TikTok Performance Ads Creative Tips

Human Resources Industry Edition

June,2023

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01 Part-time job service (app)

NICE
検品
バイト
日給例
12,000円

Subject of analysis

- Extraction period: March 30, 2022 - March 30, 2023
- Extraction conditions: For the purpose of TikTok Performance Auction App Install in Japan

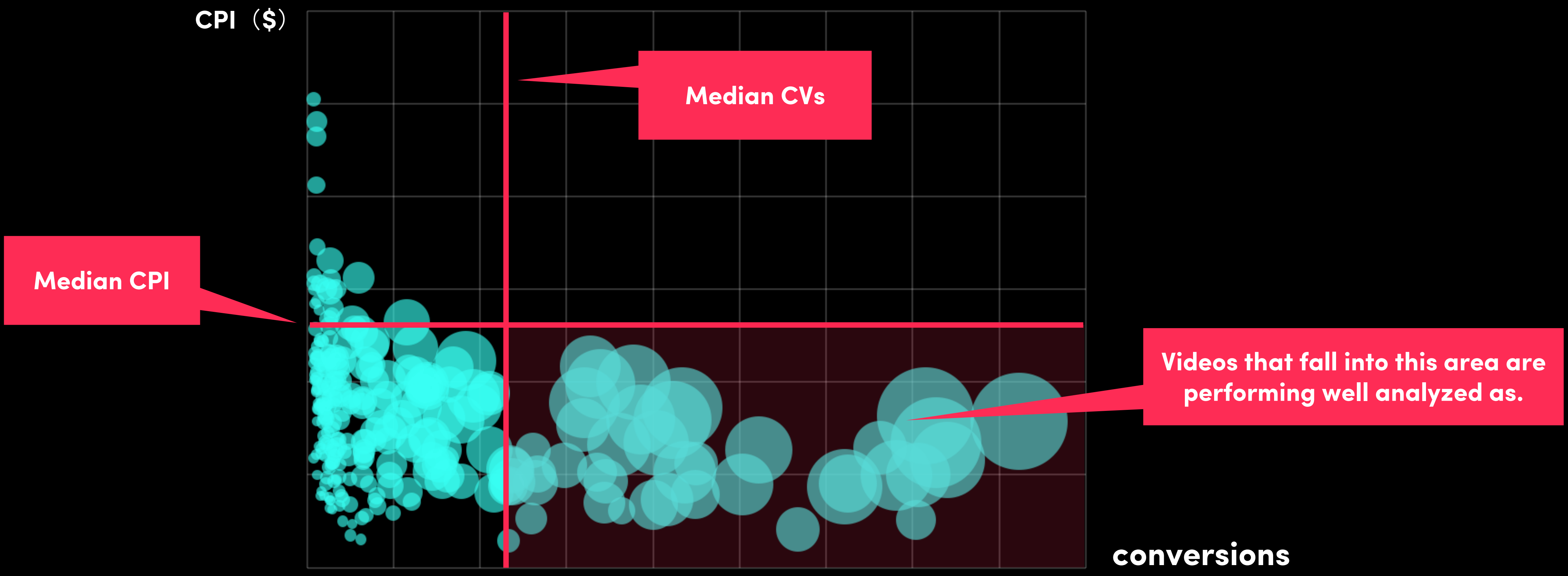
  Targeting advertisements in the human resources industry with more than 50,000 imp and 20+ conversions.

  In addition, in order to make a fair data comparison, while ensuring the number of samples, the advertisement setting is Lowest Cost, without gender targeting.
- A total of 267 videos that met the above conditions were subjected to analysis.

What is a successful creative?

Criteria for evaluation of successful creatives

Based on the video to be analyzed, create a bubble table with conversion number on the X axis, CPI on the Y axis, and impression on the bubble size. Draw a reference line on the X-axis with the median conversion number, draw a reference line on the Y-axis with the median CPI, and four quadrants will appear. The videos in the fourth quadrant (N=84) of the "lower right" are regarded as strong creatives, and the videos with high impression are regarded as TOP videos.



Videos that fall into this area are performing well analyzed as.

※image

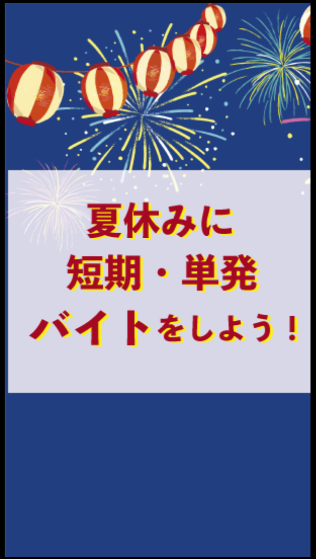
Features in Top Videos

#1 Part-time job recruitment service (app)

Features in Top Videos

Features in top videos. Videos showing the advantages of part-time jobs such as daily wages, inexperienced OK, transportation expenses etc and multiple specific examples of part-time jobs, and skit style expression videos were frequently seen at the top.

Promoting benefits


夏休みに
短期・単発
バイトをしよう！

Limited to the season, short-term, single-shot is emphasized from the beginning. Promote the benefits of part-time work in terms of compensation and conditions with multiple switches.

Present multiple examples of specific part-time jobs

検品
バイト
日給例
12,000円
大人気な高時給
スキマバイト
「3選」

Present multiple examples of specific part-time jobs.
Things that were shown in a popularity ranking format and those that emphasized salaries were doing well.

Comte style expression

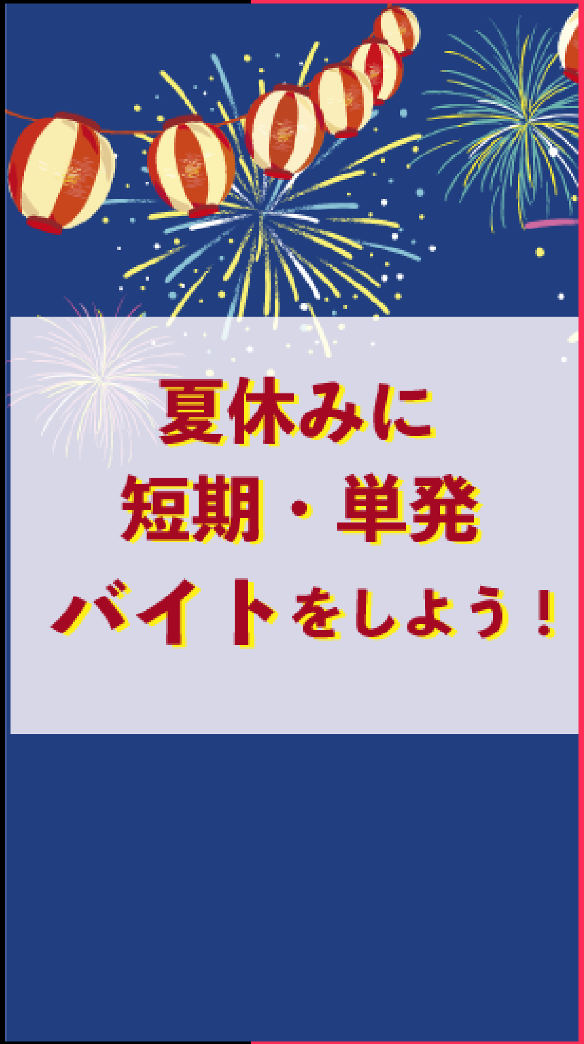
友達と買い物中の
あるある

A video that encourages the use of the service in a story in the style of a skit. A certain situation while shopping with friends, or lack of money situation items are doing well.

TOP 1

Promote the benefits of part-time work in terms of compensation and conditions with multiple switches

Targeting students (university/high school) with varied incentives tailored for short-term and seasonal recruitment needs, highlighting compensation and flexible conditions. Utilizing vibrant visuals of fireworks and festivals evoking summer vibes, accompanied by upbeat background music to foster a positive outlook.


夏休みに
短期・単発
バイトをしよう！

TOP 2

Introducing popular part-time job content for college students in a ranking format

Multiple examples of specific part-time jobs are provided.
At the beginning, the interesting title "High hourly wage vacant part-time job popular among college students" is used as a hook and introduced in a ranking format. The machine voice narration also conveys the hourly wage, emphasizing the high hourly wage part-time job.

After introducing three specific examples, in the second half, we will show the actual ways how to install and apply on the screen and application installation state on the UI and encourage the next action.

大学生
人気な高時給
スキマバイト

「3選」

#1 Part-time job recruitment service (app)

TOP 3

Common While Shopping: A Skit Encouraging Part-Time Work Amid Financial Constraints

Targeting students (university students/high school students), it expresses in a skit-like style titled common things in a situation where a woman goes shopping with her friends.
The setting is to start a part-time job search service that will be rewarded with instant money in order to buy what the main character wants.

In the second half, my friend tells me about the merits of the service (see past reviews, same-day deposit).

友達と買い物中の
あるある

TOP 4

A skit to learn a part-time job app from a friend

Scenarios where friends discuss their spending habits.
A friend introduces a campaign of a part-time job search service (a campaign to get 10,000 yen).

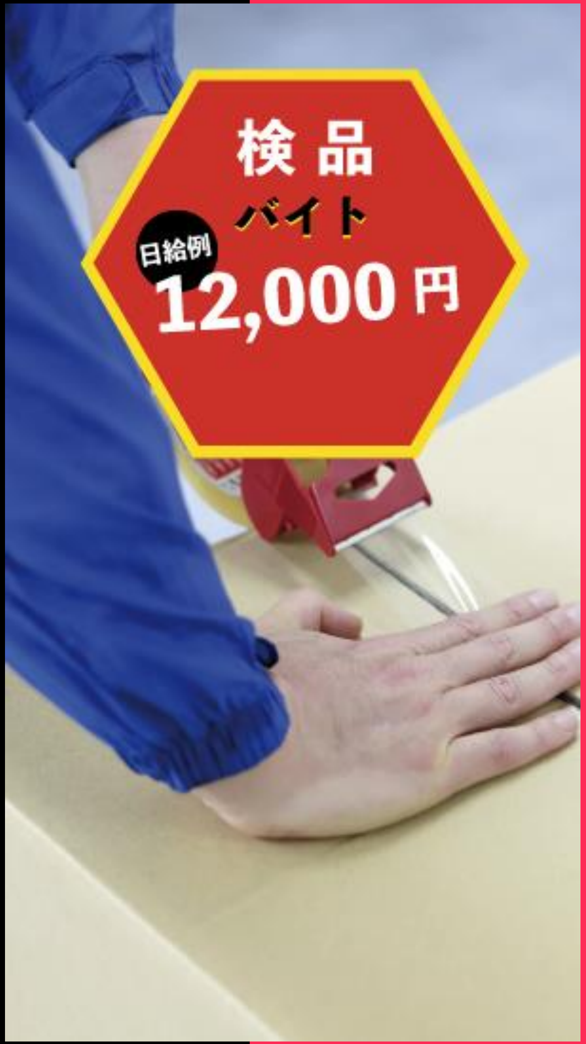
In addition, it highlights the service's credibility as it is backed by a publicly-listed company, ensuring a trustworthy experience.

初回勤務日が決まったら
申請可能

TOP 5

Emphasizes high hourly wages and introduces multiple daily paid part-time jobs

Presenting multiple daily part-time jobs such as "packaging" and "labeling" that have a strong image of daily payment.
By emphasizing the daily wage amount in the text and emphasizing that the payment is made on the same day in the second half, to resonate with individuals seeking immediate earnings.

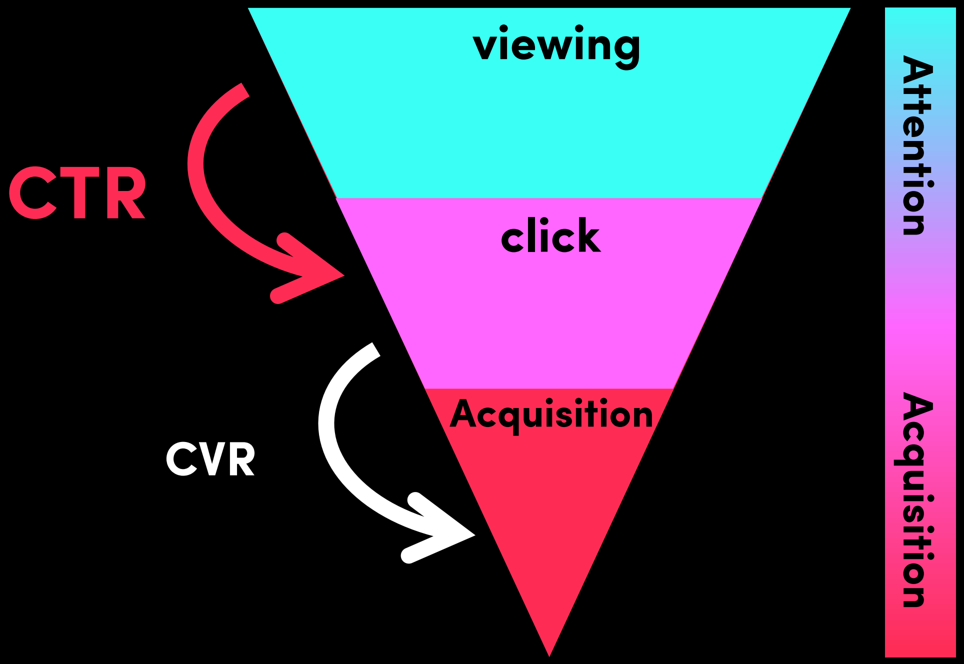


Factorial analysis

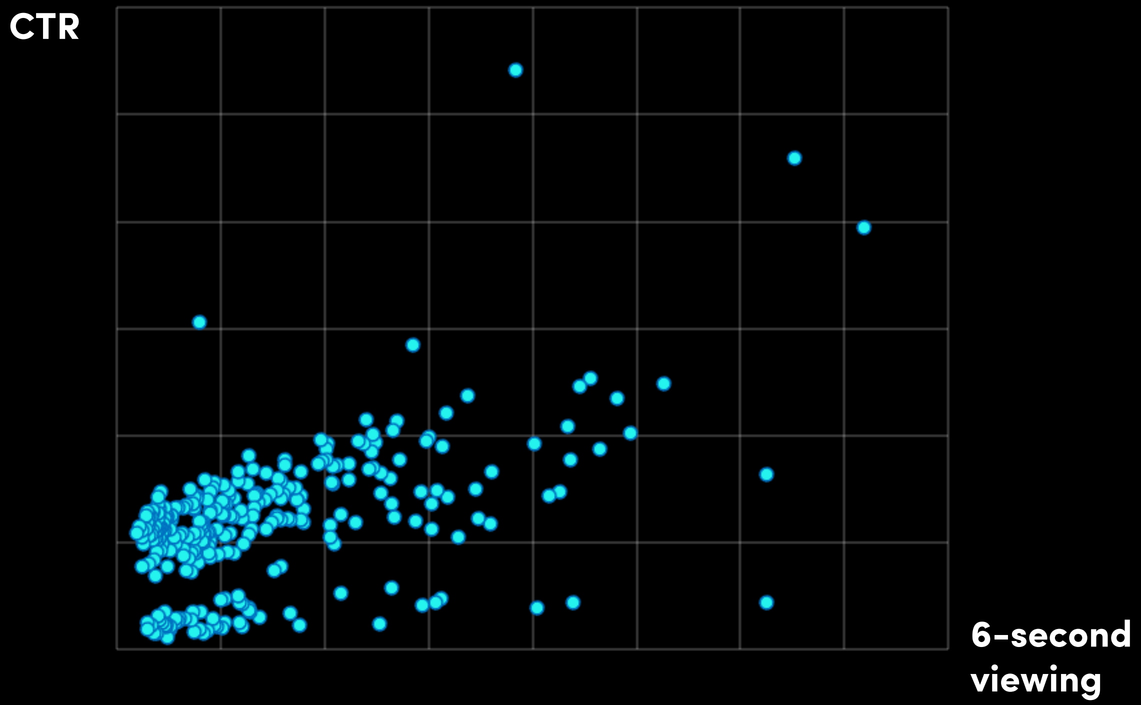
Why is the acquisition efficiency of such videos so good?

