

tin CASE STUDY



Cross-Platform Breakthrough:

How **Young With Solutions** Revolutionized **Tin Savings** Across TikTok, Instagram & YouTube



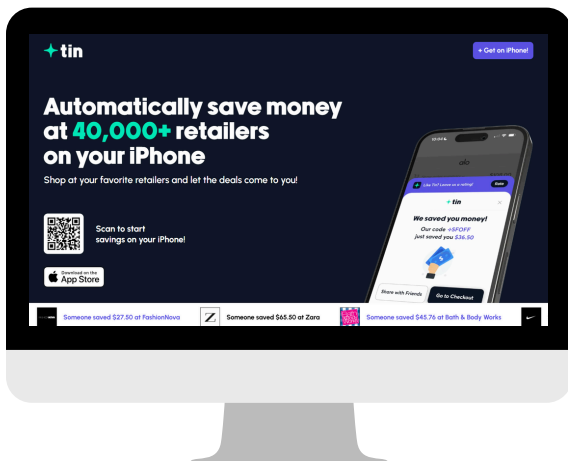
TIKTOK
+100k
Followers



INSTAGRAM
+220k
Followers



YOUTUBE
+100k
Subscribers



COMPANY: TIN SAVINGS

Tin Savings is a California-based app that makes saving online effortless. With one tap, it auto-applies discount codes at 40,000+ stores — all from your iPhone. With zero marketing history and no social presence, Tin faced a critical question: how do you break through the noise and become a must-have app for a generation raised on deals and TikTok?

That's when **Tin Savings** partnered with **Young With Solutions** — to not just launch a marketing strategy, but to create a full-blown social movement.

CHALLENGES:

A Smart App in a Loud Market

Before working with Young With Solutions, Tin Savings had a standout product but no real marketing engine behind it. TikTok, Instagram, and YouTube were untapped opportunities — platforms where their ideal users spent hours daily, yet Tin had zero presence.

Zero Brand Awareness



User Acquisition Costs



Platform Paralysis





THE SMART SAVE STRATEGY

Young With Solutions engineered a scroll-stopping, savings-smart strategy to launch and scale **Tin Savings** across TikTok, Instagram, and YouTube.

RELATABLE SAVINGS, REAL IMPACT

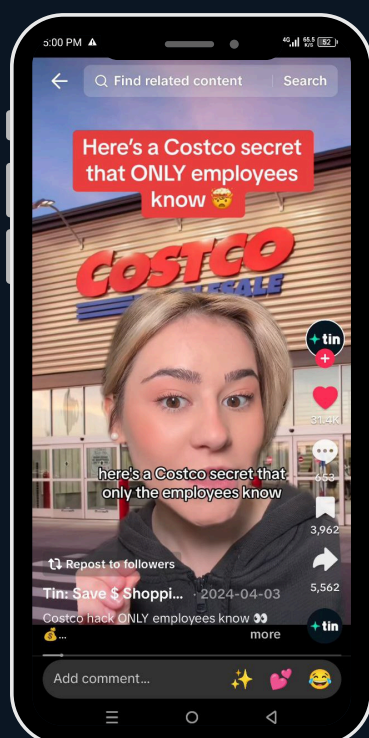
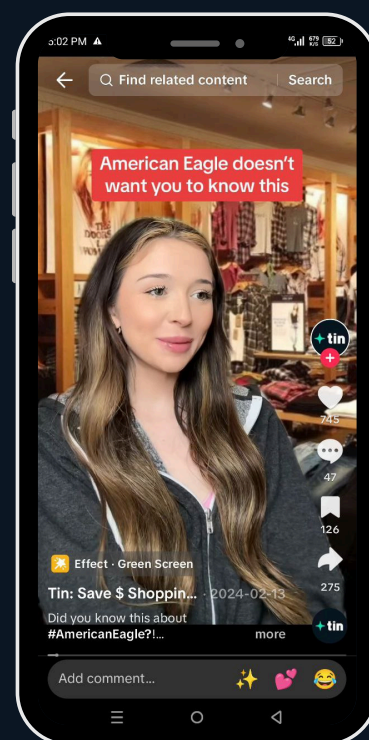


Produced **native content** that felt authentic to each platform, spotlighting everyday money-saving moments, coupon hacks, and real user experiences that showcased Tin's value without sounding like an ad.

