

ROAS 5.65 → 8.20 in one month. Cost per order down 35%

An online store selling branded sneakers. We compare two consecutive periods in the same account: July 6 - August 6 against August 6 - September 6, 2026. Sales grew 79%.

ROAS	Cost per purchase	Website purchases	Revenue from ads
5.65 8.20	591 386 UAH	67 120	223,798 379,585
+45%, client target of 8+ reached	-35%	+79%	+70%, in UAH

The brief

The store sells branded sneakers from Nike, New Balance, ON Cloud, ASICS, Salomon, Adidas, Jordan and Premiata. Average order value is around 3,200 UAH, so a purchase takes trust in the store rather than an impulse.

What the client asked for

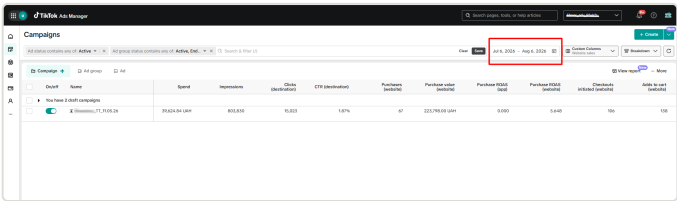
- More orders without a proportional increase in budget
- ROAS of 8 or higher
- Cost per purchase in the 300-350 UAH range

Where we stood in early July

- ROAS 5.65 - revenue was there, but well short of target
- A purchase cost 591 UAH, nearly double the target
- Expensive traffic: 2.64 UAH per click at 1.87% CTR

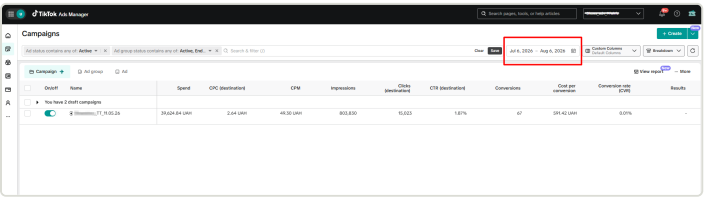
Baseline: July 6 - August 6

The main campaign runs the Sales objective, optimised for the Purchase event. Delivery was stable, but the algorithm was collecting a lot of cheap traffic and few buyers.



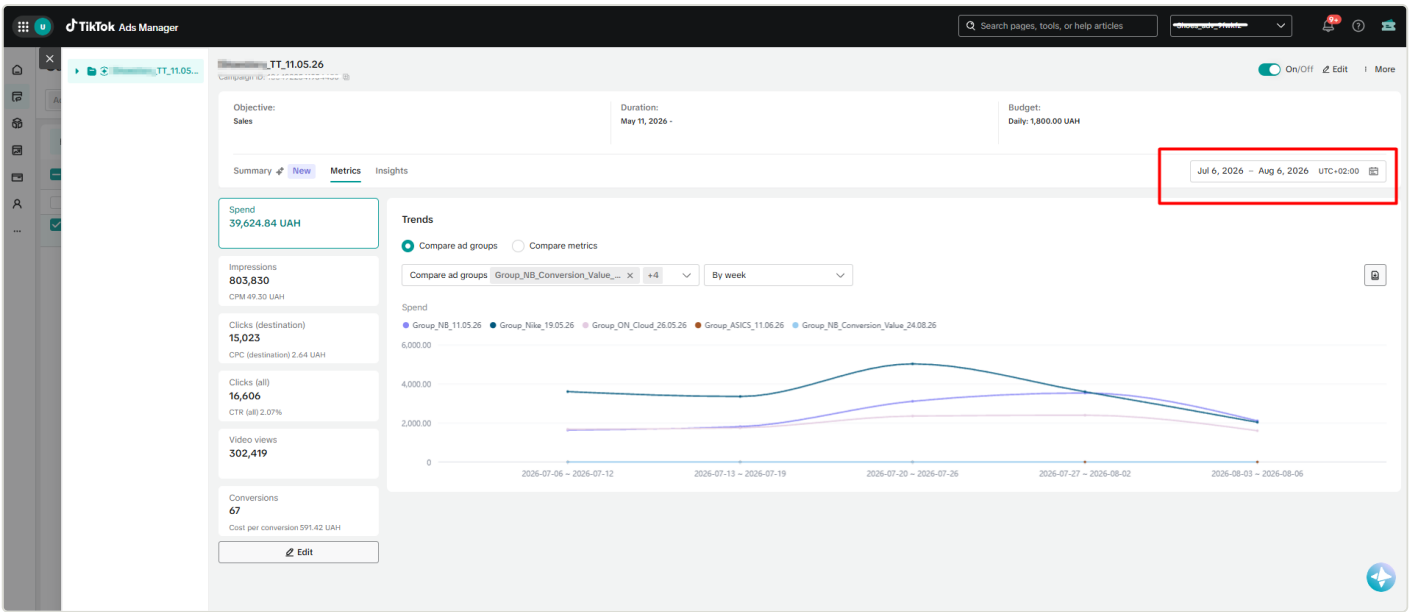
Ad status	Ad name	Ad group	Ad type	Ad status	Ad name	Ad group	Ad type	Ad status	Ad name	Ad group	Ad type
Active	TT_11.05.26	Group_NB_11.05.26	Video	Active	TT_11.05.26	Group_NB_11.05.26	Video	Active	TT_11.05.26	Group_NB_11.05.26	Video

