Q4 2025 Media Recommendation

TikTok and Meta

Landing on the best opportunities for Q4

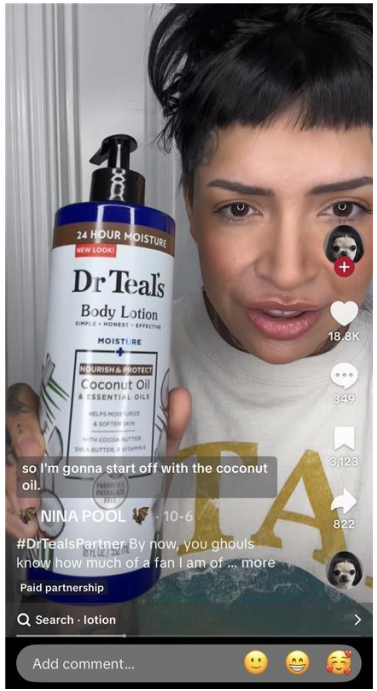
Considered Opportunities	Opportunity Evaluation	Q4 Recommendation

• **Let the fans sell it**
  • Nina Pool social boosting
  • Review amplification
• **Appeal to the ease**
  • Short-form video content
  • :06s videos
  • CTV Pause Ads
	Strategic Alignment
	Speed to Market
	Reach
	Precision Targeting
	Shoppability
	Measurability
	Creative Lift
	Influence
		• **Let the fans sell it**
		  • Nina Pool social boosting
		  • Review amplification
		• **Appeal to the ease**
		  • Short-form video content

Considered partners: *TikTok, Meta,*		*Recommended partners:* *TikTok, Meta,*

Amplify influencer content with Nina Pool

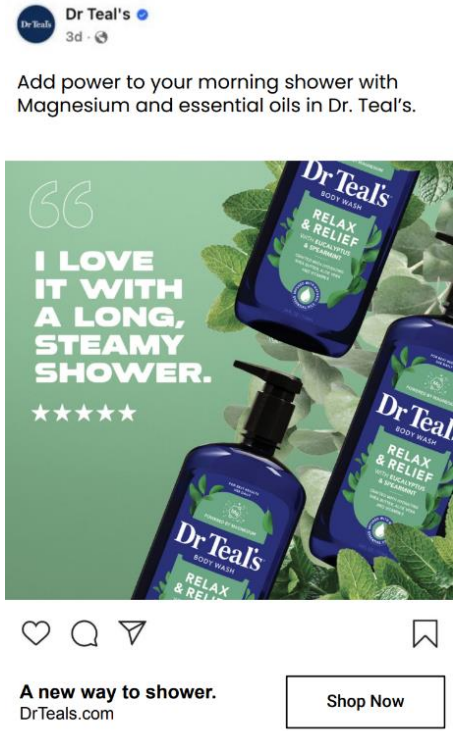
The Idea	Use the trusted voice of Nina Pool to spark belief
Channel Rationale	• Builds trust through real, influencer-led storytelling • Connects emotionally by reframing self-care as simple and attainable • Humanizes the brand in a credible, lifestyle-first way
Details	**Meta Collab Posts** – Leverages Nina's voice to build trust and drive engagement **TikTok Spark Ads** – Natively boosts her organic content to expand reach and cultural credibility
Investment	**TikTok:** $180K NET **Meta:** $270K NET
Estimated Scale	**TikTok:** 32.9MM Impressions, 18MM Potential Reach **Meta:** 49.3MM Impressions, 24MM Potential Reach
KPI(s)	Engagement rate, Video completion rate, Cost per engagement





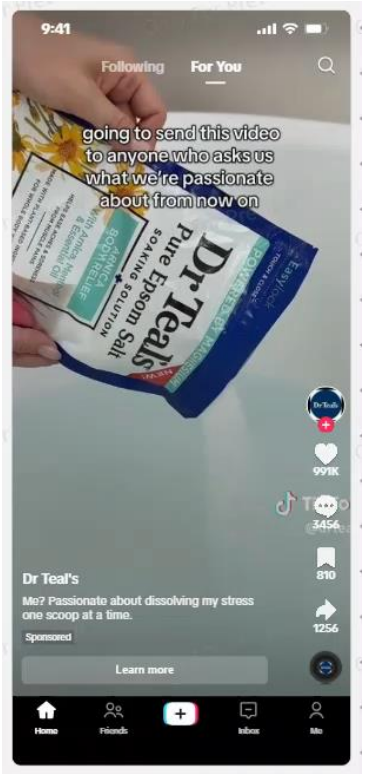
Leverage authentic reviews to drive credibility and conversion

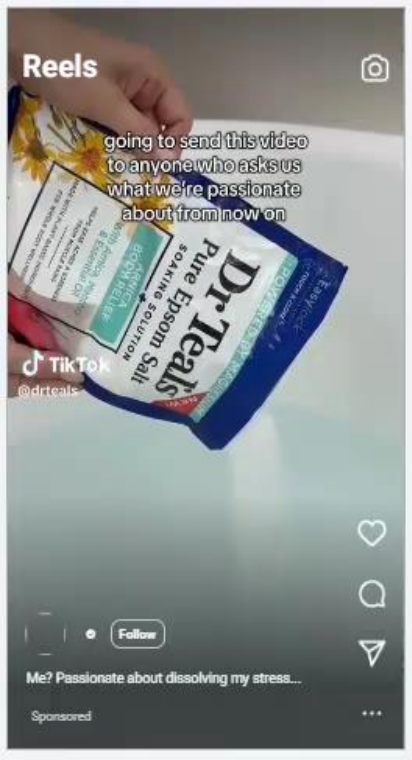
The Idea	Let real results do the talking
Channel Rationale	• Strengthens credibility through real-world validation • Drives conversion intent by turning testimonials into storytelling • Reinforces that Dr Teal's is a proven and trusted wellness essential
Details	**TikTok One (Review Amplification)** - A platform that allows creators, advertisers, and brands to collaborate ($50K/month gets you creator selection, 100 creatives per week, subsidized $50 for creators to purchase product, etc.) **Meta Feed + Carousel Ads** – Overlay reviews and quotes for clear, credible proof points
Investment	**TikTok:** $130K NET **Meta:** $195K NET
Estimated Scale	**TikTok**: 19.8MM Impressions, 8MM Potential Reach **Meta:** 35.6MM Impressions, 10MM Potential Reach
KPI(s)	Click-through rate, Cost per landing page view



Utilize short-form video content

The Idea	Make every scroll feel like a moment of calm
Channel Rationale	• Builds emotional connection through sensory storytelling • Establishes Dr Teal's as a daily ritual that fits seamlessly into busy lives • Creates top-of-mind awareness through high-reach placements
Details	**TikTok Pulse** – Contextually relevant placement that drives cultural resonance **Meta Feed, Reels, Stories** – Visually rich vignettes that transport the viewer in seconds
Investment	**TikTok:** $170K NET **Meta:** $255K NET
Estimated Scale	**TikTok**: 12.9MM Impressions, 10MM Potential Reach **Meta:** 46.6MM Impressions, 12MM Potential Reach
KPI(s)	Video view rate, Cost per completed view, Ad recall lift, Frequency and reach metrics





Social media plan summary

Site Name	Platform Objective	Potential Reach	Start Date	End Date	Impressions	NET Budget	KPIs	Notes
TikTok	Video Views	6,000,000	11/17/25	11/30/25	9,185,477	$50,250	Engagement rate, Video completion rate, Cost per engagement	Nina Pool Post #2 Spark
TikTok	Video Views	6,000,000	12/1/25	12/14/25	14,532,247	$79,500		Nina Pool Post #3 Spark
TikTok	Video Views	6,000,000	12/15/25	12/28/25	9,185,477	$50,250		Nina Pool Post #4 Spark
TikTok	Reach	8,000,000	11/24/25	12/31/25	19,802,852	$130,000	Click-through rate, Cost per landing page view	Review amplification using TikTok-native formats
TikTok	Reach	10,000,000	11/3/25	12/31/25	12,948,019	$170,000	Video view rate, Cost per completed view, Ad recall lift, Frequency and reach metrics	Agency-produced short-form video creative
Facebook/Instagram	Video Views	8,000,000	11/17/25	11/30/25	13,709,667	$75,000	Engagement rate, Video completion rate, Cost per engagement	Nina Pool Post #2 Boost
Facebook/Instagram	Video Views	8,000,000	12/1/25	12/14/25	21,935,467	$120,000		Nina Pool Post #3 Boost
Facebook/Instagram	Video Views	8,000,000	12/15/25	12/28/25	13,709,667	$75,000		Nina Pool Post #4 Boost
Facebook/Instagram	Awareness	10,000,000	11/24/25	12/31/25	35,645,133	$195,000	Click-through rate, Cost per landing page view	Amplify reviews and testimonials
Facebook/Instagram	Awareness	12,000,000	11/3/25	12/31/25	46,612,867	$255,000	Video view rate, Cost per completed view, Ad recall lift, Frequency and reach metrics	Short-form video featuring product
				TOTAL:	**197,266,870**	**$1,200,000**		