Grasping action factors in videos with CTR

Verify what videos are more likely to be watched and clicked by users


viewing
click
Acquisition
CTR
CVR
Attention
Acquisition

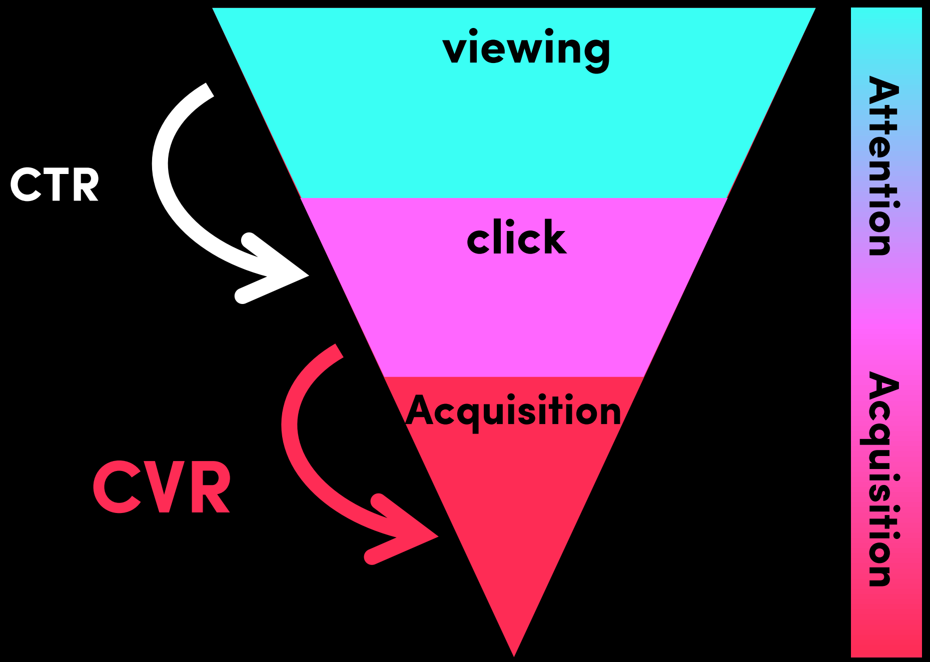
Flow from video viewing to acquisition



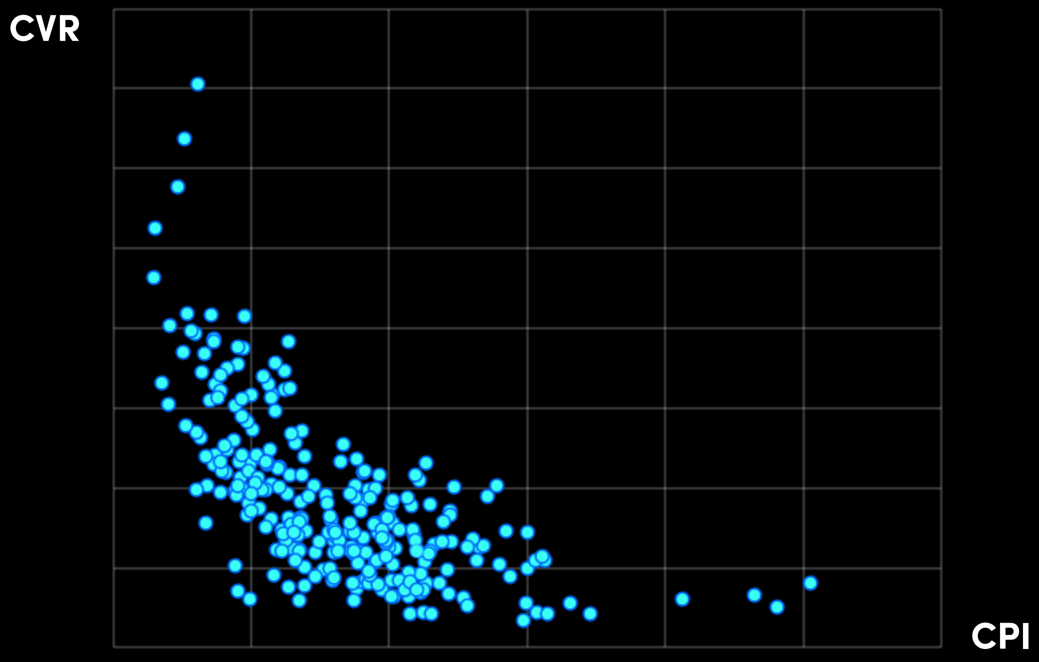
Correlation coefficient between 6-second viewing rate and CTR is 0.78 (strong correlation)

Grasping action factors in videos with CVR

Verify what kind of videos are more efficient in acquiring users


viewing
click
Acquisition
CTR
CVR
Attention
Acquisition

Flow from watching videos to earning



Correlation coefficient between CVR and CPI is -0.64
(much negative correlation)

Analysis of factors for favorable CTR(attention factor)

Analyzing the factors that contributed to the strong CTR

1 Video representation

Videos with UGC-like materials such as “skit-style expressions,” “question expressions,” and “Vlog-style expressions” performed well

2 Appearance of a person in the video

Videos with people in them are doing better

3 Campaign appeal

Strong CTR results compared to videos not promoting the campaign

4 Arousal of issues

The video's opening paragraphs, such as "running out of money" and "looking for a part-time job is a hassle," evoke issues are appealing, and appeals to make them your own are doing well

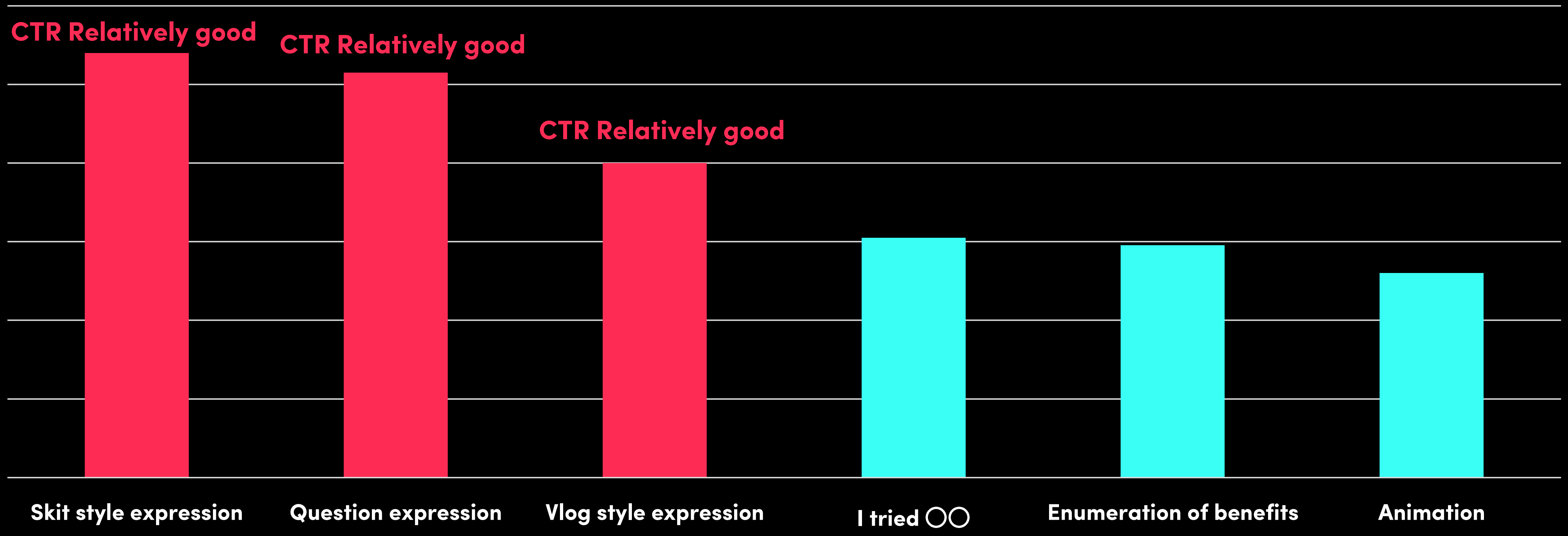
5 Narration/ BGM

If there is a narration (NA), the CTR will be good regardless of the background music

01 Video representation

Videos with UGC-like materials such as “skit-style expressions” “question expressions,” and “Vlog-style expressions” performed well

Video by expression Different CTR



#1 Part-time job recruitment service (app)

01 Video representation

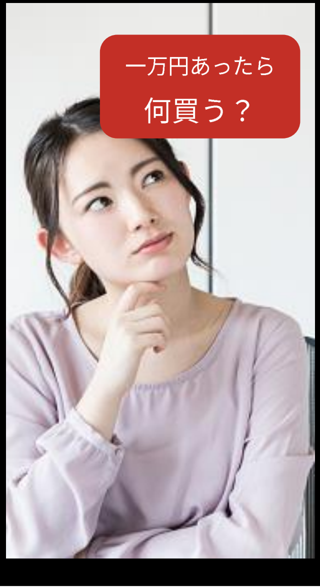
Specific examples of “Skit-style ", “Question expression" and "Vlog-style expression"

TOP1 Skit-style

友達と買い物中の
あるある

Titled common things while shopping with a friend, it is expressed in a skit style. Expand the strength of the service in the second half.

TOP2 Question expression


一万円あったら
何買う？

With an incentive of 10,000 yen for using the service, "What would you spend it on?“ to be the video unfolds in the form of a question.

TOP3 Vlog-style expression

20代独身
散財女子の節約術

Use Vlog video with UGC feeling.

The video was developed from the angle of saving money, and the incentive for the service (¥10,000) was promoted in the latter half of the video.

Compared to “animation” and “a list of merit appeals” with a strong official feeling, CTR was better for video expressions that used shooting materials with a sense of UGC. In particular, skit like videos that are shown in situations are effective.

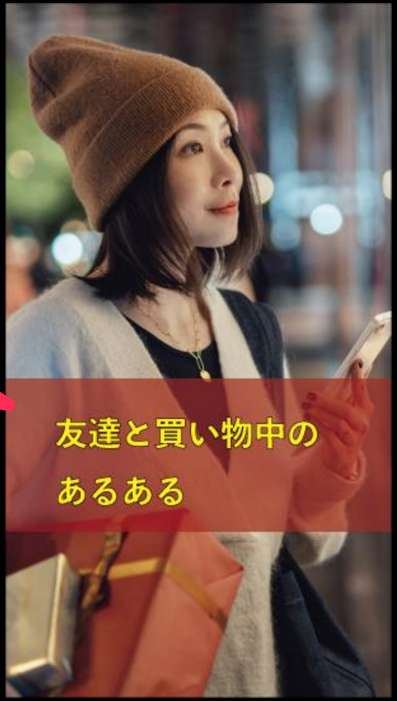
#1 Part-time job recruitment service (app)

02 Characters in video

Videos with people appearing have better CTR results

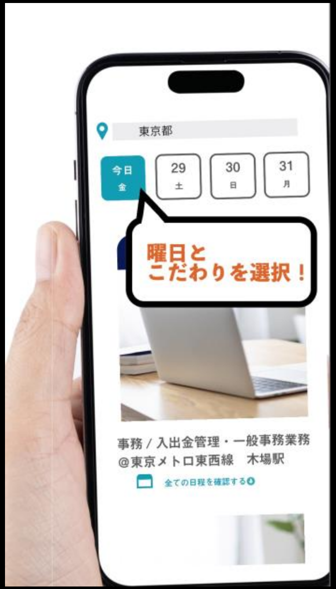
Persons appear in the video

Compare to
"No person appears"
Average CTR is about
30%UP


友達と買い物中の
あるある

Example: Skit style expression
Vlog styleExpression
Question expression
etc...

No person appears in the video


東京都
今日 金
29 土
30 日
31 月
曜日と
こだわりを選択！
事務 / 入出金管理・一般事務業務
@東京メトロ東西線　木場駅
全ての日程を確認する

Example: Merit enumeration style expression
Animated expressions
etc...

It is thought that “skit-style expressions” and “Vlog-style expressions” in which people appear in the videos serve as attentions that lead to video viewing and lead to clicks.

03 Campaign appeal

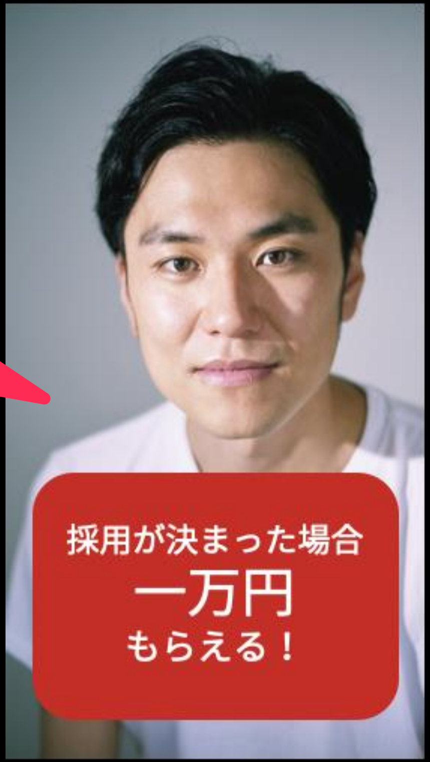
Strong CTR results compared to videos not promoting the campaign

Campaign appeal exists

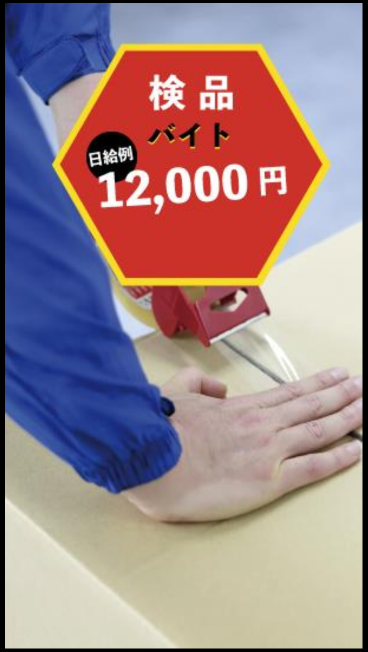
Compared to videos without campaign appeals

Average CTR is about

29%UP


採用が決まった場合
一万円
もらえる！

No campaign appeal



#1 Part-time job recruitment service (app)

04 Arousal of issues

Initiating the video with relatable concerns like 'Running Low on Funds' and 'Hassle of Job Hunting,' and transforming them into personal stories has proven to yield a favorable Click-Through Rate (CTR).

