

Temu USA

Candy Reseller Brand

Case Study



Temu USA

Candy Reseller Brand

Performance Overview



Campaign Period
1 Jan 2026 – 31 Jan 2026



Attribution
7-day click, 1 day review
or 1-day engaged view



\$1,065.62
Revenue

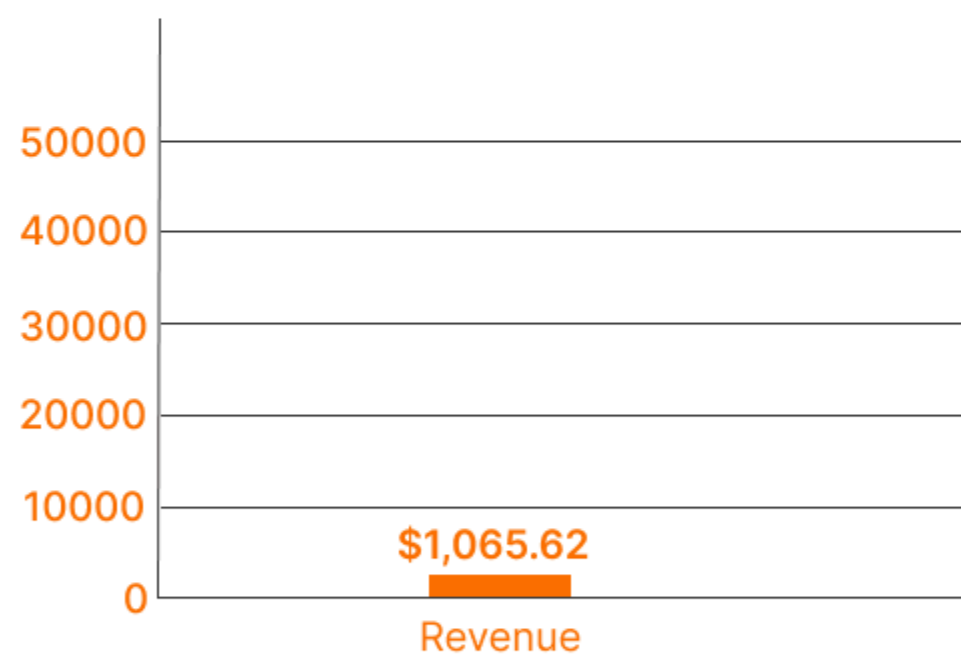


\$272.71
Profit



25.59%
Margin

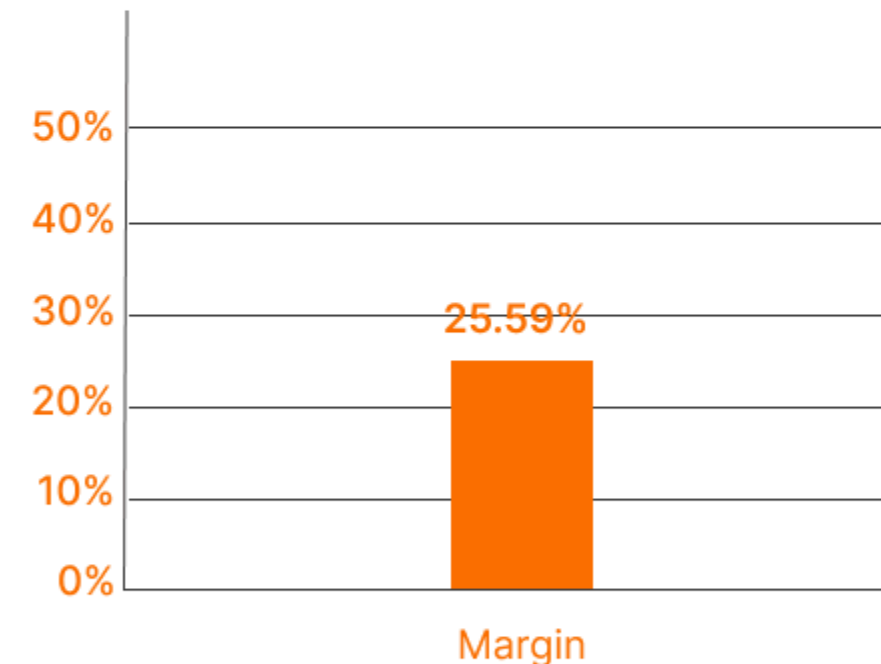
Revenue



Profit



Margin



Campaign Objective

Sales
Increase product visibility, sales, and store growth through a strong product range while maintaining a good customer experience.



Target Audience

Targets shoppers actively searching for relevant products.
Focuses on high-intent users based on product-related searches.
Reaches customers with strong purchase intent and shopping behaviour.



Next Steps

Focus on best-selling products and increase visibility.
Promote top products and test new products.
Test new products to identify growth opportunities.
Highlight fast delivery and local warehouse benefits.