Social Media Audience Strategy

Placement	Targeting	Definition of placement	Objective	% Reach	Impressions	Budget	Creative
TikTok Nina Pool Spark Ads	**Everyday Alchemists** Age 25 - 34 All genders	A native advertising format that allows brands to promote existing organic videos from their own account or from creators	**Video Views** Awareness & Engagement	25%	32,903,200	$180,000	N/A *Boosting Nina content*
TikTok One In-feed Review Ads	Everyday Alchemists & Nina Pool Video Engagers	An all-in-one platform designed for advertisers and creators to manage their projects, find collaborators, and handle business opportunities on TikTok	**Reach** Consideration & Trust	37%	19,802,852	$130,000	N/A *Creators creating content.*
TikTok Pulse Short-form Videos	Everyday Alchemists & Engaged Retargeting Pool (video engagers and viewers from Nina Pool + review content)	A solution that places brand ads next to the top 4% of the platform's trending content, based on a "Pulse score" that considers video views and user engagement	**Reach** Awareness & Engagement	42%	12,948,019	$170,000	3-5x videos :09s - :15s 9:16 ratio
Meta Nina Pool Boosted Posts	**Everyday Alchemists** Age 30 - 34 All genders	A paid promotion for a standard organic post on Facebook or Instagram that increases its visibility to a wider, targeted audience beyond your existing followers	**Video Views** Awareness & Engagement	45%	49,354,800	$270,000	N/A *Boosting Nina content*
Meta In-feed Review Ads	Everyday Alchemists & Nina Pool Video Engagers	Paid advertisement that appears alongside organic content, such as posts, reels, and stories, in a user's Facebook or Instagram feed	**Awareness** Consideration & Trust	37%	35,645,133	$195,000	3-5x statics 1:1 ratio Optional: 9:16 ratio for Story/Reels
Meta In-feed Short-form Videos	Everyday Alchemists & Engaged Retargeting Pool (video engagers and viewers from Nina Pool + review content)		**Awareness** Awareness & Engagement	47%	46,612,867	$255,000	3-5x videos :15s - :45s 1:1 ratio for Feed 9:16 ratio for Story/Reels
					197,266,870	**$1.2MM**	

Dr Teal's
Q4 Campaign Wrap



Preliminary Learnings / Recommendations

(11/25/25 – 1/5/26)

1. **Generated 145.8M impressions and 120.8M video views**
   Efficiently put the brand and products in front of a broad, relevant audience.

2. **From mid-December onward, all key metrics improved**
   Indicating that optimization efforts were effective and drove stronger performance

3. **Bath Wall - top performer, indicating strong resonance with bath-focused product, despite comparatively greater emphasis on shower visuals**
   Suggests opportunity to further scale bath storytelling

4. **Prioritize shorter video lengths (<6s), where possible**
   Have a clear hook and brand presence within the first 2 seconds, to maximize early engagement & improve completion efficiency

5. **TikTok Top View successfully captured immediate attention at app open**
   Reaching 9.7M users with a 24% 2-second view rate and generating 1M+ engagements

6. **Both videos performed strongly on video consumption, with very high video view rates & low cost pers, indicating the creative resonated well with the audience**
   Maintain a mix of both formats

Executive Summary: Details

Spend $1.36M	**Reach** 79.8M	**Impressions** 145.8M
Link Clicks 1.3M	**CTR** 0.91%	
Video Views 120.8M	**VCR** 97%	**Cost Per CV** $0.93
Engagements 1.6M	**Engagement Rate** 1.1%	**CPE** $0.83

Note: Campaign was extended through 1/5 due to brief platform delivery interruptions on Meta and TikTok related to billing technicalities. Meta activity was paused from 12/24–12/30, and TikTok activity was paused from 12/26–12/31

Insights:

- The campaign reached almost 80M users and generated 120.8M video views, helping get out the awareness of the brand and products.
- From mid-December onward, all key metrics improved, indicating that optimization efforts were effective and drove stronger performance.
- TikTok functioned as the primary awareness engine, driving the majority of reach and video views at high efficiency due to lower CPMs and stronger content consumption.
    - While Meta complemented with higher-intent behavior, delivering longer average watch time and stronger completion rates among a smaller, more engaged audience.
- The overall 97% video view rate indicates content is capturing attention quickly and holding interest and an overall engagement rate of 1.1% demonstrated active interaction, not just scroll viewing.

Recommendations:

- Performance indicates the campaign delivered efficiently against awareness goals with no signs of fatigue, we recommend maintaining the current setup.

Platform	Spend	Reach	Impressions	Link Clicks	CTR	Video Views	Video View Rate	VCR	Cost Per Completed View	Avg Watch Time	Engage-ments	Engagement Rate	Cost Per Eng
TikTok	$784,728	44,980,426	100,099,280	1,237,102	1.2%	97,997,326	98%	0.73%	$1.10	1.8	1,491,854	1.5%	$0.53
Meta	$575,632	34,787,209	45,749,135	94,183	0.21%	22,825,650	90%	2.0%	$0.74	4.0	146,160	0.32%	$3.94
Total	**$1,360,361**	**79,767,635**	**145,848,415**	**1,331,285**	**0.91%**	**120,822,976**	**97%**	**1.4%**	**$0.93**	**--**	**1,638,014**	**1.1%**	**$0.83**

TikTok

TikTok Performance: Nina Pool

(11/25 – 12/31)

						Primary KPI				Primary KPI	Primary KPI		
Ad Name	**Spend**	**Reach**	**Impressions**	**Link Clicks**	**Video Views**	**VCR**	**Cost Per Completed View**	**Avg Watch Time**	**Engagements**	**Engagement Rate**	**Cost per Eng**	**Eng Rate** Industry Benchmark*	**Cost per Eng** Industry Benchmark*
Nina Pool #2 -- Unscented Magnesium	$37,367	5,412,686	7,579,215	68,695	7,549,527	0.20%	$2.44	3.5	111,137	1.5%	$0.34	1% – 2%	$0.10 – $1.50
Nina Pool -- Magnesium Spray	$47,994	7,618,850	13,818,502	63,137	13,659,822	0.11%	$3.16	1.4	97,691	0.71%	$0.49		
Total	**$85,361**	**13,031,536**	**21,397,717**	**131,832**	**21,209,349**	**0.14%**	**$2.80**	**2.2**	**208,828**	**1.0%**	**$0.41**		

Insights:

- Nina Pool on TikTok went live 11/25 and ended 12/29.
- Nina Pool's TikTok activation exceeded expected scale, with both video ads surpassing their estimated 6M reach, indicating strong creative resonance and efficient deliver.
- The two videos generated 21.2M total video views, keeping Dr Teal's highly visible and top-of-feed throughout the holiday period.
- Post #2 (Unscented Magnesium) outperformed Magnesium Spray, delivering a higher video completion rate and significantly stronger engagement at a lower cost.
    - Unscented Magnesium also drove deeper attention, with a 3.5-second average watch time, signaling stronger message retention versus the Spray execution.

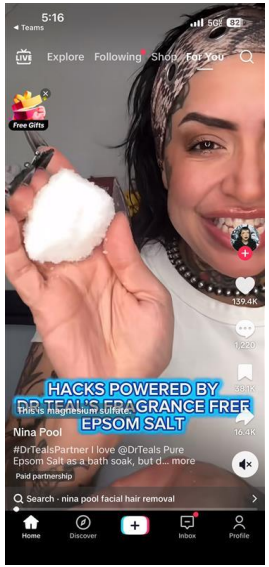
Recommendations:

- Secure multiple boost-eligible assets upfront for future creator activations to ensure paid media flexibility, reduce delivery risk, and enable optimization.

