



# Be Beauty's Next Big Thing

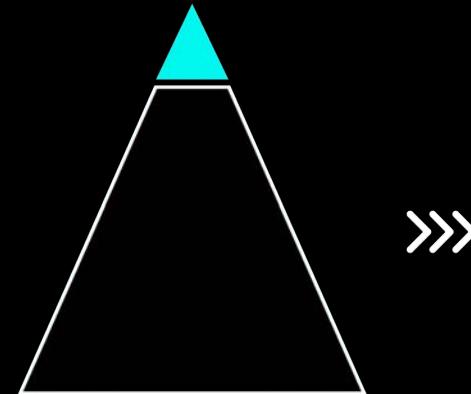


# The Beauty Opportunity on TikTok





# TIKTOK HAS DEMOCRATIZED BEAUTY



## Pyramid of Influence

- Top-down
- Editors
- Magazine pages
- Exclusive
- One 'standard'

## Circles of Influence

- Inside-out
- Creators
- For You Page
- Inclusive
- Community standards



As consumers reshape the beauty landscape by reclaiming power from the industry, **brands that embrace and amplify their purpose will thrive and evolve in step**



# Take audiences **from goals to glam**: your holistic beauty commerce strategy starts on TikTok



## FORTUNE

Sephora is at the center of TikTok beauty trends—and the CEO says it's 'not by accident'

## BuzzFeed

31 TikTok Beauty Products That Will Soon Join Your Elite Collection Of Empties

## G L O S S Y

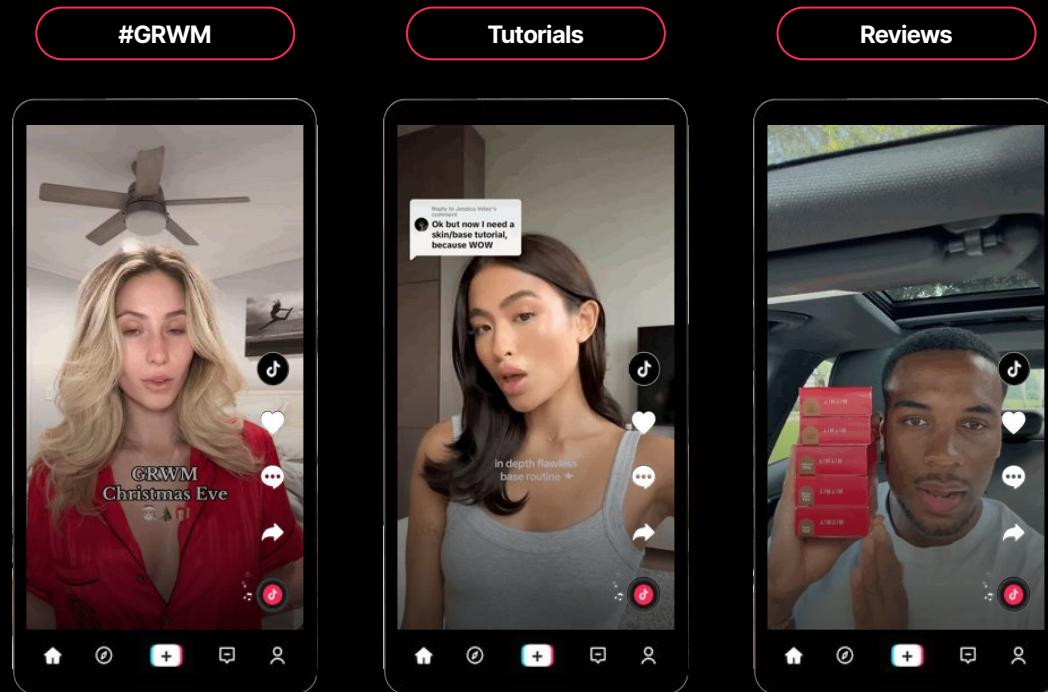
2024 was TikTok Shop's Beauty Moment



# TikTok unlocks the path **from discovery to attainability**

51%

of TikTok users who use skincare or cosmetic products discover beauty products on TikTok



# Reshaping how people discover, search, and shop



A collage of five smartphone screens showing various TikTok content:

- Top center:** A product box for "epou" with the text "Nothing feels better than unboxing my new Rhode routine".
- Second row, left:** A woman with long blonde hair in a car, with the caption "How I do glam and make sure I look great at the workplace".
- Second row, middle:** A person's legs wearing tan boots, with the caption "Not to be dramatic but going to the movies is one of my favorite things ever".
- Second row, right:** A scenic view of a colorful town built into a hillside, with the caption "5 MUST VISIT PLACES IN Italy".
- Bottom center:** The New York Times logo with the text "For Gen Z, TikTok Is the New Search Engine".

**Mashable**  
'Very demure'  
demonstrates TikTok's  
ability to **shape modern**  
**language**

**The New York Times**  
For Gen Z,  
TikTok Is **the New**  
**Search Engine**

**AXIOS**  
Viral TikTok trends  
are **changing what**  
**America eats**

**CONFIDENTIAL & PROPRIETARY**

# And inspires audiences to seek out what beauty means to them

Global Searches, 2024<sup>2</sup>

A routine-building  
search engine

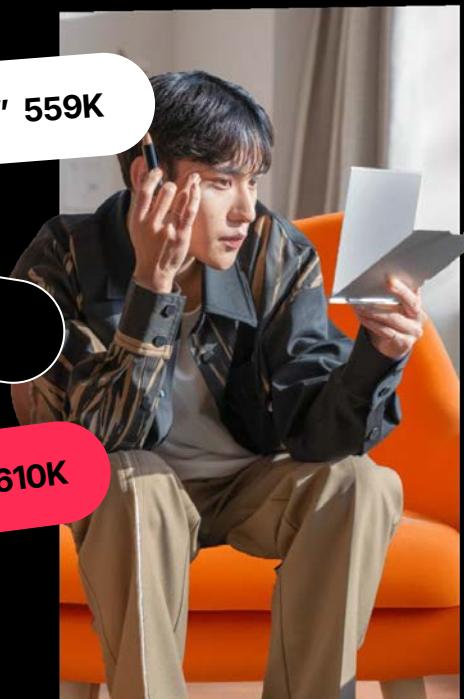
2.5x

TikTok is 2.5x more likely to  
be a source for search in a  
purchase-driven beauty  
outcome vs. social media  
platforms

"Contour tutorial..." 559K

"Best mascara..." 754K

"Black girl makeup..." 610K



# Driving commerce **in store**

**2 in**

**5** users who discovered a product on TikTok went to a **physical location where it's sold**<sup>1</sup>



**2.6x**

**more efficient** than other media channels for **offline conversions<sup>2</sup>**

Sources: 1. TikTok Marketing Science Global Shopping Ad Products Study 2022 conducted by Material, 2. Transunior MTA Study commissioned by TikTok, US Only ROAS inclusive of Big Box, Specialty Big Box, Beauty Retail, and Fashion/Luxury Retail

# Across all **online** destinations

# 2.7

**more likely** to engage  
with brands online<sup>1</sup>



# 1.8 X

**more efficient** than other  
online video channels<sup>2</sup>

Sources: 1. Source: TikTok Marketing Science US Path to Purchase Part 2 Research 2022, conducted by Material, 2. Transunion MTA Study commissioned by TikTok, US Only ROAS inclusive of Big Box, Specialty Big Box, Beauty Retail, and Fashion/Luxury Retail



# And on TikTok

7 %

of users are likely to buy  
from a brand they've  
seen on [TikTok Shop](#)<sup>1</sup>

8



5M

**New customer sales** on  
TikTok Shop during last  
year's cyber monday and  
black friday sales<sup>2</sup>

Sources: 1. TikTok Marketing Science Global TikTok Shop Research (US Results) 2024, conducted by Material, 2. TikTok Shop Internal Data, uplift shown as relative to daily average GMV of 10.20 -10.26 baseline period

# Investing in TikTok really works for all of your commerce outcomes



# 2X

TikTok delivers up to 2x more  
ROI for retail than other media  
platforms.<sup>1</sup>



Sources: 1. Nielsen MMM study over 7 Retailers in Speciality Big Box and Beauty Big Box; Transunion MTA Study commissioned by TikTok, US Only ROAS inclusive of Big Box, Specialty Big Box, Beauty Retail, and Fashion/Luxury Retail. 2. TikTok Shop Internal Data, uplift shown as relative to daily average GMV of 10.20 -10.26 baseline period