Temu USA

Candy Reseller Brand

Performance Overview



Campaign Period

1 Feb 2026 – 28 Feb 2026



Attribution

7-day click, 1 day review
or 1-day engaged view



\$8,038.43

Revenue



\$1,223.92

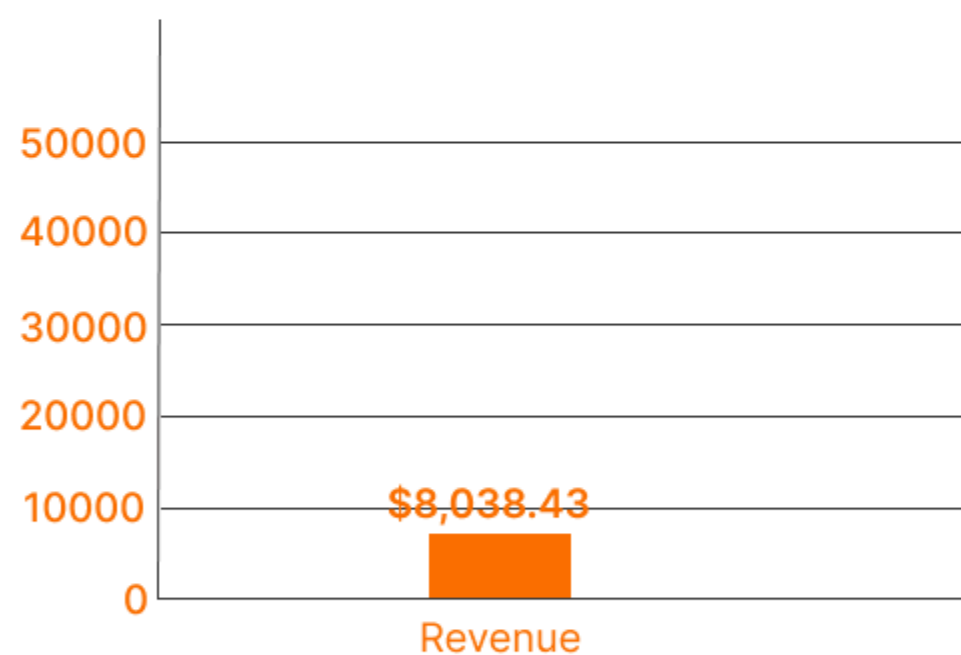
Profit



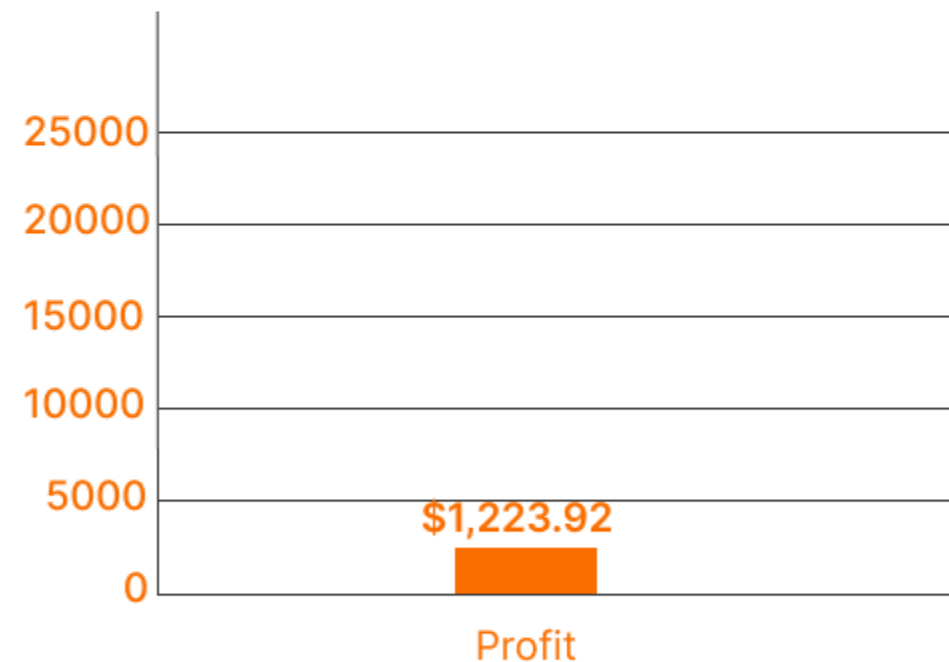
15.23%

Margin

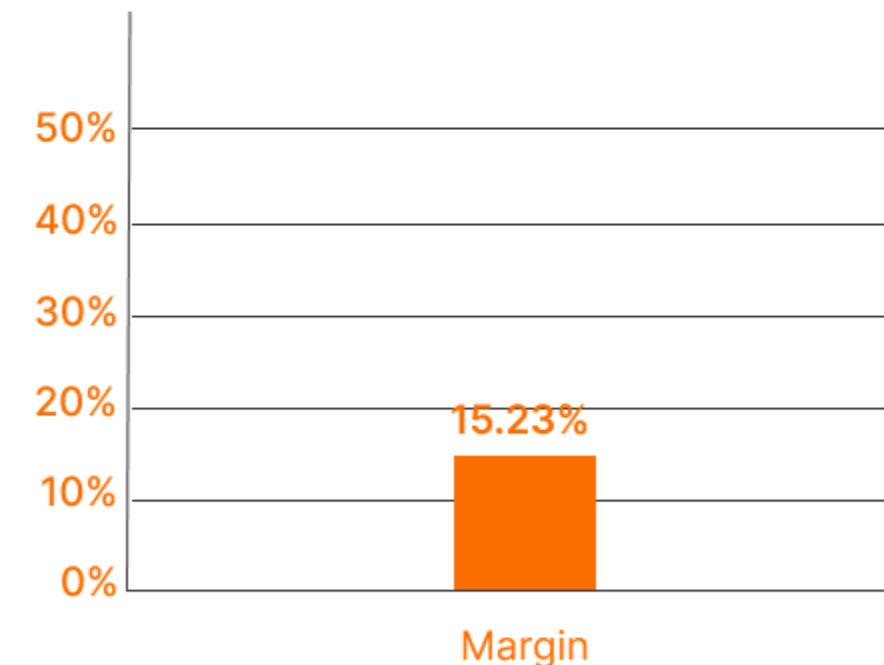
Revenue



Profit



Margin



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Campaign Period
1 Mar 2026 – 31 Mar 2026



