



# E-commerce

Playbook 2026



Turn attention  
into action.

Take it  
to **TikTok**.

# TikTok is great for selling

TikTok is the preferred home of entertainment and personalised discovery at scale, with more than 1 billion active users. We're unlocking the power of commerce for brands by integrating a shopping experience with authentic, joy-giving entertainment.

## 1.4X

more likely to buy directly from TikTok because it's entertaining (vs. other social apps/platforms).<sup>2</sup>

## 56%

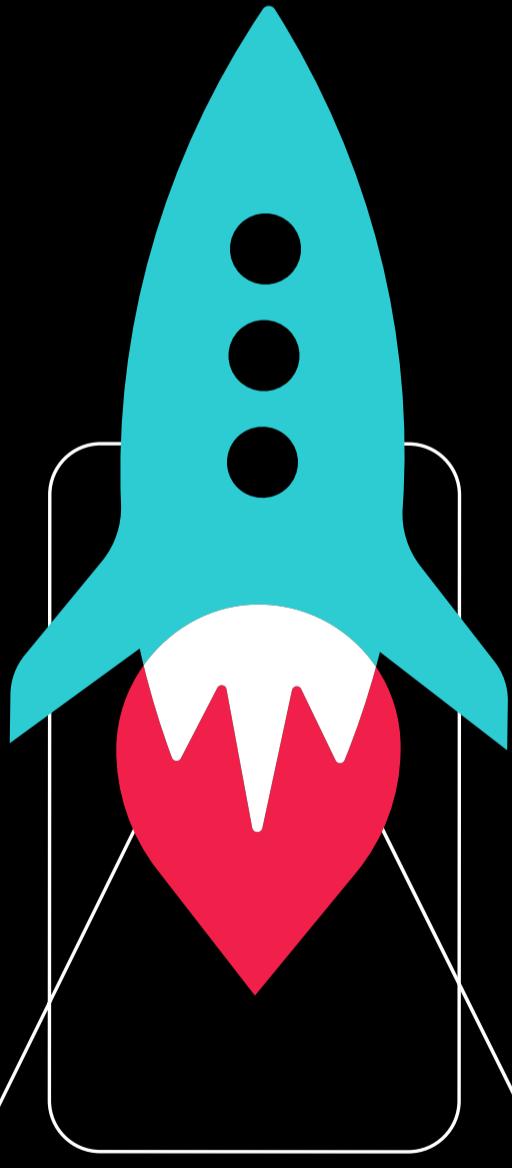
of weekly TikTok users say that ads on the platform lead them to discover new products/brands.<sup>1</sup>



///

We post carousels, images, videos – different formats help us experiment.

**Podcast highlight, // Georgia & Jen**



### The TikTok Shoppers in AU

## And this is how they shop...

#### Shopping preference

**76%**

Shop online and in-store

#### Top 3 categories bought

**50%** F&B

**47%** Beauty

**46%** Fashion

#### Shopping frequency

**83%**

Shop weekly

#### Avg. shopping expenditure per month

**\$399**

(USD)