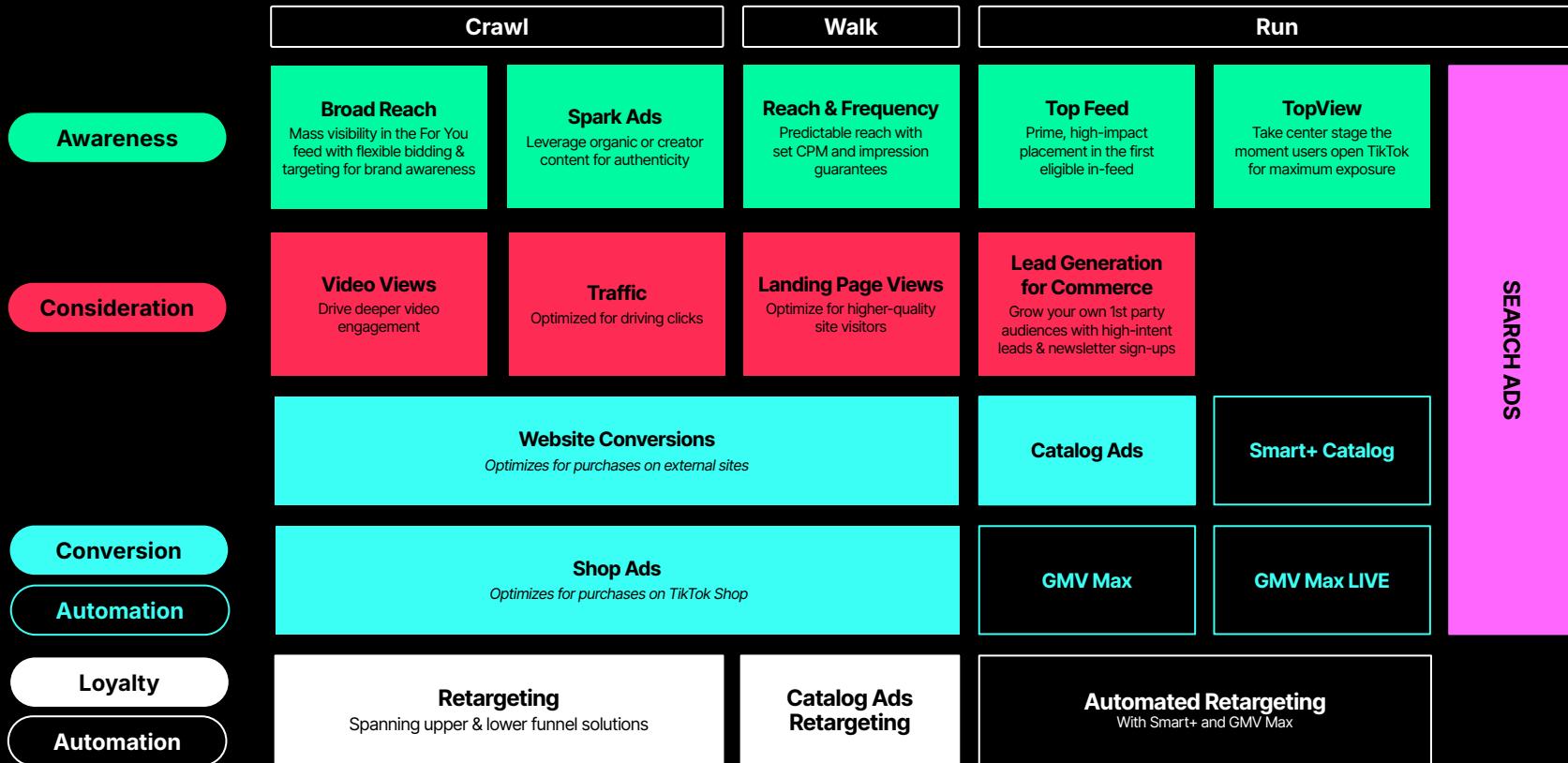


# Ad Solution Strategy



# Full-funnel solutions, built to perform

Solutions to capture attention and accelerate the path to purchase





# Transform In-App Engagement into Off-Platform Sales

**Drive in-store visits from the FYP with full-funnel solutions**

**Set up offline measurement solutions to attribute offline lift**

**Integration with Retail Media Networks**



Online

# Maximize E-commerce with Full-Funnel Tactics

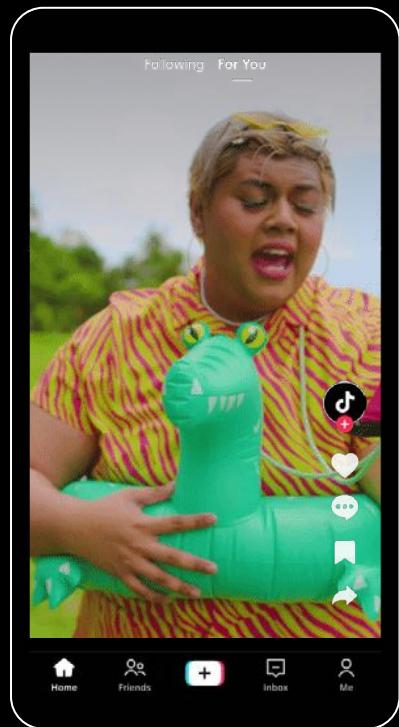
**Upper and mid-funnel  
ads to optimize  
cross-platform journey**

**Lower-funnel solutions  
like Catalog Ads to  
maximize e-commerce  
conversions**

**Leverage Search Ads to  
capture high-intent  
shoppers and drive  
conversions.**

**Accelerate e-commerce  
conversions with Smart+**

## Catalog Ads



# Supercharge sales to your website or app with Catalog Ads

Catalog Ads is the key commerce advertising solution that leverages the power of your catalog and data connections to create performance ads on TikTok that drive sales online on your website or app.

## Catalog Ads

# Catalog Ads offers compelling shoppable ad formats to drive sales



### Carousel

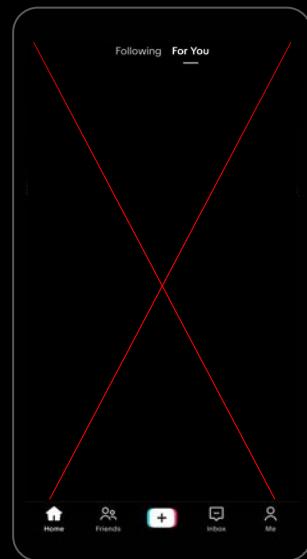
Powered by your catalog, Carousel offers a scalable creative solution to create always-on performance ads



### Catalog Video

Promote product-focused video at scale

Aligns the product displayed in video with those presented in the add-on to convert window shoppers into customers



### Single Video

A new or existing standard video that belongs to you

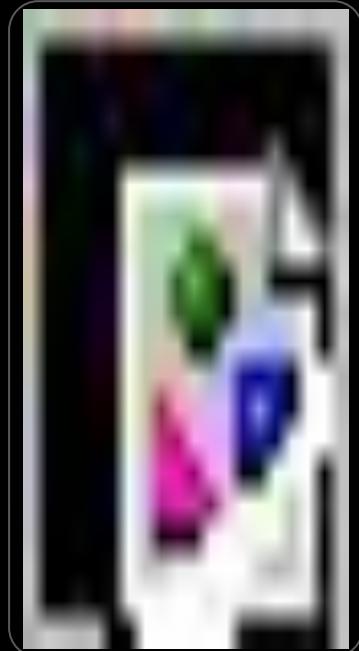
Category or product focused videos work best

Ensure consistency in your product selection and video to maximize performance

# Let Catalog Ads power your always-on performance strategy

Expand your customer base with

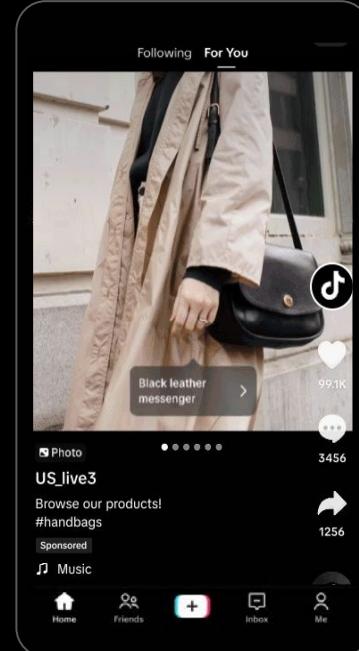
**Always on Prospecting**



+

Capture high value users with

**Always on Retargeting**



Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

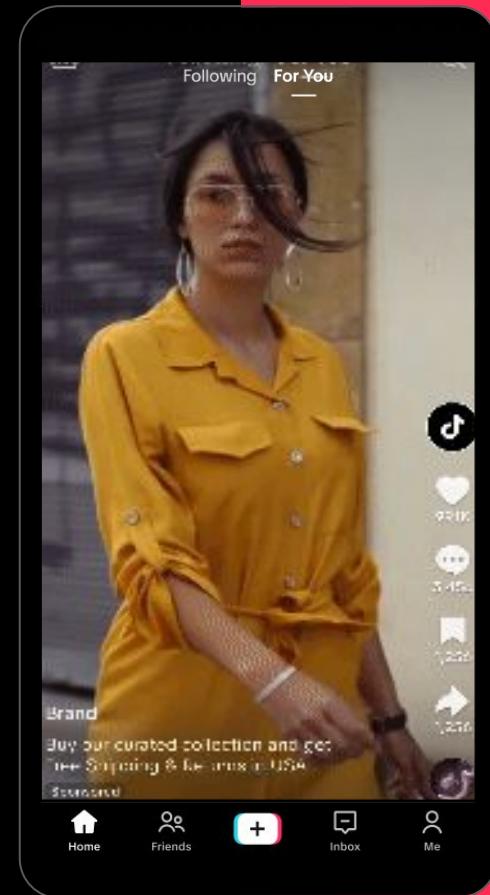
Dec

Smart<sup>+</sup>

Catalog Ads

**Be the navigator, not the driver. Smart+ as your GPS for smarter scaling. Shift from manual tweaks to AI-powered autopilot.**

Let Smart+ take the wheel so you can focus on where you are going, not how to get there. It doesn't just optimize, it learns, measures and adapts. Every decision is backed by data, ensuring your budget goes further, your creative works faster and your results keep improving.



# Smart+ Catalog Ads

# 4.1X

## Directional Insights

Higher incremental return on ad spend for SMB advertisers who utilize Smart+

**Single Campaign Setup:** Smart+ creates multiple ad groups across placements and audiences automatically.

**Hands-Free Optimization:** Smart+ dynamically adjusts bids, budgets, and audiences in real-time.

**Real-Time Scaling:** Smart+ scales best-performing creatives while pausing underperformers for maximum efficiency.

**Catalog Creative Formats:** Automatically generates personalized, relevant ad creatives to enhance engagement.



## Smart+ Catalog Ads

# Achieving incredible Return On Ad Spend with Smart+ Catalog Ads

“

TikTok is becoming an increasingly significant component of our performance marketing strategy. By utilizing Smart+ Catalog Ads to automate our performance advertising, we have achieved substantial improvements.