Attribution
7-day click, 1 day review
or 1-day engaged view



\$32,796.17
Revenue

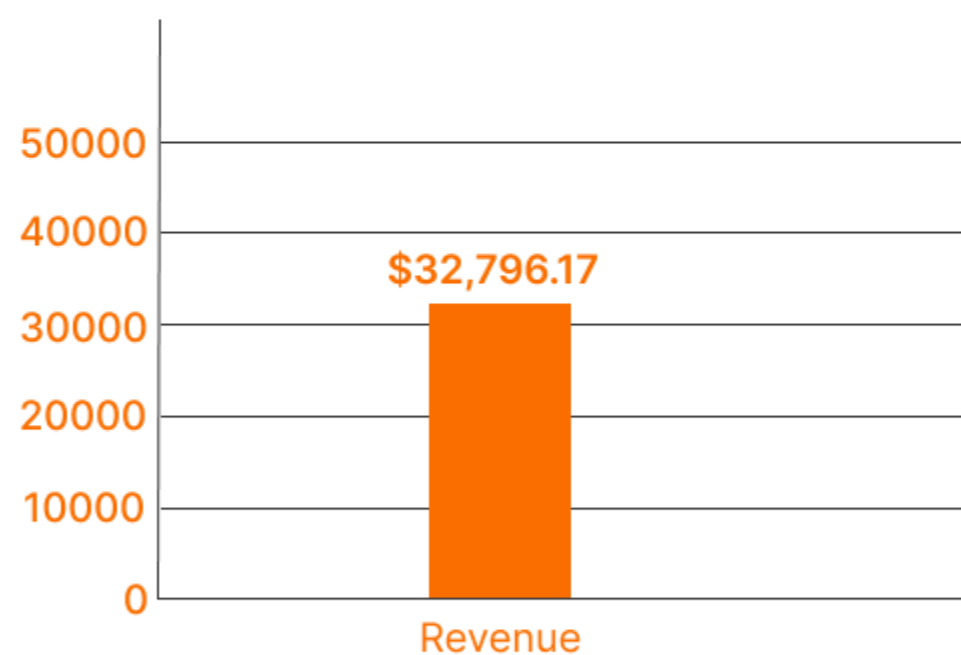


\$8,456.91
Profit

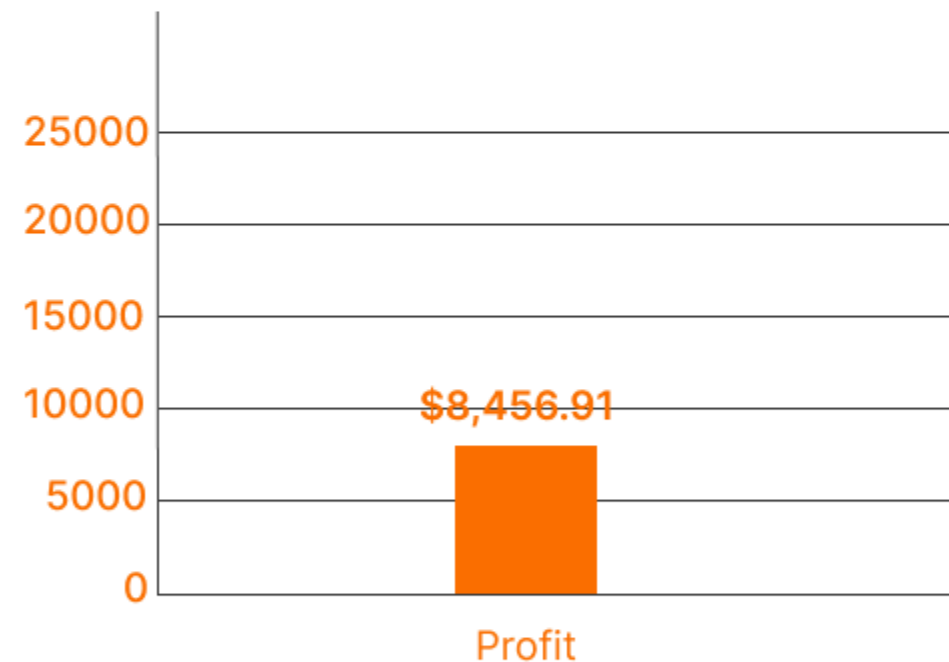


25.79%
Margin

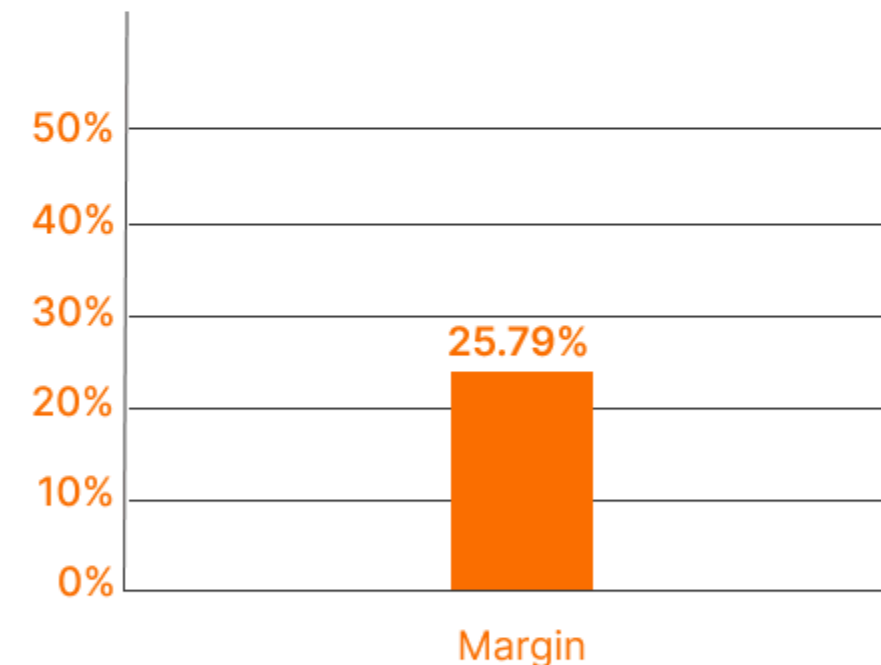
Revenue



Profit



Margin



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Campaign Period
1 Apr 2026 – 30 Apr 2026