VOICE OF THE SMART SHOPPER



Crafted a confident, **no-BS brand tone** that spoke directly to **deal-seekers** — playful, informed, and totally in tune with how Gen Z and millennial audiences communicate online.



PLATFORM POWER PLAY



Repurposed high-performing **TikToks** into YouTube Shorts and Instagram Reels — keeping content fresh, efficient, and consistent across platforms while maximizing exposure and ROI.

CLICKS MEET DATA



Leveraged **insights** from every scroll, tap, and watch to optimize content and paid campaigns — dialing in what worked and cutting what didn't. This reduced CPI while boosting engagement across the board.

THE RESULT:

FROM INVISIBLE TO INSTALLED

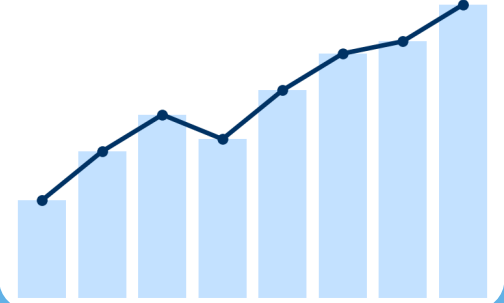


HIGH-PERFORMING CREATIVE, LOW-COST RESULTS

One of the most impactful wins during the **Tin Savings** and **Young With Solutions** partnership was the strategic use of top-performing TikTok content as ad creatives. By converting already-viral, organic videos into paid assets, Tin Savings saw ad performance soar — without the typical production spend.

This approach didn't just work — it ranked. Tin's ads landed in the top 25% of all TikTok ads by click-through rate (CTR), showcasing how native, relatable content could drive both engagement and installs at scale.

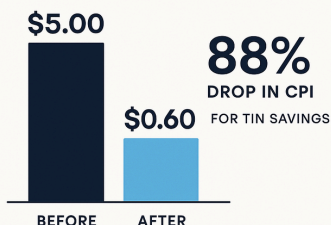
Top 25% CTR
on TikTok Ads



Total cost	CPC	CPM	Impressions	Clicks	CTR
1,702.80 USD	0.35 USD	4.90 USD	347,377	4,847	1%
Top 25%	Top 25%	Top 25%	Top 25%	Top 25%	Top 25%

REMARKABLY LOW USER ACQUISITION COST

COST PER INSTALL BEFORE VS. AFTER



By turning high-performing content into TikTok ads, Tin Savings drove installs at scale — without breaking the bank. The result? A \$0.60 cost per install, a **88% drop** from their original \$5 target.

Smart creative. Massive efficiency.