**Roberta Atzori**

Performance Marketing Manager at Ray-Ban

Objective

Product sales and efficiency



**Ray-Ban®**

**42%**

**Higher ROAS**

**50%**

**Decrease in CPA**

**47%**

**Increase in CVR**

Web Ads

Shop Ads

# Driving Sales Online and On TikTok

On TikTok



Online



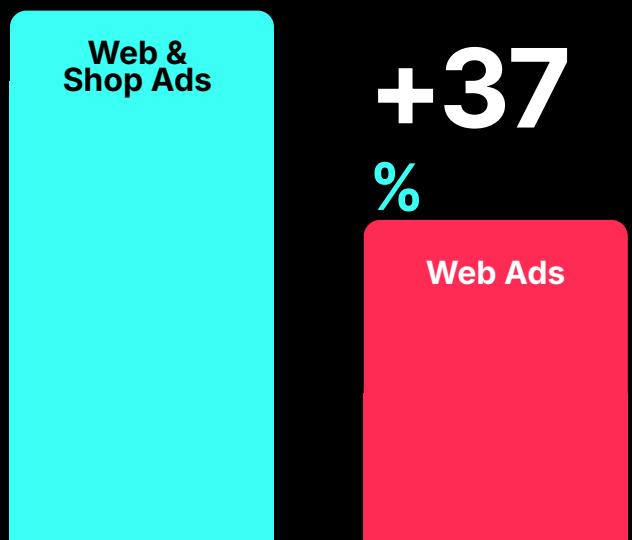
Web Ads

Shop Ads

Conversion Lift

**Together, Web & Shop Ads are driving even greater outcomes for advertisers**

**Early results measuring TikTok Shop and web campaigns together show 37% higher conversion lift versus only TikTok web conversion alone<sup>1</sup>**



## TikTok Shop



**TikTok Shop is your  
e-commerce solution  
fully integrated  
within TikTok**



On TikTok

# Capture Immediate Purchases with In-App Commerce

**Create net-new sales channel with TikTok Shop**

**Drive traffic and Shop growth with Shop Ads**

**Reach high-intent shoppers with Search Ads**

**Scale ads with Affiliate Creative Ads**

**Maximize total sales across content ecosystem with GMV Max**

## TikTok Shop

# Unlock a new sales channel with TikTok Shop

A trendsetter's playground

**41%**

of users are likely to purchase cosmetic products from TikTok Shop

To immediately act on inspo

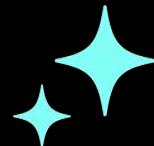
**80%**

Of users agree TikTok shop allows them to make spontaneous purchases

And spark long-term brand connections

**60%**

Of users follow the brand after seeing their TikTok Shop



## Shop Ads

From the For You feed to checkout,  
a full shopping journey in a few, simple taps!



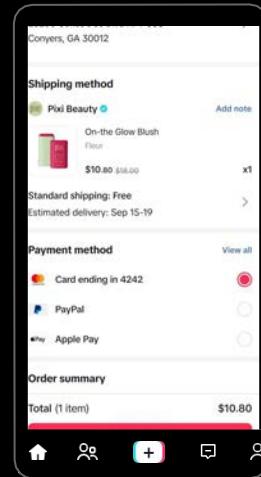
### Browse

Browse shoppable content  
through videos and livestreams



### Select

Select and check product  
information in Product Detail  
Page (PDP)



### Checkout

Place orders and checkout  
without leaving the TikTok app



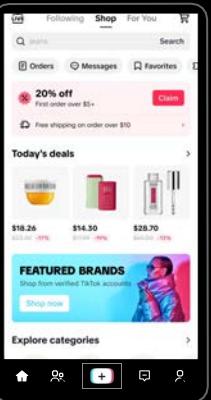
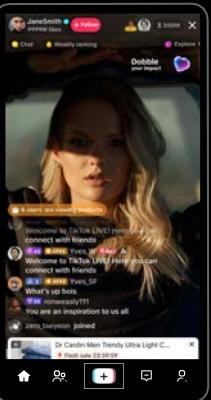
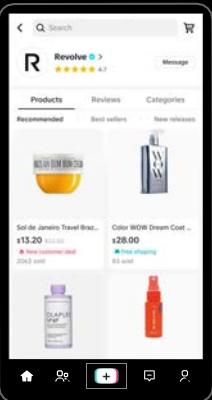
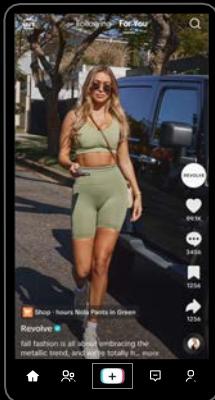
### Advocate

Share excitement around the  
products and join the  
conversation

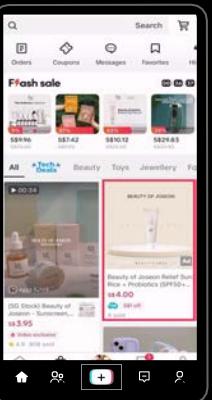
## Shop Ads

# Grow your TikTok Shop through Shop experiences and Shop Ads

### Shop Experiences



### Shop Ads



Product Links

Shop Page

LIVE Shopping

Shop Tab

Video

LIVE

Product Card

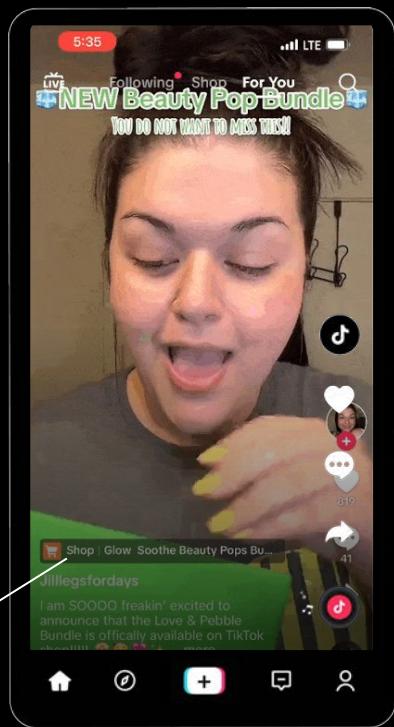
## Shop Ads

# Shop Ads: Video

Drive sales and traffic to your TikTok Shop with native, in-feed experiences and seamless, onsite checkout.



