

# How **Santander** combined **TikTok** **Reach & Performance** to drive **Registrations**

MINT SQUARE

## **CASE STUDY**



# How Santander combined TikTok Reach & Performance to drive Registrations

**Partner:** MINT Square

**Client:** Santander

**Channels:** TikTok, META, Google Ads

**Market:** Germany

**Objective:** Drive registrations for the Santander “Sorgenfrei Stipendium” campaign at scale while maintaining efficiency and brand trust across social performance channels.



## Challenge

Santander pursued a clear, performance-driven objective: **registrations** for a financial education program with a high psychological entry barrier. At the same time, the media mix included **TikTok**, a platform typically associated with entertainment and upper-funnel awareness rather than lower-funnel performance in financial services. The key challenge was to integrate TikTok into a registration-focused performance funnel **without forcing it into a classic last-click role**, while still delivering measurable results.

## Approach

All creatives were reviewed and optimized prior to launch to ensure maximum clarity and performance impact. The campaign followed a **role-based channel strategy**:

**Meta** and **Google Ads** were optimized for lead conversions, capturing high-intent users and driving registrations efficiently.



Example: Santander Social Ad

**TikTok**, without pixel tracking, was optimized for traffic and positioned as a demand generator at upper- and mid-funnel stages. TikTok creatives focused on **native storytelling**, **situational relevance**, and reducing entry barriers through relatable contexts, aligning with platform behavior to **generate attention and consideration**.

## Execution

The campaign followed a **learning-based, performance-informed setup**:

**TikTok** was used to drive **traffic directly to the landing page**, with multiple creative variations tested to identify formats that generated the strongest initial response and user interest. Based on early performance signals, budget allocation was continuously evaluated across channels. As **Google Ads** impact declined over time, spend was gradually shifted toward TikTok to scale the most efficient channel. This approach allowed TikTok to scale impact **without relying on direct attribution or last-click logic**, focusing instead on observed performance effects at funnel level.

## Results TikTok

### Traffic & Reach Results:

- 9.5 million delivered Impressions
- 47,773 Clicks
- CPM of €1.43
- eCPC of €0.28

### Engagement & Outcome Results:

- 8.85 million Video Views
- Strongest audience: 18–24
  - Highest engagement in age group 18–24 (CTR of 0.51%)
  - Majority of impressions (5.8M) and clicks (29.8K) from 18–24

- Strongest region: NRW with 11,077 clicks

### Overall Performance Results:

- ~19,000 Registrations across TikTok, Meta & Google Ads

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[support@mint-square.com](mailto:support@mint-square.com)