Attribution
7-day click, 1 day review
or 1-day engaged view



\$45,385.43
Revenue

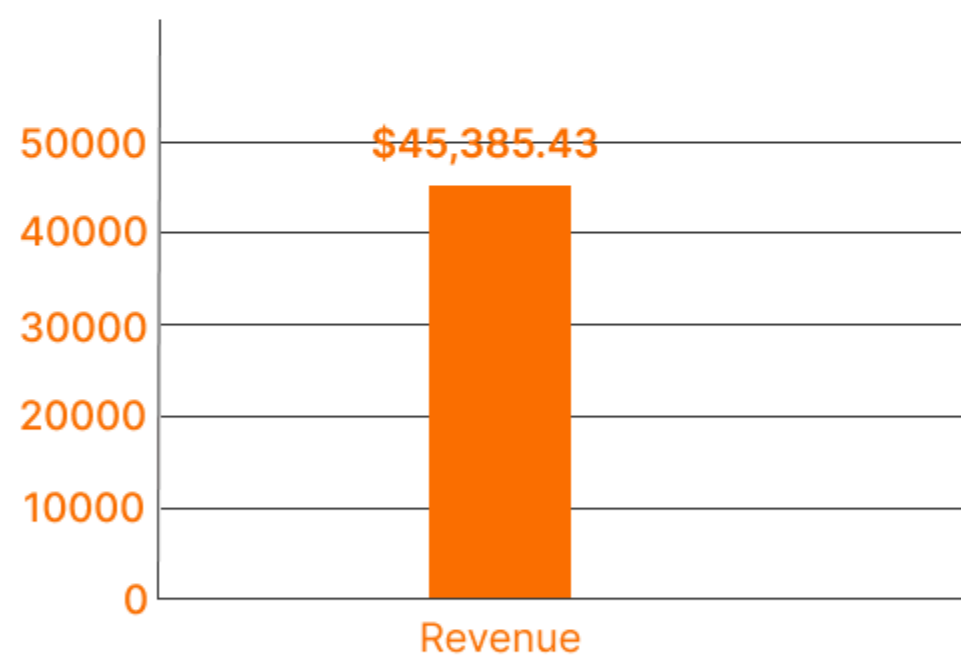


\$12,773.22
Profit

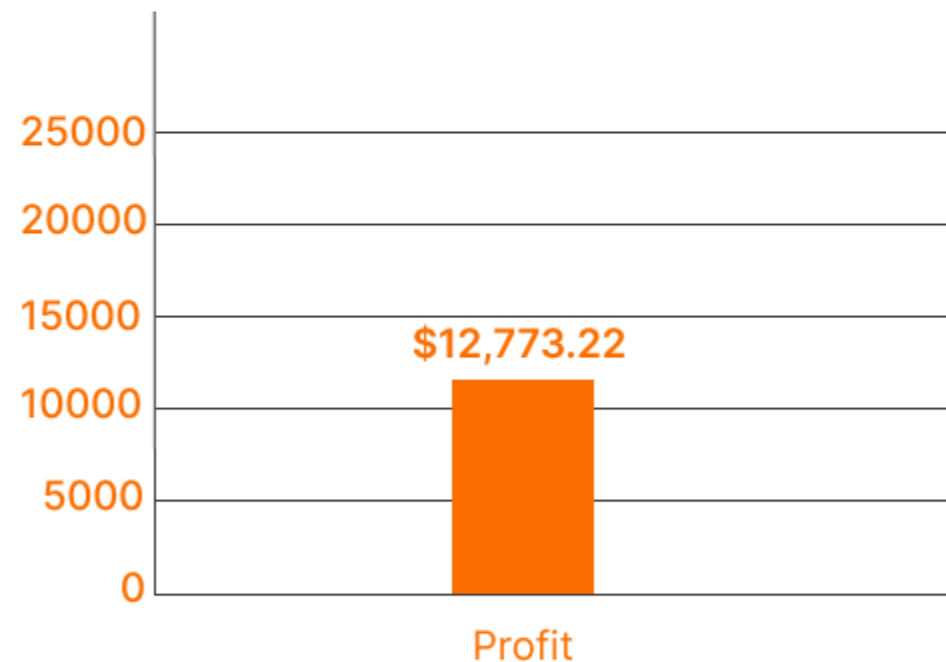


28.14%
Margin

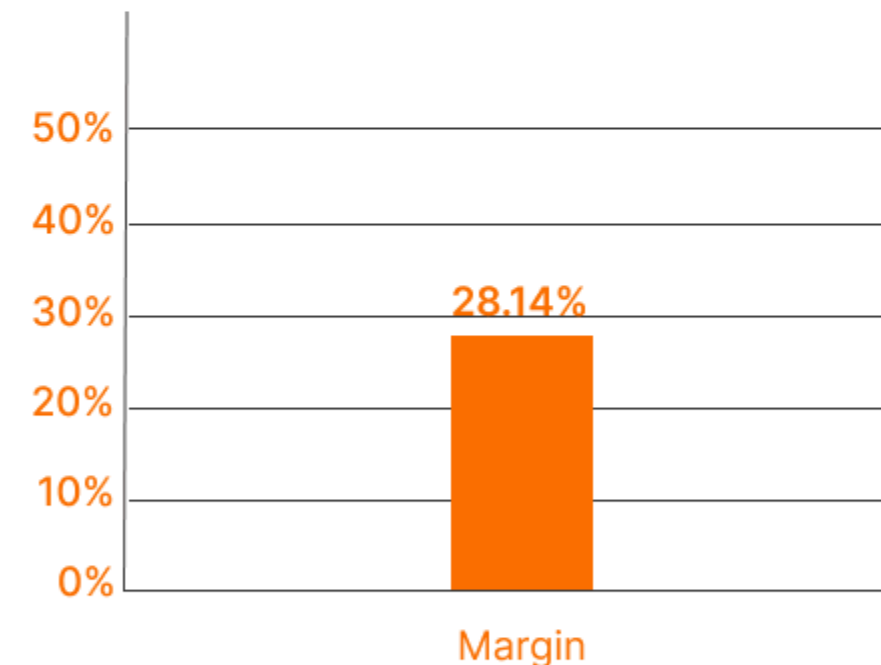
Revenue



Profit



Margin



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Campaign Period

1 May 2026 – 31 May 2026



Attribution

7-day click, 1 day review
