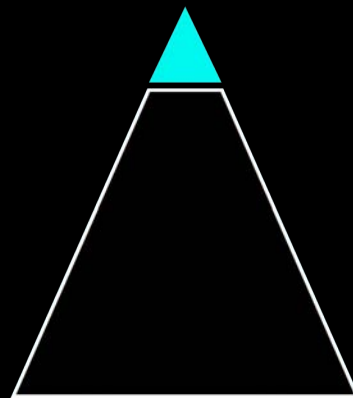TikTok

Be Fashion's Next Big Thing

The Fashion Opportunity on TikTok
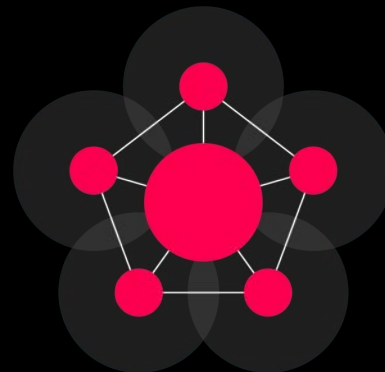
TIKTOK HAS DEMOCRATIZED FASHION

BEFORE

Pyramid
of Influence

Top-down
Editors
Magazine pages
Exclusive
One 'standard'

NOW

Circles
of Influence

Inside-out
Creators
For You Page
Inclusive
Community standards

Take audiences from trends to threads: your holistic fashion commerce strategy starts on TikTok

VOGUE

The Vogue Business TikTok Trend Track

Vox

How do retailers know what will sell out? They check TikTok.

BOF

Fashion Executives finding brand success on TikTok

TikTok is the main screen

Users spend a full movie's length on TikTok every day

Reshaping how people discover, search, and *shop*

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

The Washington Post
How TikTok changed fashion

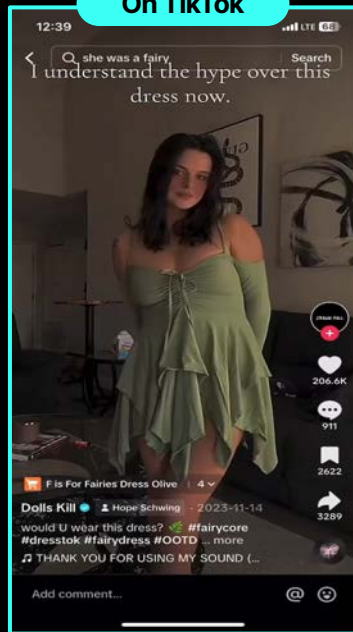# TikTok is driving business outcomes for Fashion

Online

On TikTok

In-Store

Omnichannel

32%
Of net new customers coming from TikTok

3X
Increase in GMV

+9.2%
Increase in store visits

+9%
Increase in sales YoY

7

Driving commerce **in store**

2 in 5

users who discovered a product on TikTok went to a physical location where it's sold[1]

2.6x

more efficient than other media channels for **offline conversions**[2]

YASS

Following **For You**

Home   Friends   Inbox   Me

8

Across all **online** destinations

2.7

more likely to engage with brands online[1]

NICE

1.8**x**

more efficient than other online video channels[2]

CONFIDENTIAL & PROPRIETARY

Home   Friends   Inbox   Me

And on TikTok

78%

of users are likely to buy from a brand they've seen on **TikTok Shop**[1]

5M

New customer sales on TikTok Shop during last year's cyber monday and black friday sales[2]