Timoté Chanut 4:37 PM

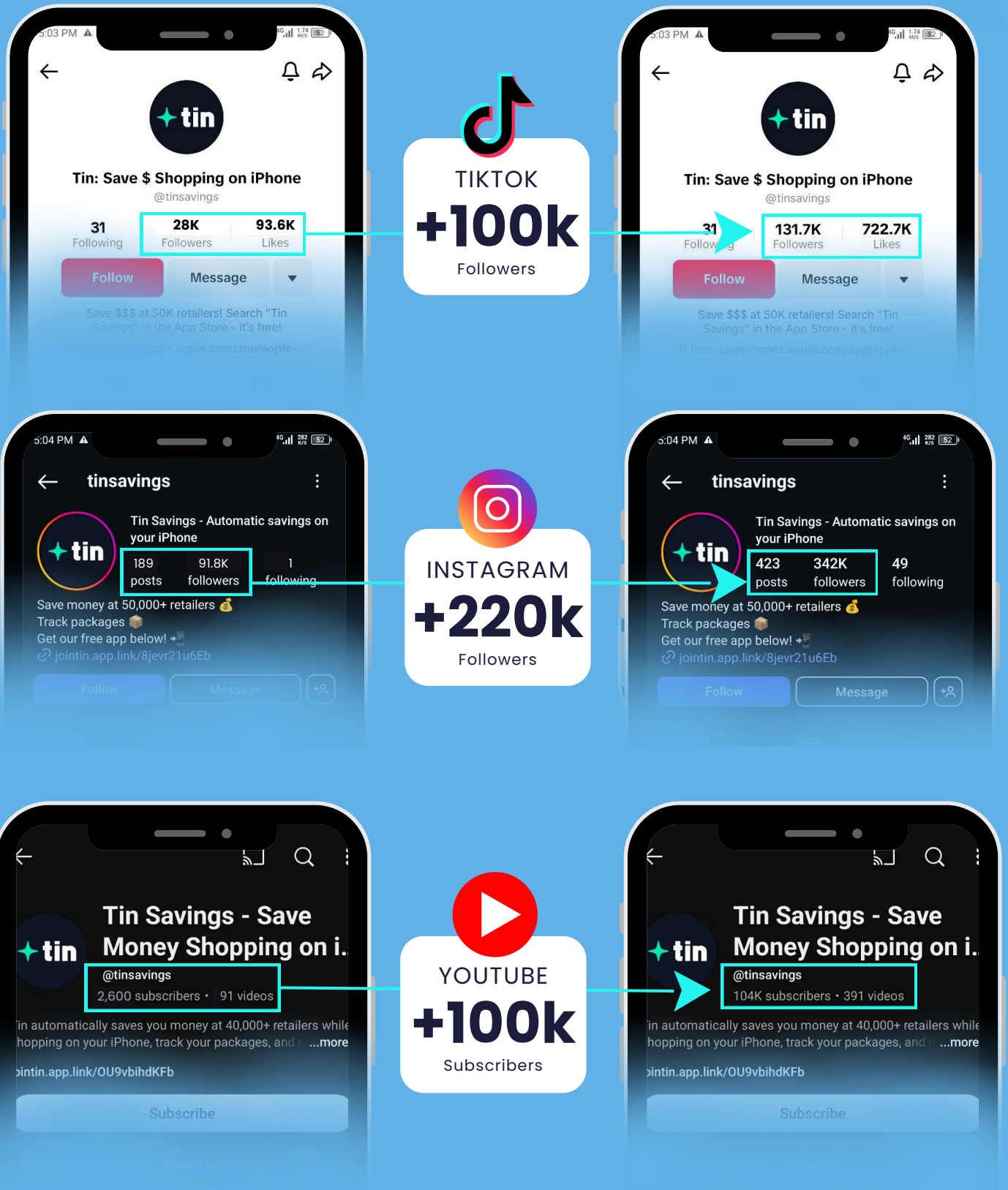
Big win for TIN, ads are popping!! Getting app installs for \$0.6 instead of \$5. That's 10x cheaper than expected :)



THE RESULT:

CLIPPING THE CODE ON GROWTH

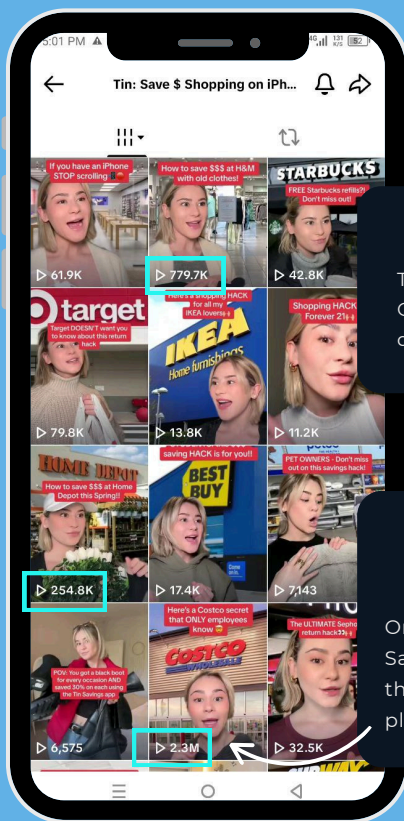
The TikTok-driven, cross-platform strategy delivered standout results across TikTok, Instagram, and YouTube — turning scrolls into followers and followers into users.



THE RESULT:

CLIPPING THE CODE ON GROWTH

Tin Savings teamed up with **Young With Solutions** to launch where it counts — TikTok. From there, we quickly expanded to Instagram and YouTube, crafting a bold, no-fluff voice that spoke directly to deal-savvy Gen Z and millennials. The result? Tin didn't just grow — it took off.



VIDEO VIEWS

6.7M+

Combined Across Multiple Posts



NEW FOLLOWERS

420k+

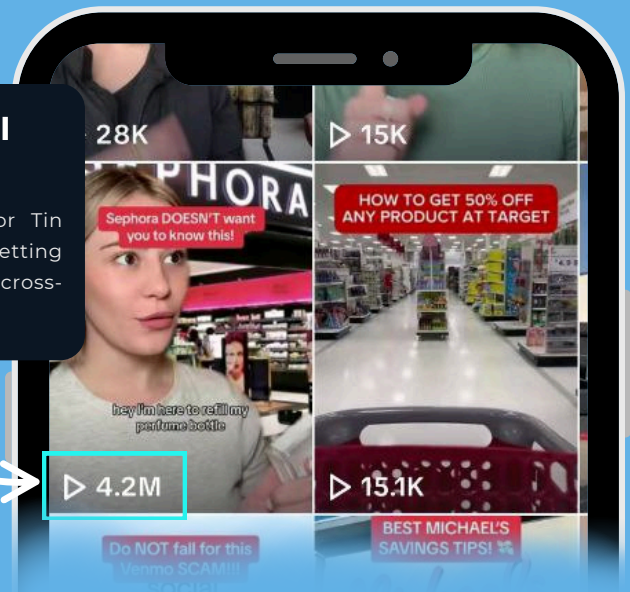
Across 3 Platforms

Content That Doesn't Quit

Tin's videos didn't just perform — they kept climbing. Our content consistently went viral hours after posting, driven by authentic engagement and shareability.

Creator Kickoff to Viral Momentum

One of our creators' first videos for Tin Savings exploded with 4.2M+ views, setting the stage for viral traction and cross-platform growth.



IMPACT

1 Turned Content Into a Growth Engine

Beyond just racking up views, Tin's content became a repeatable acquisition machine — a system where organic videos drove installs, fueled ad performance, and reinforced brand trust. What started as content creation evolved into a sustainable, scalable engine for user growth.