**General Industry standard benchmarks from TikTok for consumer goods/beauty products. As this is the first campaign, performance is evaluated directionally and will be used to establish baseline benchmarks for future campaigns.*

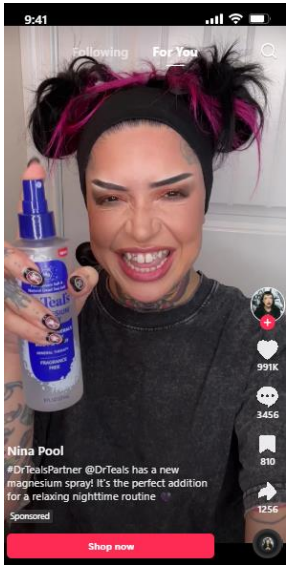
TikTok: Nina Pool

(11/25 – 12/31)



Nina Pool #2
Unscented Magnesium

Reach = 5.4M
VCR = 0.20%
Engagement Rate = 1.5%
Cost Per Engagement = $0.34



Nina Pool
Magnesium Spray

Reach = 7.6M
VCR = 0.11%
Engagement Rate = 0.71%
Cost Per Engagement = $0.49

TikTok Performance: Writing Wall

(11/25 – 12/31)

Ad Name	Spend	Reach (Primary KPI)	Impressions	CPM	Link Clicks	CTR	Video Views	2-second view rate (Primary KPI)	Cost Per Completed View (Primary KPI)	Avg Watch Time	Engagements	Cost per Eng	2s View Rate Industry Benchmark	CPM Industry Benchmark
Writing Wall Bath	$42,016	4,622,360	15,173,020	$2.77	44,538	0.29%	15,020,424	7.9%	$1.14	1.3	67,941	$0.62	6.3% - 6.5%	$3.45 - $3.55
Writing Wall Shower_V1	$20,453	3,570,757	7,412,259	$2.76	22,109	0.30%	7,339,000	5.9%	$1.22	1.1	33,749	$0.61		
Writing Wall Shower_V2	$33,013	4,097,019	11,918,360	$2.77	34,512	0.29%	11,815,768	5.4%	$1.30	1.1	53,229	$0.62		
Total	**$95,482**	**12,290,136**	**34,503,639**	**$2.77**	**101,159**	**0.29%**	**34,175,192**	**6.6%**	**$1.21**	**1.2**	**154,919**	**$0.62**		

Insights:

- "Writing Wall" assets went live 11/25 and ran until 12/31.
- Total Video Views 34.2M – getting lots of eyeballs on the fun creative.
- 2-second view rates for the creative with the line "Tension? I don't know her" above TikTok benchmarks (6.3%–6.5%), signaling an effective early hook.
  - All three creatives have cost per completed views well below the TikTok benchmark (performance ranging from $1.14 - $1.30), while benchmarks are well over $3.
- Bath Wall – top performer, indicating strong resonance with bath-focused product, despite comparatively greater emphasis on shower visuals, suggesting opportunity to further scale bath storytelling.

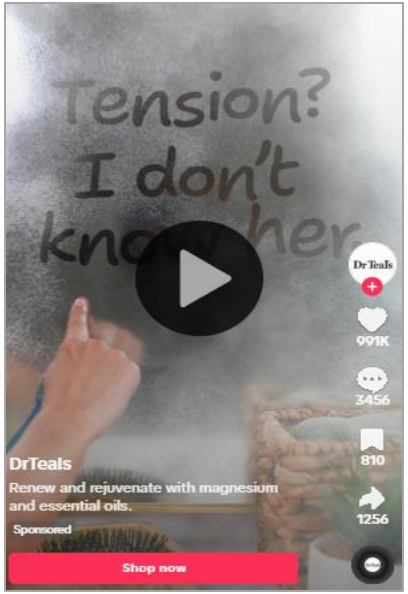
Recommendations:

- For future campaigns, launch with 4-6 assets per campaign to avoid ad fatigue and allow for optimizations.
- For future TikTok efforts, prioritize shorter video lengths (<6s) where possible, with a clear hook and brand presence within the first 2 seconds, to maximize early engagement and improve completion efficiency.

**General Industry standard benchmarks from TikTok for consumer goods/beauty products. As this is the first campaign, performance is evaluated directionally and will be used to establish baseline benchmarks for future campaigns.*

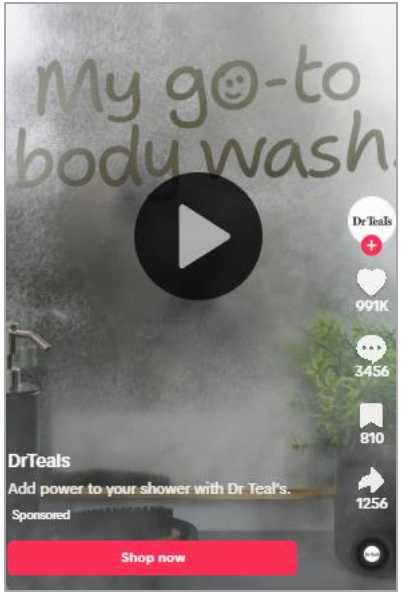
TikTok: Creatives

(11/25 – 12/31)



Writing Wall Bath

Reach = 4.6M
2s View Rate: 7.9%%
Cost Per Completed View = $1.14



WritingWallShower_V1

Copy: "Add power to your shower with Dr. Teal's"

Reach = 3.4M
2s View Rate: 5.9%
Cost Per Completed View = $1.22



WritingWallShower_V2

Copy: "Discover the difference for yourself"

Reach = 4.1M
2s View Rate: 5.4%
Cost Per Completed View = $1.30

TikTok Performance:

(11/25 – 12/31)

Ad Name	Spend	Reach (Primary KPI)	Impressions	CPM	Link Clicks	CTR	Video Views	2-second view rate (Primary KPI)	Cost Per Completed View (Primary KPI)	Avg Watch Time	Engage-ments	Cost per Eng	2s View Rate (Industry Benchmark)	CPM (Industry Benchmark)
Top View: Changes Shower _Everyday Alchemists	$429,863	9,735,042	30,499,495	$14.09	932,244	3.1%	29,002,324	24%	$0.95	2.2	1,014,092	$0.42	6.3% - 6.5%	$3.45 – $3.55
TikTok One Spark #1	$10,178	2,227,056	3,762,266	$2.71	14,117	0.38%	3,725,741	12%	$0.29	2.4	23,007	$0.44		
EpsomSalt_ ASMR	$55,877	2,598,778	3,388,579	$16.49	19,355	0.57%	3,371,178	10%	$1.31	1.7	30,471	$1.83		
Lavendar_ ASMR	$57,248	2,662,391	3,471,655	$16.49	20,126	0.58%	3,453,748	9%	$1.42	2.2	31,680	$1.81		
Eucalyptus_ ASMR	$50,721	2,435,487	3,075,929	$16.49	18,269	0.59%	3,059,794	9%	$1.40	2.1	28,857	$1.76		
Total	**$603,886**	**19,658,754**	**44,197,924**	**$13.66**	**1,004,111**	**2.3%**	**42,612,785**	**20%**	**$1.00**	**2.2**	**1,128,107**	**$0.54**		

Insights:

- TikTok went live 11/25 and ran until 12/31.
- The Top View ad delivered strong upper-funnel impact, reaching 9.7M users and generating a standout 24% 2-second view rate (vs. ~6.5% benchmark), alongside 1M+ engagements—confirming its effectiveness in capturing immediate attention and driving early interaction at app open.
- The TikTokOne Spark delivered a strong 12% 2-second view rate and the lowest cost per completed view ($0.29), making it the most efficient execution
- While all ASMR variants outperformed benchmarks, Epsom Salt consistently led on early attention and cost efficiency, suggesting the core ingredient message may be resonating more strongly than scent-led executions.

Recommendations:

- Continue leveraging high-impact, premium placements (e.g., Top View) for key moments, as these formats are effective at driving immediate attention and large-scale upper-funnel impact when launching or anchoring a campaign.

**General Industry standard benchmarks from TikTok for consumer goods/beauty products. As this is the first campaign, performance is evaluated directionally and will be used to establish baseline benchmarks for future campaigns.*

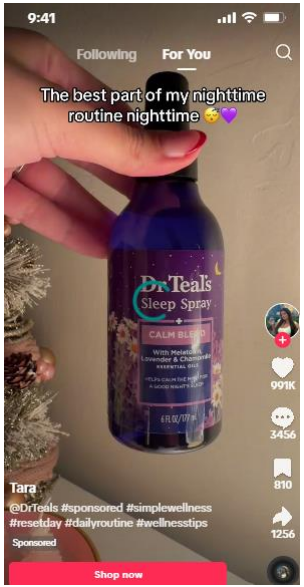
TikTok: Creatives

(11/25 – 12/31)



Top View: Changes Shower Everyday Alchemists

Reach = 9.7M
2s View Rate: 24%
Cost Per Completed View = $0.95



One Spark #1

Reach = 2.2M
2s View Rate: 12%
Cost Per Completed View = $0.29



EpsomSalt_ASMR

Reach = 2.6M
2s View Rate: 10%
Cost Per Completed View = $1.31



Lavendar_ASMR

Reach = 2.7M
2s View Rate = 9%
Cost Per Completed View = $1.42



Eucalyptus_ASMR

Reach = 2.4M
2s View Rate = 9%
Cost Per Completed View = $1.40

Meta

Meta Performance: Nina Pool

(11/25 – 12/31)