or 1-day engaged view



\$67,149.00

Revenue



\$15,889.00

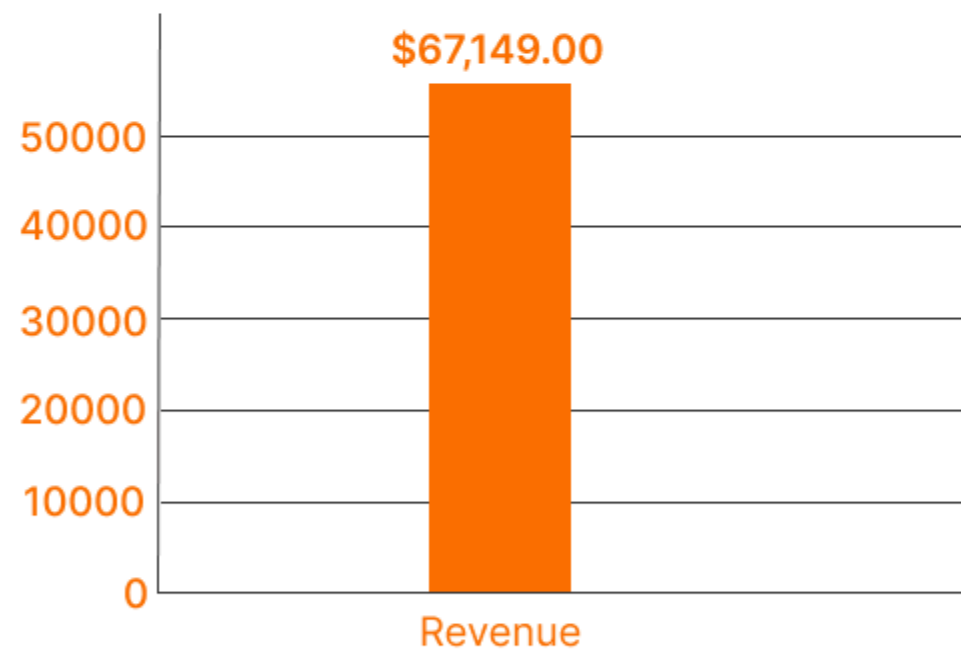
Profit



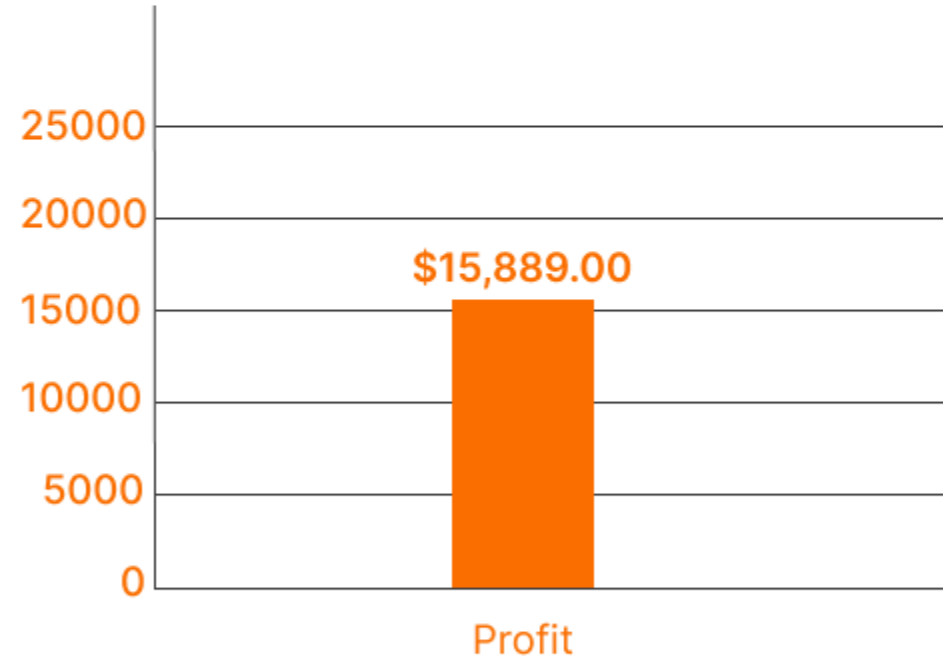
23.66%

Margin

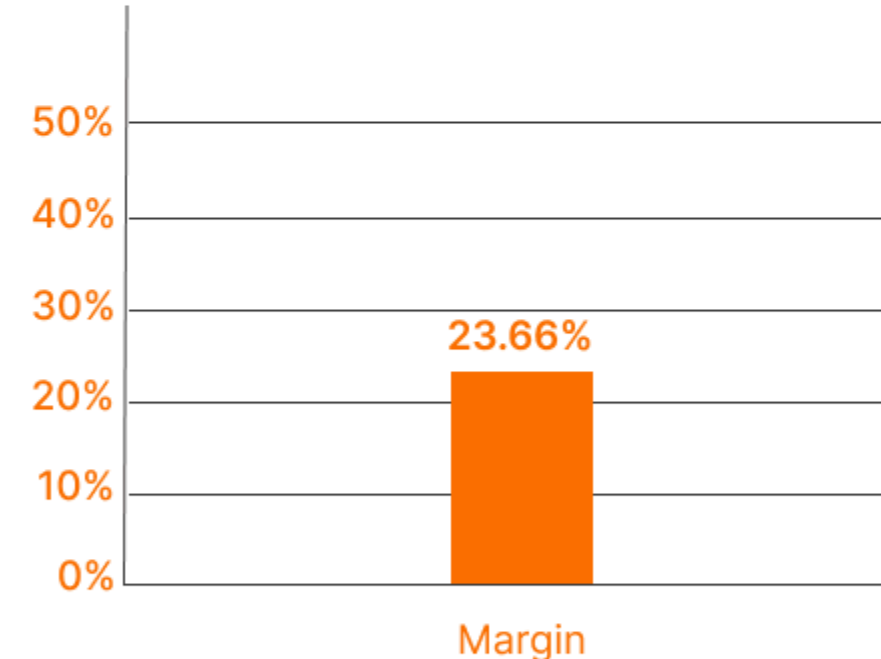
Revenue



Profit



Margin



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Campaign Period

1 Jun 2026 – 30 May 2026



Attribution

7-day click, 1 day review