Investing in TikTok really works for all of your commerce outcomes

2x

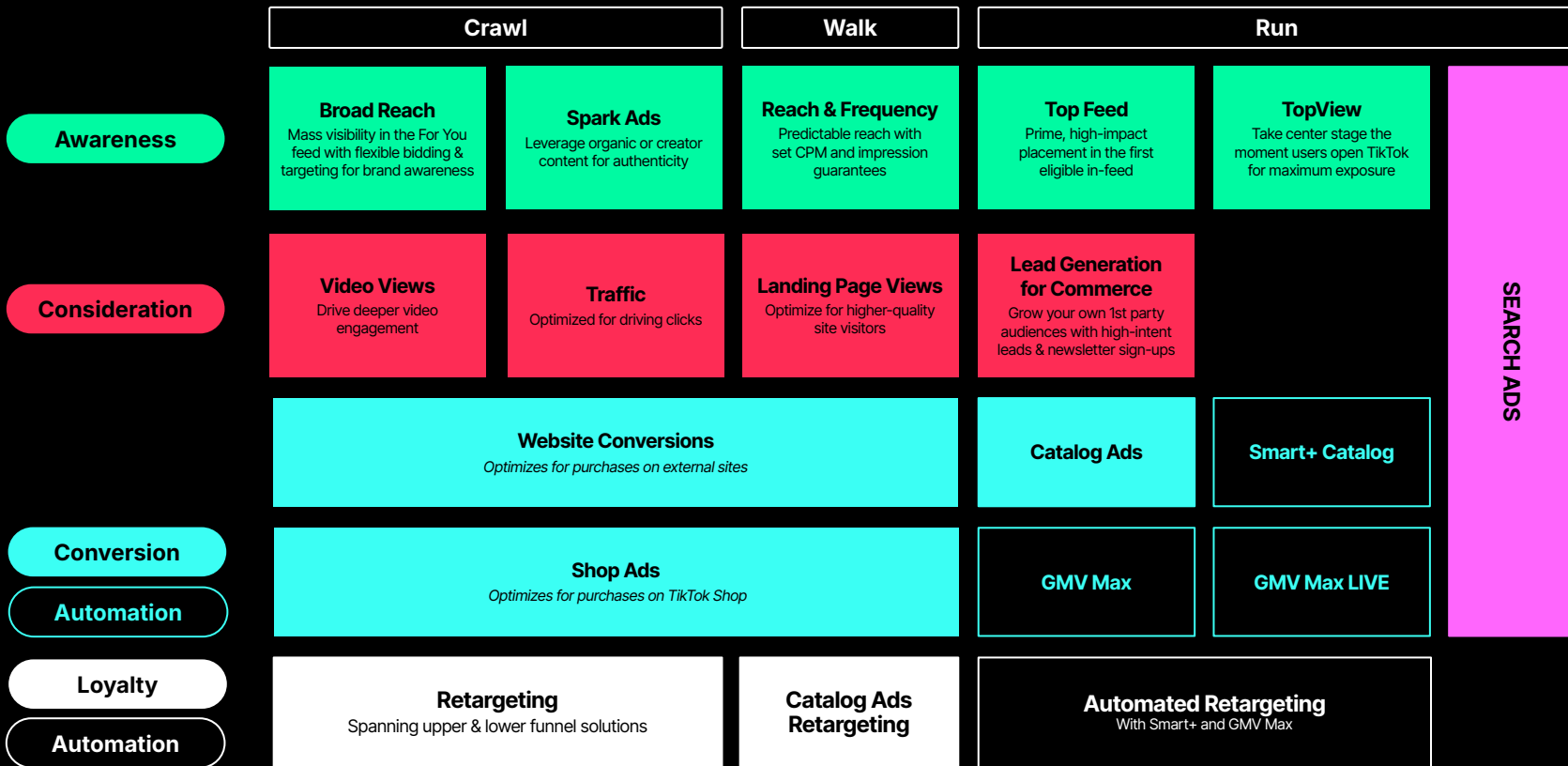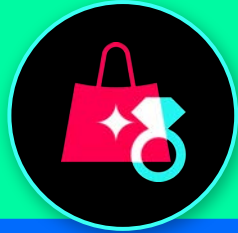TikTok delivers up to 2x more ROI for retail than other media platforms.[1]