Ad Name	Spend	Reach	Impressions	Link Clicks	CTR	Video Plays	Video View Rate	VCR (Primary KPI)	Cost Per Completed View	Avg Play Time	Engagements	Eng Rate (Primary KPI)	Cost Per Eng (Primary KPI)	VCR Mid-Campaign Benchmark*	Eng Rate Mid-Campaign Benchmark*	Cost Per Eng Mid-Campaign Benchmark*
Nina Pool- Mag Spray	$74,289	4,789,360	5,218,801	16,662	0.32%	4,713,469	90%	1.6%	$0.99	0:04	32,491	0.62%	$2.29	1.0%	0.41%	$2.25
Nina Pool Post #2 Spark - Unscented Salts	$76,807	5,445,627	8,436,264	6,151	0.07%	8,000,810	95%	1.0%	$0.94	0:10	34,194	0.41%	$2.25			
Total	**$151,096**	**10,234,987**	**13,655,065**	**22,813**	**0.17%**	**12,714,279**	**93%**	**1.2%**	**$0.96**	**0:06**	**66,685**	**0.49%**	**$2.27**			

Insights:

- The Nina Pool #2 Spark ran 11/25 – 11/30, then was paused due to negative comments about viewers seeing the ad too much. A stricter frequency cap was set & went back live 12/2-12/4 when it was paused again due to negative comments.
  - It delivered a 1.0% video completion rate (ThruPlay/15s) and a 0.41% engagement rate, signaling viewers were not only watching but interacting with the content, even with reach-optimized objective.
  - Also, the 10 second average play time is significant and a great sign that viewers are enjoying the content and staying on the video.
- The Nina Pool Magnesium Spray ad ran 12/29 – 12/30.
  - It was able to deliver a higher VCR than the other ad, coming in at 1.6% and a higher Engagement Rate (0.62%)…viewers continue to interact more with this ad over the other.

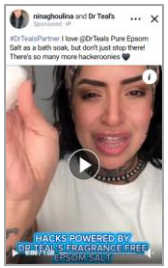
Recommendations:

- Maintain frequency caps on high-reach creator assets in future creator partnerships to mitigate negative sentiment tied to overexposure while still preserving efficient scale.
- Introduce additional, adjacent creator assets earlier in the flight to distribute reach more evenly and avoid over-indexing on a single creator or execution, helping sustain positive engagement throughout the campaign.



Nina Pool Post Mag Spray

Reach = 4.8MM
VCR = 1.6%
Engagement Rate = 0.62%
Cost Per Engagement = $2.29



Nina Pool Post #2 Spark Unscented Salts

Reach = 5.4M
VCR = 1.0%
Engagement Rate = 0.41%
Cost Per Engagement = $2.25

***NOTE**: Meta does not publish standardized benchmarks for delivery or engagement metrics. As this is the first campaign for this client, performance is evaluated directionally and will be used to establish baseline benchmarks for future campaigns. For this report, we are using performance at the mid-point for directional evaluation.*

Meta Performance: ASMR Videos

(12/9/25 – 1/5/26)

Primary KPI | Primary KPI | Primary KPI

Ad Name	Spend	Reach	Impressions	Link Clicks	CTR	Video Plays	Video View Rate	Cost Per View	VCR	Avg Play Time	Engage-ments	Eng Rate	Cost Per Eng	Video View Rate Mid-Campaign Benchmark*	Cost Per View Mid-Campaign Benchmark*
Lavendar_ASMR	$21,528	988,360	1,133,862	1,257	0.11%	998,384	88%	$0.02	3%	0:03	1,756	0.15%	$12.26	86%	$0.02
Epsom Salt_ASMR	$82,350	2,880,578	4,610,784	6,047	0.13%	4,016,207	87%	$0.02	3%	0:02	7,577	0.16%	$10.87		
Eucalyptus_ASMR	$98,410	3,623,164	5,374,903	7,324	0.14%	4,662,369	87%	$0.02	3%	0:02	9,160	0.17%	$10.74		
Total	**$202,288**	**7,492,102**	**11,119,549**	**14,628**	**0.13%**	**9,676,960**	**87%**	**$0.02**	**3%**	**0:02**	**18,493**	**0.17%**	**$10.94**		

Insights:

- ASMR creative ran 12/9/25- 1/5/26 and quickly delivered strong video consumption across all three assets, with video view rates ranging from 87%–88%, indicating high passive attention.
- All three had low cost per completed view s ($0.02).
- Engagement rates were directionally consistent across assets (0.15%–0.17%), indicating ASMR is functioning primarily as a viewing and attention driver, rather than a high active-engagement format, consistent with reach focused campaigns.

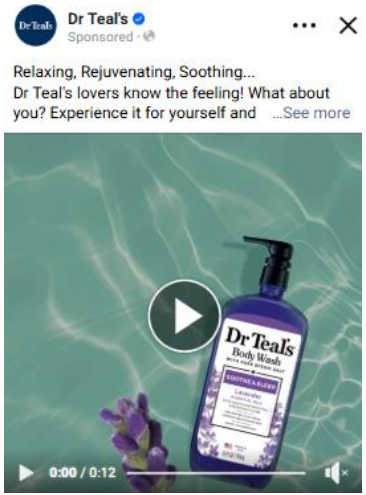
Recommendations:

- Launch future ASMR campaigns with 4–6 assets per flight to reduce ad fatigue, extend creative longevity, and allow for in-flight optimization based on early performance signals.
- Prioritize shorter video lengths (<6 seconds) where possible, with a strong hook and clear brand presence within the first 2 seconds, in line with platform best practices and observed viewing behavior.
- Use the Epsom Salt ASMR execution as a creative benchmark when developing future ASMR variants, particularly for pacing, sound design, and product-forward storytelling.

NOTE: Meta does not publish standardized benchmarks for delivery or engagement metrics. As this is the first campaign for this client, performance is evaluated directionally and will be used to establish baseline benchmarks for future campaigns. For this report, we are using performance at the mid-point for directional evaluation.

Meta: ASMR Creatives

(12/9 – 1/5/26)



Lavendar ASMR

Reach = 988.4K
Video View Rate = 88%
Cost Per Video View = $0.02



Epsom Salt ASMR

Reach = 2.9M
Video View Rate = 87%
Cost Per Video View = $0.92



Eucalyptus ASMR

Reach = 3.6M
Video View Rate = 87%
Cost Per Video View = $0.02

Meta Performance: Short Form Videos

(12/15/25 – 1/5/26)

Primary KPI

Primary KPI Primary KPI

Ad Name	Spend	Reach	Impressions	Link Clicks	CTR	Video Plays	Video View Rate	Cost Per View	VCR	Engage-ments	Eng Rate	Cost Per Eng	Video View Rate Mid-Campaign Benchmark*	Cost Per View Mid-Campaign Benchmark*
Change Shower 30 sec	$685	30,657	33,319	47	0.14%	29,621	89%	$0.02	1%	56	0.17%	$12.24	86%	$0.02
Change Shower 15 sec	$5,272	437,264	465,430	367	0.08%	404,790	87%	$0.01	2%	448	0.10%	$11.77		
Total	**$5,957**	**467,921**	**498,749**	**414**	**0.08%**	**434,411**	**87%**	**$0.01**	**2%**	**504**	**0.10%**	**$11.82**		

Insights:

- The Videos ran 12/16 – 1/5.
- Both videos performed strongly on video consumption, with very high video view rates (87–89%) and low cost per view ($0.01–$0.02), indicating the creative resonated well with the audience.
- The 15-second video was more efficient at scale, driving significantly higher reach, impressions, video plays, and total engagements, making it the stronger option for awareness and volume.
- The 30-second video showed slightly stronger engagement quality, with a higher CTR (0.14% vs. 0.08%) and engagement rate (0.17% vs. 0.10%), suggesting viewers who watched were more likely to take action.



Recommendations:

- Moving forward, Maintain a mix of both formats:
  - Use 15-second videos to maximize reach, awareness, and cost efficiency and the 30-second videos when the goal is deeper storytelling, stronger engagement, or driving higher-intent actions.

NOTE: Meta does not publish standardized benchmarks for delivery or engagement metrics. As this is the first campaign for this client, performance is evaluated directionally and will be used to establish baseline benchmarks for future campaigns. For this report, we are using performance at the mid-point for directional evaluation.

