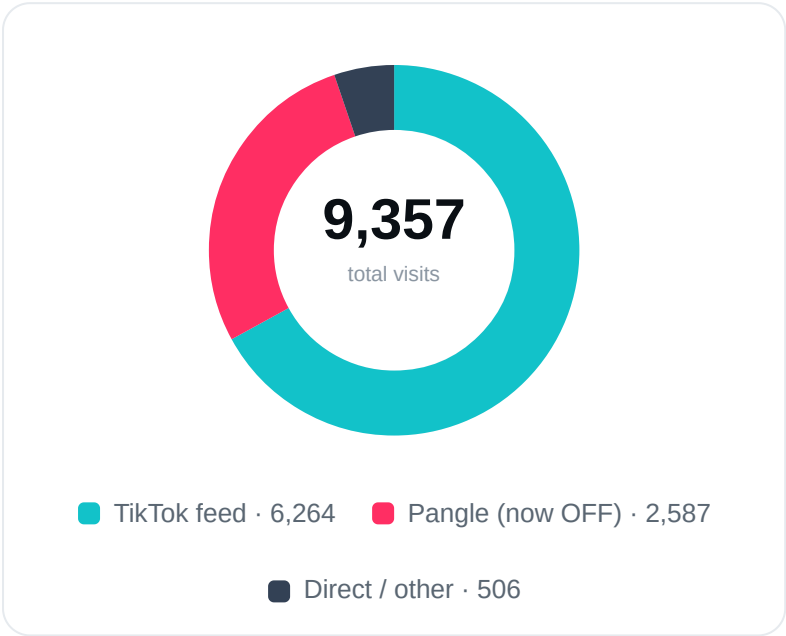
A **9.04% click-through rate** is very high — your creative and 20%-off offer grab attention. Roughly **3 in 4** clicks turned into an actual page load on your store, which is healthy. The reach and interest are clearly there.

### The honest gap

Of ~8,900 visits, almost none added to cart yet. That's the quality issue we're now fixing — see page 5.

## Who sent you the traffic

Not all "TikTok" traffic is equal. This split shows the real TikTok feed vs. the low-quality Pangle network we switched off mid-week.



**Two-thirds is genuine TikTok**

**6,264 visits (67%)** came from the real TikTok For You feed — your actual target audience.

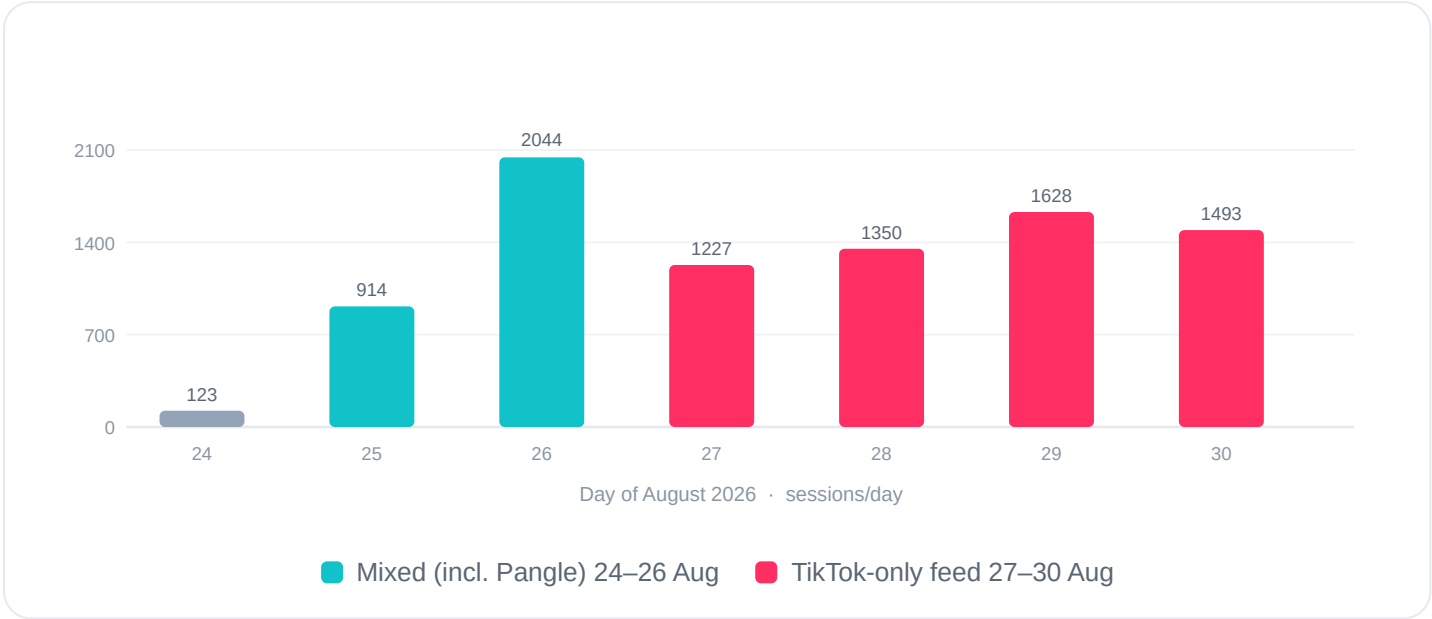
**2,587 visits (28%)** came from **Pangle**, TikTok's third-party junk network, during 24–26 Aug. We **switched Pangle off**, so this source is now gone and your budget only feeds the real feed.