Ad Solution Strategy

Full-funnel solutions, built to perform

Solutions to capture attention and accelerate the path to purchase

	Crawl		Walk	Run		
Awareness	**Broad Reach** Mass visibility in the For You feed with flexible bidding & targeting for brand awareness	**Spark Ads** Leverage organic or creator content for authenticity	**Reach & Frequency** Predictable reach with set CPM and impression guarantees	**Top Feed** Prime, high-impact placement in the first eligible in-feed	**TopView** Take center stage the moment users open TikTok for maximum exposure	
Consideration	**Video Views** Drive deeper video engagement	**Traffic** Optimized for driving clicks	**Landing Page Views** Optimize for higher-quality site visitors	**Lead Generation for Commerce** Grow your own 1st party audiences with high-intent leads & newsletter sign-ups		**SEARCH ADS**
	Website Conversions *Optimizes for purchases on external sites*			**Catalog Ads**	**Smart+ Catalog**	
Conversion / **Automation**	**Shop Ads** *Optimizes for purchases on TikTok Shop*			**GMV Max**	**GMV Max LIVE**	
Loyalty / **Automation**	**Retargeting** Spanning upper & lower funnel solutions		**Catalog Ads Retargeting**	**Automated Retargeting** With Smart+ and GMV Max		

In store

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

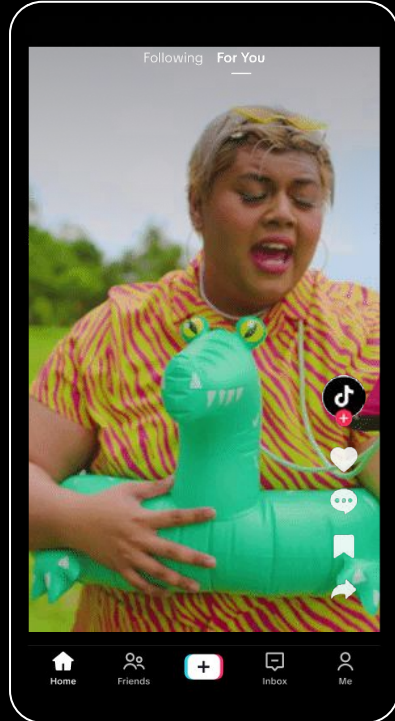**Lower-funnel solutions like Catalog Ads to maximize e-commerce conversions**

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

Accelerate e-commerce conversions with Smart+

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.
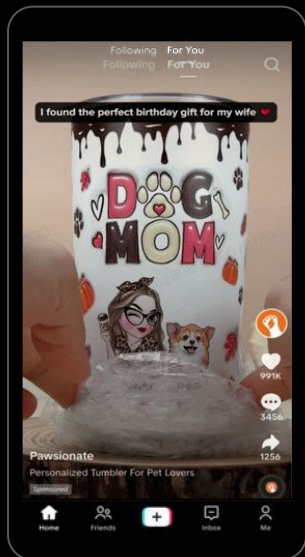
Catalog Ads

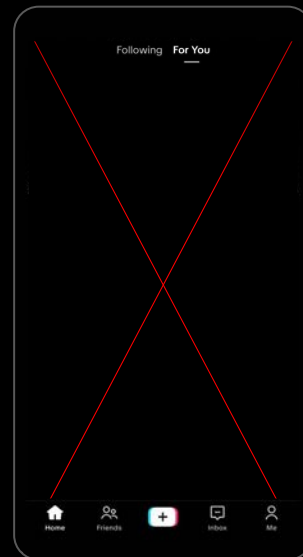# Catalog Ads offers compelling shoppable ad formats to drive sales

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
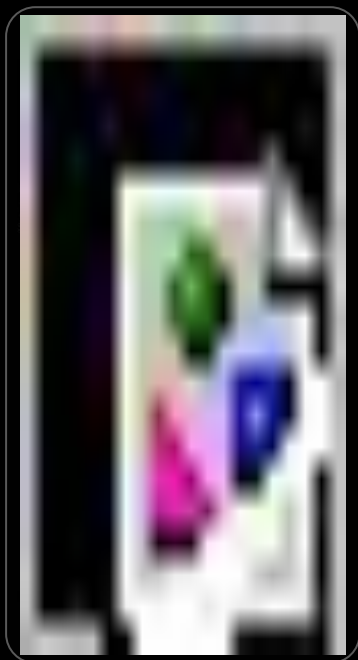
Category or product focused videos work best