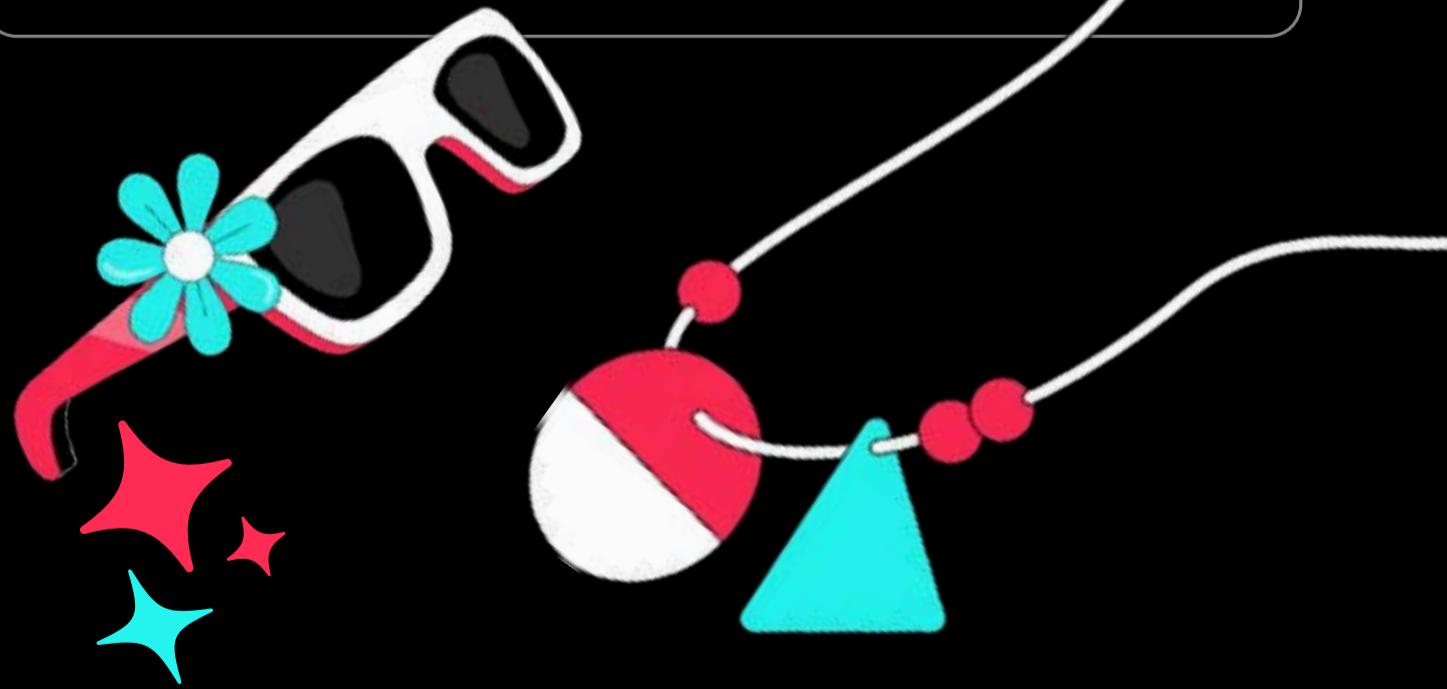
Source: Tiktok commissioned study conducted by Kantar  
Profile on shopping behaviours among n=3647 TikTok users in APAC (AU results), 2024

What started as **#TikTokMadeMeBuyIt**, a community-driven movement, has fundamentally reshaped the way people discover, browse and buy, creating huge opportunities for retailers and brands. Today, TikTok is driving commerce everywhere.

**Online:** 62% of TikTok users say they follow links on TikTok to discover products on a brand's websites,<sup>1</sup> and TikTok is driving 1.8x more online conversions than other media channels.<sup>2</sup>

**Offline:** 2 in 5 users who discovered a product on TikTok went to a physical location that sells it,<sup>3</sup> and TikTok is driving 2.6x more offline conversions than other media channels.<sup>2</sup>

**68%** of TikTok users agree that TikTok is unique because of the personalised content on the For You feed that allows for greater product discovery.<sup>4</sup>



(Sources: 1. TikTok Marketing Science Global Creators Drive Commerce Study 2022 conducted by Material 2. TikTok Marketing Science x TransUnion 2024 Meta-Analysis (Dates Q4 2024 - Q1 2024) Verticals included Big Box, Ecommerce, and Fashion. Other media channels include: Online Display Online Video, Online Audio, Paid Search, Other Social Media Platforms. 3. TikTok Marketing Science Global eCommerce Study (Global Results) 2022, conducted by Material). 4. TikTok Marketing Science US, Commerce Landscape Study 2024, commissioned by TikTok in collaboration with Ipsos).

# Meet them where they are

Between the GRWM videos and shopping hauls, brands need to tailor-fit their creative strategies to hit the right audience.

