

SUCCESS STORY

# Launch of TikTok's Dynamic Product Ads - exclusive preview with Pimkie

pimkie



 LENGOW

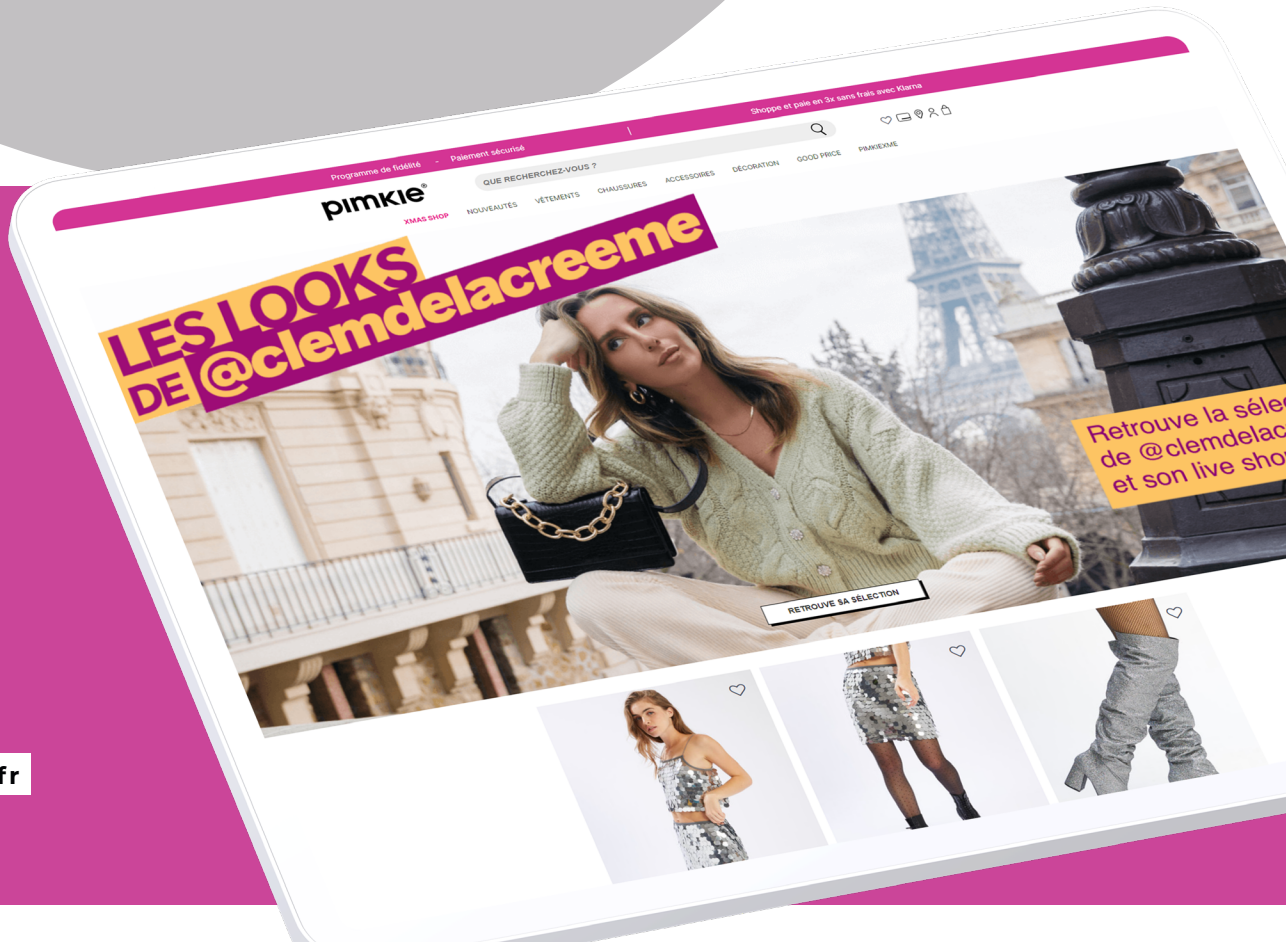
# Company presentation

Pimkie is an internationally renowned French fashion brand that celebrated its 50th anniversary last year.