Examples of raising issues

Running low on funds

今月は金欠で
無理ですが・・

Searching for jobs is a hassle

バイトの求人探すの
面倒くさくない？？

Expenses pile up

長期休みは
出費が重なるし

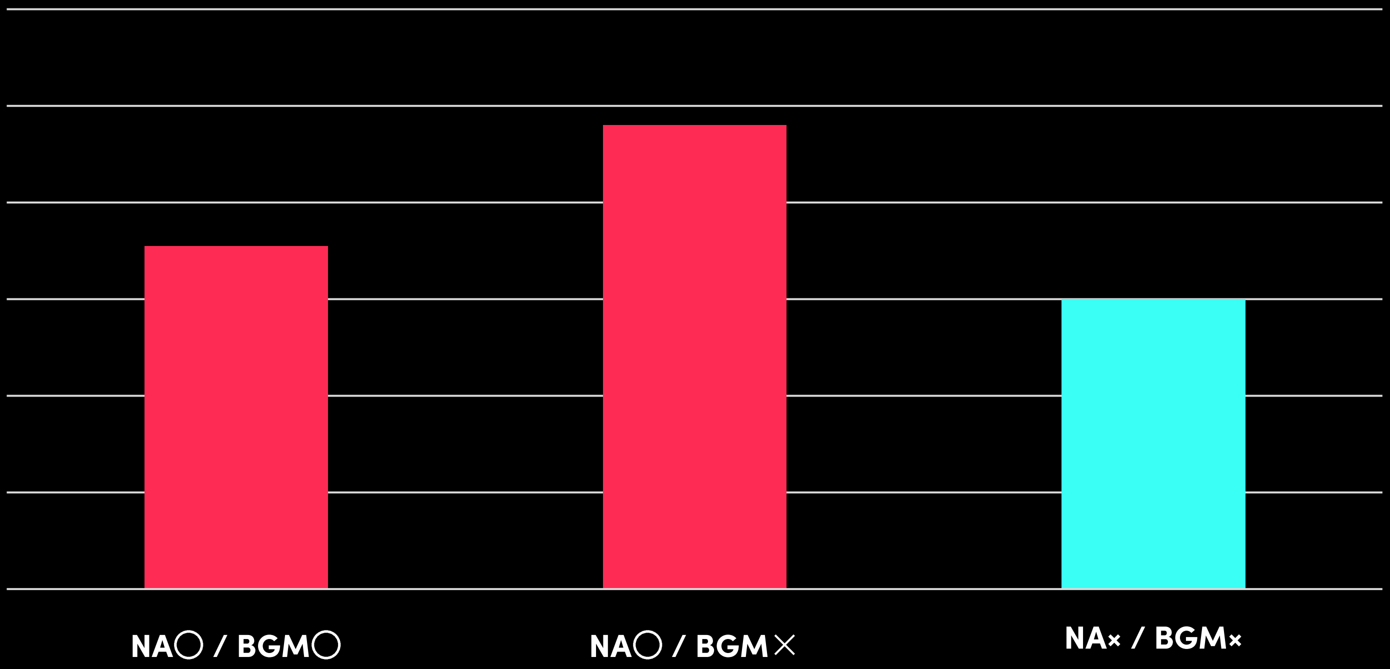
"No Arousal of issues"
Compared to the video with
Average CTR is about
43%UP

The aim is to attract interest in the video by appealing to issues that are easy to sympathize with, such as "lack of money," "hassle" and "overlapping expenses," to a target audience looking for part-time jobs.

05 Narration / BGM

With narration (NA), CTR results are good even without the BGM

Comparison of CTR for Narration with/ without BGM



※ Items with an N number of 5 or less are excluded.

Based on the survey results of skit-style videos and the ease of listening, it is speculated that the appealing points of the narration will be easier to convey without background music.

Analysis of factors for favorable CVR(action factor)

Analysis of the factors behind favorable CVR

1 Service UI

UI presentation that conveys the ease of use of the service is strong.

2 Salary presentation

Presenting the actual salary in the video is effective.

3 Presentation of part-time job contents

Introducing 3 or more jobs is effective.

4 Expression to lower the hurdle

Expressions that lower the hurdles, such as "inexperienced OK" are effective

5 CTA

It is effective to devise CTA with swipe clicks, arrows, etc.

6 Service name

Displaying the service name in the middle of the video is effective

01 **Service UI**

UI presentation that conveys the ease of use of the service is strong

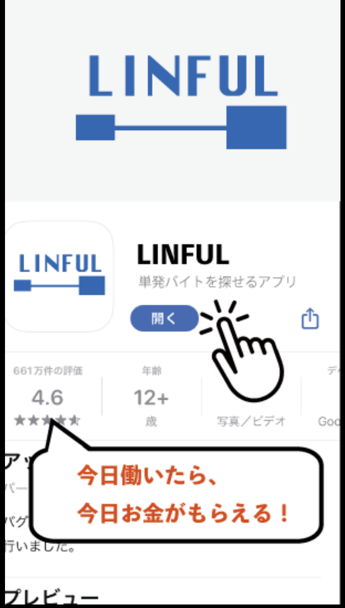
Compared to the
“no service UI” video

Average CVR is about

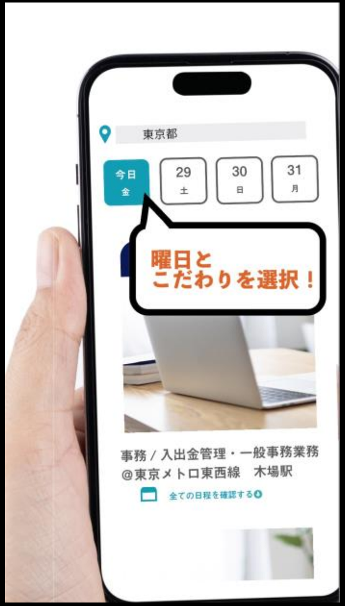
9%UP

Service UI presentation example

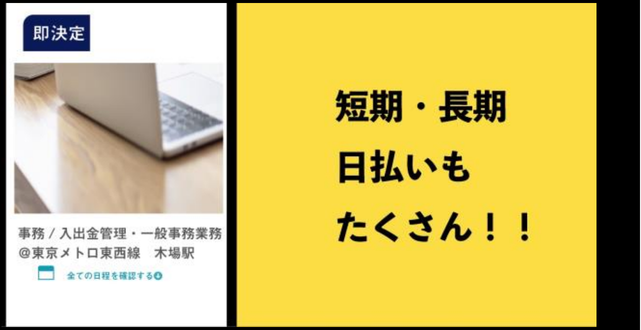
Presenting the procedure up to installation in the UI


LINFUL
LINFUL
LINFUL
単発バイトを探せるアプリ
開く
661万件の評価
4.6
★★★★★
年齢
12+
歳
写真／ビデオ
プレビュー
今日働いたら、
今日お金がもらえる！

Show the flow of operations


東京都
今日
金
29
土
30
日
31
月
曜日と
こだわりを選択！
事務／入出金管理・一般事務業務
@東京メトロ東西線　木場駅
全ての日程を確認する

UI display that matches the end cut of the video

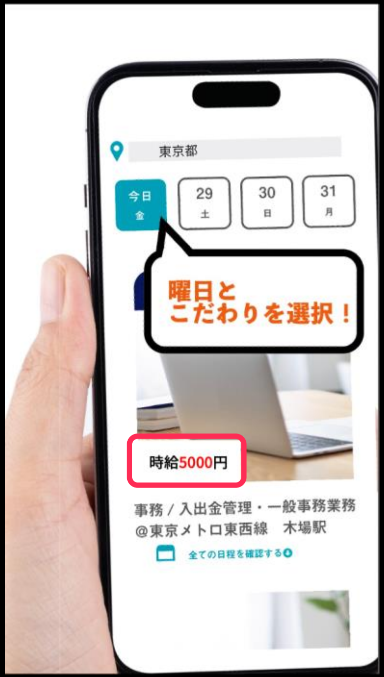

即決定
事務／入出金管理・一般事務業務
@東京メトロ東西線　木場駅
全ての日程を確認する
短期・長期
日払いも
たくさん！！

#1 Part-time job recruitment service (app)

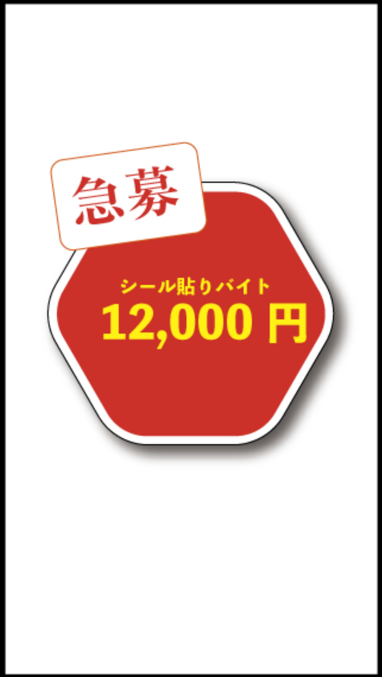
02 Salary presentation

Presenting the actual salary in the video is effective

Salary display in actual service UI


東京都
今日 金
29 土
30 日
31 月
曜日と こだわりを選択！
時給5000円
事務 / 入出金管理・一般事務業務
@東京メトロ東西線　木場駅
全ての日程を確認する

Emphasize salary with sticker-style expressions

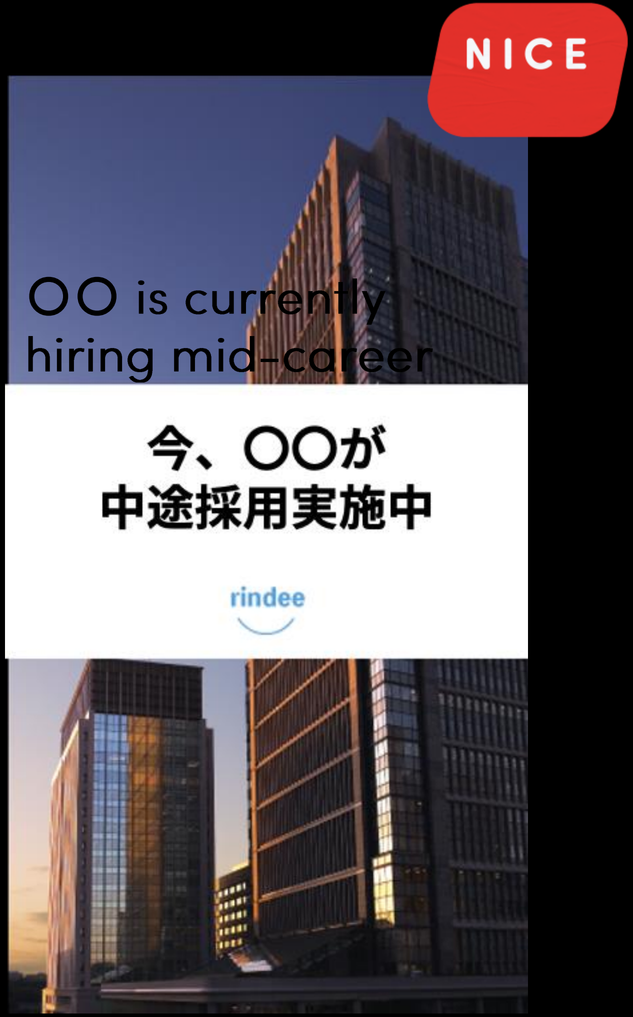

急募
シール貼りバイト
12,000 円

Compared to the
“No Salary Presented” video
Average CVR is about
36%UP

Showing a list of part-time job search results on the actual screen, revealing wages alongside comprehensive job particulars, and featuring videos that, and videos that introduce salaries for multiple part-time jobs in a sticker-like design are doing well.

02

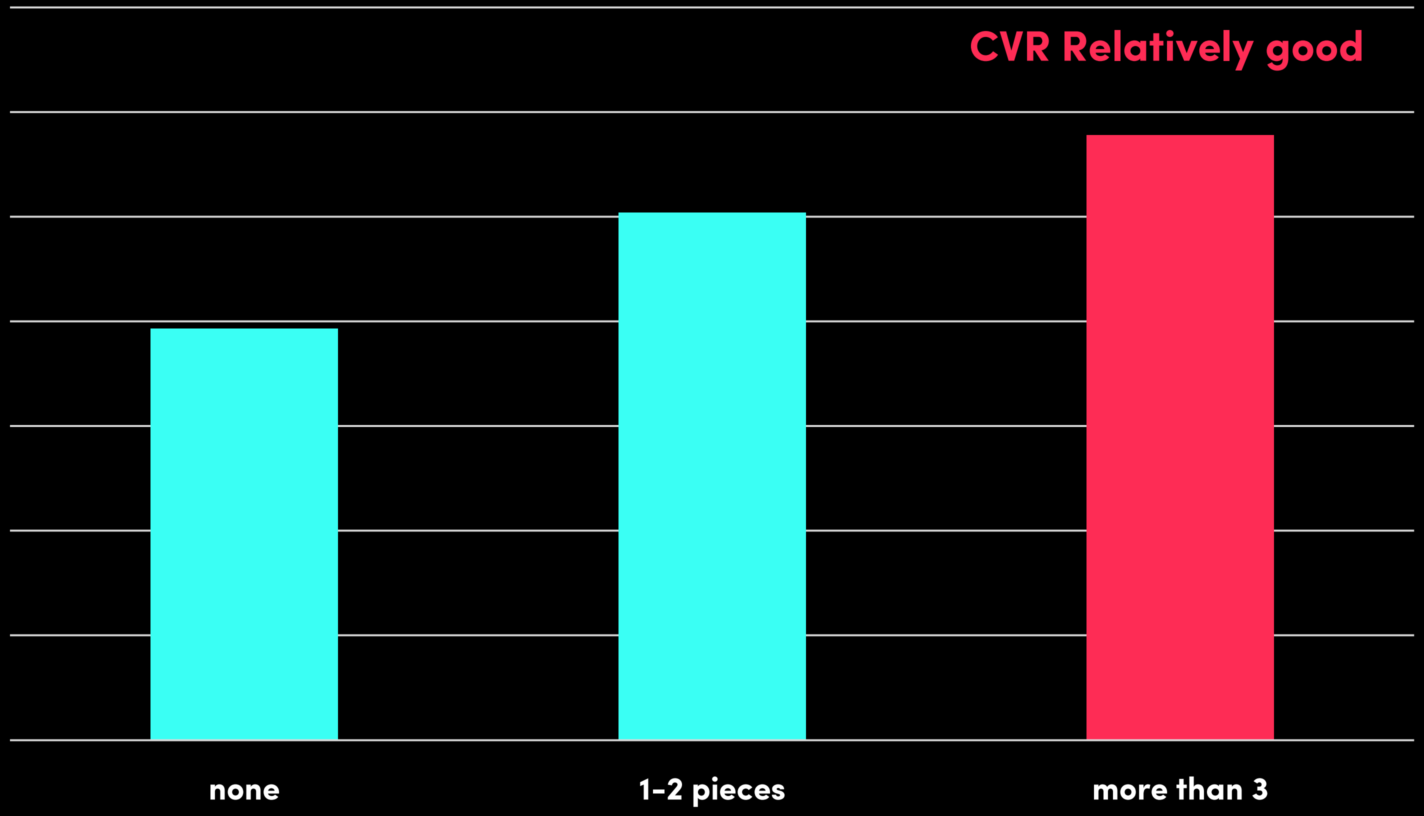
Recruitment and career change services (Web)


NICE
〇〇 is currently hiring mid-career
今、〇〇が
中途採用実施中
rindee

03 Presentation of part-time job contents

Introducing 3 or more part-time job is effective

CVR by number of byte content presented in video



#1 Part-time job recruitment service (app)

04 Expression to lower the hurdle

Expressions that lower the hurdles, such as "inexperienced OK" are effective

There is an expression that lowers the hurdles of part-time work

Compared to “no expression to lower the hurdle”
Average CVR is about
92%UP

Examples of doing well expressions

Offer of conditions	Even high school graduates / inexperienced OK / Work from home OK etc...
Instant payment	Daily payment possible /same day payment
Simplicity	Resume/interview not required/Same day hire

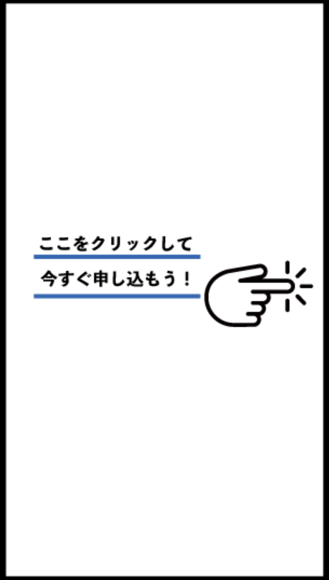
Many ads focused on highlighting 'benefits of the job', 'instant payment', 'ease of use', and the convenience of starting without hassle.