Ensure consistency in your product selection and video to maximize performance
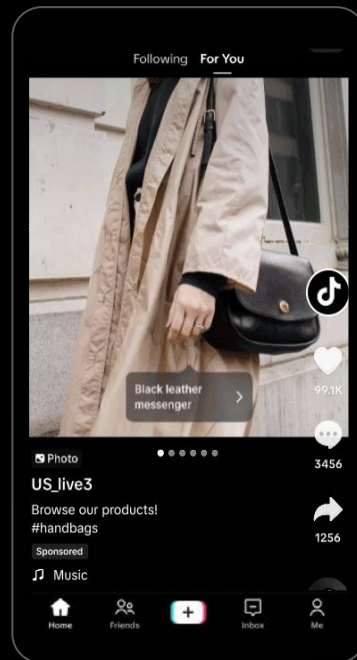
17

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

18

Smart+ **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 father and your results keep improving.

19
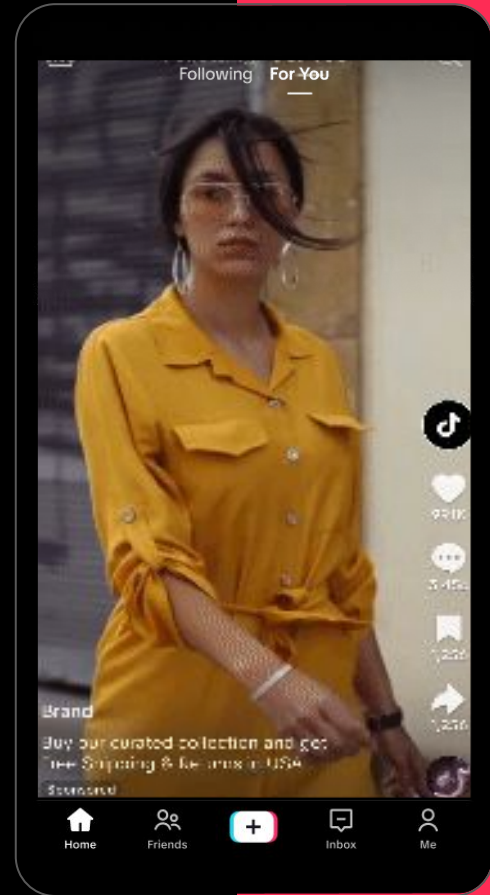
Smart+ Catalog Ads

4.1X 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.
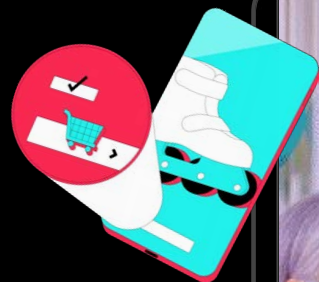
Smart+ Catalog Ads

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

Following **For You**

Ray-Ban

● ● ● ● ● ●

991K

3456

1256

Ray-Ban 🖼 Photo
Shop at Ray-Ban.com with Free Shipping. Get the perfect shades to complete your look.
Sponsored

Home   Friends   Inbox   Me

Ray-Ban®

42%
Higher ROAS

50%
Decrease in CPA

47%
Increase in CVR

Web Ads / Shop Ads
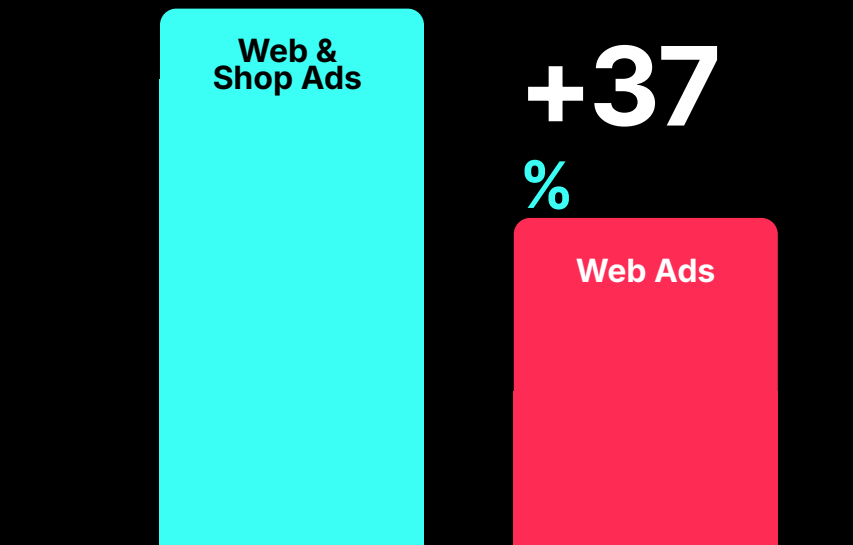
Driving Sales Online and On TikTok