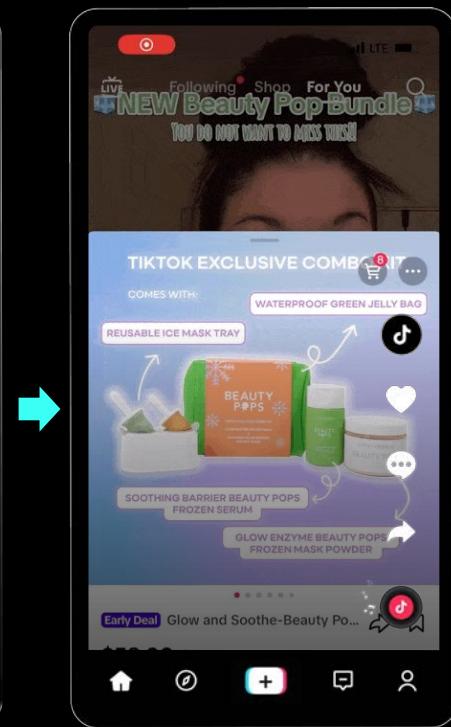
Shop Glow Soothe-Beauty Pops Bundle



### Video In-Feed

Shop directly from your For You Page

by tapping the pinned products or browsing the shopping cart icon



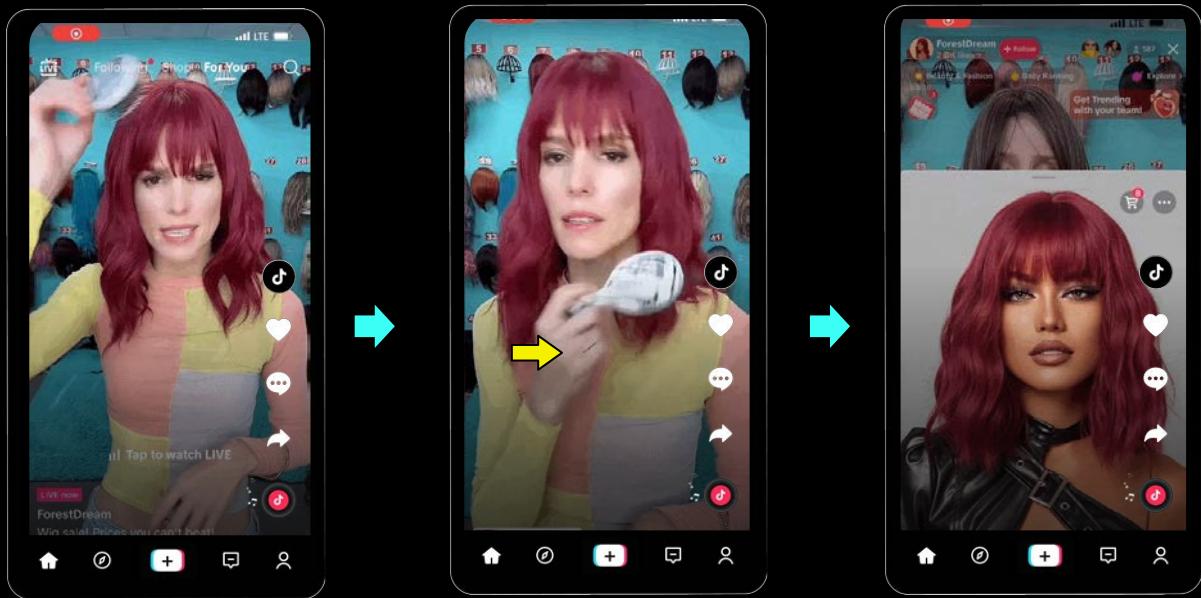
### Product Detail Page

Showcase your products in an informative way

# Shop Ads: LIVE

Drive engagement to LIVE shopping from the FYP

Shop Ads



## Live Creative In-Feed

**Shop directly from a LIVE creative in your FYP** by tapping the pinned products or browsing the shopping cart icon

## Live Shopping event

**Move shoppers down the funnel in real time** throughout the LIVE shopping event.

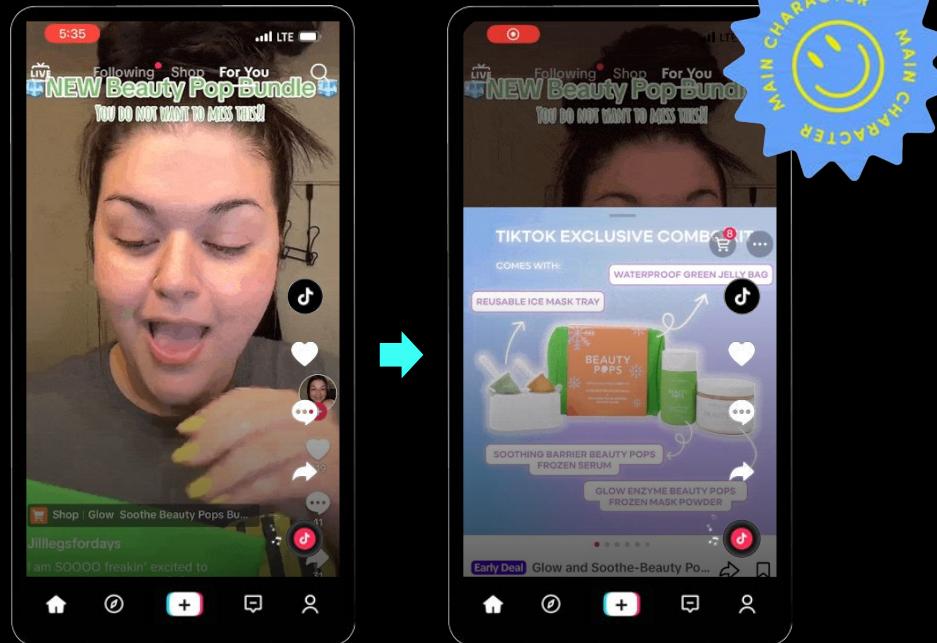
## Product Detail Page

**Showcase your products** in an informative way

# Shop Ads: Product Cards

Drive sales and traffic to your TikTok Shop with product cards

Shop Ads



Product Images In-Feed

**Shop directly from your For You Page** by tapping the pinned products or browsing the shopping cart icon

Product Detail Page

**Showcase your products** in an informative way

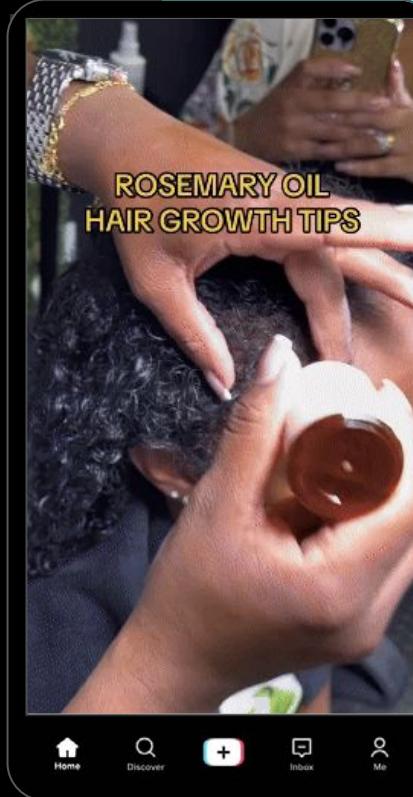
## Shop Ads

### Selling out product with TikTok Shop and Shop Ads

To grow product sales, Bask and Lather Co simplified ad creation and streamlined the purchase process with Product Shopping Ads (PSAs). They also leveraged their existing customer data to target lookalike audiences and boosted their proven organic content as paid content via Spark Ads.

#### Objective

Increase sales



BASK &  LATHER  
GROW IT AND KEEP IT TOO

9 x

ROAS

+12.5%

Decrease in CPA

## Shop Ads

# Igniting sales with TikTok Shop and Shop Ads

“

We've been able to grow sales exponentially since joining in May. The targeted ads on TikTok have also proven highly effective, driving increased visibility and attracting a broader customer base.

**Elimar Depaula**

Founder and CEO at Queen Cosmetics

Objective

Increase sales



**QUEEN**  
COSMETICS

**11 X**

**Higher ROAS**

**84%**

**Decrease in CPA**

**11 M**

**Increase in CVR**

GMV Max

Shop Ads

Be the navigator, not the pilot. **GMV Max** puts your entire **TikTok Shop** on autopilot, optimizing spend, traffic, and creative in real-time to maximize total sales, not just ad performance.

Machine Learning ensures every dollar works smarter—balancing paid, organic, and affiliate sales to maximize your bottom line.



**GMV Max**

**Shop Ads**

#### **Smarter Budget Control:**

AI dynamically shifts spend to the highest-performing areas.

#### **Simplified Campaign**

**Management:** Eliminates the need for constant manual adjustments, allowing advertisers to focus on strategic decision-making.

#### **Scale Creative Easily:**

Automatically pushes top-performing content for better conversions.

#### **Predictive Optimization:**

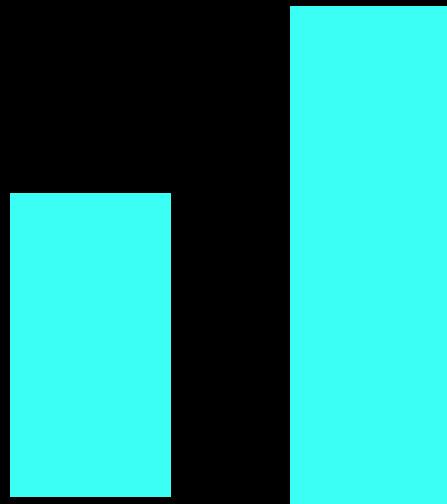
Ensures ad spend is efficiently allocated to maximize ROI.



**GMV Max****Shop Ads**

# GMV Max Delivers More Than ROAS

Unlike other ad solutions focused on ROAS, GMV Max is designed to improve your channel's bottom line.

**+30%****Incremental  
GMV Uplift****Total GMV  
Before GMV max****Total GMV  
After GMV max**

GMV Max

Shop Ads

Arrae

TikTok Shop  
businesses  
leverage  
GMV Max  
to deliver returns  
and save time.



"This is the best decision we've ever made for our business!"

Nish Samantray, Arrae Cofounder

+75% +25%

Purchases

ROI

**Affiliate Creative Ads**

**Shop Ads**

**Maximize your Shop sales with Affiliate Creative Ads, leveraging more affiliate content and commission controls for ads**

**Bulk Video Authorization:**

Affiliates can quickly approve videos for ads, reducing manual effort.

**Seamless Ad Creation:**

Sellers can turn high-performing affiliate videos into Video Shopping Ads.

**Flexible Commission Control:**

Sellers set custom rates for organic and ad-driven sales.

**Performance Reporting:**

Track clear GMV attribution from both ads and affiliates.



Affiliate Creative Ads

Shop Ads

## Unlocking a new sales channel via TikTok Shop and leveraging Affiliate Ads

MySmile launched TikTok Shop for its seamless purchase path, using Shop Ads to accelerate growth and optimize performance with a closed-loop ecosystem. They leveraged the Creator Affiliate Program for engaging video promotions, repurposed top affiliate content for Shop Ads, and expanded reach through weekly Live events and Shop Ads live format.

Objective

Diversify revenue & increase sales



# MySmile®

\$1M

GMV

3X

ROAS

80 %

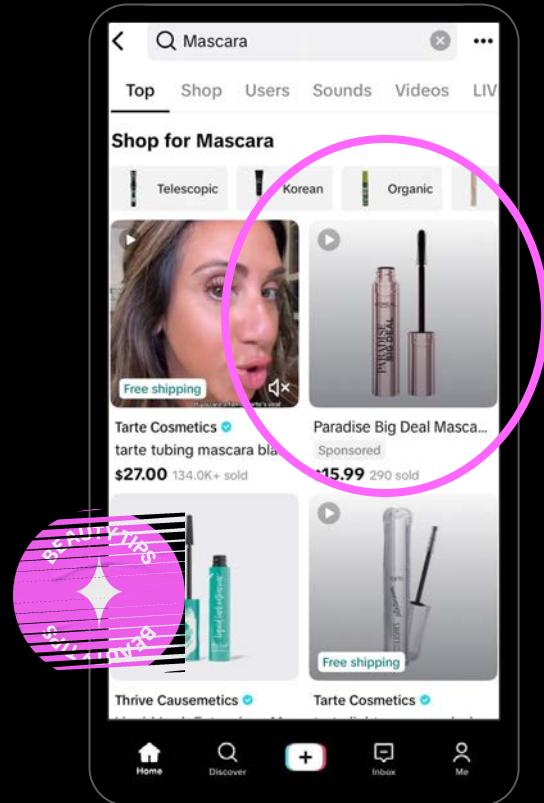
Decrease in CPA

## Search Ads

# Increase sales and ROAS with Search Ads, capturing high-intent shoppers at critical moments in the purchase journey

Search Ads capture high-intent shoppers by reaching users actively searching for products, leading to higher engagement and conversions. With Keyword Expansion, advertisers can add relevant search terms to expand reach and connect with more potential buyers.