05 CTA

It is effective to devise CTA with swipe clicks, arrows, etc.

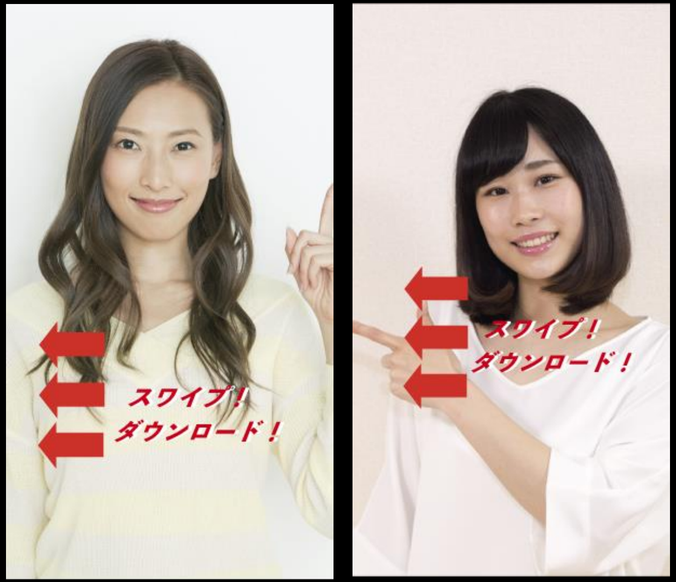
CTA ingenuity example

Animation prompting click with finger icon

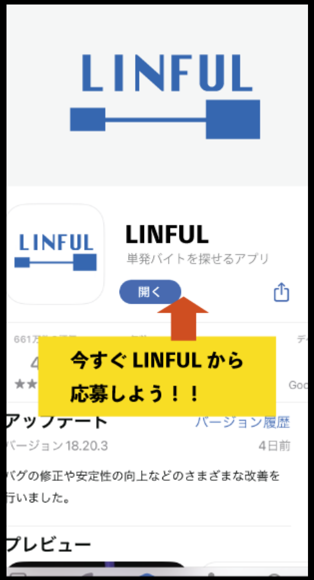


ここをクリックして
今すぐ申し込もう！

Creators Encourages Swipe


スワイプ！
ダウンロード！
スワイプ！
ダウンロード！

Promote downloads with app store UI


LINFUL
LINFUL
LINFUL
単発バイトを探せるアプリ
開く
アップデート
バージョン履歴
バージョン18.20.3
4日前
プレビュー

今すぐ LINFUL から
応募しよう！！

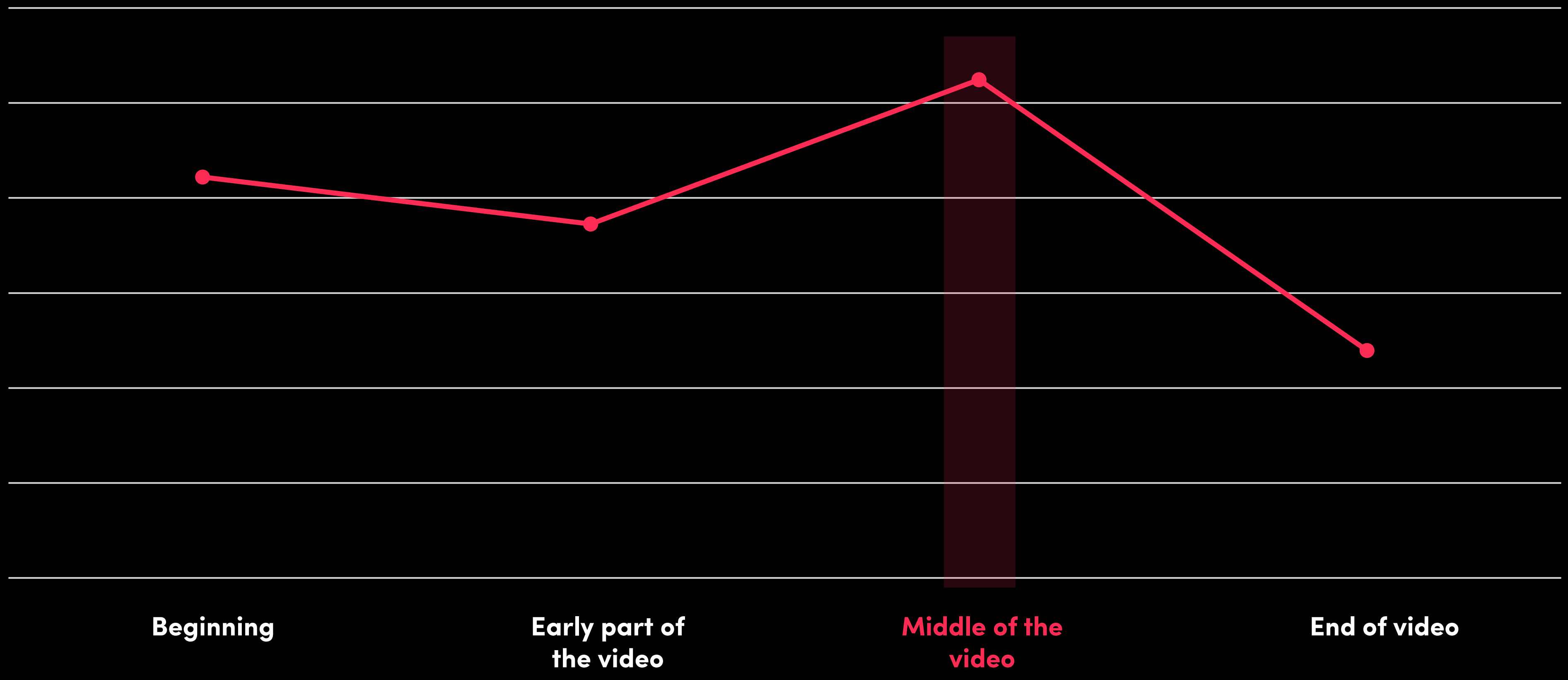
バグの修正や安定性の向上などのさまざまな改善を行いました。

Compared to videos with "no CTA expression"
Average CVR is about
64%UP

06 Service name

Displaying the service name in the middle of the video is effective

CVR by seconds of service name appearance



※ 2 seconds is the outset, 2 to 10 seconds is the early stage, 11 to 20 seconds is the middle, and 21 seconds or more is the end.

Summary

Summary of factors for favorable CTR/CVR

CTR favorable factor (attention factor)

- Expressions that evoke challenges at the beginning of the video
- **Use shooting materials with a sense of UGC** such as "skit style" and "Vlog style"
- **Narrator, not concerned** with background music
- **Put people** in your videos
- Presenting **campaign** details in the video

CVR favorable factor (action factor)

- Presenting the **UI of the service** to clarify the usage image
- **In the middle** stage Providing **service name**
- Show the actual **part-time job salary**
- Present **3 or more part-time job descriptions**
- Include expressions **that lower the hurdles for part-time jobs**, such as "inexperienced OK"
- Encourage downloads with expressions that **encourage clicks** with end cuts

Subject of analysis

- Extraction period: March 30, 2022 - March 30, 2023
- Extraction conditions: For the purpose of Japanese TikTok Performance Auction Web Conversion Targeting advertisements in the human resources industry with more than 50,000 impressions and 20+conversions.
- In addition, in order to make a fair data comparison, while ensuring the Number of samples, the ad placement settings are Lowest Cost, Equipped without gender targeting.
- A total of 94 videos that met the above conditions were subjected to analysis.

In the web advertisements in the section "Recruitment Services, How much impact does an LP have?"

Compared to other industries, the correlation between CTR and CVR is strong results

Correlation coefficient between CTR and CVR in each industry (web)

Human Resource Change Industry (WEB)

0.64

Quite a correlation

Financial Card Loan Industry (WEB)

0.15

No correlation

EC Industry (WEB)

0.07

No correlation

※ This is the result of verification using the same extraction conditions as the human resource career change industry.
The value of the correlation coefficient may change depending on the sampling period and the granularity of industry classification.
As a trend, there is no change in the fact that the correlation is not high.

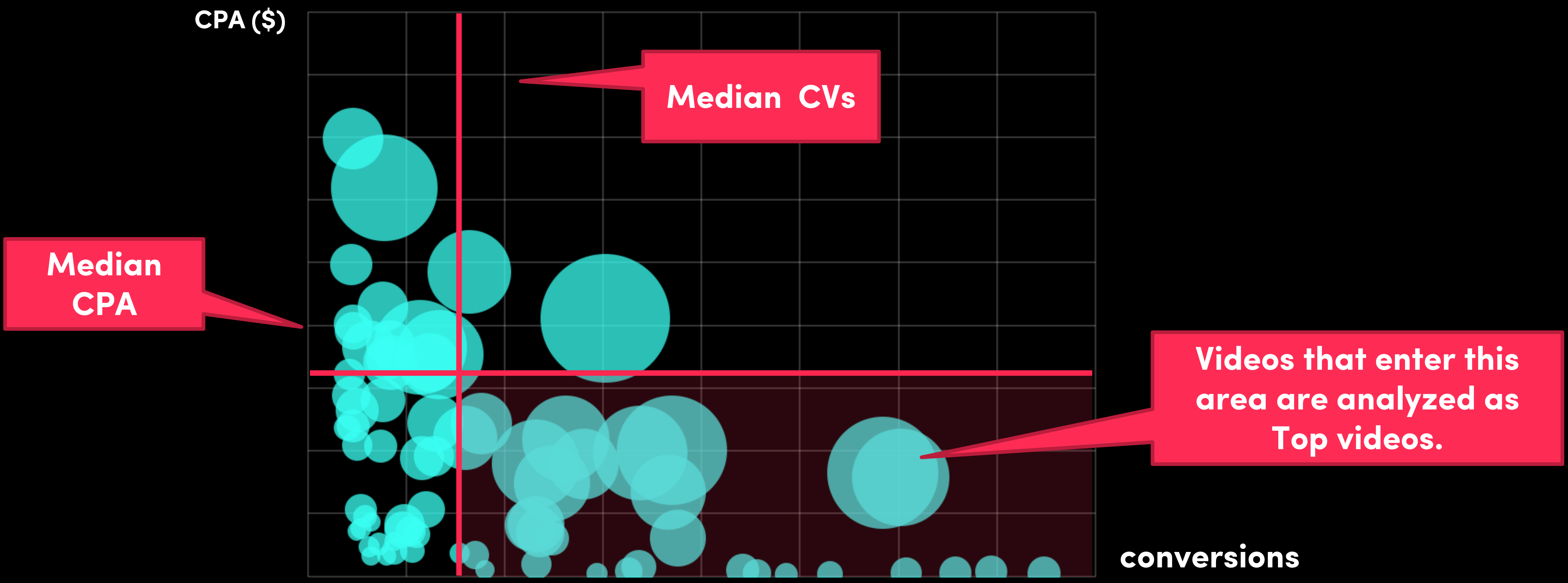
It is thought that many of the clicks are from users whose needs for changing jobs have become apparent.

Rather than improving LP, improving video creative is a priority measure to increase the number of CVs.

What is a successful creative?

Criteria for evaluation of successful creatives

Based on the video to be analyzed, create a bubble table with conversion number on the X axis, CPI on the Y axis, and impression on the bubble size. Draw a reference line on the X-axis with the median conversion number, draw a reference line on the Y-axis with the median CPI, and four quadrants will appear. The videos (N=35) that entered the fourth quadrant of the "lower right" are regarded as favorable videos, and the videos with the highest impression are regarded as Top videos.

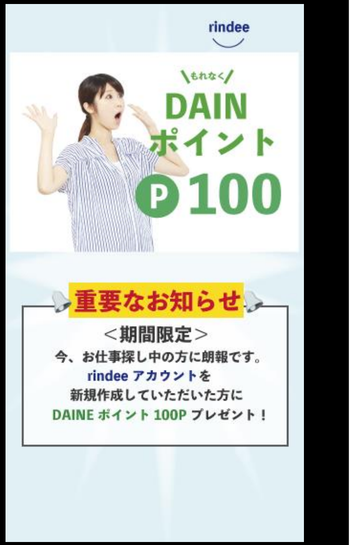


※image

Features in Top Videos

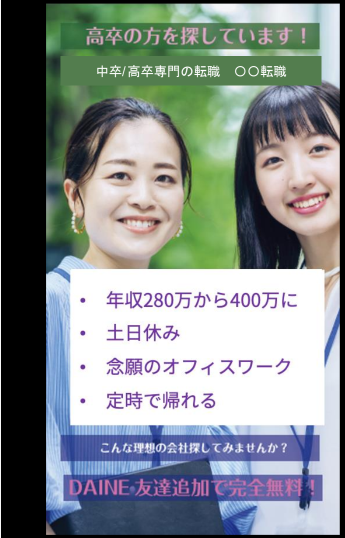
Features in Top Videos

Campaign Still Image


rindee
もれなく
DAIN
ポイント
P 100
重要なお知らせ
＜期間限定＞
今、お仕事探し中の方に朗報です。
rindee アカウントを
新規作成していただいた方に
DAINE ポイント 100P プレゼント！

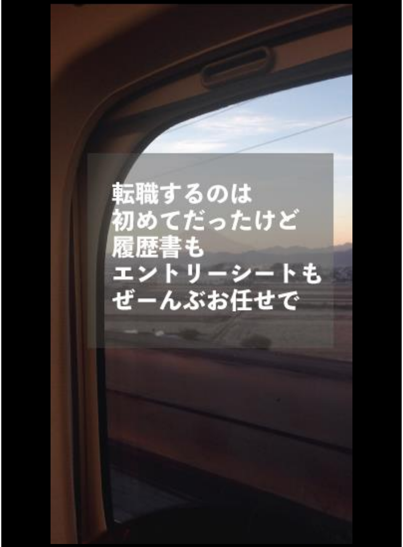
Campaign appeals that incentivize points are fully promoted with still images.