**90% of all visits were on mobile** — exactly where TikTok shoppers are.

| SOURCE         | VISITS | SHARE | QUALITY                    |
|----------------|--------|-------|----------------------------|
| TikTok feed    | 6,264  | 67%   | Real target audience       |
| Pangle network | 2,587  | 28%   | Low quality — now disabled |
| Direct / other | 506    | 5%    | Mixed                      |

## Website visits, day by day

Traffic ramped fast once the ad went live on 25 Aug and has stayed strong all week.



Daily store sessions · Shopify Analytics · (31 Aug partial day omitted for scale)

Peak day was **26 Aug (2,044 visits)** while Pangle was still on. After we switched to TikTok-only, daily visits settled into a steady **1,200–1,600 range** — fewer raw numbers, but a cleaner, more genuine audience.

## What it means & what's next

Big reach and engagement — now the job is turning those visits into orders.

### ✔ The wins

- **Massive, cheap reach:** 196K impressions and 23K video views for AED 353 — a CPM of just AED 1.80.
- **Strong attention:** a 9.04% click-through rate is well above typical benchmarks.
- **Real audience secured:** Pangle junk traffic switched off; budget now flows only to the genuine TikTok feed.
- **Right device:** 90% mobile — perfectly matched to how UAE shoppers browse.

### ⚠ The gap we're closing

Those ~8,900 visits produced very few add-to-carts so far. The reason: the campaign was optimizing for **cheap clicks** (AED 0.03 each), which attracts casual tappers rather than buyers. High traffic, low intent.

#### The fix already in motion

We switched the campaign to optimize for **"Engaged sessions"** — TikTok now hunts for people likely to actually land and browse your store, not just tap. Expect **fewer visits but far higher intent**, which is what turns into carts and orders. Your 20% off video is running as the lead creative.

### 📈 What to watch next

| Metric           | This Week    | Goal After Optimization              |
|------------------|--------------|--------------------------------------|
| Cost per click   | AED 0.03     | AED 0.50–1.50 (real, engaged clicks) |
| Add-to-cart rate | ~0%          | 3–8% of visits                       |
| Visits/day       | 1,200–1,600  | 200–500 (higher quality)             |
| Orders           | 0 (from ads) | first orders within the test         |

Prepared for Zipicka · United Arab Emirates · 31 August 2026.

Sources: TikTok Ads Manager (campaign "Traffic20260825141652", 24–31 Aug) and Shopify Analytics.

Note: engagement metrics reflect the full campaign window including the Pangle period (24–26 Aug); ad spend and clicks are cumulative.