

# Embr Wave CASE STUDY

## From Cold Starts to Viral Heat:

How **Young With Solutions** Supercharged **Embr Labs**' TikTok Growth



VIEWS  
**+1.1M**  
on Top Video



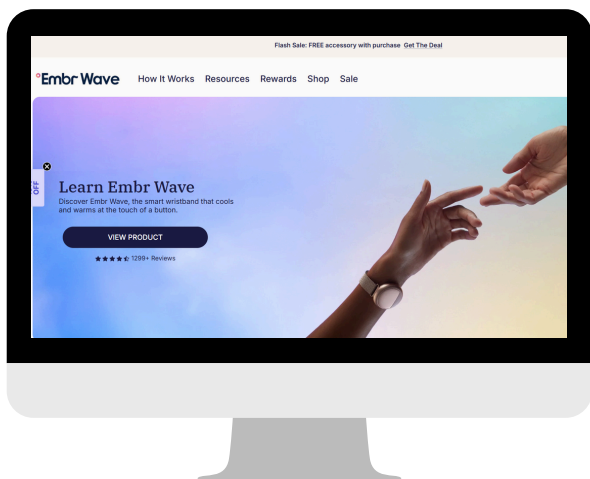
CONVERSIONS  
**4,499**



TIKTOK FOLLOWERS  
**+65%**



ROI  
**x10**



### COMPANY: EMBR LABS

Embr Labs is the company behind Embr Wave, a smart wristband that helps people feel instantly cooler or warmer. Backed by science and designed for everyday comfort, it offers quick relief from heat, cold, or stress.

With a standout product in hand, **Embr Labs** turned to **Young With Solutions** to bring their thermal tech to the TikTok generation.

### CHALLENGES:

#### Thermal Tech Meets a Cold TikTok Audience

Before teaming up with Young With Solutions, Embr Labs had an innovative product but limited traction on TikTok. The platform's potential was clear—but without a clear content strategy or brand presence, Embr Wave was flying under the radar.

**Zero Brand Awareness**

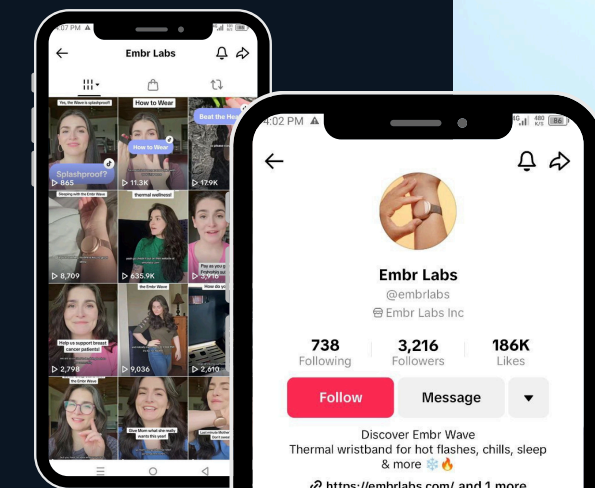


**Complex Product Story**



**Limited Community Engagement**





## A HEATWAVE OF STRATEGY

**Young With Solutions** developed a tailored TikTok strategy to amplify **Embr Labs'** message and connect with comfort-seekers everywhere.

### DATA-DRIVEN TARGETING & PAID BOOSTING

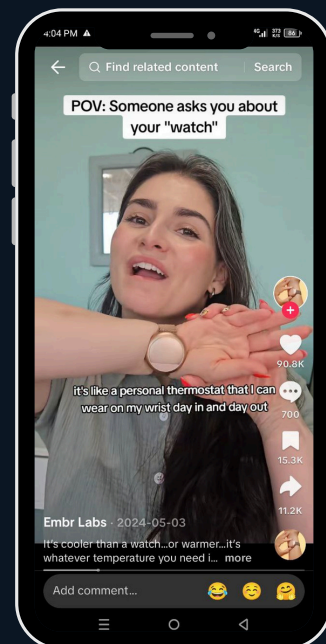


We didn't guess—we tested. Using real-time data, we refined our targeting and amplified top-performing content to reach the right audience and drive conversions.