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\$64,933.00

Revenue



\$13,615.00

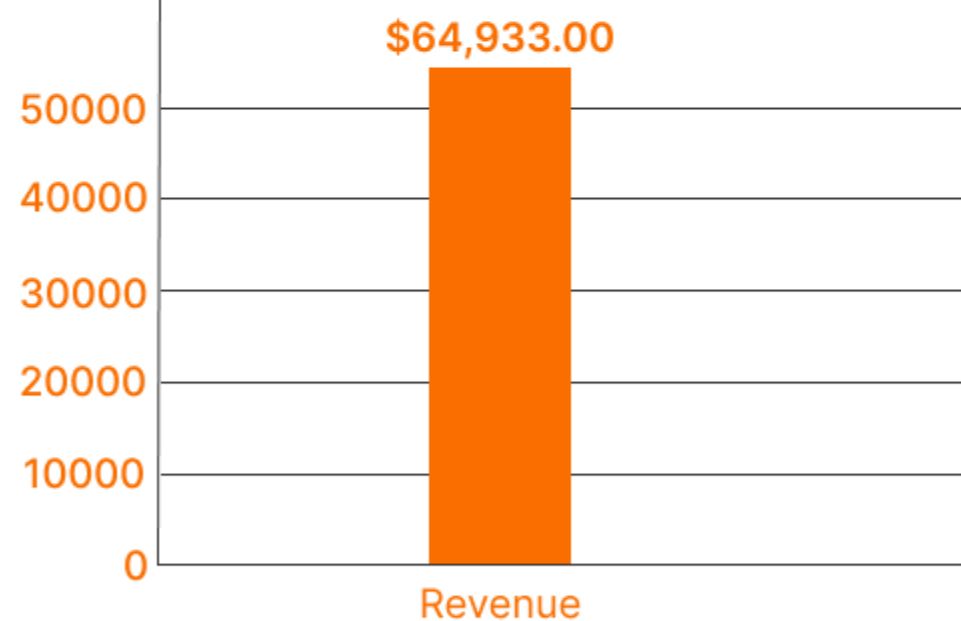
Profit



21%

Margin

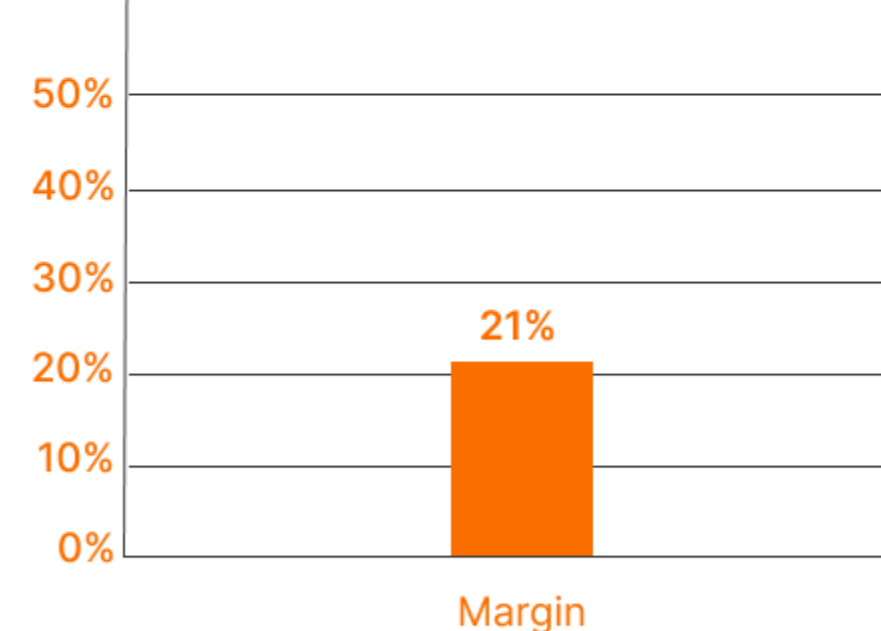
Revenue



Profit



Margin



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Campaign Period
1 Jul 2026 – 31 Jul 2026



Attribution
7-day click, 1 day review
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\$50,374.00
Revenue