Merit list expression


高卒の方を探しています！
中卒/高卒専門の転職　〇〇転職
年収280万から400万に
土日休み
念願のオフィスワーク
定時で帰れる
こんな理想の会社探してみませんか？
DAINE友達追加で完全無料！

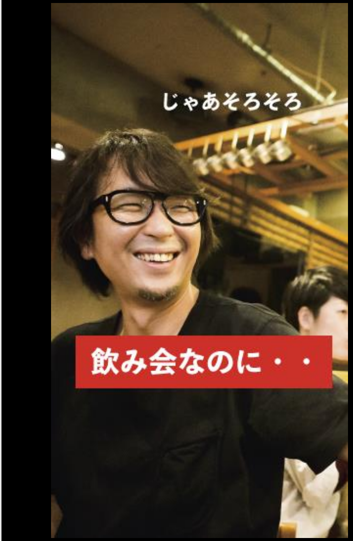
An expression that presents multiple favorable conditions for changing jobs for junior high / high school graduates.

Experiential narrative expression


転職するのは
初めてだったけど
履歴書も
エントリーシートも
ぜーんぶお任せで

A video that talks about the successful experience of changing jobs in a Vlog style and the benefits of changing jobs.

Skit style expression


じゃあそろそろ
飲み会なのに・・

Introduce the service by talking with friends in a drinking party skit-style expression

Concrete company presentation expression

今、〇〇が
中途採用実施中
rindee

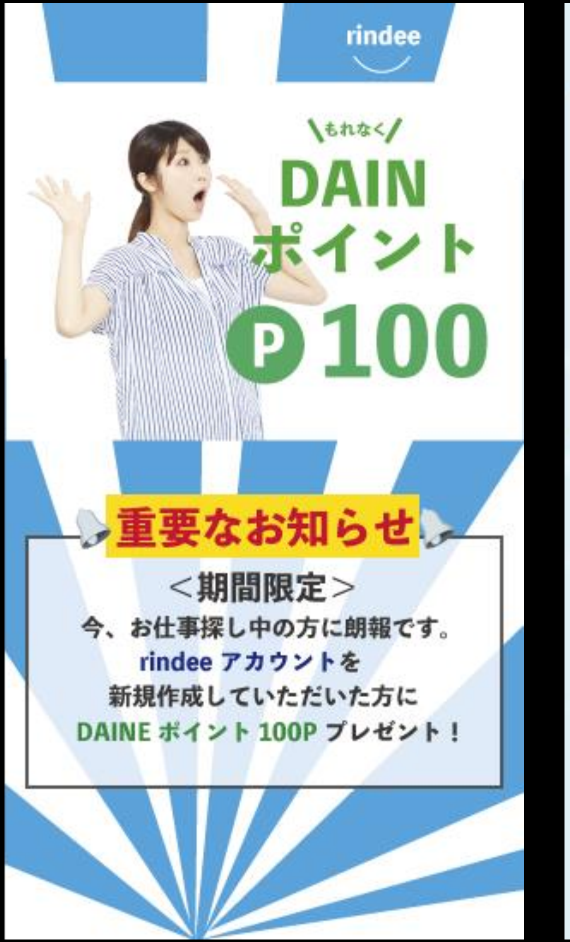
Presenting actual and concrete popular company names for high class

Most trending videos targeted 'experienced workers,' followed by 'high school/university graduates.' In the middle class category, numerous videos employed points as incentives for campaign attraction. Moreover, many videos highlighted job-switching benefits and shared personal experiences.

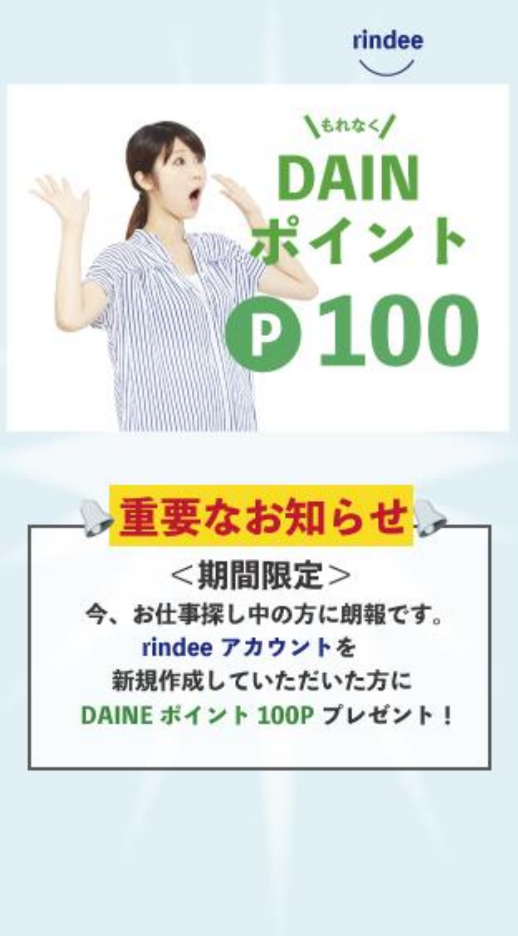
TOP 1

Utilizing Incentives to Enhance Campaign Attraction x Collaborating with Creators

The main structure of the video consisted of "Important Notice" text in a static video and an incentive appeal. In addition, when analyzing various background replacement patterns within the same appeal video, multiple videos achieved a high ranking.



＜期間限定＞
今、お仕事探し中の方に朗報です。
rindee アカウントを
新規作成していただいた方に
DAINE ポイント 100P プレゼント！

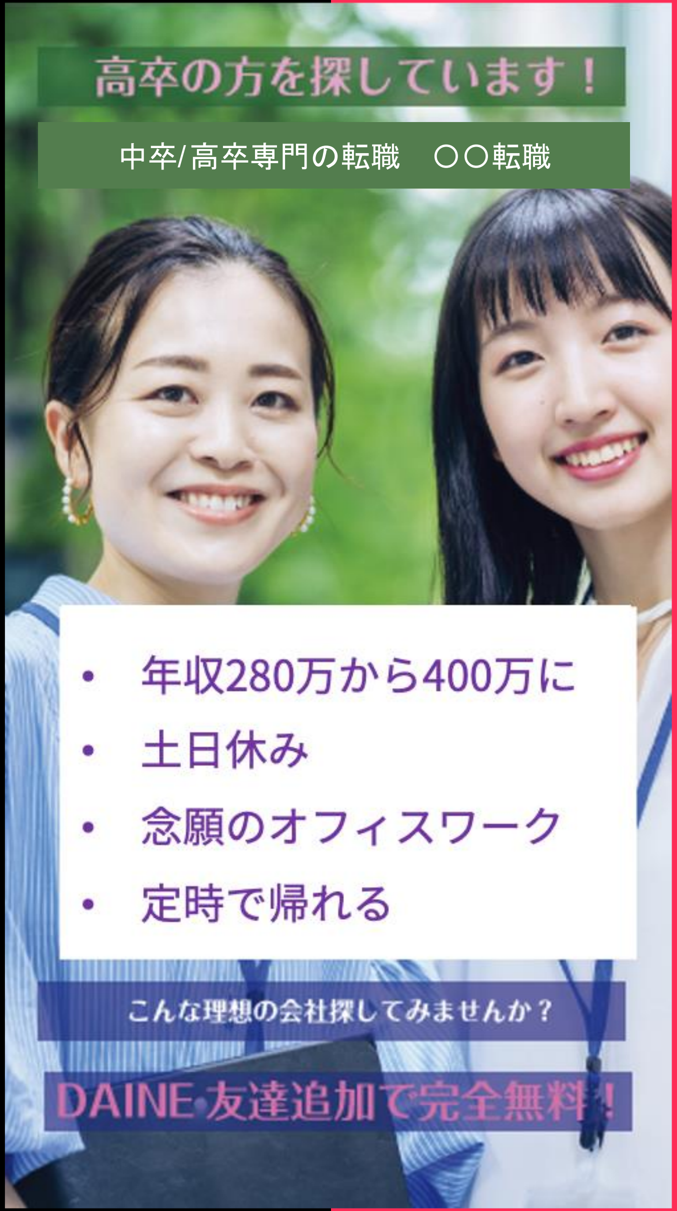


＜期間限定＞
今、お仕事探し中の方に朗報です。
rindee アカウントを
新規作成していただいた方に
DAINE ポイント 100P プレゼント！

TOP 2

Target identification "Looking for high school graduates" x "List of favorable conditions for changing jobs"

Present multiple target-specific expressions such as "I'm looking for a high school graduate" and "good conditions for changing jobs" such as Saturdays and Sundays off / office work / regular hours.



高卒の方を探しています！

中卒/高卒専門の転職　〇〇転職

- 年収280万から400万に
- 土日休み
- 念願のオフィスワーク
- 定時で帰れる

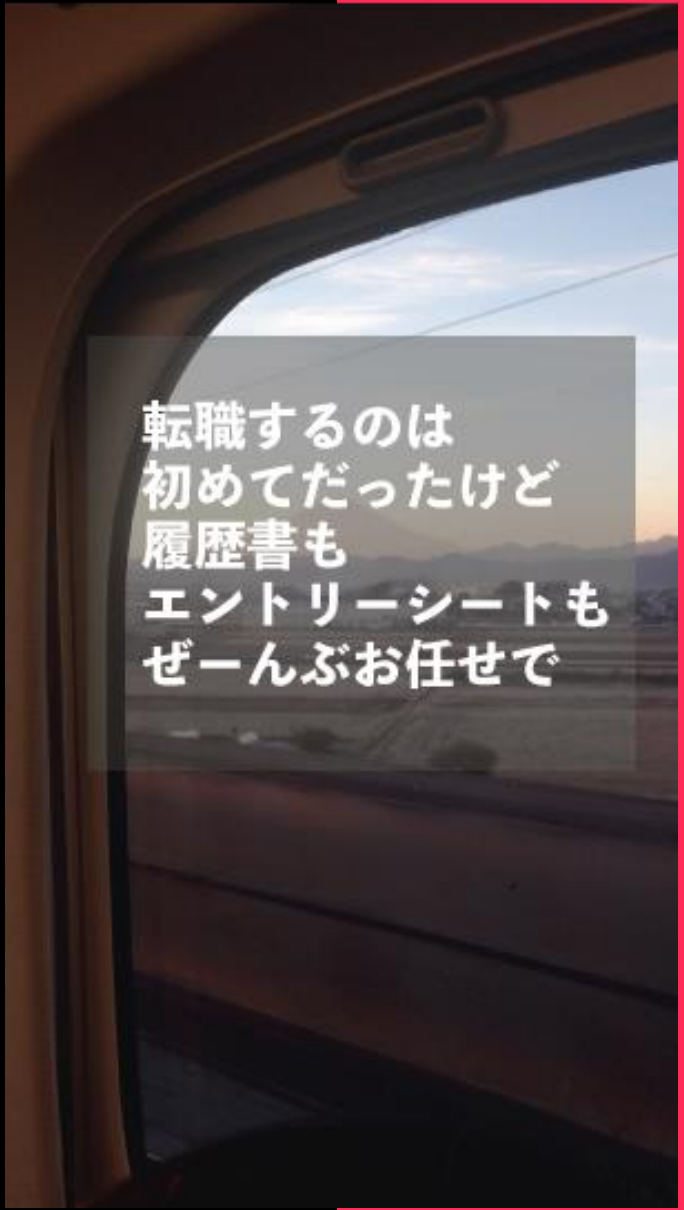
こんな理想の会社探してみませんか？

DAINE友達追加で完全無料！

TOP 3

UGC-style expressions that show benefits from those who have successfully changed jobs

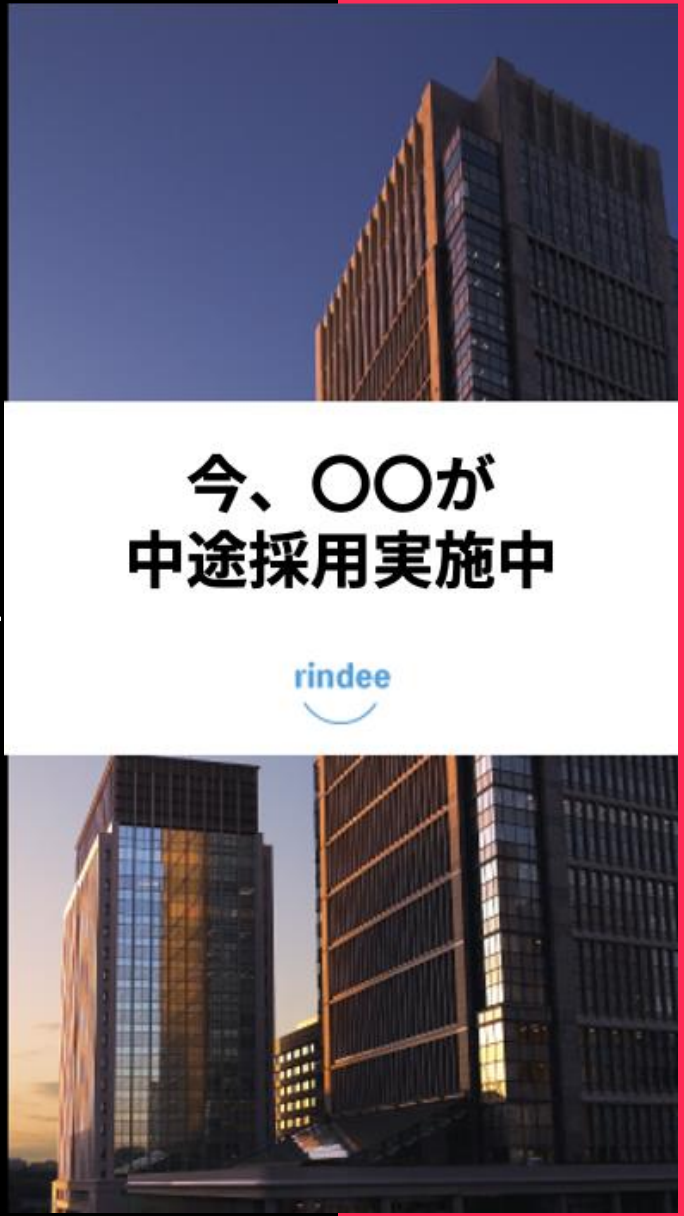
The video follows an experiential storytelling approach, featuring individuals who have successfully transitioned between jobs. They share their job-change journey and highlight the benefits of the services they utilized. The inclusion of visuals portraying a satisfying daily life effectively conveys the notion of a successful career change.



TOP 4

Presenting specific popular company jobs in the main text

Exploring a Premium Job Search Service.
The video starts by showcasing job opportunities from renowned companies right at the beginning, displaying the company names. In the middle segment, viewers are presented with a selection of popular company names along with corresponding annual salaries, reinforcing the credibility of the recruitment service. The latter part of the video highlights a unique feature of the service – the "Success Probability Assessment" – underscoring its advantages.