Meta Performance: Amplify Reviews

(12/9 – 12/31)

						Primary KPI		Primary KPI		
Ad Name	**Copy**	**Spend**	**Reach**	**Impressions**	**Link Clicks**	**CTR**	**Landing Page Views**	**Cost Per Landing Page View**	**CTR** Mid-Campaign Benchmark	**CPLPV** Mid-Campaign Benchmark
Eucalyptus Salt	Most Relaxing Bath Ever	$10,488	575,462	650,363	2,127	0.33%	1,405	$7.46	0.22%	$5
Eucalyptus Body Wash	My Go To Bodywash	$75,044	4,593,289	5,990,233	19192	0.32%	10,995	$6.83		
Lavender Body Wash	Instantly Relaxed	$31,673	2,386,478	2,869,063	8651	0.30%	4,704	$6.73		
Magnesium Spray	Definitely Worth Adding to a post Exercise Routine	$6,959	654,118	754,360	2206	0.29%	1,479	$4.71		
Restorative Minerals Salt	Mirical in a Bag	$32,769	2,220,116	2,914,819	8234	0.28%	5,489	$5.97		
Magnesium Spray	Soothes Like Nothing I've Ever Used	$613	56,036	60,258	154	0.26%	109	$5.62		
Lavender Salt	Can't LiveWithout It	$300	29,130	30,324	76	0.25%	48	$6.26		
Lavender Body Wash	Just What The Doctor Ordered	$29,940	2,722,268	3,366,182	7,687	0.23%	5,031	$5.95		
Restorative Minerals Salt	Tension? I don't know her	$1,034	115,315	119,210	265	0.22%	160	$6.46		
Eucalyptus Salt	100% Recommend	$462	46,130	49,438	104	0.21%	67	$6.90		
Eucalyptus Body Wash	10/10 You Need This	$22,359	2,628,554	3,069,236	6,409	0.21%	4,134	$5.41		
Lavender Salt	This Stuff Works	$4,649	565,303	602,286	1,223	0.20%	801	$5.80		
Total		**$216,291**	**16,592,199**	**20,475,772**	**56,328**	**0.28%**	**34,422**	**$6.28**		

Insights:

- The Amplify Reviews started 12/9 and ended 12/31.
- Eucalyptus Salt ("Most Relaxing Bath Ever") was the top performer, delivering the highest CTR (0.33%), but it had the highest Cost Per Landing Page Views ($7.46), indicating strong message–product fit but having to pay a bit more to get users to click through to the page.
    - Eucalyptus product-focused ads were the top two performers, indicating the draw of that to users.
- Magnesium Spray ("Definitely worth adding to a post-exercise routine") had the lowest Cost Per Landing Page Views ($4.71), indicating strong message–product fit and relevance within a recovery context.
- Performance varied meaningfully by copy, even within the same product category, suggesting that benefit-led, use-case–specific language (e.g., relaxing and post-exercise recovery) resonates more strongly than generic endorsement phrases.
- Overall performance (0.28% CTR, $6.28 CPLPV) establishes a strong baseline for review-led creative, validating Amplify Reviews as an effective consideration-driving format, even seeing an increase in CTR since the mid-campaign check-in.

Recommendations:

- For future creative development, lean into use-case specificity across categories.

***NOTE**: Meta does not publish standardized benchmarks for delivery or engagement metrics. As this is the first campaign for this client, performance is evaluated directionally and will be used to establish baseline benchmarks for future campaigns. For this report, we are using performance at the mid-point for directional evaluation.*

Meta: Amplify Reviews (Top 3)

(12/9 – 12/31)



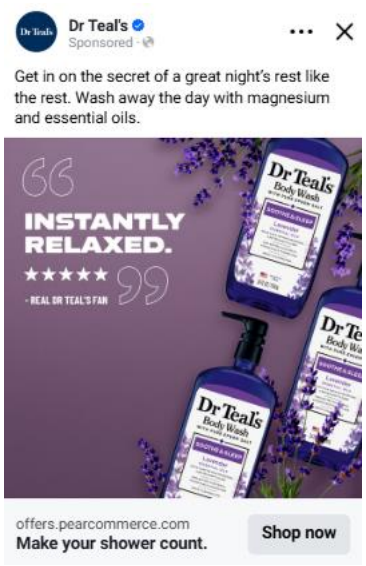
Eucalyptus Salt

CTR = 0.33%
Landing Page Views = 1,405
CPLPV= $7.46



Eucalyptus Body Wash

CTR = 0.32%
Landing Page Views = 10,995
CPLPV= $6.83



Lavender Body Wash

CTR = 0.30%
Landing Page Views = 4,704
CPLPV= $6.73

2026 Media Recommendation

Phase 1: January - February



2026 plan developed in 3 key phases

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Phase 1:
Prime
Continue momentum from Q4



Phase 2:
Ignite
Multi-touch, 360 programming timed with launch of Skin Renewal



Phase 3:
Expand
Body wash reformulation



Media planning parameters

Budget

1H: $2.127MM*
2H: TBC, assumed $2.127MM

*Budget inclusive of agency commission and tech fees and not inclusive of RMNs.

Business Objectives

Translate “ageless wellness” into meaningful, distinctive brand behavior.

Sales growth of 5-8% YoY

Unaided awareness & aided awareness +5BPS

HHP +3BPS

“Convenient for everyday use” +10BS

Media KPIs

1. Awareness
2. Consideration

Phase 1: Prime

2026 kicks off by continuing momentum from Q4 as we prime for wellness domination

Let fans sell it. **Leverage real reviews and user-generated content to let passionate fans naturally advocate for the product and build trust.**

Appeal to the ease. **Use short-form media to show how one simple moment with Dr Teal’s can instantly shift how you feel and elevate everyday self-care.**

IYKYK...in a moment.

Deliver short-form media that signals effortless wellness journey of Dr Teal’s, amplifies leadership and sparks urgency to try

Build “must-try” energy. **Create “must-try” moments that reignite excitement and inspire consumers to rediscover Dr Teal’s self-care essentials right now.**

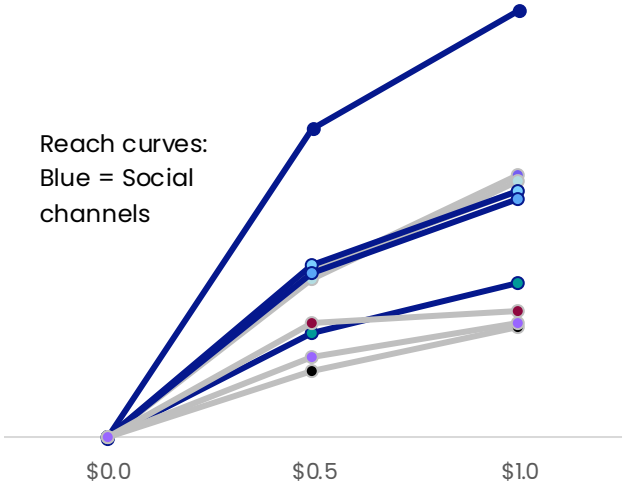
For Jan-Feb, Social prioritized to build immediate scale and influence

The **most trusted channel** (128i)

Delivers fastest **reach** most efficiently

Limits friction in **path to purchase**

Incremental **earned potential** reach

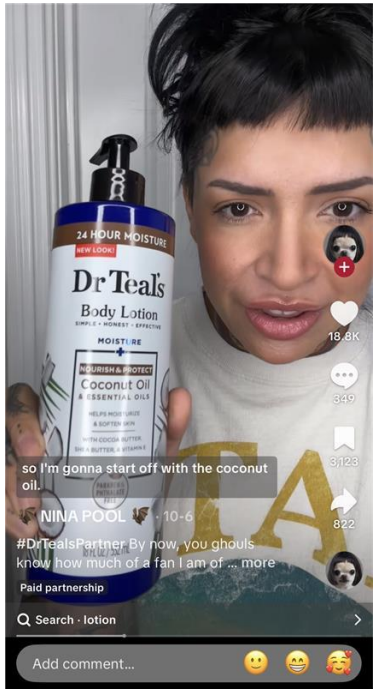


Jan-Feb Media plan includes

1. Amplification of Nina Pool
2. Boosting of Reviews
3. eCommerce connectivity with Pear Commerce integration

Continued amplification of creator content

The Idea	In Q4, we used Nina Pool's trusted voice to build belief and credibility. In Q1, we'll amplify more authentic, lifestyle-first content from creators to strengthen trust and emotional connection.
Channel Rationale	• Genuine, influencer-led storytelling • Makes self-care feel simple and attainable • Humanizes the brand in a credible way
Details	**TikTok One:** Source creator content **TikTok Spark Ads:** Continue boosting her organic content for reach and cultural relevance
Investment	**TikTok:** $62K NET
Estimated Scale	**TikTok:** 22.7MM Impressions, 2.4MM Potential Reach
KPI(s)	Engagement rate, Video completion rate, Cost per engagement





Leverage authentic reviews to drive credibility and conversion

The Idea	In Q4, we let real results and authentic reviews drive the story. In Q1, we'll continue this proof-based approach to build trust and support conversion.
Channel Rationale	• Builds credibility through real-world validation • Turns testimonials into high-impact storytelling • Reinforces Dr Teal's as a trusted wellness essential
Details	**TikTok One (Review Amplification):** Continue scaling creator-led reviews with ongoing access to creator selection, 100 creatives/week, and subsidized product purchase. **Meta Feed + Carousel Ads:** Extend review and quote-led assets to keep credibility front and center.
Investment	**TikTok:** $102K NET **Meta:** $66.5K NET
Estimated Scale	**TikTok**: 20.4MM Impressions, 825kPotential Reach **Meta:** 25.5MM Impressions, 3.5MM Potential Reach
KPI(s)	Click-through rate, Cost per landing page view