### CONTENT BUILT FOR CONVERSION



We didn't just post content—we engineered it to perform. Every video followed platform-native storytelling and highlighted relatable use cases, crafted to not only grab attention but drive action once paired with paid campaigns.



Conversions	Cost per conversion ↑
9	9.33 USD
462	19.40 USD
388	22.68 USD
358	22.76 USD
658	25.39 USD
995	30.02 USD
184	33.02 USD
36	34.76 USD
163	36.03 USD
268	36.03 USD
143	36.03 USD
4,499	31.06 USD

### PAID MEDIA THAT PERFORMED



We ran structured, data-driven ad campaigns with clear goals: efficient cost-per-result and scale. From prospecting to retargeting, we tested creative, adjusted targeting, and optimized budgets in real-time.

### AMPLIFICATION THROUGH ENGAGEMENT



Organic traction fed paid strategy. High-performing posts informed ad testing, while live community engagement surfaced key objections, questions, and language we used to refine copy, CTAs, and targeting—turning feedback into fuel for better results.

# THE RESULT:

## WHEN THE HEAT PAID OFF



### Key metrics on TikTok Account

Our tailored strategy didn't just spark interest—it delivered real, measurable growth.



**+65%**

#### Growth in TikTok Followers

Expanding Embr's reach into new, younger demographics.



**+90%**

#### Increase in Engagement

More likes, more shares, more comments. More conversations around Embr Wave.

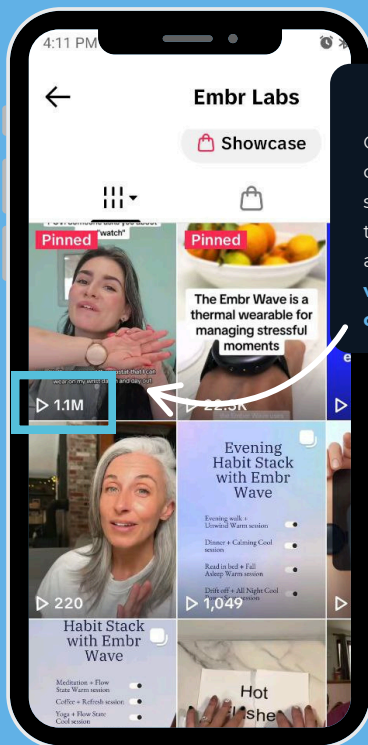


**+1.1M**

#### Views on Top Video

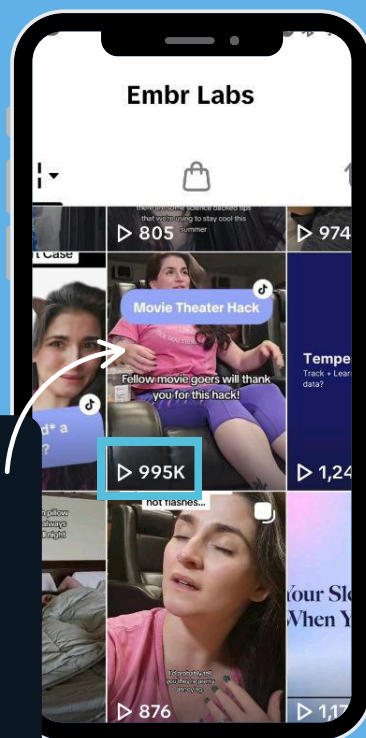
Featuring Kayla and her Embr Wave moment in a cold theater.

Embr Labs didn't just go viral—they built a foundation for lasting TikTok success.



### Our Most-Viewed Video

Our TikTok video featuring Kayla discussing "her watch" and showcasing the Embr Wave 2 has taken the platform by storm, amassing an impressive **1.1 million views, 90k likes, and 750 comments.**



### Relatable scenarios

Our best-performing videos showcased Embr Wave in **real-life moments** that hit home. One standout featured a creator stuck in a freezing movie theater—a scenario nearly everyone's faced. The result? **Over 900K views and thousands of engaged comments.**

## REAL IMPACT



1

### Turned Science Into Scroll-Stopping Content

We transformed Embr Wave's complex product story into relatable, engaging content that actually clicked with viewers. Short-form videos became more than just views—they educated, connected, and drove meaningful brand interactions.

