

# Fabletics and Fabletics Men

## Achieved a more efficient CPA through TikTok Creative Exchange

### The Background

Fabletics and Fabletics Men are global active-lifestyle brands selling sportswear, footwear and accessories for women and men. Both brands believe in the power of TikTok to drive conversions and are constantly trying new approaches on the platform, which led them to TikTok Creative Exchange.

### The Solution

Our platform recommended Fabletics and Fabletics Men to work with creative partner, Sapphire Studios, due to their vertical and regional expertise. Focusing on the key messages of value and quality, and emphasizing the themes of disruption and simplicity, Sapphire Studios created 8 new assets for each brand. The creative partner provided effective end-to-end production services, including designing scripts, sourcing actors, shooting and editing videos. In addition, Sapphire Studios provided strategic guidance on how to amplify the performance of these creatives, which helped Fabletics and Fabletics Men significantly improve their average performance.

### The Result

Fabletics and Fabletics Men campaigns saw tremendous success on the platform and were shared widely, reaching a high of 21 million views. The assets from TikTok Creative Exchange drove 26% more efficiency in CPA for Fabletics and 13% more efficiency in CPA for Fabletics Men compared to all-other campaigns during the same time period.



Plays

> 21 Million

Likes

85,512

CPA

-45%



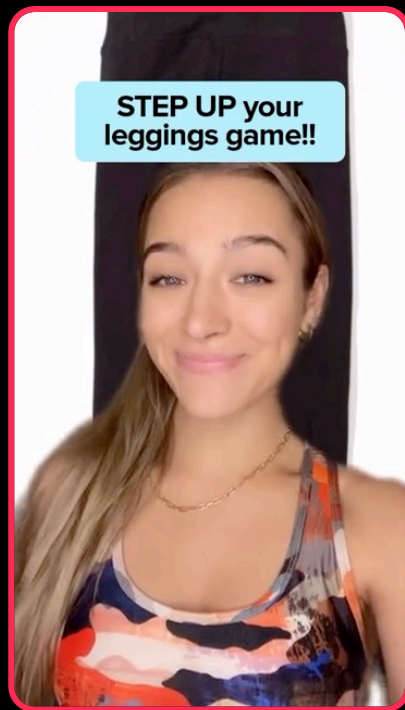
@fabletics



@fableticsmen

# Fabletics and Fabletics Men

More Sample Videos



**Views**  
**> 13 Million**

**Likes**  
**63,779**

**CPA**  
**-17%**



**Views**  
**> 6 Million**

**Likes**  
**54,827**

**CPA**  
**-16%**