





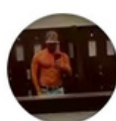
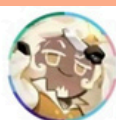







# @nicolemariedlc x WePlay

February 2024



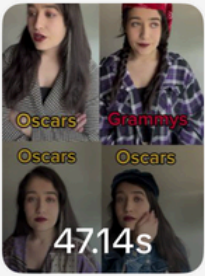
## CASE STUDY: WePlay

FIVE  
TIKTOK  
VIDEOS

-  Belle Goldarm 💰⚡  
this we play ad is the best  
2024-1-23 Reply  1 
-  Ari♥  
OMG SUPER EARLY AND I DOWNLOADED WEEPLAY 😊
-  Benji  
if Nicole makes it I buy it
-  royalmargarinecookie | zenith  
i LOVR weplay. I LOVE MIC GRAB  
2024-1-31 Reply  
-  Luna\_L\_Nova  
I met my best friend on WEPLAY and recently me and her and a bunch of other friends hit one year as friends thank you WEPLAY 😊  
2024-12-22 Reply  1 
-  Sweet. Strwb  
YALL WEPLAY IS ACTUALLY SO FUN 🙏
-  No\_Bodyhere  
Goddamn I be deleting this and reinstalling it and repeat like this kinda got me in a chokehold  
1-17 Reply

4%  
OVERALL  
ENGAGEMENT

**Video analysis**



Posted on Mar 4, 2024, 3:20 PM

1.3M | 12K | 60 | 106 | 1,113

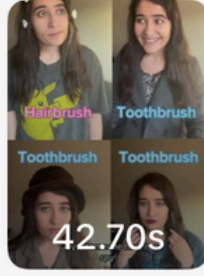
Overview | Viewers | Engagement

**Get TikTok Studio** See advanced analytics on videos from top creators on TikTok. [Download](#)

**Key metrics** Updated on 2/20/2025.

Video views <b>1338441</b>	Total play time <b>3552h:40m:18s</b>
Average watch time <b>9.0s</b>	Watched full video <b>2.36%</b>
New followers <b>1200</b>	

**Video analysis**



Posted on Jan 18, 2024, 4:12 PM

1.3M | 11K | 181 | 92 | 671

Overview | Viewers | Engagement

**Get TikTok Studio** See advanced analytics on videos from top creators on TikTok. [Download](#)

**Key metrics** Updated on 2/20/2025.

Video views <b>1294314</b>	Total play time <b>3580h:44m:32s</b>
Average watch time <b>9.3s</b>	Watched full video <b>1.96%</b>
New followers <b>872</b>	

@nicolemariedlc x We Play  
*February 2024*

# Results:

LIKES	24K
COMMENTS	300
SHARES & SAVES	2050
TIKTOK VIEWS	2.8M
OVERALL REACH	2,826,350

\*please note: for this specific campaign the brand used SparkAds to further promote the five-video campaign