Search Ads also offer greater control, allowing precise targeting, optimized creatives, and better-aligned landing pages for maximum efficiency and scale.



## Search Ads

# TikTok Search Ad Product Comparison

	Search Ads Campaign	Automated Search Placement (Toggle)	Keyword Expansion for Shops
<b>KEYWORD TARGETING</b> <i>specific keyword input</i>	✓	<i>Automated query matching mainly based on creative and captions</i>	✓
<b>SEARCH BUDGET CONTROL</b> <i>dedicated search budget</i>	✓	<i>Utilizes in-feed campaign budget (budget optimized based on performance and available budget and search demand)</i>	<i>Utilizes overall Shop Ads campaign budget (budget optimized based on performance and available budget and search demand)</i>
<b>KEYWORDS BREAKDOWN REPORT</b> <i>insights into performance and budget spent across keywords</i>	✓	✓	✓
<b>DEDICATED CAMPAIGN CREATION FLOW</b> <i>separate build from in-feed video campaign</i>	✓	<i>Utilizes in-feed campaign settings</i>	<i>Utilizes PSA or VSA Shop Ads campaign settings</i>

## Search Ads

# Unlocking a new sales channel via TikTok Shop and leveraging Affiliate Ads

Lulus leveraged branded and non-branded TikTok searches to boost website sales. By using high-quality, relevant keywords segmented by product lines and query types, along with diverse match types, they achieved significant performance gains and scale.

### Objective

Product sales and efficiency



Lulus

+88%

ROAS

41%

Decrease in CPA

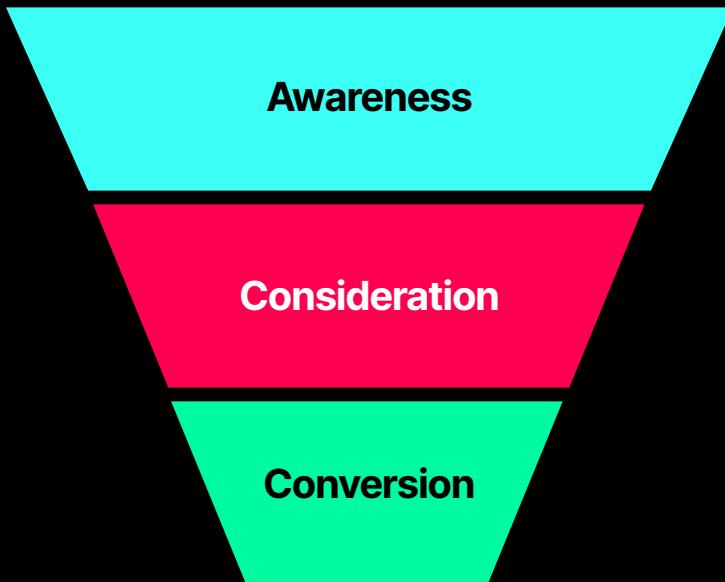
# Creative Strategy



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# Align content + funnel for best performance

## Marketing Goal



Authentic, TikTok First. Brand is present but not aggressive.

Engaging & Participatory

Viral Sounds & Trends

Humor

Natively Shot

Show up as a member of the community

"Edutainment" - Now that they're listening, *lean in*.

Product Review

Tips and tricks

Hacks

"Stop & watch"

Teach (y)our community something new

Inspire action to leave the most engaging app in the world.

Urgency

Sales/Promos

How to Buy

Why it matters now

# CREATIVE PRINCIPLES

Creativity and authenticity fuel beauty success on TikTok, here's how to shine.

01

## Build Trust Through Transparency

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

02

## Align with Consumer Values

Today's beauty shoppers are looking for more than just results—they want brands that reflect their values.

03

## Inspire with Transformation & Results

Beauty content thrives on showcasing real, tangible results—whether it's instant glow-ups or long-term improvements.

04

## Create for Community & Conversation

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



01

## Build Trust Through Transparency

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

### TIPS

- **Leverage Expert Voices:** Collaborate with dermatologists, chemists, and makeup artists to provide credible insights.
- **Show, Don't Just Tell:** Feature real application demos, honest testimonials, and ingredient breakdowns to educate audiences.
- **Embrace Unfiltered Content:** Let influencers and creators showcase your products in raw, real-life moments to enhance credibility.

# More than skin-deep: consumers want a value match



TikTok users are most motivated to spend more when a skincare/cosmetics product...

**47%**

Has natural ingredients

**38%**

Is more sustainable

**1in4**

Is owned by a diverse brand



02

## Align with Consumer Values

Today's beauty shoppers are looking for more than just results—they want brands that reflect their values.

### TIPS

- **Highlight Natural & Sustainable Ingredients:** Showcase clean beauty formulas and eco-conscious packaging to connect with mindful consumers.
- **Champion Diversity & Inclusion:** Represent a wide range of skin tones, hair types, and identities to build community and loyalty.
- **Support Meaningful Causes:** Use your platform to advocate for social and mental wellness initiatives that matter to your audience.

# *Au naturel* transparency strengthens trust

48 %

Of TikTok users most trust doctors and dermatologists for skincare recommendations

#dermatologist 323K posts

#makeupartist 21.5M posts

#chemist 51K posts





## Inspire with Transformation & Results

Beauty content thrives on showcasing real, tangible results—whether it's instant glow-ups or long-term improvements.

### TIPS

- **Show Before & Afters:** Highlight the impact of your products through time-lapse tutorials and user transformations.
- **Feature First Reactions & Unboxings:** Capture the excitement of trying a product for the first time with influencers and everyday users.
- **Make It Relatable:** Share real stories from customers who've had game-changing beauty experiences with your brand.



## Create for Community & Conversation

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

### TIPS

- **Tap Into Beauty Subcultures:** Engage with niche communities like to meet users where they are.
- **Encourage Participation:** Start challenges, ask for product reviews, or invite users to stitch your content to foster engagement.
- **Spotlight User-Generated Content:** Amplify real customers and creators who authentically showcase your products.

# Creating opportunities for beauty brands to foster meaningful connections with niche communities

#MomMakeup



#StageMakeup



#MaleBeauty

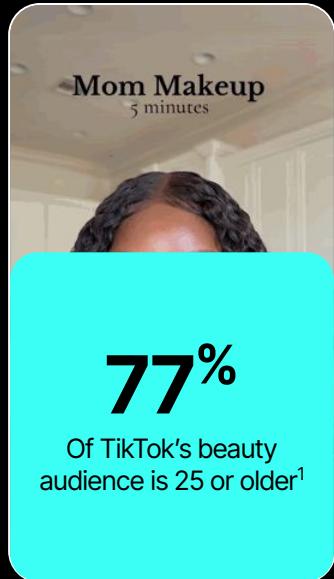


#KBeauty

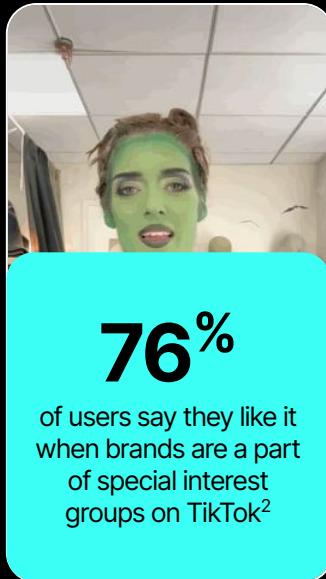


# Creating opportunities for beauty brands to foster meaningful connections with communities

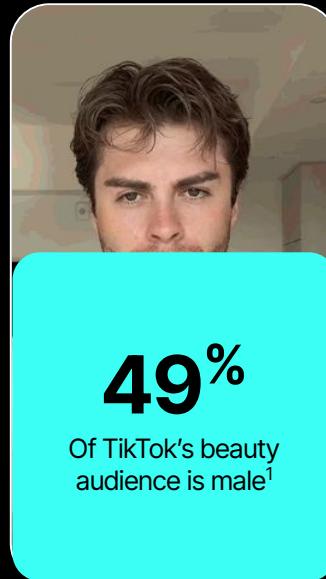
#MomMakeup



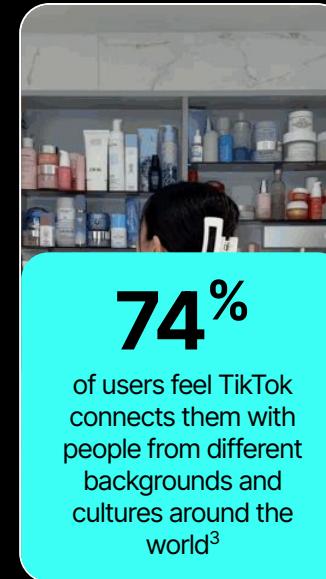
#StageMakeup



#MaleBeauty



#KBeauty



# Popular Narratives

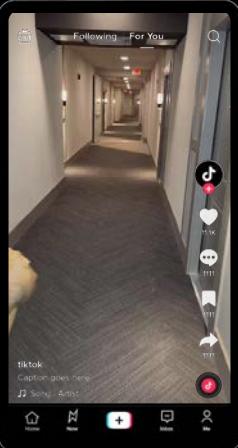
## Video Examples

1000%

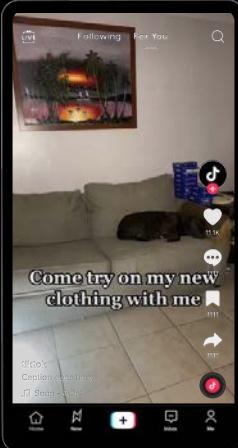
Product Try-on / Review



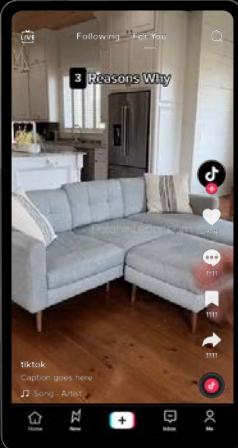
Unboxing



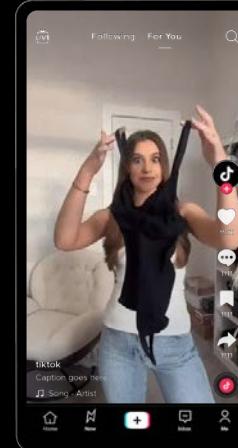
Showcase multiple colors/sizes



Listicles



User community



Try out the product and show the results

Show the process of unpacking the package and revealing the product to the audience