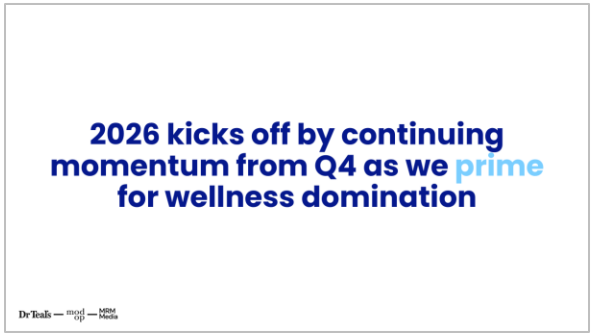
Dr Teal's
Phase 1 WRAP

March 2026

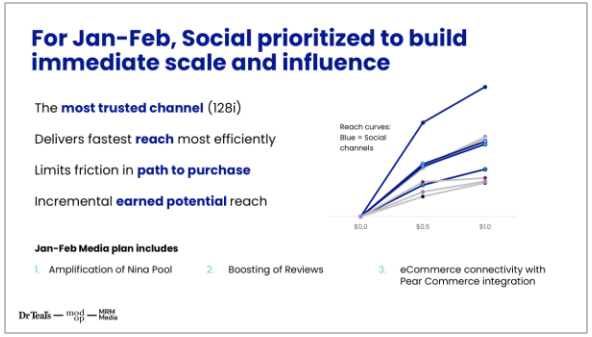


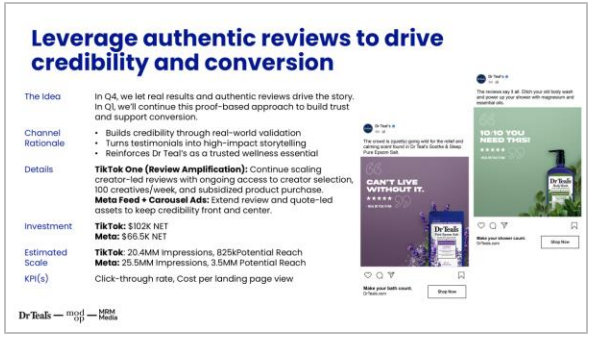
2026 kicks of by continuing momentum from Q4 with a social first approach











Phase 1: Executive Summary

Non-RMN

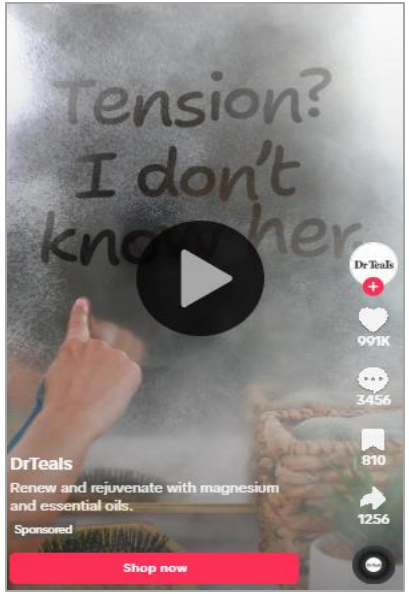
Impressions	Reach	Video Views	Cost Per Completed View
39.1M	21.2M	27.2M	$0.50
Goal = 22.4M	*Initial Goal = 2.9M*	**70% Imp converted to Views**	*Q4 Goal = $1.31*
+75% vs. Goal	**+632% vs. Goal**		**-62% vs. Goal**

1. **Drove stronger efficiency, delivering completed views and engagements at a lower cost**
   Allowing more meaningful interactions without increasing spend
2. **On TikTok, the 'Protecting My Sleep at All Costs' post is performing strongly with a 2-sec VR of 12.3% and the lowest CPCV**
   Suggesting native, lifestyle-driven formats may capture attention more effectively than traditional product-forward executions
3. **Consider testing shorter edits or stronger visual hooks in the first 1–2 seconds to improve early view rates while maintaining the calming ASMR format**
   Maintain a mix of scent variations, as performance relatively consistent
4. **Lean further into testimonial & review-based messaging for traffic or conversion-focused campaigns**
   Continue ongoing optimization to help surface top-performing assets (Magnesium Spray), which delivered the highest CTR and most efficient landing page traffic.

Paid Social

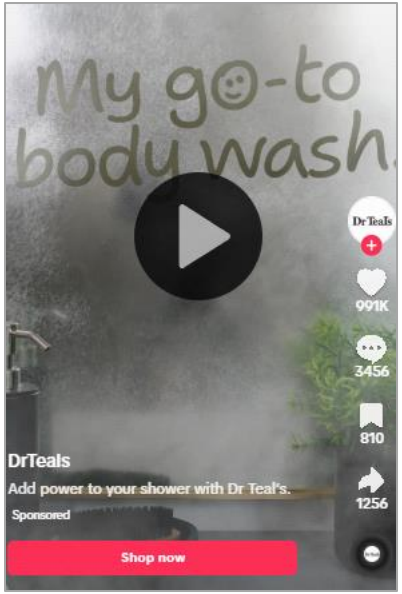
TikTok

TikTok Creatives: Writing Wall



Writing Wall Bath

Reach = 986.6K
2s View Rate: 6.4%
Cost Per Completed View = $0.95



WritingWallShower_V1

Copy: "Add power to your shower with Dr. Teal's"

Reach = 1.1M
2s View Rate: 5.0%
Cost Per Completed View = $1.14



WritingWallShower_V2

Copy: "Discover the difference for yourself"

Reach = 825K
2s View Rate: 4.9%
Cost Per Completed View = $1.06

TikTok Performance: Writing Wall

(1/8 – 2/28)

Ad Name	Spend	Reach (Primary KPI)	Impressions	CPM	Link Clicks	CTR	Video Views	2-second view rate (Primary KPI)	Cost Per Completed View (Primary KPI)	Avg Watch Time	Engage-ments	Cost per Eng	2s View Rate Industry Benchmark	2s View Rate From Q4 (WW ads)	Cost Per Completed View From Q4 (WW ads)
Writing Wall Bath	$3,476	986,451	1,644,165	$2.11	1,725	0.26%	1,620,218	6.4%	$0.95	1.9	6,664	$0.52	6.3% - 6.5%	6.6%	$1.21
Writing Wall Shower_V1	$3,637	1,115,740	1,669,772	$2.18	1,573	0.25%	1,652,477	5.0%	$1.14	1.5	6,361	$0.57			
Writing Wall Shower_V2	$2,272	824,803	1,070,072	$2.12	1,002	0.24%	1,059,809	4.9%	$1.06	1.3	3,990	$0.57			
Total	**$9,384**	**2,926,994**	**4,384,009**	**$2.14**	**4,300**	**0.25%**	**4,332,504**	**5.5%**	**$1.04**	**1.6**	**17,015**	**$0.55**			

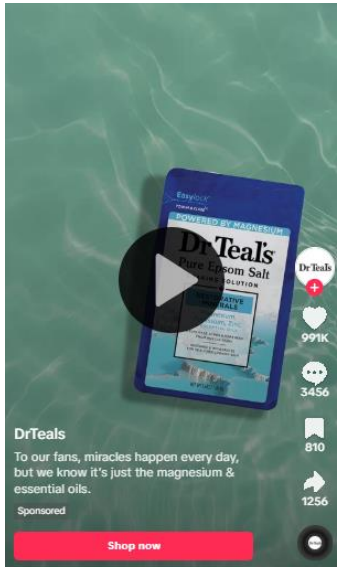
Insights:

- Total Video Views 4.3M for the Writing Wall TikToks -- continuing to get a lot of eyeballs on the fun creative, showing strong content consumption and reinforcing the format's effectiveness for driving efficient awareness at scale.
- CPMs remained very efficient across TikTok placements – TikTok functioned as the primary awareness engine, delivering the majority of impressions and video views at very efficient CPM.
- 2-second view rates for the creative with the line "Tension? I don't know her" just slightly below benchmark from WW ads in Q4 (6.6%), and the highest of the group -- signaling an effective early hook.
  - All three creatives have cost per completed views well below the benchmark from Q4 ($1.21).
- Bath Wall – top performer, again indicating strong resonance with bath-focused product.
  - Suggesting bath-based messaging may resonate more strongly with the audience and represents an opportunity to scale bath storytelling/creative.