TOP 5

Skit-style expression that evokes the challenges of changing jobs

It develops like a skit in a situation at a drinking party with friends. In the scene where you talk to your friends about your dissatisfaction with your current company, raise issues that make the viewers feel their own feelings and sympathize. Aim for In the second half, a friend introduces a job change service, appealing the merits of the service.

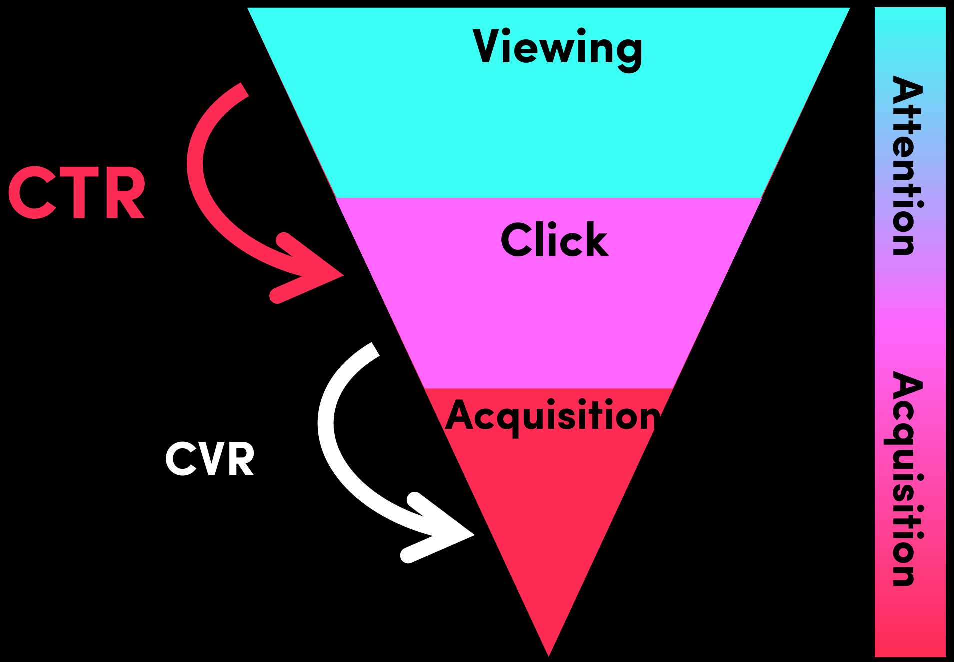
じゃあそろそろ
飲み会なのに・・

Factorial analysis

Why is the acquisition efficiency of these videos so high?

Understand the attention factors of videos with CTR

Verify what videos are more likely to be watched and clicked by users


Viewing
Click
Acquisition
CTR
CVR
Attention
Acquisition

Flow from video viewing to acquisition

Correlation coefficient of CTR and CVs

Fairly positive correlation

0.63

Correlation coefficient between CTR and CPA

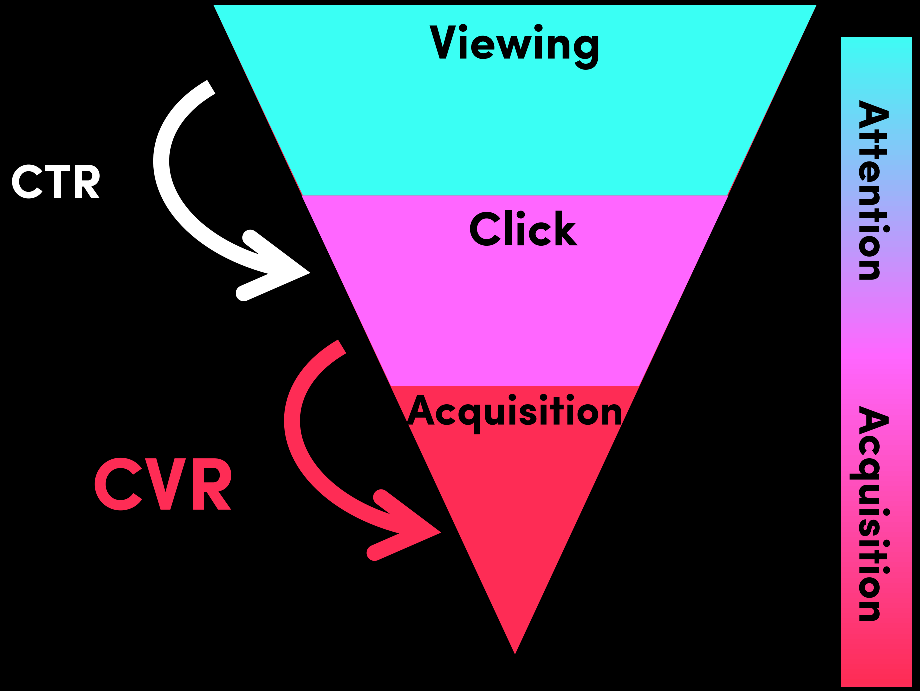
Fairly negative correlation

-0.69

If the CTR is high, it tends to be possible to acquire a lot at a low CPA.

Grasping action factors in videos with CVR

Verify what kind of videos are good for user acquisition efficiency


Viewing
Click
Acquisition
CTR
CVR
Attention
Acquisition

Flow from video viewing to acquisition

Correlation coefficient
between CVR and CPA

Fairly negative correlation

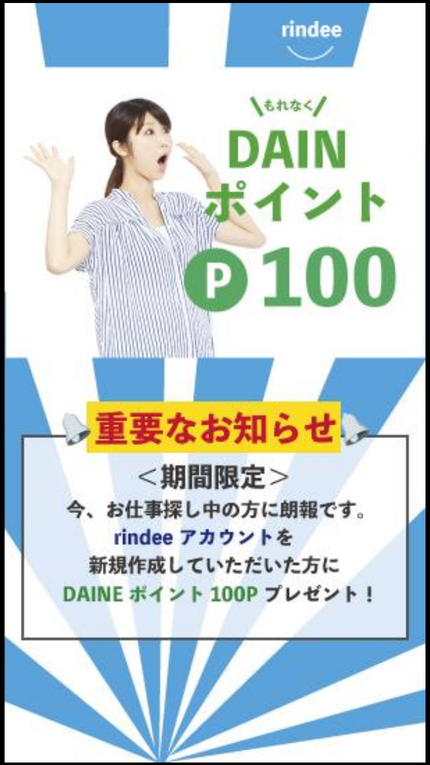
-0.67

If the CVR is high, Tends to be acquired at a low CPA.

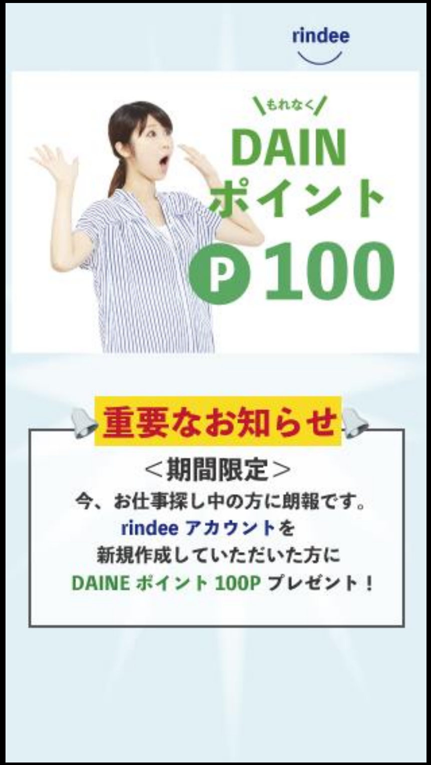
Analysis of factors for favorable CTR (attention factors)

※ Aggregate by excluding high impact point campaign videos

CTR/CVR of videos promoting campaigns using points as incentives were strong


rindee
もれなく
DAIN
ポイント
P100
重要なお知らせ

＜期間限定＞
今、お仕事探し中の方に朗報です。
rindee アカウントを
新規作成していただいた方に
DAINE ポイント 100P プレゼント！


rindee
もれなく
DAIN
ポイント
P100
重要なお知らせ

＜期間限定＞
今、お仕事探し中の方に朗報です。
rindee アカウントを
新規作成していただいた方に
DAINE ポイント 100P プレゼント！

A number of similar videos with campaign appeals that incentivize points account for many of the Top videos.
Due to its high impact on CTR/CVR, this video was excluded from factor analysis. Due to its high impact on CTR/CVR, this video was excluded when analyzing factors.

Analyze the factors behind strong CTR

1 Video representation

Expressions such as "experience narrative," "skit style" and "enumeration of advantages" performed well.

2 Characters in video

Videos with people in them are doing better.

3 Narration / BGM

If there is a narration (NA), the CTR will be good regardless of the background music

4 Expressions that lower the hurdles of changing jobs

Videos that include expressions that lower the hurdles to changing jobs in terms of "status" and "environment" are performing well.

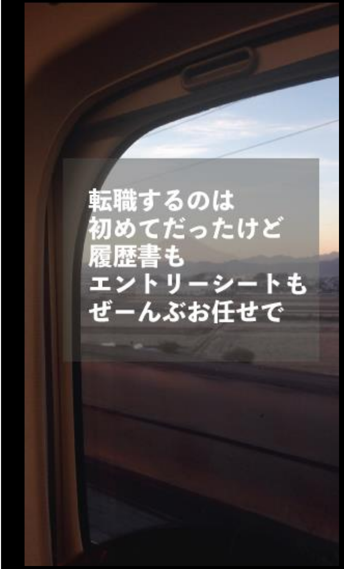
5 Simplicity of registration appeal

Videos highlighting the ease of registration, such as “Easy registration in XX minutes” and “Just add friends,” are doing well.

01 Video representation

Expressions such as "experience narrative," "skit style" and "enumeration of advantages" performed well

TOP1 Experiential narrative expression


転職するのは
初めてだったけど
履歴書も
エントリーシートも
ぜーんぶお任せで

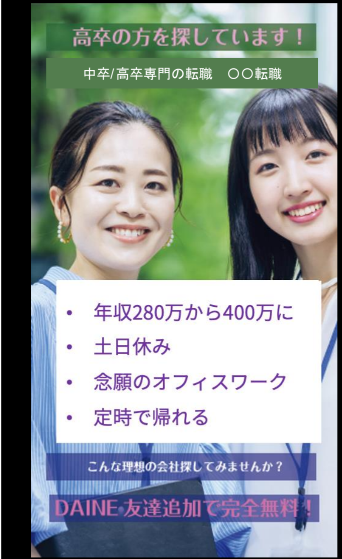
An expression that speaks positively about the experiences of people who have successfully changed jobs. It is a video that talks about how easy it was to change jobs and the conditions for changing jobs.

TOP2 Skit style

じゃあそろそろ
飲み会なのに・・

Expressing a drinking party with friends in a skit style. The process is that I asked a friend for advice on changing jobs and introduced him to the perfect service.

TOP3 List of merits


高卒の方を探しています！
中卒/高卒専門の転職　〇〇転職
年収280万から400万に
土日休み
念願のオフィスワーク
定時で帰れる
こんな理想の会社探してみませんか？
DAINE友達追加で完全無料！

It also appeals to lower the hurdles to change jobs by listing factors such as annual income and conditions in text in a video that looks like a person who works lively.

Compared to animations with a strong official feeling and service introductions, video expressions that utilize shooting materials with a UGC feel resulted in favorable CTR results.

02 Characters in video

Videos with people appearing have better CTR results

Persons appear in the video

Compare to "No person appears"

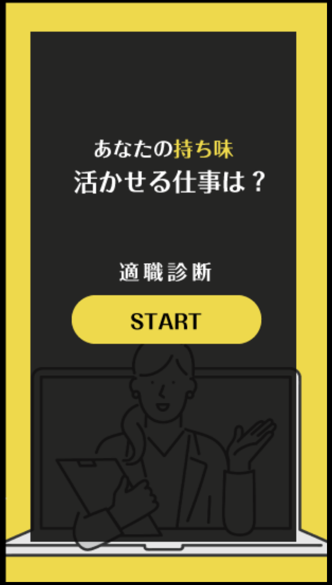
Average CTR is about

43%UP

そしたら
企業から
オファーが来る

Example: skit style expression
Successful experience style expressions etc...

No person appears in the video

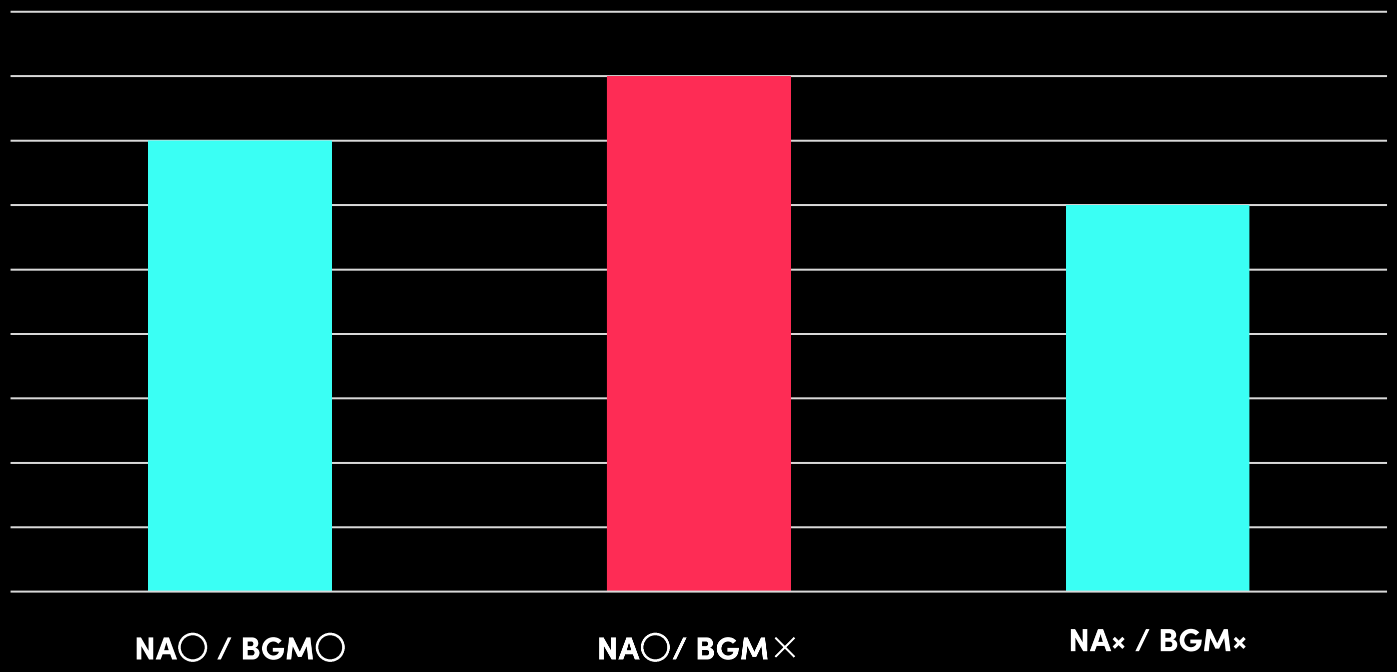

あなたの持ち味
活かせる仕事は？
適職診断
START

Example: Diagnostic expression Specific company presentation expressions etc...

