

# Next College Student Athlete

Reached a new CPA high with TikTok Creative Exchange

## The Background

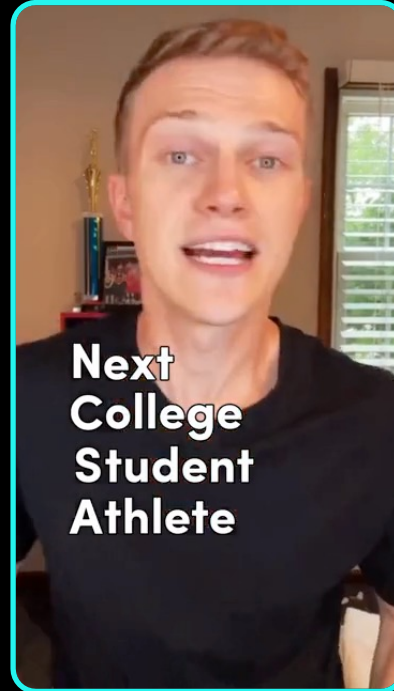
Next College Student Athlete (NCSA) is the largest and most successful collegiate athletic recruiting network in the United States, helping middle and high school student-athletes find their best path to college. NCSA has advertised on TikTok since March 2020, achieving great success in collaborating with our Creators. NCSA turned to TikTok Creative Exchange to receive creative guidance from vetted partners, streamline the production process and optimize results.

## The Solution

Our platform recommended NCSA to work with creative partner, Sapphire Studios, based on their vertical and regional expertise. From sourcing actors to concept design, script drafting to video shooting, Sapphire Studios tackled any and every challenge NCSA faced by creating 8 new assets, revamping and reinvigorating ad performance.

## The Result

After cost-per-action reached a record low of 10.46 USD, NCSA extended their cooperation with Sapphire Studios, committing to 10 new assets on TikTok for the following month.



Engagement Rate

5.43%

Likes

114,701

CVR

4.21%



@nca\_sports

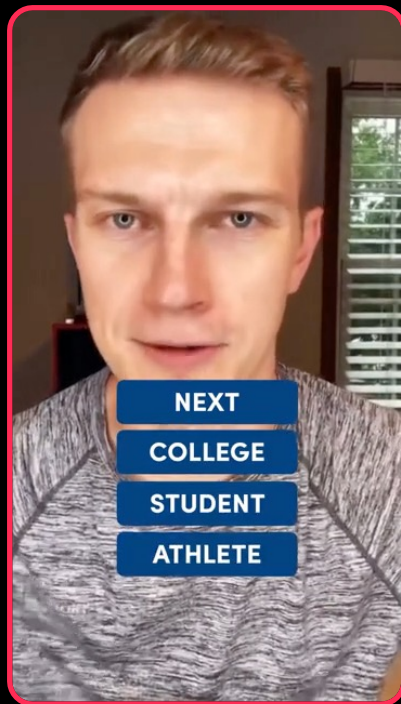
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More Sample Videos

**Likes**  
**22,822**

**Engagement Rate**  
**3.25%**

**CVR**  
**1.96%**



**CPA**  
**10.46 USD**

**Likes**  
**8,613**

**CVR**  
**2.86%**