## Style tribes to know (the four TikTok shoppers in AU)

	The Bargain Hunters #cheapfinds	The Inspirational Shoppers #tiktokmademebuyit	The Effortless Shoppers #selfcheckout	The Purposeful Shoppers #sustainableliving
<b>Avg. shopping expenditure (USD)</b>	\$489/month	\$606/month	\$438/month	\$534/month
<b>Shopping channel</b>	1.2x more likely to shop on ecomm marketplace	1.2x more likely to shop on social media	1.3x more likely to shop on TikTok Shop	1.3x more likely to shop on brand.com
<b>Shopping preference</b>	Shop online and in-store (85%)	Shop online and in-store (81%)	Shop online and in-store (81%)	Shop online and in-store (86%)
<b>Shopping frequency</b>	Shop weekly (87%)	Shop weekly (79%)	Shop weekly (86%)	Shop weekly (88%)
<b>Shopping habits</b>	88% wait for product to be on sale	84% discovered something on Tiktok	1 in 2 watch and shop on the same platform	3 in 5 pay more for a brand they know

(Sources: Tiktok commissioned study conducted by Kantar Profile on shopping behaviours among n=3647 Tiktok usersn APAC (AU results), 2024)

## Retail therapy in session: Creative prescriptions

### Creative principles

1

#### Build trust through transparency

Consumers turn to experts and real people for advice, making authenticity key.

2

#### Align with consumer values

Today's shoppers are looking to shop with brands that reflect their values.

3

#### Inspire with transformation & results

Commerce content thrives on showcasing products that work – whether it's instant results or long-term benefits.

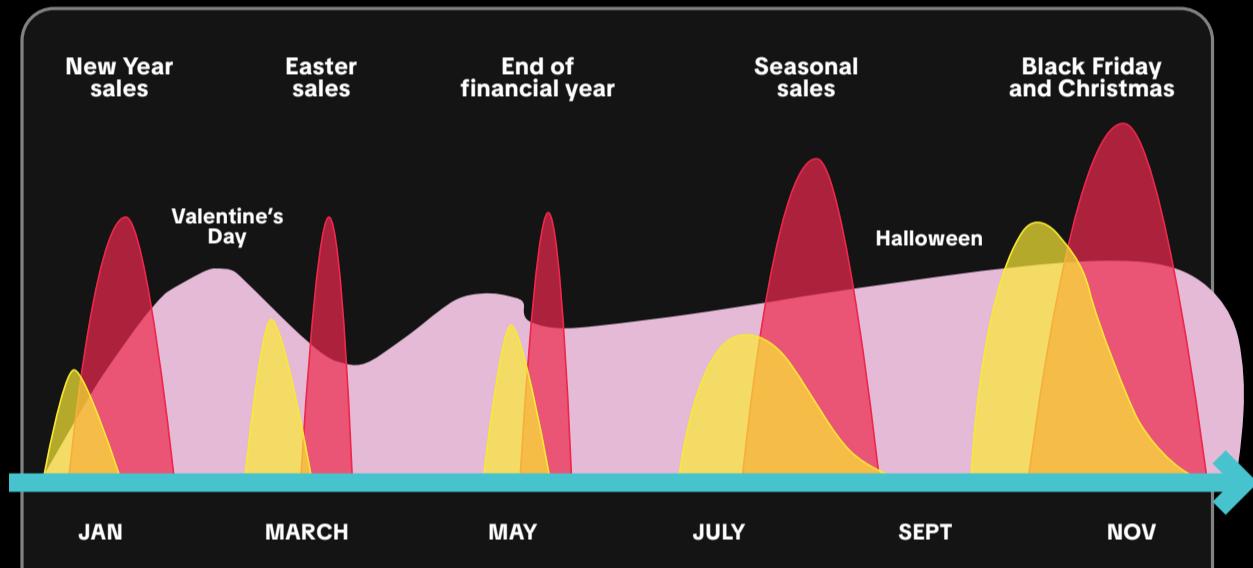
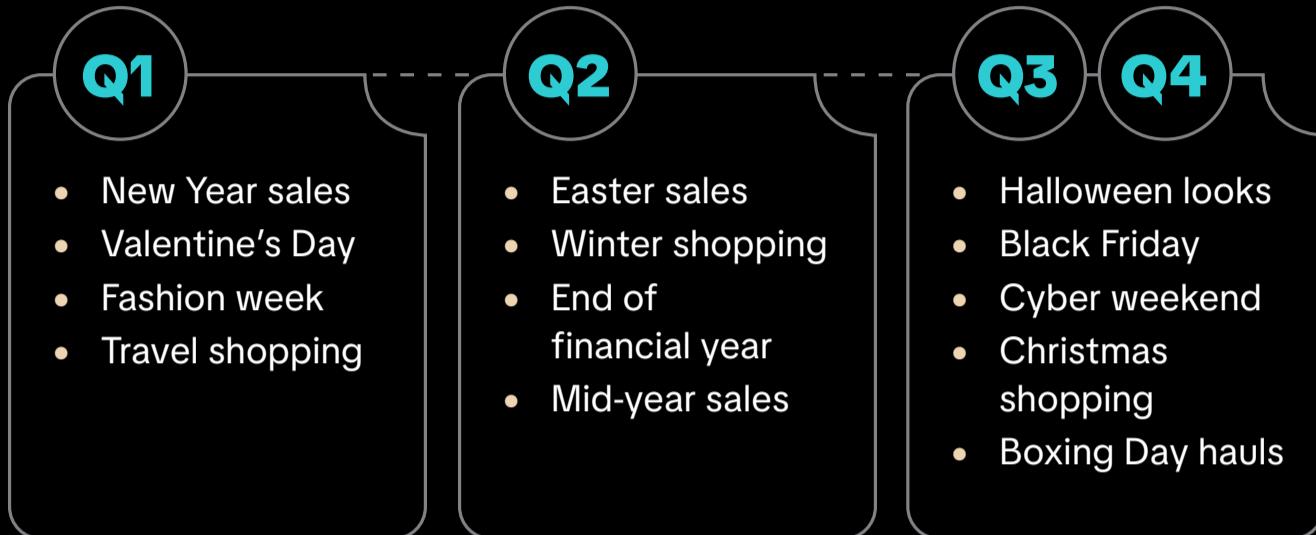
4