Recommendations:

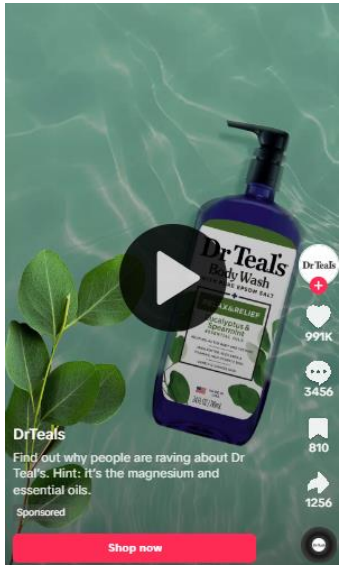
- Future creative could further lean into bath rituals and relaxation storytelling, which appear to capture attention more efficiently.
- Incorporate strong hook-driven copy similar to "Tension? I don't know her" in the first 1–2 seconds to maintain high early attention signals.
- Maintain a mix of bath and shower visuals, while testing additional bath-focused creative variations to further validate and scale this performance trend.

TikTok Creatives: ASMR



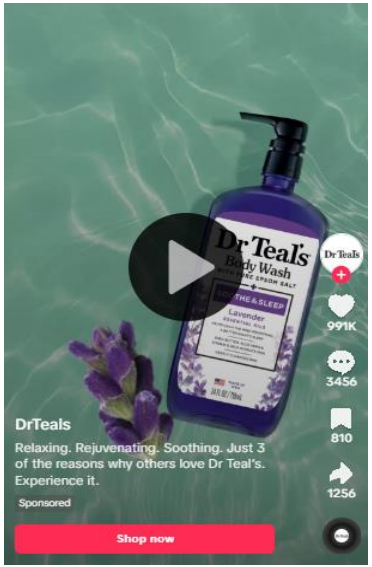
EpsomSalt_ASMR

Reach = 2.3M
2s View Rate: 2.6%
Cost Per Completed View = $1.08



Eucalyptus_ASMR

Reach = 1.7M
2s View Rate: 2.6%
Cost Per Completed View = $1.12



Lavendar_ASMR

Reach = 2.2M
2s View Rate: 2.5%
Cost Per Completed View = $1.14

TikTok Performance: ASMR

(1/8 – 2/28)

Ad Name	Spend	Reach (Primary KPI)	Impressions	CPM	Link Clicks	CTR	Video Views	2-second view rate (Primary KPI)	Cost Per Completed View (Primary KPI)	Avg Watch Time	Engage-ments	Cost per Eng	2s View Rate Industry Benchmark	2s View Rate From Q4 (ASMR ads)	Cost Per Completed View From Q4 (ASMR ads)
Epsom Salt ASMR	$16,480	2,275,727	7,501,686	$2.20	18,429	0.25%	7,443,716	2.6%	$1.08	2.9	28,529	$0.58	6.3% - 6.5%	9.4%	$1.37
Eucalyptus ASMR	$8,130	1,674,383	3,664,734	$2.22	8,882	0.24%	3,635,939	2.6%	$1.12	1.9	13,687	$0.59			
Lavendar ASMR	$14,963	2,157,387	6,783,758	$2.21	17,009	0.25%	6,737,080	2.5%	$1.14	2.8	26,459	$0.57			
Total	**$39,573**	**6,107,497**	**17,950,178**	**$2.20**	**44,320**	**0.25%**	**17,816,735**	**2.6%**	**$1.11**	**2.5**	**68,675**	**$0.58**			

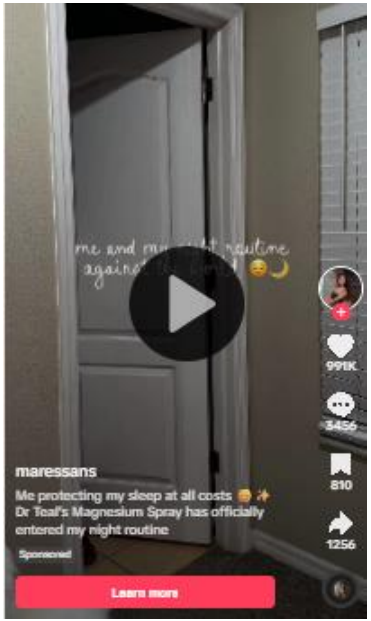
Insights:

- Total Video Views 17.8M for ASMR videos – getting lots of eyeballs on the creative.
- 2-second view rates were similar for all three creatives but came in below the rates we saw Q4 ASMR (9.4% average) -- likely driven by a combination of creative fatigue from extended time in market and TikTok's delivery optimization dynamics.
- Cost per completed views for all creatives improved and were well below the benchmark from Q4 ($1.37)…driven by ongoing optimization and improved delivery efficiency. This suggests that ongoing campaign optimization allowed TikTok's algorithm to identify audiences more likely to watch through the full video, resulting in more efficient completed views.
- While Epsom Salt generated slightly stronger early attention and cost efficiency, overall performance across all three scent executions remained relatively comparable.

Recommendations:

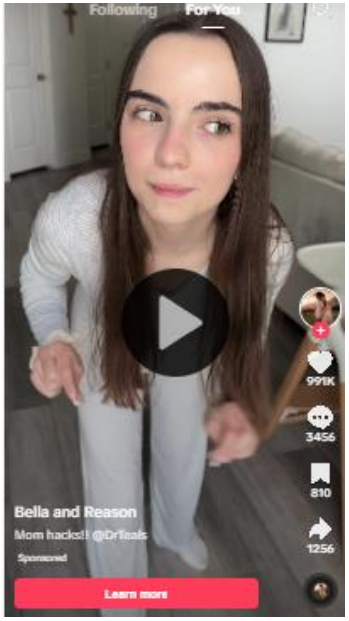
- Introduce new variations periodically to prevent creative fatigue and maintain strong early attention signals.
- Consider testing shorter edits or stronger visual hooks in the first 1–2 seconds to improve early view rates while maintaining the calming ASMR format.
- Maintain a mix of scent variations, as performance across Epsom, Lavender, and Eucalyptus executions was relatively consistent.

TikTok Creatives:



Protecting my sleep at all costs

Reach = 31.8K
2s View Rate: 12.3%
Cost Per Completed View = $0.87



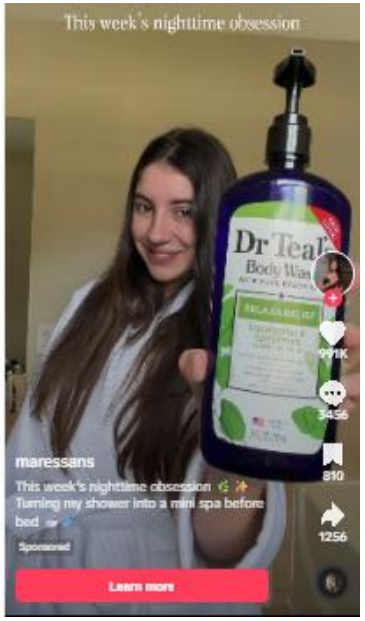
Mom Hacks

Reach = 89.9K
2s View Rate: 7.2%
Cost Per Completed View = $6.84



Turn your shower into a spa!

Reach = 56K
2s View Rate: 7.0%
Cost Per Completed View = $1.16



Turning my shower into a mini spa before bed

Reach = 142.6K
2s View Rate: 4.2%
Cost Per Completed View = $1.24

TikTok Performance:

(1/8 – 2/28)

Ad Name	Spend	Reach (Primary KPI)	Impressions	CPM	Link Clicks	CTR	Video Views	2-second view rate (Primary KPI)	Cost Per Completed View (Primary KPI)	Avg Watch Time	Engage-ments	Cost per Eng	2s View Rate Industry Benchmark	2s View Rate From Q4 (TT overall)	Cost Per Completed View From Q4 (TT overall
Protecting my sleep at all costs	$102	31,780	32,818	$3.12	97	0.30%	32,480	12.3%	$0.87	1.5	154	$0.66	6.3% - 6.5%	7.2%	$1.31
Mom hacks	$301	89,814	103,614	$2.90	403	0.39%	102,091	7.2%	$6.84	1.3	646	$0.47			
Turn your shower into a spa!	$180	56,003	58,746	$3.07	174	0.30%	58,069	7.0%	$1.16	1.2	272	$0.66			
Turning my shower into a mini spa before bed	$459	142,609	158,442	$2.90	468	0.30%	156,982	4.2%	$1.24	1.1	732	$0.63			
Total	**$1,042**	**320,206**	**353,620**	**$2.95**	**1,142**	**0.32%**	**349,622**	**6.3%**	**$1.52**	**1.3**	**1,804**	**$0.58**			

Insights:

- A new set of creator-led TikTok assets was introduced in Q1 to expand the creative mix and incorporate more native, creator-style storytelling formats on the platform.
  - These assets were rolled into the existing campaign alongside the established creative, rather than replacing it entirely.
- Creator-style executions showed strong early attention signals, with "Protecting My Sleep at All Costs" delivering the highest 2-second view rate across all TikTok creatives and the lowest cost per completed view – the native, lifestyle-driven storytelling resonated particularly well on TikTok and represents an opportunity for future creator collaborations.
- Even with a low total spend, most of this set of creatives were strong performers. Because the algorithm had already optimized delivery toward the existing assets that had been running longer and had stronger performance signals, the newer creator assets received lower delivery and spend allocation during the campaign period.
  - As a result, these assets were eventually paused to concentrate spend on the highest-performing creatives and keep overall campaign efficiency.
- "Protecting my sleep at all costs" delivered the strongest 2-second view rate out of all TikTok ads this quarter (12.3%) and the lowest cost per completed view ($0.87), making it the most efficient execution. This performance was likely driven by the relatable sleep-focused messaging and native creator-style format, which aligned closely with how users typically consume content on TikTok. The lifestyle-driven storytelling allowed the product to be integrated naturally into a real-life moment, helping capture attention quickly and drive efficient video completion.