39,624.84 UAH spend, 67 purchases, 223,798 UAH purchase value, ROAS 5.648. Checkouts initiated 106, adds to cart 138.



Ad status	Ad name	Ad group	Ad type	Ad status	Ad name	Ad group	Ad type	Ad status	Ad name	Ad group	Ad type
Active	TT_11.05.26	Group_NB_11.05.26	Video	Active	TT_11.05.26	Group_NB_11.05.26	Video	Active	TT_11.05.26	Group_NB_11.05.26	Video

CPC 2.64 UAH, CPM 49.30 UAH, CTR 1.87%, cost per conversion 591.42 UAH.



Ad group trend for July. Budget is split across Group_NB_11.05.26, Group_Nike_19.05.26 and Group_ON_Cloud_26.05.26. The value-optimised group has not launched yet, so its line sits at zero.

What we did

The foundation was already in place and running across both periods. The changes that drove the lift happened in targeted moves during August - no sharp budget swings and no campaign pauses.

Foundation

running continuously

Catalog ads driven by the product feed, not one-off creatives per model

The TikTok account runs a product catalog with 1,295 items. It syncs automatically from the Horoshop feed, so prices, stock and new models update in the ads without manual work.

From that catalog we built separate product sets per brand, and assigned each ad group its own set: the Nike group serves only Nike, the New Balance group only New Balance, the ON Cloud group only ON Cloud. This is the key decision: inside each group the algorithm learns on a homogeneous signal and on that brand's specific audience, instead of spreading budget across the whole range. Size variants of the same model are linked through item_group_id, so a single shoe does not duplicate into one card per size.

Foundation

running continuously

Optimising for purchases, with clean purchase data behind it

Groups optimise for the Purchase event rather than clicks or views. The event arrives through two paths: the on-site pixel and server-side delivery via the Horoshop Events API, deduplicated by event_id. The algorithm receives a reliable order value - without that, the later move to value-based optimisation would not have been possible.

Pangle and the Global App Bundle are excluded from placements, so ads run inside TikTok only. That costs more on CPM but removes junk traffic from third-party apps.

August 6-16

Stability instead of manual intervention

We did not pause campaigns and did not change budgets in steps larger than 20%. Every pause and every sharp budget jump pushes a group back into learning, which costs 3-7 days of degraded performance. Edits went into the existing groups rather than duplicates, to preserve the learning history already accumulated.

August 17

Expanded the feed and reallocated budget

We added new sneaker models to the product sets - the algorithm needs fresh cards so it does not burn through the same selection. Part of the budget moved to the groups with the strongest ROAS.

August 24

the main driver

Launched a group optimised for conversion value

Group_NB_Conversion_Value_24.08.26. Standard optimisation treats every purchase as equal: a 2,000 UAH pair and a 6,000 UAH pair are the same event. Value-based optimisation teaches the algorithm to look for people inclined toward a higher-value purchase.

In its first week the group ran on 25% less budget and delivered 33% more purchase value than the older New Balance group: ROAS 7.61 against 4.28, with cost per purchase roughly 40% lower. Week two confirmed the result. This group became the main driver behind the account-level ROAS increase.

Throughout

Remarketing to warm audiences

The remarketing campaign targets site visitors, split into groups: New Balance browsers separately, Nike browsers separately, and a broad "all visitors, 180 days" group covering the remaining brands. Anyone who purchased in the last 30 days is excluded, so we do not pay for impressions served to existing buyers.