Show multiple colors or sizes and let the audience know that there are a lot of options

Create a list of a series of benefits to highlight the various selling points of the product

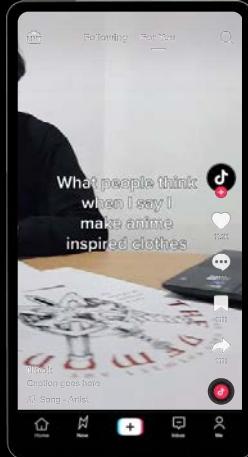
Show positive feedback or try-on scenes from different users to help build more trust in the product

# Unique Narratives



## Video Examples

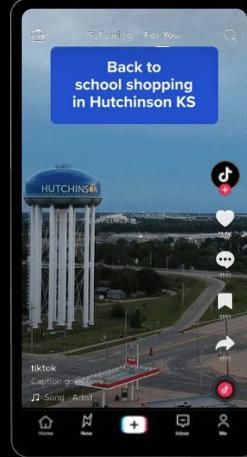
Founder POV



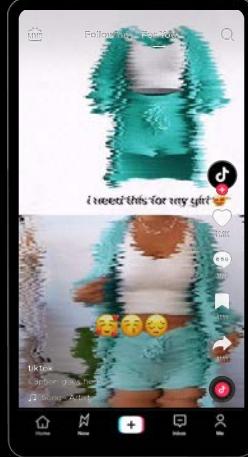
Vlog



Season occasions



Virtual & Real



Tell the brand story from the founder's perspective

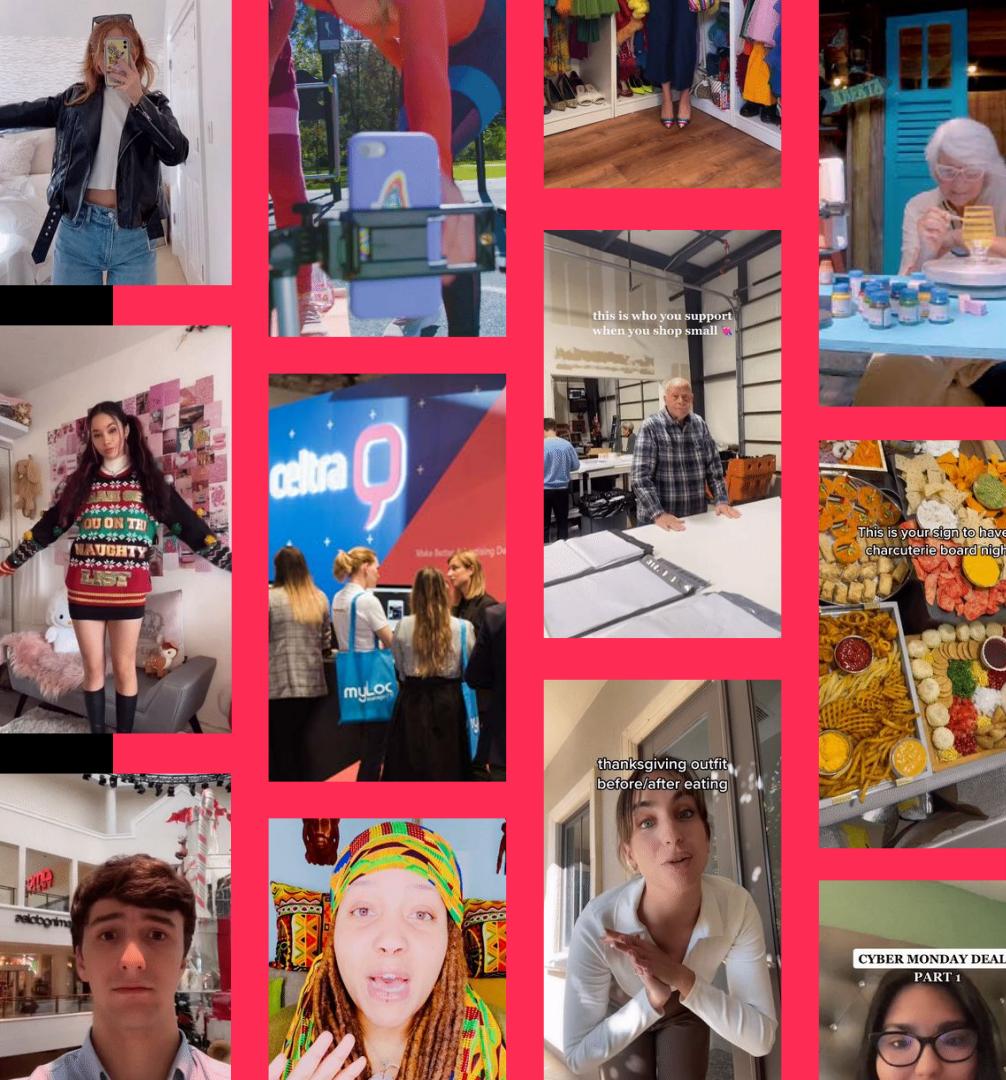
Show interaction with products in a vlog style

Promote the product for special occasions, different festivals, seasons etc.

What the product looks like online and on a person



# Unlock high-performing, native TikTok creatives – effortlessly, efficiently, and at scale.

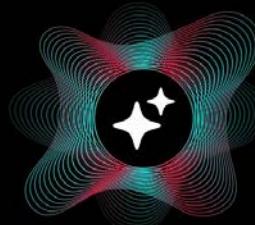




Symphony



Introducing



# TikTok Symphony

A suite of generative AI tools that help  
you make TikTok content that sings

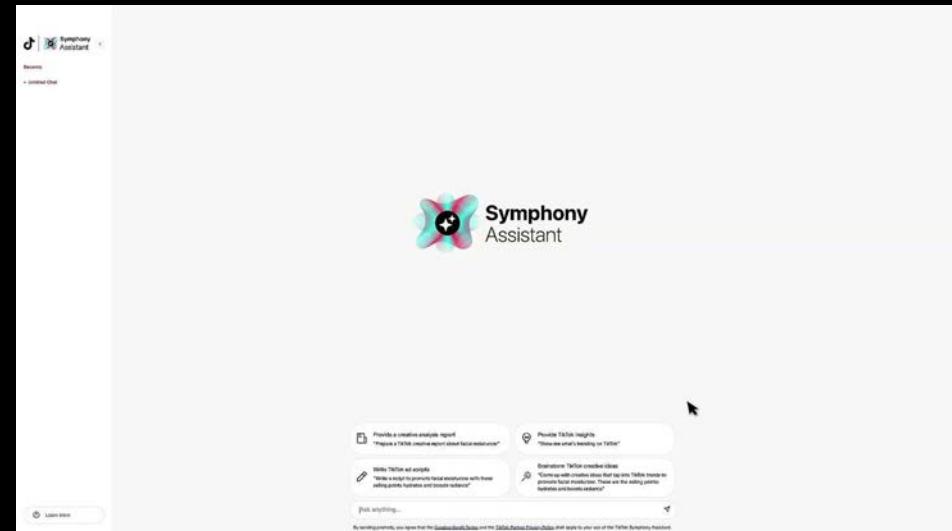
## Symphony

# Get inspired and brainstorm creative concepts with **Symphony Assistant**

A virtual assistant designed to intelligently collaborate with advertisers and partners throughout the creative journey.

### Symphony Assistant can help with:

- Summarizing **what's trending** on TikTok
- Surfacing examples of **top TikTok ads**
- Generating **TikTok script ideas & storyboards** for your next campaign
- Advising on TikTok **creative best practices**



Availability: all logged-in TikTok Creative Center users

Regions supported: Global

## Symphony



### Quickly generate TikToks from your brand/product details or URL

Aimed at supporting brands and content creators to easily turn brand/product assets or a product URL into net-new TikToks.

#### How brands are using this feature:

- Inputting a product listing URL from Shopify, Amazon or TikTok Shop and making videos quickly
- Generating many videos with different scripts and styles and A/B testing
- Scheduling the generated videos periodically

**TIP**

Advertisers have seen more success supplying Creative Studio with brand stock footage (b-roll / video clips of their product).

**Product Name:** Matte Longwear Lipstick

**Brand:** For You Beauty

**Price:** \$9.99

**Product Description:** Our Matte Longwear Lipstick delivers intense, long-lasting color with a comfortable, satin-matte finish. Infused with nourishing ingredients like vitamin E and shea butter, this lipstick glides on smoothly and feels weightless on the lips. The creamy, buildable formula provides full, opaque coverage in a single swipe and lasts for up to 8 hours without drying out your lips.

**Assets:**



Inputs

Guys you have to check this out!