Recommendations:

- Continue testing creator-led and lifestyle-driven storytelling, as these formats align closely with native TikTok behavior and showed strong early attention signals.
- Test additional relatable wellness or nightly routine moments (sleep, relaxation, wind-down rituals), which may resonate strongly with the platform's audience.

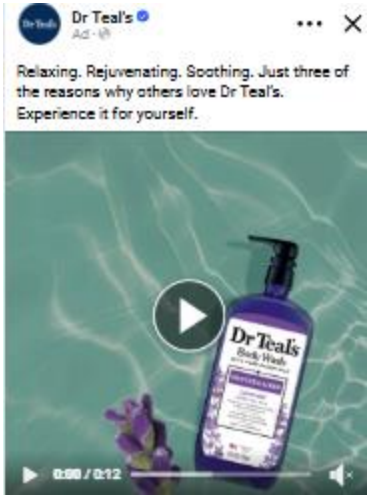
Meta

Meta: ASMR Creatives



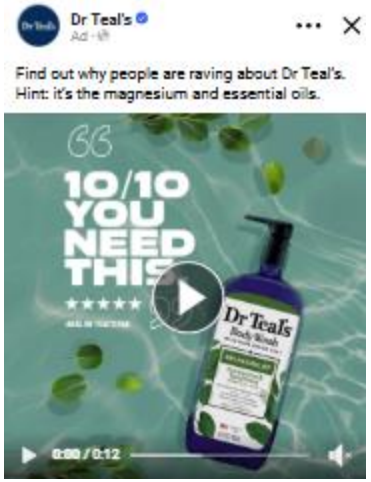
Epsom Salt ASMR

Reach = 85.3K
Video View Rate = 95%
Cost Per Video View = $0.003



Lavendar ASMR

Reach = 2.1M
Video View Rate = 93%
Cost Per Video View = $0.003



Eucalyptus ASMR

Reach = 1.2M
Video View Rate = 93%
Cost Per Video View = $0.003

Meta Performance: ASMR Videos

(1/8 – 2/28)

		Primary KPI					Primary KPI	Primary KPI							
Ad Name	**Spend**	**Reach**	**Impressions**	**Link Clicks**	**CTR**	**Video Plays**	**Video View Rate**	**Cost Per View**	**VCR**	**Avg Play Time**	**Engage-ments**	**Eng Rate**	**Cost Per Eng**	**Video View Rate** From Q4 (ASMRads)	**Cost Per View** From Q4 (ASMRads)
Epsom Salt ASMR	$248	85,320	85,895	37	0.04%	81,378	95%	$0.003	1%	0:01	59	0.07%	$4.21	87%	$0.02
Lavendar ASMR	$9,421	2,083,605	3,325,702	1,515	0.05%	3,087,690	93%	$0.003	2%	0:02	2,015	0.06%	$4.68		
Eucalyptus ASMR	$4,643	1,185,186	1,633,195	829	0.05%	1,513,079	93%	$0.003	2%	0:01	1,060	0.06%	$4.38		
Total	**$14,312**	**3,354,111**	**5,044,792**	**2,381**	**0.05%**	**4,682,147**	**93%**	**$0.003**	**2%**	**0:01**	**3,134**	**0.06%**	**$4.57**		

Insights:

- ASMR creative had high video view rates ranging from 93%–95%, improving from the start of the year -- indicating strong passive attention and efficient content consumption.
- All three had extremely low cost per completed views (well under 1 cent, $0.003), decreasing from $0.02 at the start of the year.
- Engagement rates were directionally consistent across assets (0.06%–0.07%), indicating ASMR is functioning primarily as a viewing and attention driver, rather than a high active-engagement format, consistent with reach focused campaigns.

Recommendations:

- Introduce new ASMR variations periodically to help maintain strong early attention signals and prevent creative fatigue as assets remain in market.

Meta: Amplify Reviews (Top 3)



Magnesium Spray V1

"10/10 You Need This"

CTR = 0.19%
Landing Page Views = 2,196
CPLPV= $2.18



Magnesium Spray V2

"Soothes Like Nothing I've Ever Used"

CTR = 0.19%
Landing Page Views = 2,233
CPLPV= $2.16



Eucalyptus Body Wash V1

"10/10 You Need This"

CTR = 0.17%
Landing Page Views = 1,937
CPLPV= $2.54

Meta Performance: Amplify Reviews

(1/8 – 2/28)

Ad Name	Copy	Spend	Reach	Impressions	Link Clicks	Primary KPI CTR	Landing Page Views	Primary KPI Cost Per Landing Page View	CTR From Q4 (Reviewads)	CPLPV From Q4 (Reviewads)
Magnesium Spray V1	10/10 You Need This	$4,797	1,118,308	1,703,655	3,321	0.19%	2,196	$2.18	0.28% *(Industry Average = 0.03%)*	$6.28
Magnesium Spray V2	Soothes Like Nothing I've Ever Used	$4,815	1,180,728	1,705,368	3203	0.19%	2,233	$2.16		
Eucalyptus Body Wash V1	10/10 You Need This	$4,914	1,278,740	1,793,871	3100	0.17%	1,937	$2.54		
Restorative Minerals Salt V2	Mirical in a Bag	$2,171	683,288	805,447	1365	0.17%	770	$2.82		
Lavender Salt V1	Can't Live Without It	$116	42,468	42,468	69	0.16%	22	$5.27		
Lavender Body Wash V1	Just What The Doctor Ordered	$7,256	1,877,701	2,621,150	3773	0.14%	2229	$3.26		
Eucalyptus Body Wash V2	My Go-To Body Wash	$2,599	765,480	924,095	1313	0.14%	692	$3.76		
Lavender Body Wash V2	Instantly Relaxed	$1,102	376,506	397,749	552	0.14%	277	$3.98		
Eucalyptus salt-v1	Most Relaxing Bath Ever	$238	81,342	85,366	107	0.13%	48	$4.96		
Restorative Minerals Salt V1	Tension? I Don't Know Her	$502	165,526	177,578	216	0.12%	105	$4.78		
Lavendar Salt V2	This Stuff Works	$3,060	866,587	1,073,765	1,253	0.12%	704	$4.35		
Eucalyptus Salt V2	100% Recommend	$194	67,858	68,850	76	0.11%	31	$6.27		
Total		**$31,763**	**8,504,532**	**11,399,362**	**18,348**	**0.16%**	**11,244**	**$2.82**		

Insights:

- The Amplify Reviews reached about 8.5M users with almost 11.4M Impressions. Delivery skewed slightly female, though male audiences represented a meaningful share of impressions, suggesting Dr Teal's relaxation and wellness messaging resonates broadly across genders.
- Despite lower CTR compared to the Q4 benchmark, improved Cost Per Landing Page Views across all creatives suggests stronger post-click efficiency and higher-quality traffic.
- The Magnesium Spray ads were the top performers, delivering the highest CTR (0.19%) and lowest Cost Per Landing Page Views ($2.16 - $2.18), indicating strong message relevance and an ability to efficiently drive high-intent traffic.
    - Performance differences across creatives were driven primarily by messaging and format rather than audience segmentation. Top-performing executions, particularly Magnesium Spray creatives, generated strong engagement signals consistently across the delivered audience.
- Review-style creatives drove the strongest click-through rates and most efficient landing page traffic, indicating that testimonial messaging is particularly effective at driving lower-funnel engagement.
- Ongoing optimization allowed spend to concentrate behind the strongest-performing review creatives, surfacing Magnesium Spray messaging as the most effective driver of traffic and engagement.

Recommendations:

- Lean further into testimonial and review-based messaging for traffic or conversion-focused campaigns, but not awareness campaigns.
- Continue ongoing optimization to help surface top-performing assets such as the Magnesium Spray creatives, which delivered the highest CTR and most efficient landing page traffic.

Thank you!


Dr Teal's
PURE EPSOM SALT
SOOTHE
& SLEEP
Dr Teal's
FOAMING BATH
RESTORATIVE
Dr Teal's
BODY WASH