Throughout

A/B testing of ad copy

Short lines under 100 characters in Ukrainian, produced in batches by mechanic: urgency, social proof, size scarcity, reminders, and objection handling (try before you pay, pay after fitting, delivery across Ukraine). Weak combinations were switched off, strong ones stayed in rotation.

Catalog ?

Connected catalog

Каталог_Кросівки

Optimization and bidding ?

Optimize your ad group for maximum performance and budget efficiency.

Optimization goal ?

Conversion

Use Google Analytics as your data source ?

Data connection ?

Select where you want to track events from your ads. Data connections can be managed in [Events Manager](#).

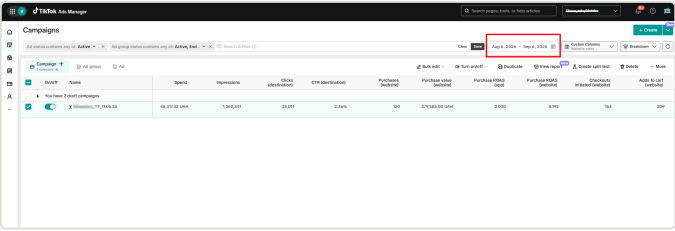
Optimization event ?

Purchase

Ad group settings: the product catalog is connected, optimisation goal is Conversion, the data connection points to the store's website, optimisation event is Purchase.

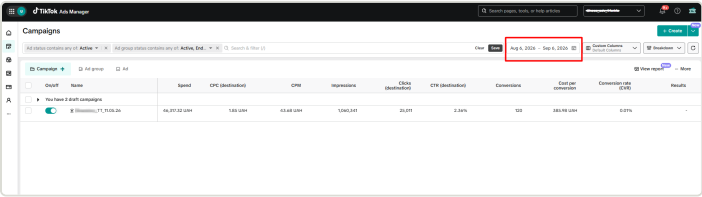
Result: August 6 - September 6

The return on budget changed in kind: cheaper traffic, a higher click-through rate, and a noticeably larger share of people who reach checkout.



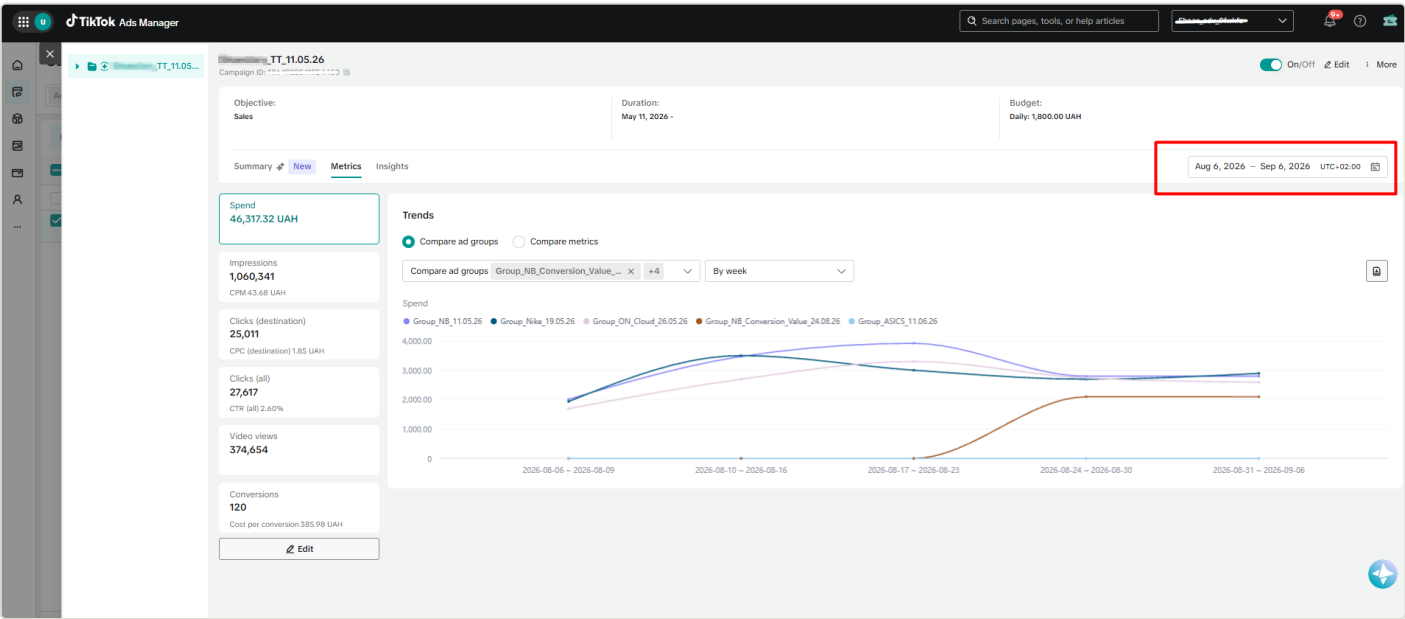
Group	Name	Spend	Impressions	CPC (destination)	CTR (destination)	Conversions	Cost per conversion	Conversion rate (%)
Group_NB_11.05.26		46,317.32 UAH	1,060,341	43.68 UAH	2.36%	120	385.98 UAH	0.01%