Output

## Symphony

# Prepare assets for campaign launch with Symphony features in Ads Manager

Natively integrated within the TikTok Ads Manager platform, Symphony's AI-powered creative features will help ready your assets for launch.

### These features can help with:

- Diversify asset format to include both video & image
- Resolve asset diagnostic issues
- Make last-minute adjustments and edits

#### Generate with AI

Create brand-new, TikTok-fit assets based on just a few inputs.

#### Optimize with AI

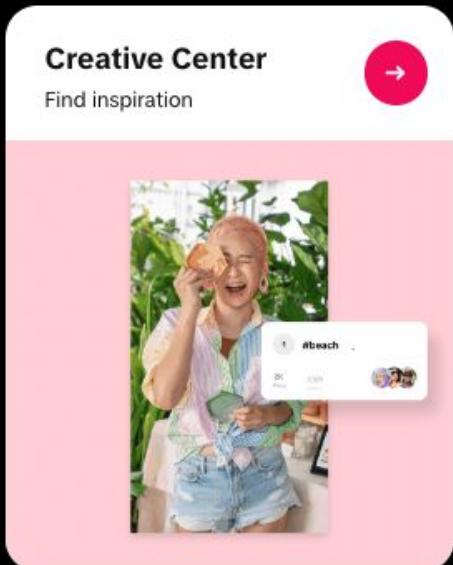
Review suggested opportunities to optimize assets and apply with one-click.

#### Edit with AI

Make last-minute edits with AI-powered and TikTok-style editing features.

# Introducing **TikTok One**

## Level up with insights

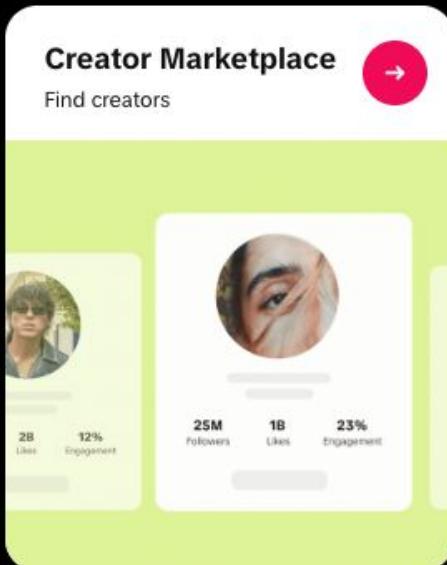


### Creative Center

Find inspiration

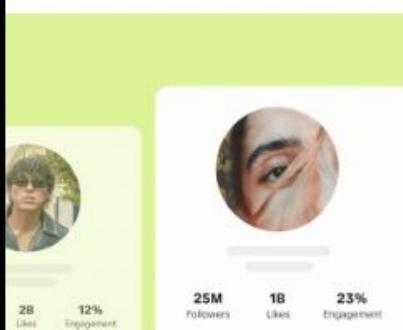


## Access creators

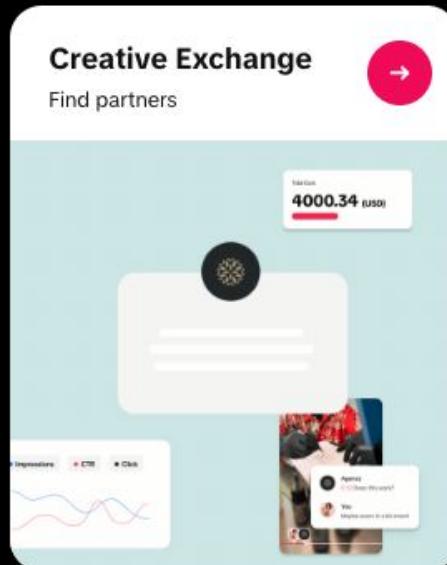


### Creator Marketplace

Find creators

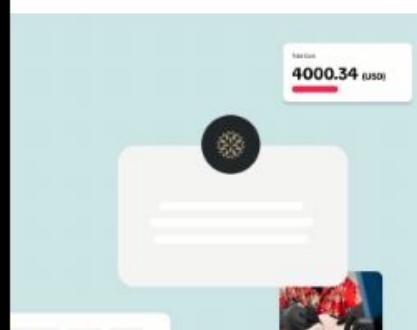


## Discover top partners



### Creative Exchange

Find partners

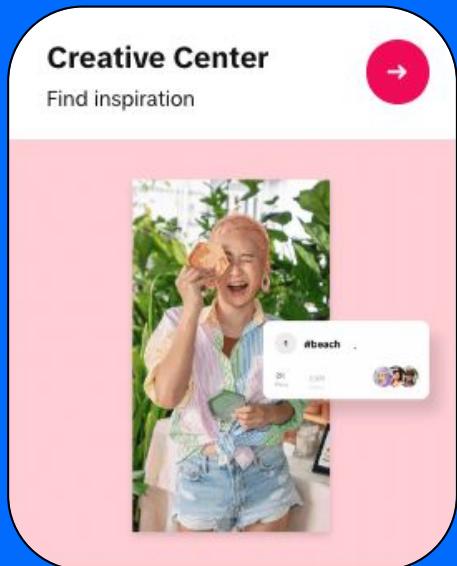


Currently redirects to [the Creative Center](#). Full TikTok One integration coming 2025, name subject to change.

Our newest platform that combines the best features of TikTok Creator Marketplace & TikTok Creative Challenge.

Currently redirects to [the Creative Exchange](#). Full TikTok One integration coming 2025.

## TikTok One



Level up with insights

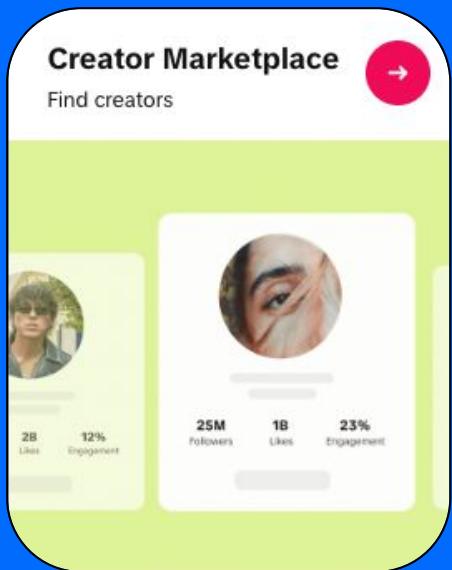
# Creative Center

**Trends and top ads** help you discover what's popular—and get inspo for your next campaign

**Insights and brainstorming tools** reduce costs and save time in the creative process

**Creative success guides** allow you to make better, more effective content

TikTok One



Access creators

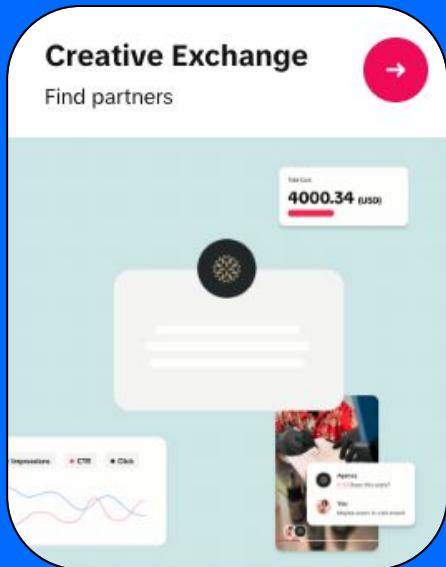
# Creator Marketplace

**Streamlined, integrated workflows** make it easy to build creator-led campaigns

**New distribution methods** allow more flexibility in how content is shared

**Expanded direct response capabilities & improved reporting** boost conversion and help you prove ROI

## TikTok One



## Discover top partners

# Creative Exchange\*

**Creative experts and production partners** who specialize in succeeding on TikTok, offering end-to-end support, from concept creation to video production, and facilitate efficient collaboration at scale.

**Add-on services** provide advertisers with customizable options to enhance existing creative packages for campaign flexibility, to cater to advertisers seeking tailored approaches to advertising on TikTok.

**Always-on production resources** support creative needs and enable results for brands

# Measurement Strategy



# The measurement gap

Why traditional measurement fails to capture TikTok's true value



Last-click attribution  
**undervalues TikTok's role** in  
the customer journey



Nearly **80% of TikTok-driven conversions go unmeasured** by last-click models.



Brands using outdated attribution  
**risk under-investing in a high-performing platform.**

23x

The true impact of TikTok when compared to last click models

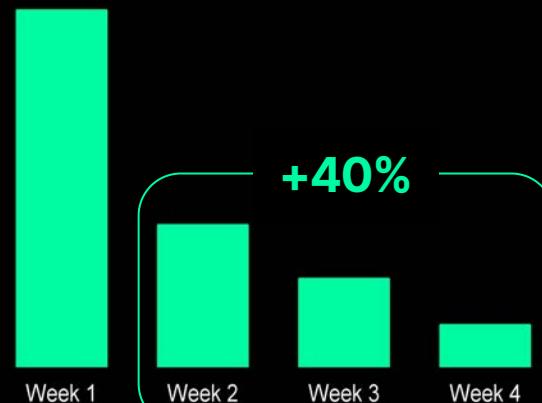


TikTok delivers ROI that's, on average, 23x higher than last-click models show.