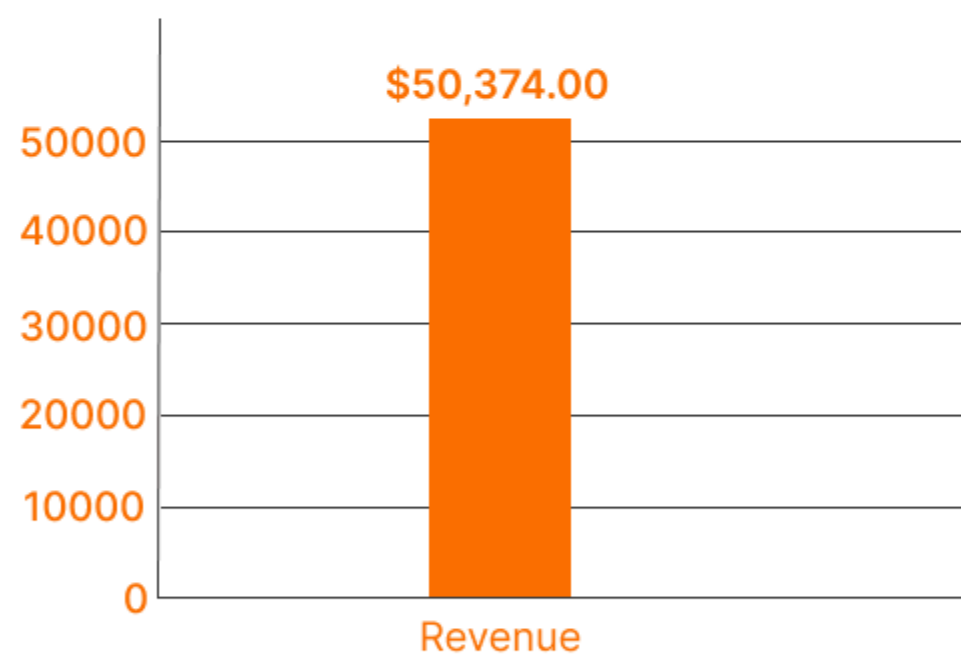


\$11,368.00
Profit

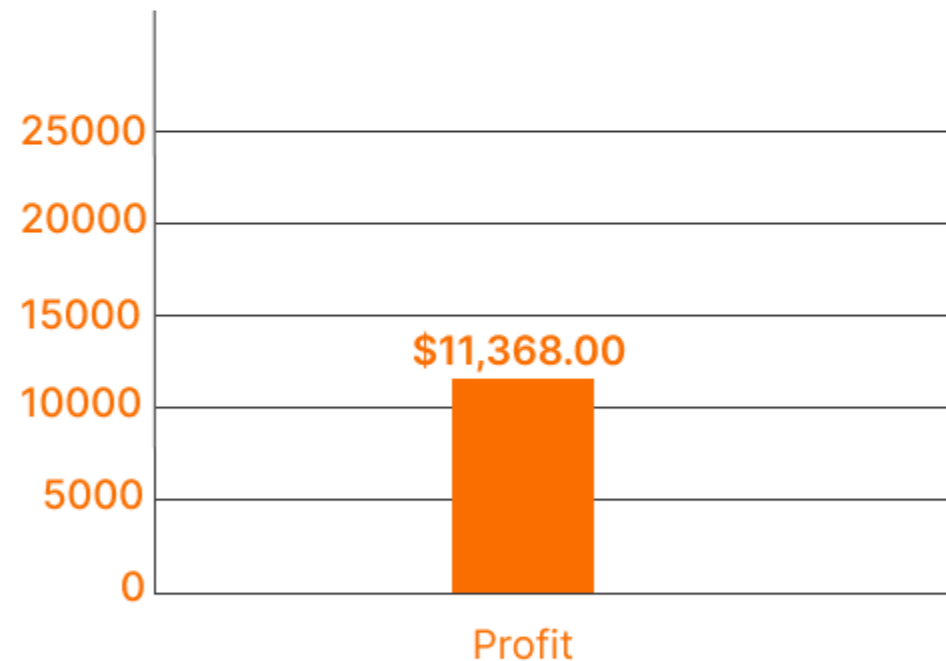


23%
Margin

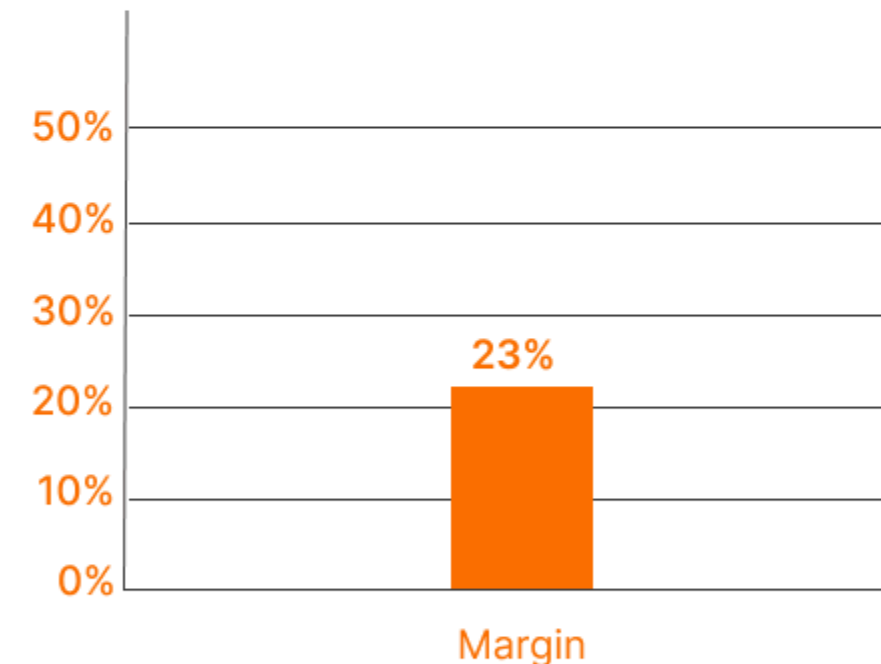
Revenue



Profit



Margin



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1 Aug 2026 – 31 Aug 2026



Attribution

7-day click, 1 day review
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\$44,972.03