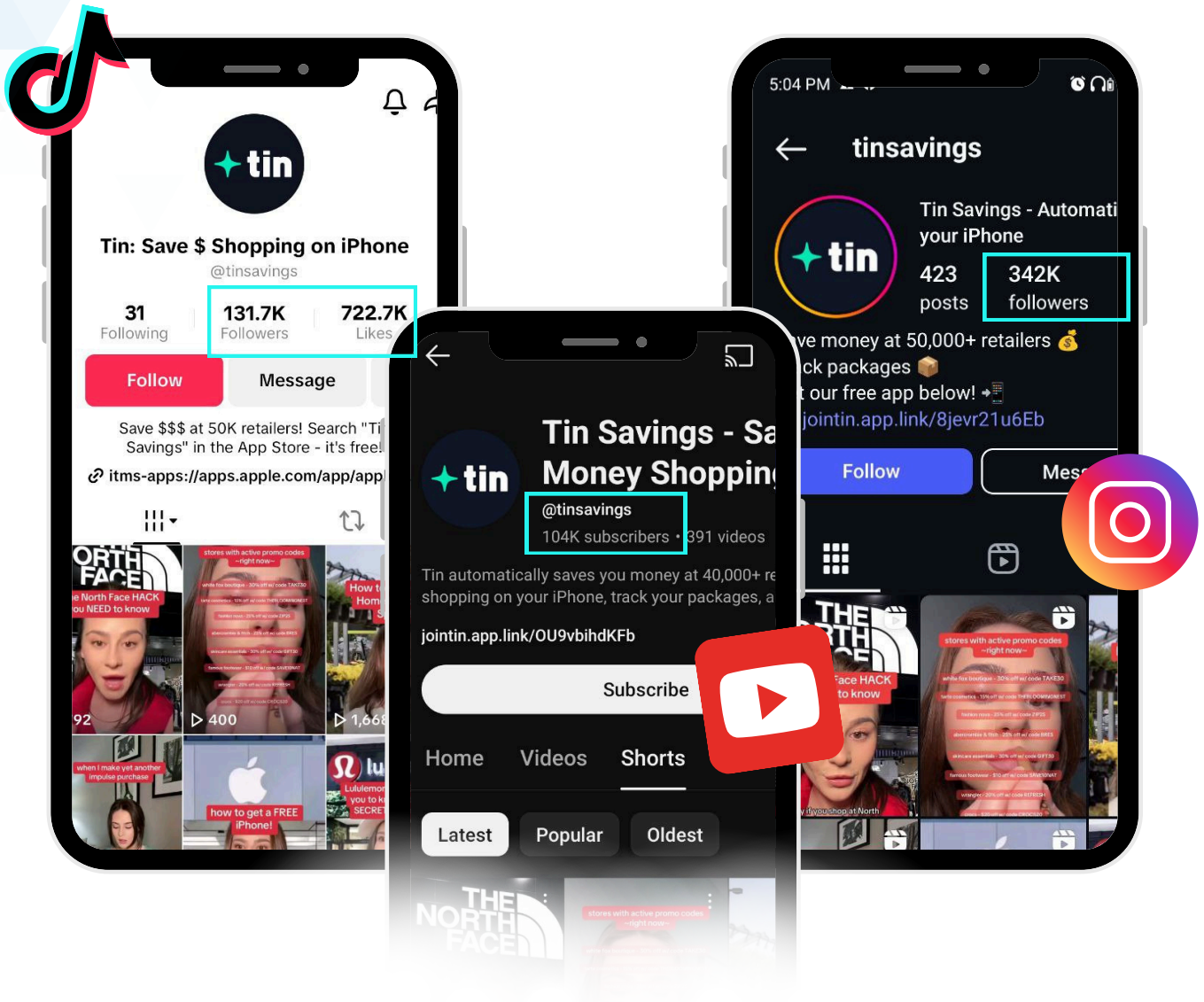
2 Elevated Brand Visibility

With no prior marketing history, Tin Savings went from unknown to unmissable — capturing attention in a saturated app space and establishing a clear voice in the money-saving conversation.

TIN SAVINGS



Discounts, Downloads, and Data-Driven Wins



A GAME-CHANGING COLLABORATION



Tin Savings' journey with **Young With Solutions** is a blueprint for early-stage brands navigating competitive digital spaces. By embracing TikTok as their launchpad and expanding across Instagram and YouTube, they didn't just acquire users — they built a loyal, vocal community.

This case proves that even emerging brands with no prior presence can achieve massive reach and cultural relevance through sharp, creator-led digital strategy — without sacrificing authenticity.

From stealth mode to viral success — **Tin Savings** didn't just join the conversation, they became the main character.