Last-click models massively underestimate TikTok's impact. New research from Ovative reveals that brands leveraging media mix models see 23x more ROI from TikTok than what last-click suggests. If you're relying on outdated attribution, you're missing th

# TikTok's impact builds over time, driving future media value and in-store influence

**More than 40% of TikTok's incremental revenue occurs in the weeks following media investments**



**More than 50% of revenue driven by TikTok is realized in-store, compared to other platforms which see about 35% of in-store sales**

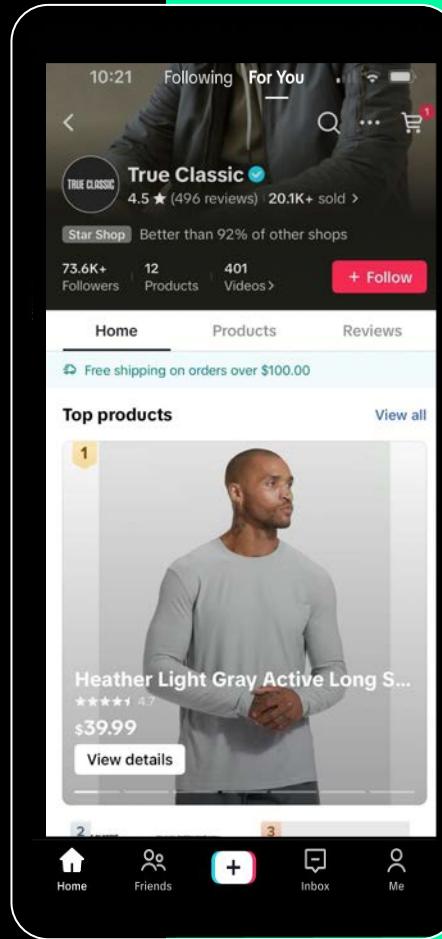


# TikTok's Halo Effect: Driving Amazon Sales

True Classic partnered with WorkMagic, a third-party measurement provider, to uncover TikTok's total impact—not just on Shopify but also its halo effect on Amazon. Third-party measurement found that TikTok's true impact exceeded both platform reports and last-click attribution, revealing a broader reach across channels.

Objective

Quantify TikTok Shop's impact



# TRUE CLASSIC

12 %

Increase in Amazon sales  
from TikTok exposure

74 %

Higher ROAS vs last-click  
attribution

64 %

Sales growth from  
optimized budget

# Investing in branding lowers costs and boosts conversions

“

Running this test gave us confidence that full funnel media will outperform low funnel in isolation.

**Matt Seabrook**

Director of User Acquisition & Performance Marketing at Dolls Kill

Objective

Prove impact of full-funnel



Source: Marketing Science Internal Analysis



**DOLLS KILL**

**24%**

Lower cost per conversion

**186%**

Stronger CPA impact

**168%**

More impressions

# Investing in full-funnel drives brand growth and bottom-line impact

Torrid tested the impact of a Full-Funnel TikTok strategy with a 15/85 split between Performance and Brand spend. The results were clear—TikTok drove significant lift across the funnel. Their agency, Ovative, found TikTok's ecom ROAS was 24x higher than last-click reporting, proving its value in driving both brand metrics and bottom-line success.

Objective

Prove impact of full-funnel



TORRID

7%

Lift in purchases

31%

Lift in application submissions

27%

Lift in ad recall

# How to measure TikTok the right way

01

**Utilize TikTok's Full Funnel Ad Products:** By leveraging a phased approach, brands can drive customers down the funnel effectively, decreasing CPAs and increasing conversions over time. (See how a brand improved performance using Full Funnel on TikTok [here](#))

02

**Access TikTok's Attribution Analytics:** Gain more understanding on consumer journeys and enable view-through attribution (VTA) for more data that can be used for campaign optimization

03

**Move Beyond Last-Click Models:** Leverage media mix models like EMRge by Ovative's™ Modern MMM+ to drive enterprise sales and incremental impact with TikTok

# Solutions that empowers you to make confident, comprehensive investment decisions



## TikTok's Measurement Solution Guiding Principles

### Accessible For All

Access to insights and data for  
every client size and maturity stage

### Understand impact across the funnel

Solutions built to work together  
to measure any outcomes  
across the funnel

### Unlock total business returns

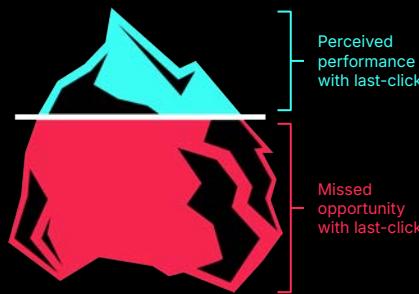
Gain transparency in  
performance to fuel smarter  
investment decisions

# A simple formula for success

Solutions designed to give you choice, control and transparency into your ad impact

## Prove

Measure TikTok's true value beyond last click to inform key budget decisions



Nearly 80% of all conversions attributed to TikTok by users themselves were **missed by Last Click attribution models**

## Refine

Optimize channel performance with test & learn frameworks designed to improve ROI to get more for your dollar



## Grow

Bundle more tools to understand complex consumer behavior on and off TikTok and identify growth levers

Stack tools by comparing & contrasting outputs (triangulation)

# Full-funnel helps you achieve **better outcomes**

In fact, some brands that have tested full-funnel strategies have experienced:

**3.7X**

Higher reach

**3.1X**

Higher conversions

**20%**

Decrease in cost per action

In-store

# Commerce Measurement Solutions

Measurement Objective	Proving TikTok Works	Optimise and refine your strategy	Grow your business effectively
Measurement Tools	<b>Sales Lift Study</b> <i>Available if offline conversions are in place</i>	<b>Multi-Cell Conversion Lift Study</b>	<b>Attribution Analytics</b>
Measurement Tools	<b>Brand Lift Study</b>	<b>Split Test</b>	<b>Media Mix Modelling</b>
Measurement Tools Coming Soon	<b>GeoLift Study</b>		
Measurement Tools Coming Soon	<b>Actionable Measurement: Unified Lift</b> <b>Enabling Performance: Data Driven Attribution</b>		



(Online)

# Commerce Measurement Solutions

Measurement Objective	Proving TikTok Works	Optimise and refine your strategy	Grow your business effectively
Measurement Tools	<p>Understanding TikTok's efficacy to influence business outcomes</p> <p><b>TikTok Ads Manager</b> *Post SAN transition*</p> <p>Post Purchase Study</p> <p>Conversion Lift Study</p> <p>Multi-Touch Attribution</p> <p>Geo-lift Study</p>	<p>Test and learn with ads to enhance brand perception and outcomes</p> <p>Multi-Cell Conversion Lift Study</p> <p>Split Test</p>	<p>Evaluate user conversion journey to identify opportunities for growth</p> <p>Attribution Analytics</p> <p>Media Mix Modelling</p>
Measurement Tools Coming Soon	<p><b>Actionable Measurement: Unified Lift</b></p> <p><b>Enabling Performance: Data Driven Attribution</b></p>		

# Commerce Measurement Solutions



Measurement Objective	Proving TikTok Works	Optimise and refine your strategy	Grow your business effectively
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Accounting for Marketing's impact on  
every sales channel, online and offline

**More than 40% of TikTok's  
incremental revenue occurs  
in the weeks following media  
investments.**

# 10%



Accounting for Marketing's impact  
on every sales channel, online and offline

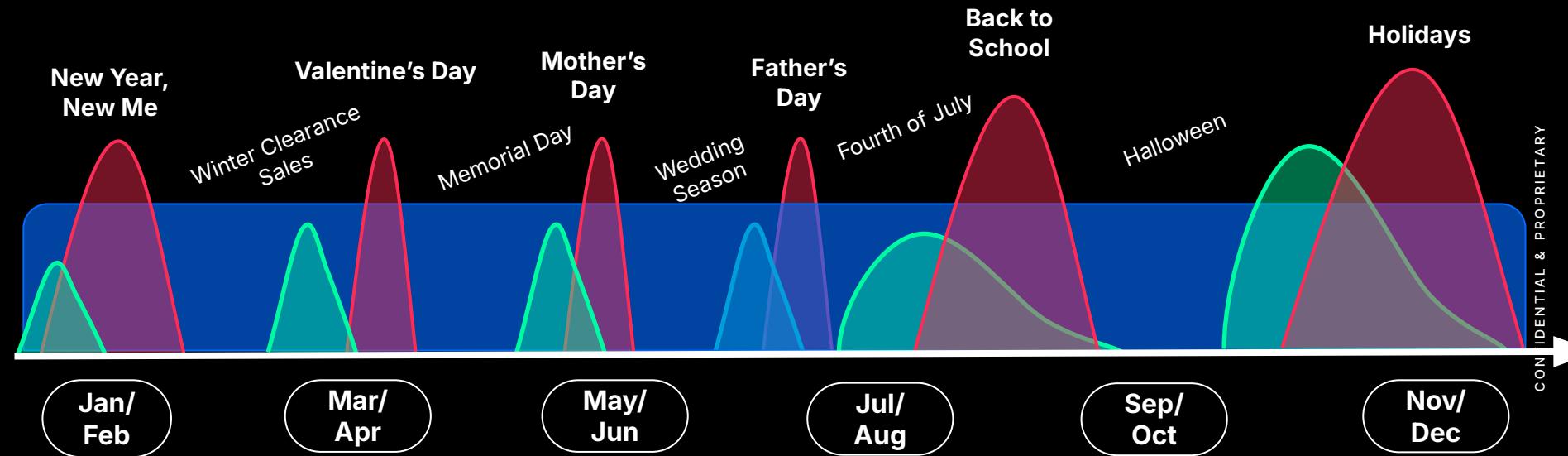
**More than 50%** of revenue  
driven by TikTok is realized  
in-store, compared to about  
35% for other platforms.

# Your 2025 Media Plan



CONFIDENTIAL & PROPRIETARY

# Your 2025 Media Plan



**Maintain an always-on** prospecting strategy throughout the year to attract new audiences for each peak moment.



**Re-segment** your custom audiences and focus on lower-funnel optimization events.



**Capitalize on peak moments** to apply all your learnings and strategies, maximizing returns.

# Thank You!



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