03 Narration / BGM

If there is a narration (NA), the CTR will be good regardless of the background music

Comparison of CTR for Narration with/ without BGM



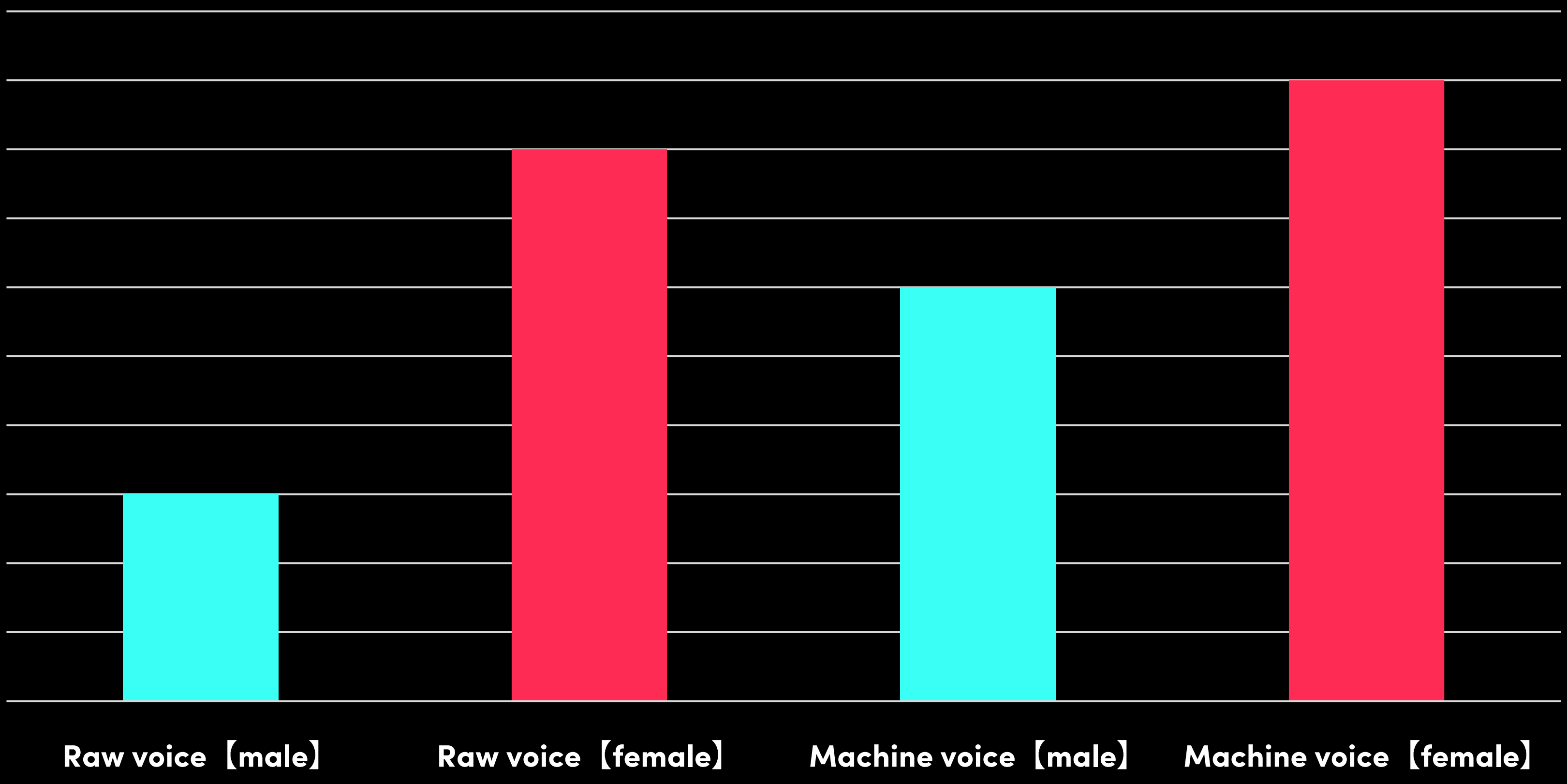
※ Items with an N number of 5 or less are excluded.

Mainly skit styles and videos that appeal to multiple merits of changing jobs are considered to be more important , and the expression/explanation by voice is considered to be more important than BGM.

03 Narration / BGM

For narration, female voice (machine voice or live voice) tends to have better CTR

CTR by type of narration



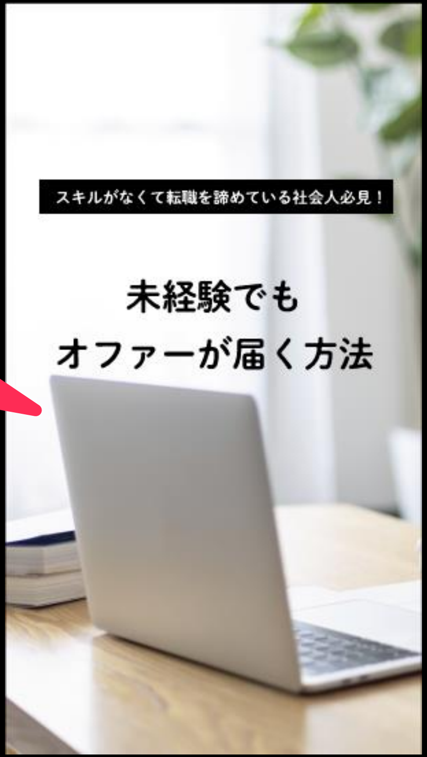
04 Expressions that lower the hurdles of changing jobs

CTR tends to be high for videos that include expressions that lower the hurdles for changing jobs for “status” and “environment”

There is an expression that lowers the hurdles of changing jobs

Compared to “No expressions to lower the hurdles of changing jobs” Average CTR is about

38%UP



Examples of favorable expressions

- Receive offers from companies
- Possible to change jobs with no experience
- Middle school and high school graduates can change jobs
- You can change jobs while working

05 Simplicity of registration Appeal

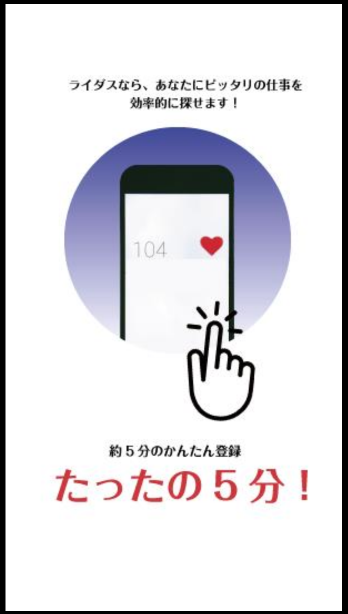
Videos promoting the ease of registration, such as “easy registration in XX minutes” and “just add friends”, had a favorable CTR

Appeal for ease of registration Example

Just add friends on SNS

今は OO で
出来る！
そんな時に
OO で
無料診断をしてみた
それが

Membership registration takes only XX minutes


ライダスなら、あなたにピッタリの仕事を
効率的に探せます！
104
約５分のかんたん登録
たったの５分！

Compared to the "no appeal for simplicity of registration" video

Average CTR is about

40%UP

By conveying the short time required for member registration and the simplicity of the method, the hurdles are lowered and the CTR is favorable.

Analysis of factors for favorable CVR (Action factors)

※ Aggregate by excluding high impact point campaign videos

Analyzing the factors behind the strong CVR

1 Emotional expression of video

Videos with positive expressions from the beginning to the end are doing better than videos that raise negative issues.

2 Target identification

In CVR, it is effective to use expressions that specify the target at the beginning, such as "Must-see for XX" or "Looking for XX".

3 Income presentation

Videos presenting specific income examples with numbers are doing well.

4 Number of seconds the service name appeared

It is effective to show the service name from the beginning and show the credibility of the brand.

5 Authoritative service

Videos appealing authoritativeness such as examples of recruiting companies and No. 1 expressions are doing well.
※* When writing No. 1, it is recommended to enter the source such as "in-house research"

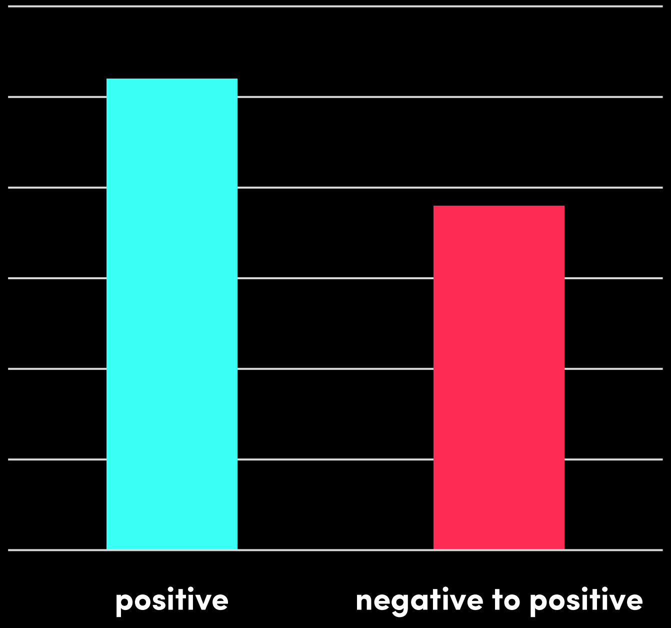
6 Diagnostic expressions

Diagnostic appeals such as "job suitability" and "career type" are effective.

01 Emotional expression of video

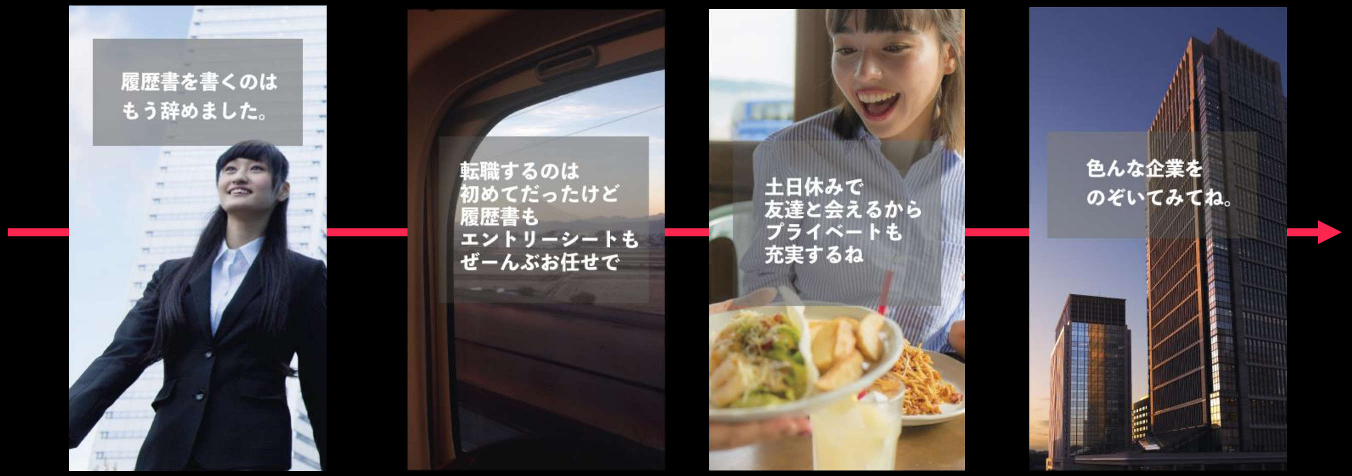
Videos with positive expressions from the beginning to the end are doing well, rather than videos that raise negative issues.

Video flow another CVR



Positive flow video Examples

Beginning | **Middle** | **End cut**


履歴書を書くのは
もう辞めました。
転職するのは
初めてだったけど
履歴書も
エントリーシートも
ぜーんぶお任せで
土日休みで
友達と会えるから
プライベートも
充実するね
色んな企業を
のぞいてみてね。

At the beginning, emphasize the point to dispel the troublesomeness that you want to appeal most

In the middle stage, present the reasons why you can easily change jobs (service strengths) and the benefits of changing jobs

Promote use of services

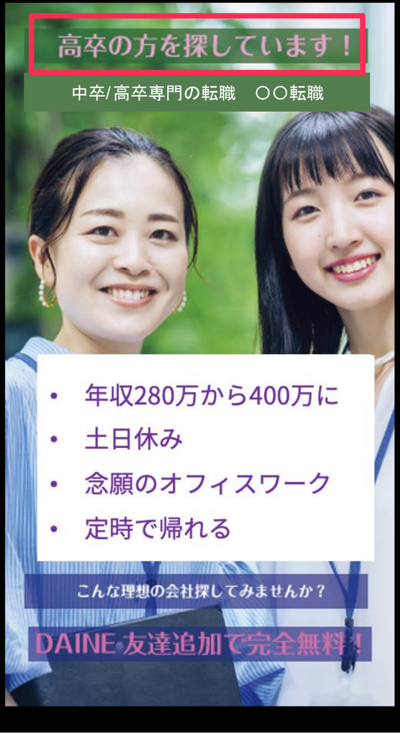
※ Negative issue-raising is a video that raises issues with negative expressions, such as "My current workplace is hard" and "A lot of overtime".

02 Target specific expression

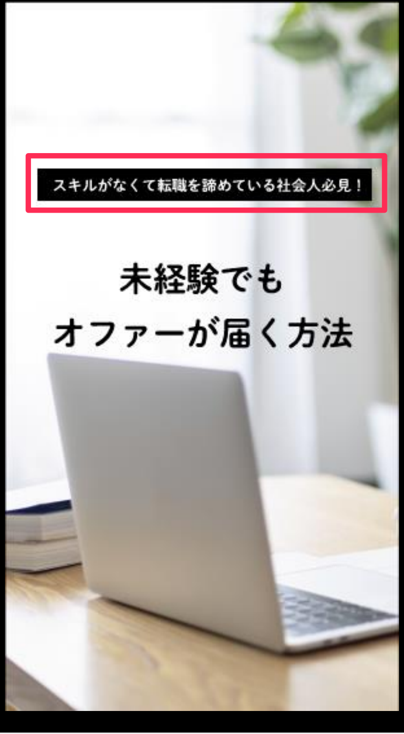
At the beginning, it is effective to use expressions that specify the target, such as "Must-see for XX people" or "Looking for XX people"

Target specific expression example

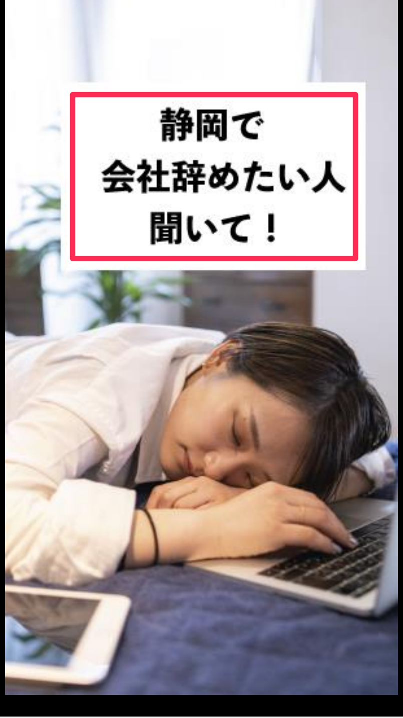
looking for XX person


高卒の方を探しています！
中卒/高卒専門の転職　〇〇転職
年収280万から400万に
土日休み
念願のオフィスワーク
定時で帰れる
こんな理想の会社探してみませんか？
DAINE 友達追加で完全無料！

A must-see for those who are XX


スキルがなくて転職を諦めている社会人必見！
未経験でも
オファーが届く方法

Those who live in XX


静岡で
会社辞めたい人
聞いて！

Compared to videos with "no target specific expressions"
Average CVR is about
42%UP

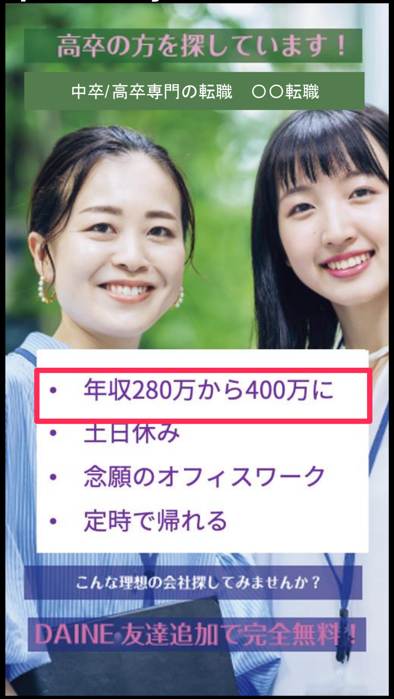
By including a statement that identifies the target from the beginning, it is believed that this will have a positive impact on the job change manifestation group by making it personal to them and inducing them to take action.