#### Create for community & conversation

Commerce on TikTok is more than content – it's a shared experience that brings communities together.

# Ride the e-commerce wave

Style your TikTok strategy with crave-worthy campaigns throughout the year to maximise impact and reach.



Signals and audiences collected can be leveraged throughout the year.

## TikTok Pixel

The TikTok Pixel is a piece of code placed on your website to collect user behavior data. Advertisers can gain insights into ad effectiveness and optimise campaign performance over time.

## Smart+

With just 4 inputs needed from you – KPI, budget, targeting and creatives, Smart+ does all the work to optimise performance so you can focus on running your business.

## Catalog ads

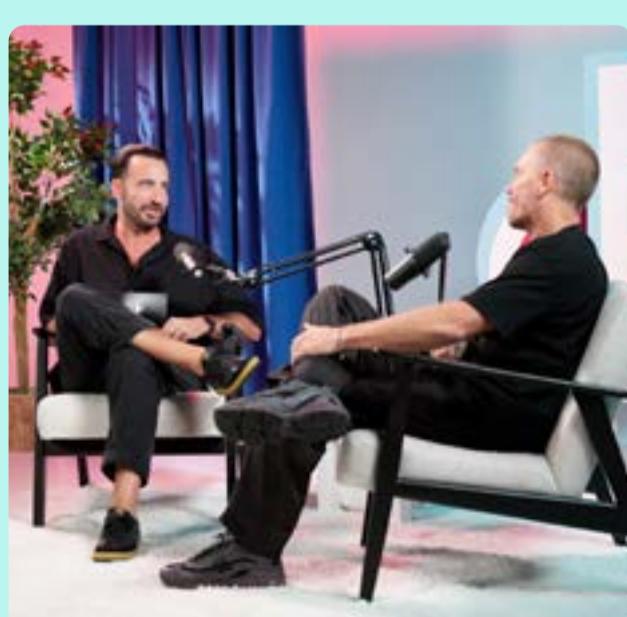
Powered by Smart+ and a simple catalog integration, you can reach the right shoppers with the right products.

## Search ads

Connect with high-intent audiences that matter the most. Be the answer to shoppers' searches with our sophisticated keyword-based ads.