46,317.32 UAH spend, 120 purchases, 379,585 UAH purchase value, ROAS 8.195. Checkouts initiated 163, adds to cart 209.



Group	Name	Spend	Impressions	CPC (destination)	CTR (destination)	Conversions	Cost per conversion	Conversion rate (%)
Group_NB_11.05.26		46,317.32 UAH	1,060,341	43.68 UAH	2.36%	120	385.98 UAH	0.01%

CPC 1.85 UAH, CPM 43.68 UAH, CTR 2.36%, cost per conversion 385.98 UAH.



August. The brown line is the new Group_NB_Conversion_Value_24.08.26 with value-based optimisation, ramping to working budget from August 24. The other groups hold at their previous level, which means the lift was not bought with budget.

Metric	Jul 6 - Aug 6	Aug 6 - Sep 6	Change
Spend	39,624.84 UAH	46,317.32 UAH	+16.9%
Website purchases	67	120	+79.1%
Purchase value	223,798 UAH	379,585 UAH	+69.6%
ROAS	5.648	8.195	+45.1%
Cost per purchase	591.42 UAH	385.98 UAH	-34.7%
Checkouts initiated	106	163	+53.8%
Adds to cart	138	209	+51.4%
Impressions	803,830	1,060,341	+31.9%
Clicks to site	15,023	25,011	+66.5%
CTR	1.87%	2.36%	+26.2%
Cost per click	2.64 UAH	1.85 UAH	-29.9%
CPM	49.30 UAH	43.68 UAH	-11.4%
Video views	302,419	374,654	+23.9%
Click to purchase rate	0.45%	0.48%	+7.6%
Average order value	3,340 UAH	3,163 UAH	-5.3%

On average order value. It dropped 5%, and that is expected: purchase volume rose 79%, so the mix now includes more than just premium models. Revenue still grew 70% and customer acquisition cost fell by a third - the unit economics improved rather than worsened.

Where the funnel improved

The extra sales did not come from cheaper traffic alone. The bottom of the funnel improved too: of the people who added a product to cart, noticeably more went on to buy.

Clicks to site	Adds to cart	Checkouts initiated	Purchases
25,011	209	163	120
was 15,023	was 138	was 106	was 67
+66.5%	+51.4%	+53.8%	+79.1%

Cart to purchase

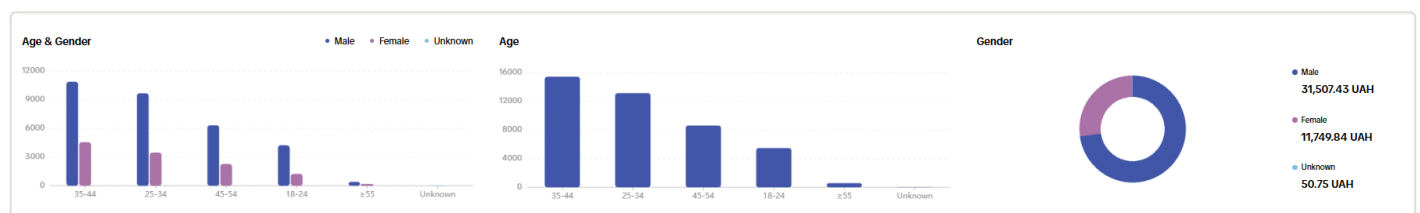
48.6% → 57.4%. More than half of the people who add sneakers to cart now complete the payment.