03 Income presentation

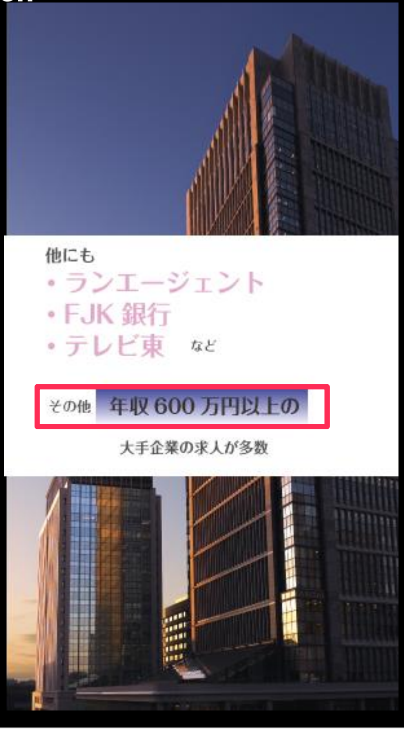
Videos showing income with specific numbers are doing well

Income presentation example

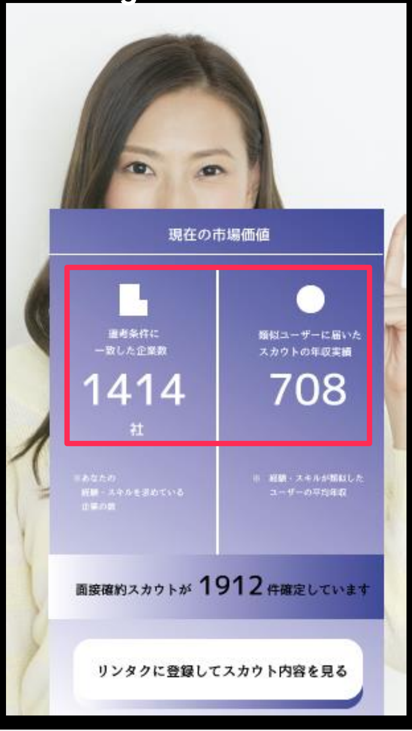
Income comparison with previous job


高卒の方を探しています！
中卒/高卒専門の転職　〇〇転職
• 年収280万から400万に
• 土日休み
• 念願のオフィスワーク
• 定時で帰れる
こんな理想の会社探してみませんか？
DAINE友達追加で完全無料！

Many job openings over XX yen


他にも
• ランエージェント
• FJK銀行
• テレビ東　など
その他　年収600万円以上の
大手企業の求人が多数

Annual Income Assessment Case Matching Market Value


現在の市場価値
選考条件に一致した企業数
1414
社
類似ユーザーに届いたスカウトの年収実績
708
※あなたの経験・スキルを求めている企業の数
※ 経験・スキルが類似したユーザーの平均年収
面接確約スカウトが 1912 件確定しています
リンタクに登録してスカウト内容を見る

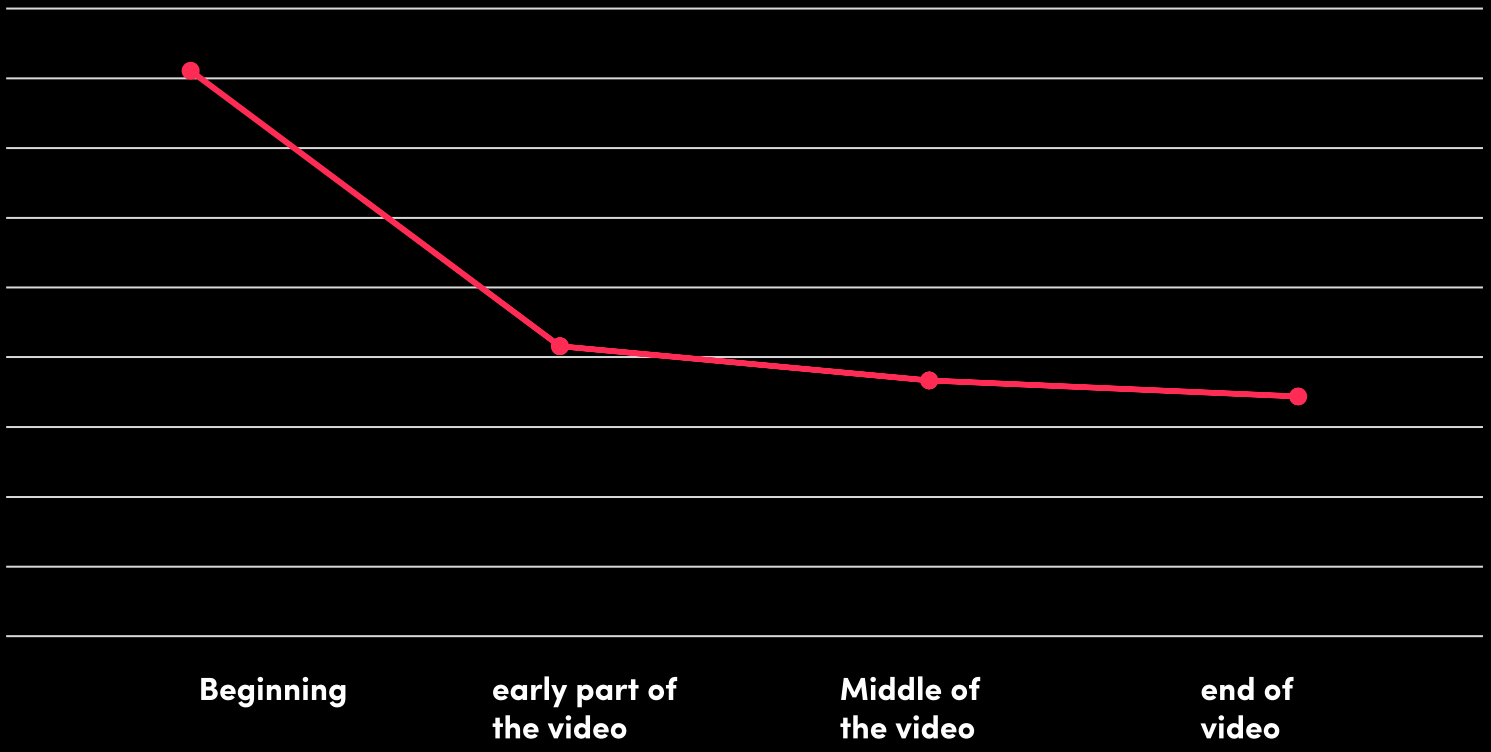
"No income offer“ Compared to videos with
Average CVR is about
28%UP

The inclusion of specific numbers, such as annual and monthly income, was thought to have increased motivation to change jobs and resulted in action.

04 Number of seconds the service name appeared

It is effective to display the service name from the beginning and present the credibility of the brand

Average CVR by number of seconds of service name appearance



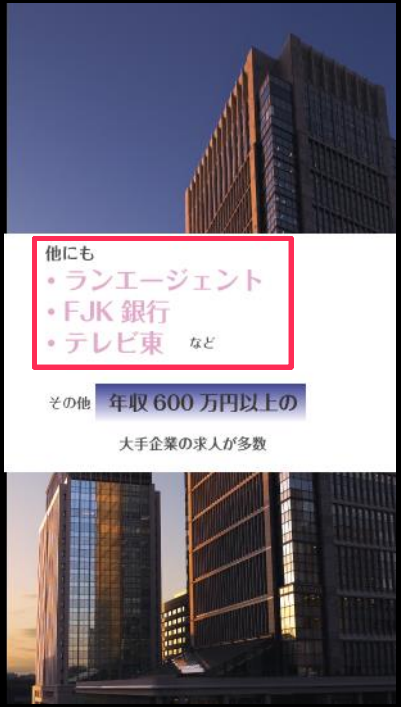
※ 2 seconds is the outset, 2 to 10 seconds is the early stage, 11 to 20 seconds is the middle, and 21 seconds or more is the end.

05 Authoritative service

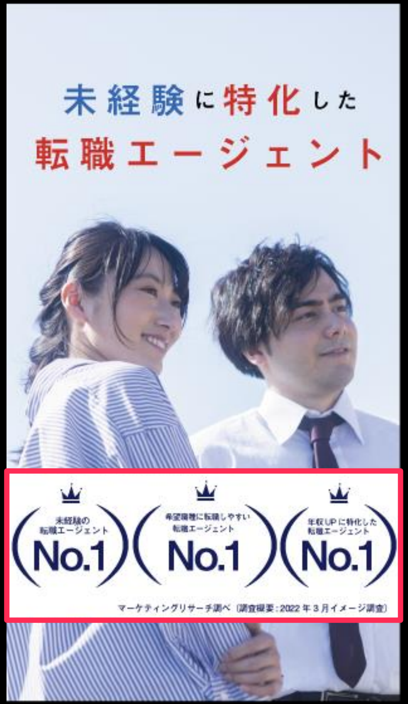
Videos appealing authoritativeness such as examples of recruiting companies and No. 1 expressions are doing well

Service Authoritative Example

対象の求人企業例


他にも
・ランエージェント
・FJK 銀行
・テレビ東　など
その他 年収 600 万円以上の
大手企業の求人が多数

〇〇No.1


未経験に特化した
転職エージェント
未経験の転職エージェント No.1
希望職種に転職しやすい転職エージェント No.1
年収UPに特化した転職エージェント No.1
マーケティングリサーチ調べ（調査概要：2022 年 3 月イメージ調査）

Compared to the "no service authoritative" video

Average CVR is about

38%UP

The strong CVR performance of videos that presented authority suggests that in the human resources industry, recognition and trust in services can be largely attributed to their use.

By showing No. 1 achievements and examples of actual handling companies, the reliability of the service is increasing. In addition, expressions such as the number of users, the number of registrants, and success stories are also recommended.

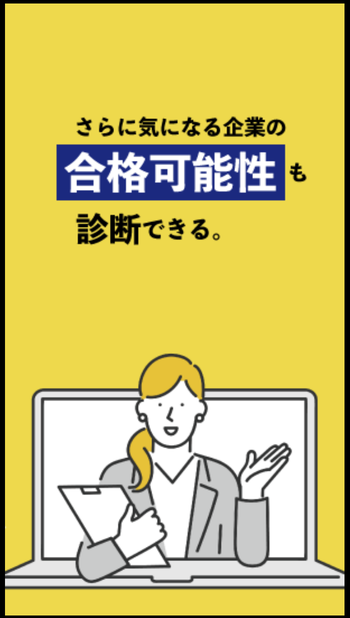
※ When writing No. 1, it is recommended to enter the source such as "in-house research"

06 Diagnostic expressions

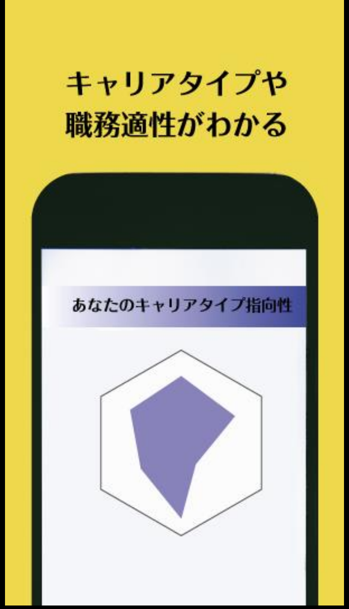
Diagnostic appeals such as "job fit" and "career type" are effective

Diagnostic expression example

Diagnosis of Acceptability


さらに気になる企業の
合格可能性も
診断できる。

Career Type Diagnosis of Job Suitability


キャリアタイプや
職務適性がわかる
あなたのキャリアタイプ指向性

Free diagnosis on SNS

そんな時に
○○ で
無料診断をしてみた
それが

"No diagnostic expression“ Compared to the video of Average CVR is about **28%UP**

The willingness to use the service to try out the appropriate job diagnosis is thought to have led to the strong CVR.
Videos showing samples of diagnostic results in graphs and appealing the free service are performing well.

Summary

Summary of factors for favorable CTR/CVR

CTR favorable factor (attention factor)

- **Use shooting materials with a sense of UGC** such as "experience narrative style" and “skit style"
- **Put people** in your videos
- Machine voice or live voice with **female narration**
- Expressions that **lower the hurdles of changing jobs**, such as "status" and "environment"
- Promoting the **simplicity of registration** in the video

CVR favorable factor (action factor)

- **Positive** expressions **from beginning to end**
- Make it personal with **expressions that identify the target.**
- Present specific **income examples in numbers**
- Display the **service name from the beginning**
- Presenting **facts that increase credibility/authority**
- Incorporate **diagnostic content** into your videos

Part-time job/change of job Comparison of favorable factors

part-time job

CTR favorable factor (attention factor)

- At the beginning of the video, use an expression that evokes a problem ★
- Use of UGC-like shooting materials such as "skit style" and "Vlog style
- Put people in your videos
- With narration, less than picky about BGM
- Show campaign content in video

CVR favorable factor (action factor)

- Presenting the UI of the service to clarify the usage image
- In the middle show the service name ★
- Show the actual part-time job salary
- Present 3 or more part-time job descriptions
- Include expressions that lower the hurdles for part-time jobs, such as ★ "inexperienced OK"
- Encourage downloads with expressions that encourage clicks with end cuts

change jobs

CTR favorable factor (attention factor)

- Use shooting materials with a sense of UGC such as "experience narrative style" and "skit style"
- Put people in your videos
- Machine voice or live voice with female narration
- Expressions that lower the hurdles of changing jobs, such as "status" and "environment" ★
- Promoting the simplicity of registration in the video

CVR favorable factor (action factor)

- Positive expressions from beginning to end ★
- Make it personal with expressions that identify the target.
- Present specific income examples in numbers
- Display the service name from the beginning ★
- Presenting facts that increase credibility/authority
- Incorporate diagnostic content into your videos

※The ★ mark indicates different results between the part-time job recruitment service (app) industry and the recruitment and career change service (web) industry.

Thank you!

TikTok for Business

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