# 10 tips for ads that convert

1. Know your tribe – Budget-conscious shoppers look out for different things than luxury lovers. Match your energy to your audience across content and call to action.
2. Be authentically you – No one wants corporate vibes. Show your brand's real personality and see that watch time and engagement glow up.
3. Squad up for content – Get your whole team in on the brainstorm sesh for fits and transitions that feel relatable.
4. Hop on trends, but make it you – That viral sound + your unique style twist = instant algorithm love.
5. Full-screen or no screen – Claim your spotlight! Full-screen content gets up to 40% more eyeballs.
6. Sound on, engagement up – Sound-on videos drive 2x more add-to-carts!
7. First 6 seconds = everything – Hook 'em fast or they're scrolling to your competition.
8. Keep it real with phone footage – Overproduced = overlooked. Clean phone shots feel more authentic (just keep it crisp!)
9. Buddy up with creator collabs – Creators already know how to make your pieces pop for up to 5x the engagement.
10. Text + transitions tick all the boxes – Help viewers catch the vibe with on-point captions and smooth transitions between showcases.



“

Make content that works for YOU – not what you think you should do.

**Podcast highlight,  
Joel & Leon**

“

## See how other businesses are taking it to TikTok

### CASE STUDY 01

## Who is Elijah

To expand its Gen Z and Millennial customer base, Australian fragrance brand Who Is Elijah partnered with e-commerce marketing agency, Ecom Nation, to launch a full-funnel TikTok campaign during the peak holiday season – including Black Friday, Cyber Weekend, and year-end gifting moments. The strategy combined TikTok's Spark Ads to boost viral UGC and trend-driven videos, with Catalog Ads to drive add-to-carts and conversions.