2

### Boosted Visibility Where It Mattered Most

With a 65% follower increase and a 90% engagement spike, Embr Labs went from overlooked to unforgettable—capturing attention from a new generation and solidifying its place in the wellness tech conversation.

# THE RESULT:

THERMAL TECH, VIRAL IMPACT



## KEY METRICS ON AD CAMPAIGN

### Reach & Visibility



+4.7M

Cost per conversion	CPC (destination)	Impressions	CTR (destination)	Clicks (destination)	Conversion rate (CVR)	Conversions
33.11 USD	1.43 USD	4,745,928	1.27%	60,171	0.05%	2,597

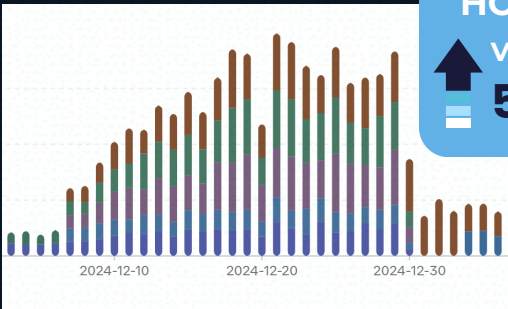
One campaign generated high-volume impressions and meaningful conversions at a sustainable cost.

### Clicks



53K+

Cost per conversion	CPC (destination)	Impressions	CTR (destination)	Clicks (destination)	Conversion rate (CVR)	Conversions
30.33 USD	1.44 USD	4,312,400	1.24%	53,519	0.06%	2,539



HOLIDAY PEAK =  
↑ VOLUME = CPA  
53K+ ↓ \$30



+2,500 CONVERSIONS  
AT JUST \$30.33 CPA

Strategic spend during the gifting season paid off. Embr Wave content converted at scale—proving the power of timely, emotionally resonant campaigns.

### Strategic Testing Wins



\$19.40

CPA AT SCALE

Not just one viral hit—Embr's results came from structured testing across ad sets. Multiple campaigns delivered consistent, cost-effective conversions through a repeatable strategy.

	CPC (destination)	Clicks (destination)	CTR (destination)	Conversions	Cost per conversion
CAMPAIGN 1	1.15 USD	25,968	1.36%	995	30.02 USD
CAMPAIGN 2	1.25 USD	13,314	1.31%	658	25.39 USD
CAMPAIGN 3	2.06 USD	4,705	1.12%	268	36.24 USD
CAMPAIGN 4	1.00 USD	8,962	1.74%	462	19.40 USD

\*\*Lowest-performing CPA



# THE RESULT:

WELLNESS THAT CONVERTS

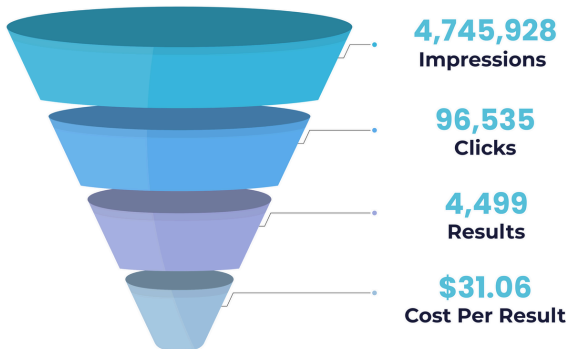


## FINAL RESULTS SUMMARY:

ACROSS ALL AD GROUPS

CPC (destination)	Clicks (destination)	CTR (destination)	Conversions	Cost per conversion ↑
1.45 USD	96,535	1.21%	4,499	31.06 USD

### HIGH INTENT, LOW COST



1 IN 21 CLICKERS CONVERTED

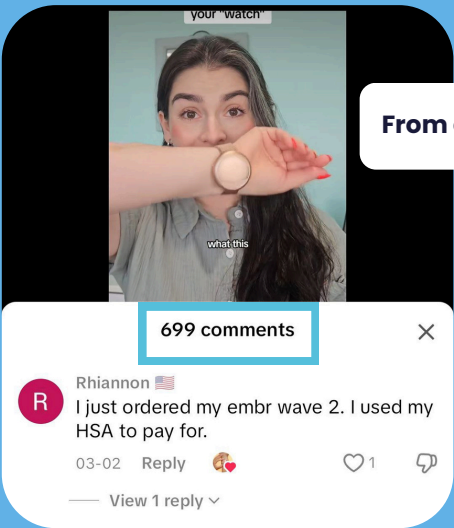
Real outcomes. Real traction. Built from real strategy.