Checkout to purchase

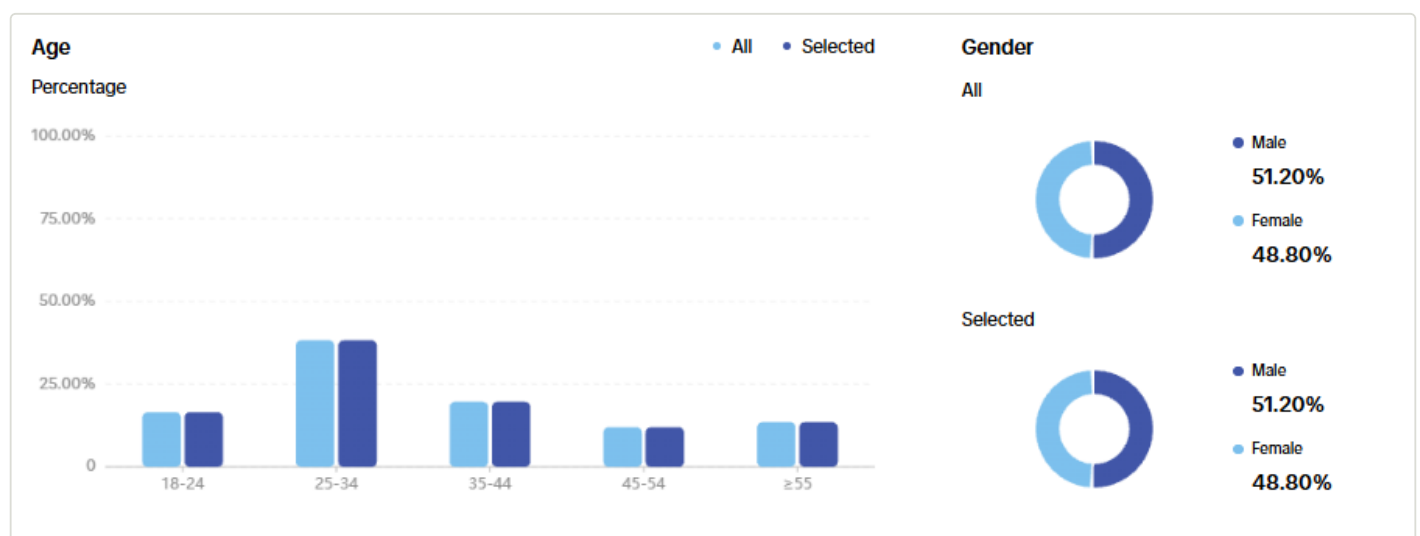
63.2% → 73.6%. The ads bring in people who actually intend to buy, not just browse product cards.

Who buys

The audience was assembled by the algorithm without hard age or interest narrowing: with catalog ads optimised for purchases, narrowing tends to hurt more than it helps. Here is how the spend actually landed.



The bulk of spend goes to men aged 35-44 and 25-34: 31,507.43 UAH against 11,749.84 UAH on the female audience, roughly a 73/27 split. That is the algorithm's own allocation, not manual targeting.



By reach the audience is spread more evenly: the core is 25-34 at around 37%, followed by 35-44. The male to female split is almost even at 51.2% against 48.8%. So the female audience is there, it simply converts at a higher cost - and the algorithm shifts budget toward men on its own.

Being honest about the causes

We do not claim credit for everything, because the next budget decisions depend on how accurate these conclusions are.

What definitely worked

- The move to value-based optimisation in the New Balance group - confirmed over two consecutive weeks and by direct comparison with the older group
- Per-group product sets and clean purchase event delivery - without them value-based optimisation could not have launched at all
- No pauses and no sharp budget changes - the groups never fell back into learning

What also played a part

- Seasonality: late August and early September traditionally bring a spike in footwear demand
- No new video creatives were added in this period, so we do not attribute the growth to them. That is untapped headroom for the next stage

The budget alone would have bought 78 orders. We delivered 120

At July's cost per purchase, the same 46,317 UAH would have produced roughly 78 orders. We actually got 120 - the 42-order difference came from cutting cost per purchase from 591 to 386 UAH, not from a larger budget.

23.3 UAH

of revenue for every additional hryvnia of budget

24,653 UAH

saved acquiring the same 120 purchases

7.02

blended ROAS across both periods:
603,383 UAH revenue on 85,942 UAH spend

Case study compiled from TikTok Ads Manager data, the client's account. Comparison periods: July 6 - August 6, 2026 and August 6 - September 6, 2026, time zone UTC+02:00. All screenshots are unedited exports from TikTok Ads Manager.