**6M**

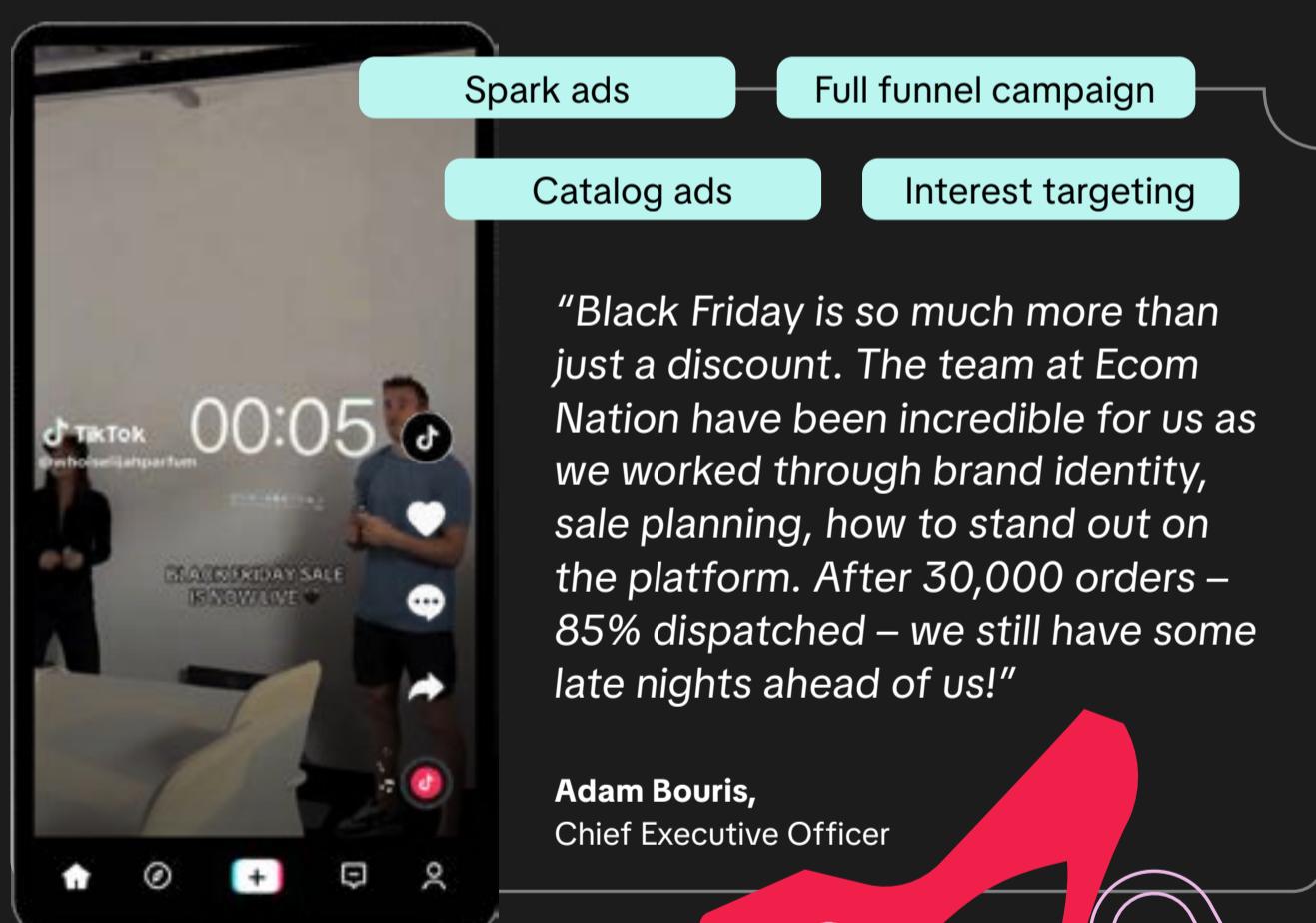
Impressions\*

**+39%**

AOV\*\*

**7X**

ROAS\*



## See how other businesses are taking it to TikTok

### CASE STUDY 02

## Lust Minerals

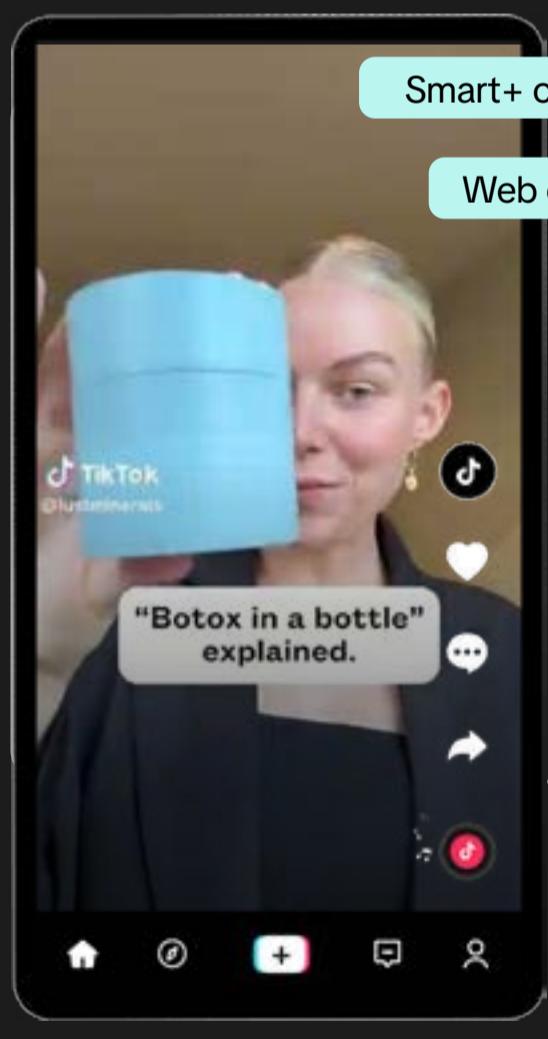
With their mission of marrying 'clean beauty' with high-performing makeup and skincare product, Lust Minerals partnered with eCommerce Media to implement a TikTok strategy that would allow them to lower cost per acquisition (CPA) while maintaining a strong return on ad spend (ROAS). In January 2025, they launched a Smart+ campaign, leveraging automated solutions on TikTok Ads Manager to drive more cost-effective growth across new customer segments.

**-39%**

Lower CPA\*

**+44%**

Uplift on ROAS\*



*"TikTok has allowed our clients to diversify marketing channels and reach their new potential customers where they are spending time online."*

**Leanne Van Rensburg,**  
General Manager, Ecommerce Media

//

**TikTok is a channel where we're allowed to experiment.**

**Podcast highlight,  
Amanda & Tiffany**

//

 **TikTok** for Business

# Thank you



Explore more resources on our all-new hub –  
Peer to Peer chats, Creative Starter Pack and  
industry tips.

Not advertising with us yet?  
Get started with Smart+ today.

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into action.

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