On TikTok + **Online**

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[1]

Conversion Lift

Web & Shop Ads

+37%

Web Ads

TikTok Shop

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

On TikTok Shop

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

1 in 2

of users are likely to purchase apparel products from TikTok Shop
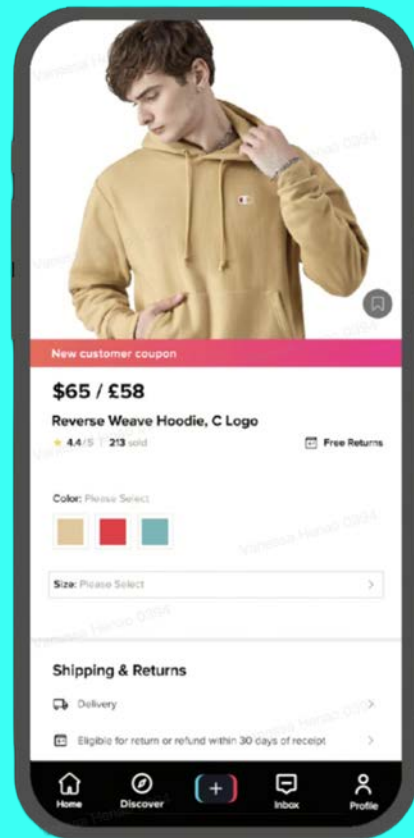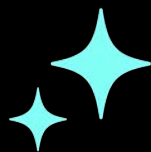
To immediately
act on inspo

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

New customer coupon

$65 / £58

Reverse Weave Hoodie, C Logo

★ 4.4/5 | 213 sold   Free Returns

Color: Please Select

Size: Please Select

Shipping & Returns

Delivery

Eligible for return or refund within 30 days of receipt

Home   Discover   Inbox   Profile

Source: TikTok Marketing Science Global TikTok Shop Research 2024, conducted by Material

Shop Ads

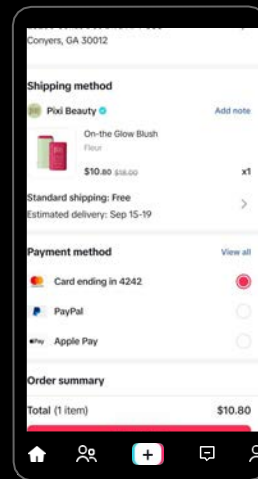# From the For You feed to checkout, a full shopping journey in a few, simple taps!

Browse

Browse shoppable content through videos and livestreams

Select

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

Checkout

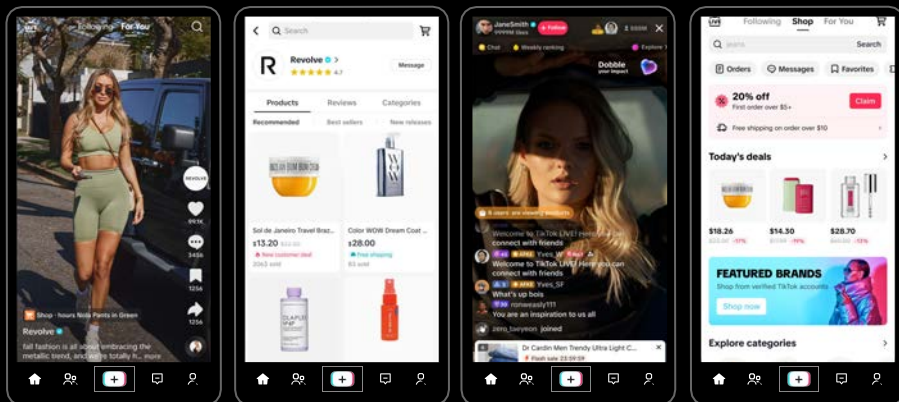Place orders and checkout without leaving the TikTok app