Popular, positive and on-trend, the brand is aimed at every young woman between 18 and 25 years old, whatever their body shape, personality or style.

100% positive impact, 100% style... 100% Pimkie !

pimkie.fr



Strong and quick gain in  
product visibility on an  
affinity audience



**+1M**

in user coverage



**78%**

of impressions on people  
under 25 years old



**+10pts**

new customer acquisition  
rate via the website since the  
campaigns were launched

## Challenges and objectives

Pimkie's goal was to be present on major platforms to showcase products to their target audience. Pimkie's desire to focus on Gen Z (18–24 year-olds) started out by finding the most appropriate distribution channels for their customers. Creating a partnership with TikTok was an ideal opportunity.

At first, the brand used videos to distribute their products on the platform, but this strategy was too sporadic, difficult to measure and did not generate enough traffic to the product page. TikTok then talked to Pimkie about Dynamic Product Ads, which the brand quickly wanted to test in France in order to benefit from greater visibility from new customers, and more qualified and engaged traffic.

Pimkie was already using Lengow to distribute their products on various channels. Since Lengow was able to quickly enable Pimkie to launch dynamic product ads on TikTok, this new format appeared to be an obvious choice for the brand.



# Solutions provided by Lengow

Pimkie has used Lengow since 2013 and distributes more than 9,000 products, particularly on Instagram, Facebook, Google, Snapchat and Criteo. When it came to implementing Dynamic Product Ads on TikTok via Lengow, the setup was extremely fast since the channel was already available on the platform. This enabled the brand to showcase over 2,000 products only 15 days after deciding to launch on this new device. Thanks to Lengow, Pimkie was the first French brand to publish Dynamic Product Ads on TikTok!

Thanks to Lengow, the brand can easily set rules and filters to automate everything and distribute only the desired products. Pimkie can also rate their products according to performance criteria and in this way scale campaigns according to budget, seasonality, business plan, etc.

Overall, Pimkie is focusing on developing their video formats to increase their popularity on Instagram, TikTok (Collection Ads) and YouTube. Pimkie can format their suggested product feeds through the platform's add-ons and other features.

# Benefits on the business

At the outset, the brand would not have been able to distribute its products on so many channels without Lengow.



**Pimkie appreciates how easy it is to open new channels which are conversion oriented, increasing its visibility with a target audience of specific interest. 78% of impressions are by the under 25s (target audience) and since the campaign launch, the new customer acquisition rate via the website is +10 points!**



**Not having to call on its technical support teams is also a big advantage – traffic teams have total autonomy to manage campaigns.**



**In two weeks, over 2,700 product pages were viewed via dynamic ad campaigns with an optimised budget, but above all with a user coverage of more than 1 million and an impact on traffic and brand awareness both online and in-store**







**Alexandra SCHRYVE**  
TRAFFIC & ANALYTICS MANAGER  
Pimkie

*Thanks to Lengow, we are the  
first French brand to run TikTok  
dynamic product ads with an  
innovative, affinity-based and  
conversion-oriented platform!*





Lengow is the e-commerce automation solution that helps brands and distributors improve their performance, automate their business processes, and grow internationally. The Lengow platform is the key to strong profitability and visibility for products sold by online retailers around the world on all distribution channels: marketplaces, comparison shopping engines, affiliate platforms and display/retargeting platforms. Since 2009, Lengow has integrated more than 1,600 partners into its solution to provide a powerful platform to its 4,600 retailers in 42 countries around the world.

**Contact us  
for a free demo**

[lengow.com/demo](https://lengow.com/demo)