Revenue



\$8,024.86

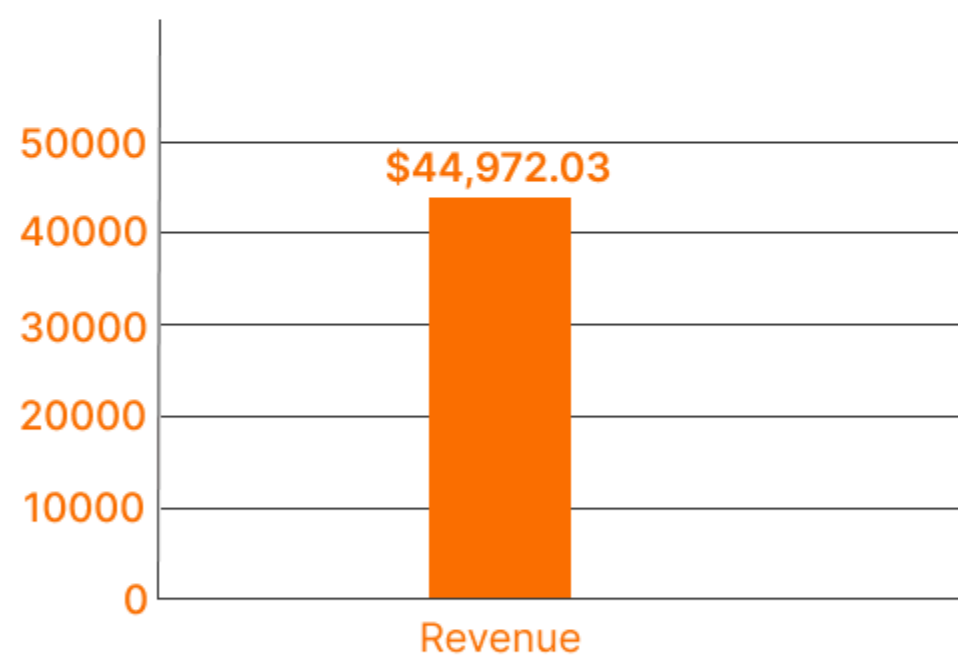
Profit



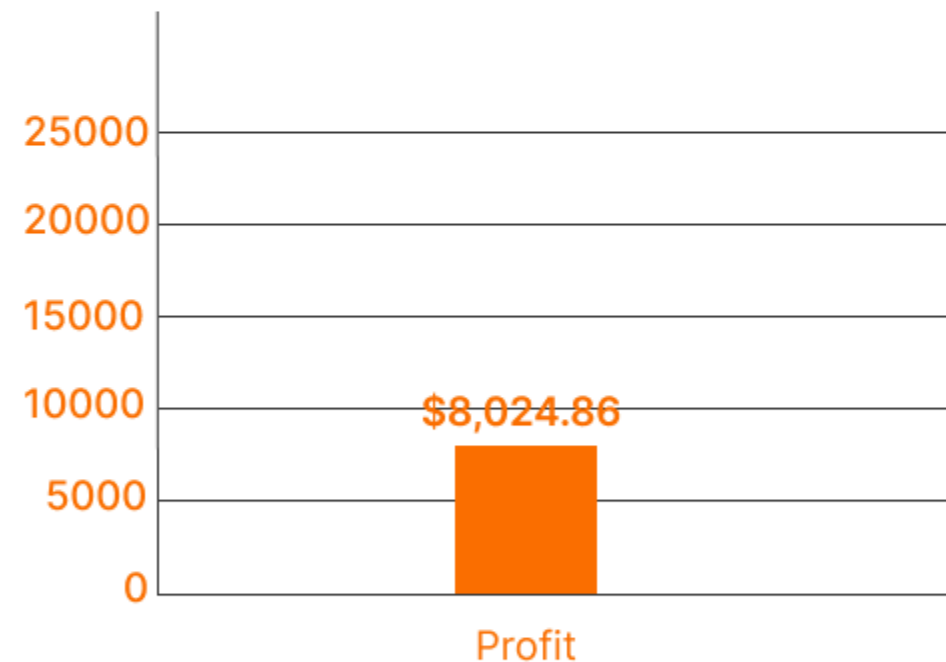
17.84%

Margin

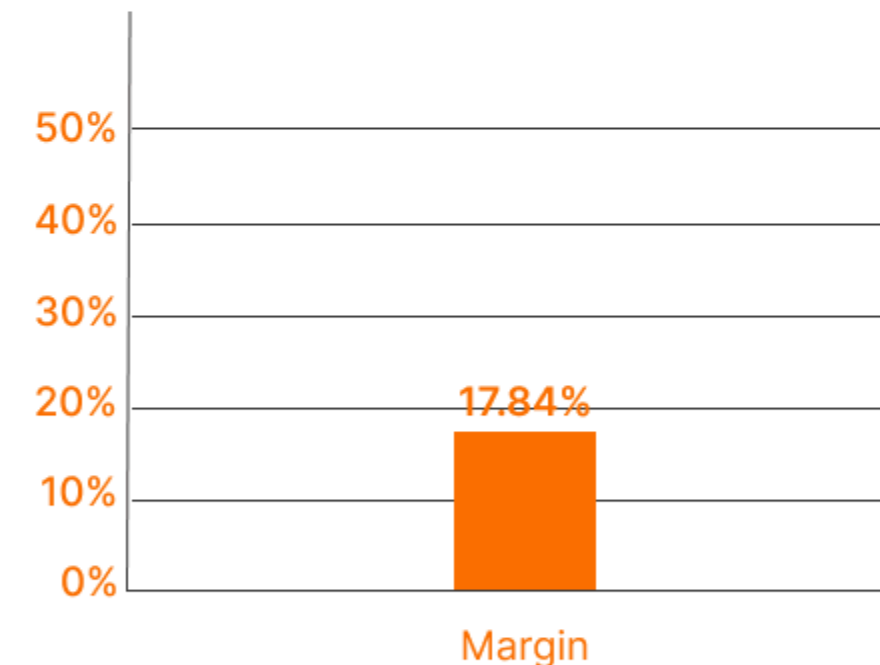
Revenue



Profit



Margin



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