Over 5 months, Embr Labs turned scrolls into **4,499 results** through precision targeting, conversion-driven content, and relentless testing.

With a **\$300 AOV**, each **\$31.06 conversion** delivered high-intent value—unlocking up to **10x ROI** from short-form content that truly performed.

**\$31 CPA → \$300 AOV →**  
**up to 10x ROI**

### COMMENT HIGHLIGHTS FROM TIKTOK



When content meets a real problem, it converts.

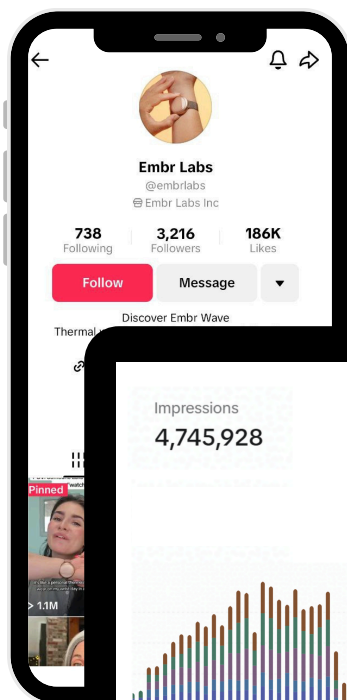




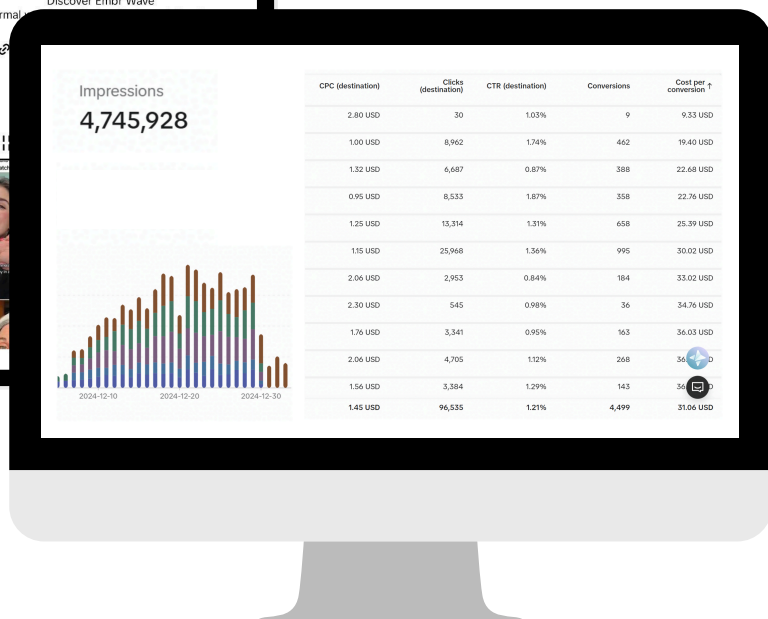
## EMBR LABS:



### Bringing Innovation to the Frontlines of Social Media



This wasn't just a content play—it was a **conversion engine.**



**4,499**  
results



**\$31.06**  
CPA



**10x ROI**  
on CPA



The kind of performance that proves TikTok is more than just entertainment—it's a **serious sales channel.**

## A STRATEGY THAT SPARKED MORE THAN VIEWS



**Young With Solutions** didn't just elevate **Embr Labs'** TikTok presence—we helped turn a sophisticated product into a social-friendly standout. By combining smart storytelling, creator alignment, and community engagement, we opened a new lane for customer discovery and digital brand building.

This case proves that with the right partner, even the most unconventional products can go viral—without losing their depth, purpose, or integrity.