Advocate

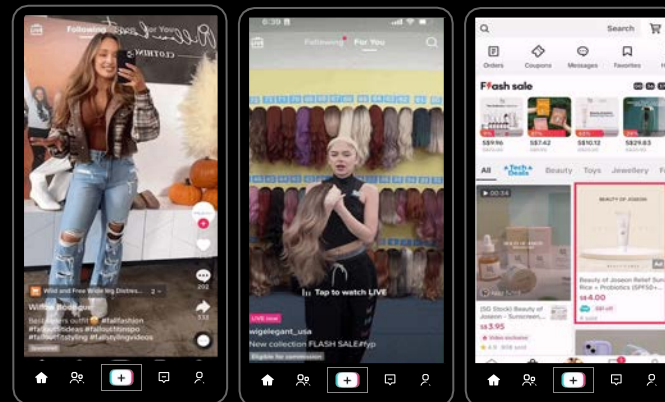Share excitement around the products and join the conversation

Shop Ads

Grow your TikTok Shop through Shop experiences and Shop Ads

Shop Experiences

Product Links | Shop Page | LIVE Shopping | Shop Tab

+

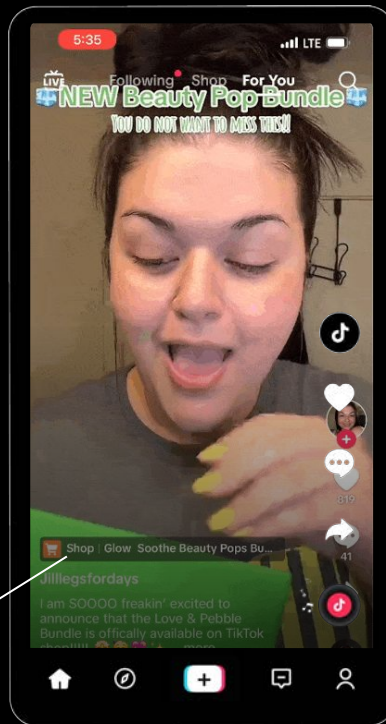**Shop Ads**

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.
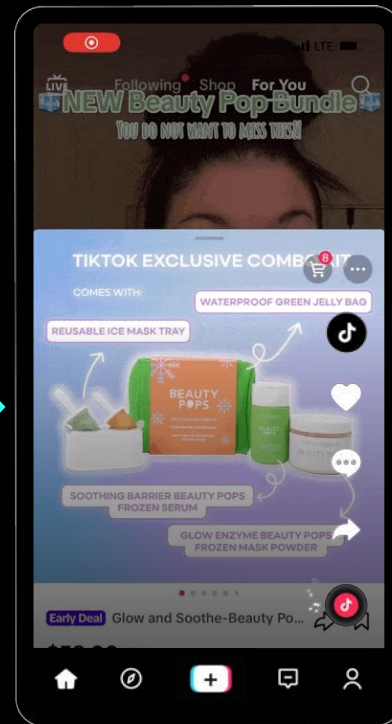
Shop Glow Soothe-Beauty Pops Bundle

Video In-Feed

Shop directly from your For You Page

by tapping the pinned products or browsing the shopping cart icon

Product Detail Page

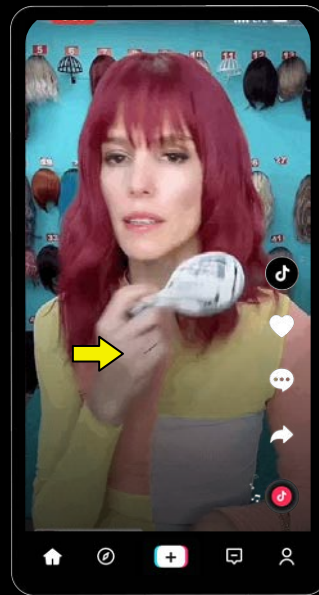**Showcase your products** in an an informative way

Shop Ads

Shop Ads:
LIVE

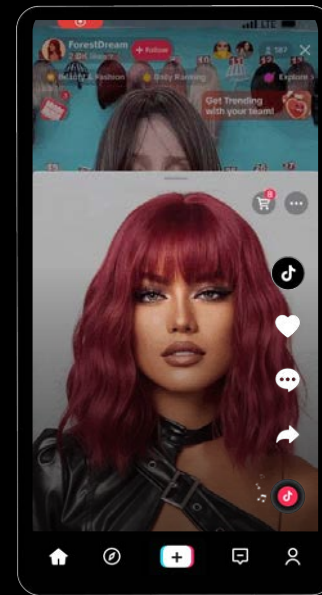Drive engagement to LIVE
shopping from the FYP

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
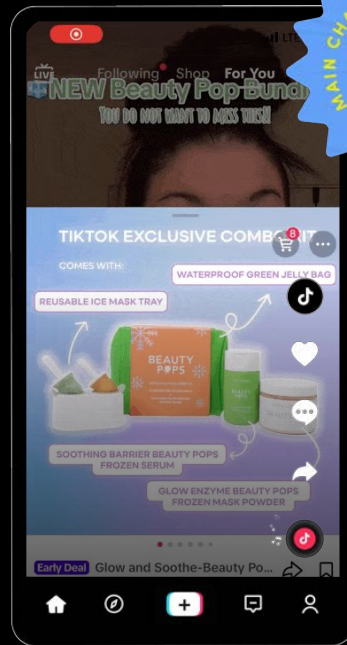in an an informative way

Shop Ads

Shop Ads:
Product
Cards

Drive sales and traffic to your
TikTok Shop with product
images
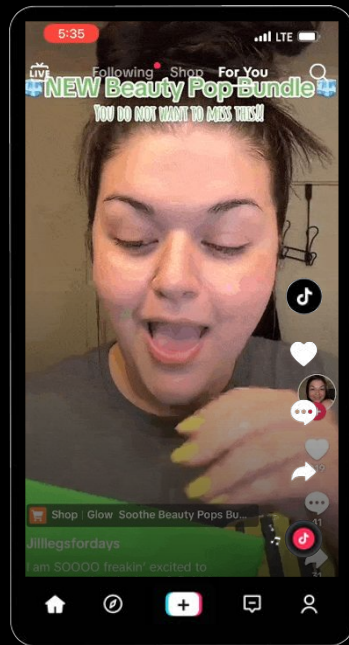
Product Images In-Feed

**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 an informative way

MAIN CHARACTER · MAIN CHARACTER

Unlocking a new sales channel via TikTok Shop and scaling quickly with Shop Ads

Willow Boutique launched its TikTok Shop and used Shop Ads to scale growth. The creative highlights the founder showcasing product comfort, fit, and styling while guiding users through seamless checkout with visual cues, accurate links, and promotions to drive sales.

Objective

Diversify revenue & increase sales

Following **For You**

Willow Boutique
CLOTHING CO.

8x
ROAS

20%
Decrease in CPA

Home   Friends   Inbox   Me

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.

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.
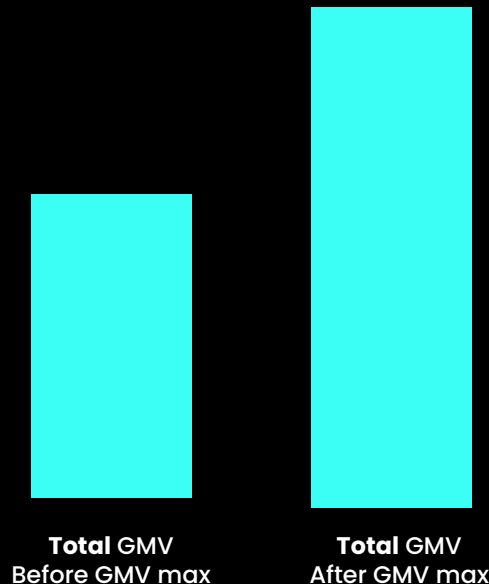
GMV Max | **Shop Ads**

GMV Max Delivers More Than ROAS

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

Source: TikTok Internal US Campaign Data

+30%
Incremental GMV Uplift

Total GMV
Before GMV max

Total GMV
After GMV max

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.

Flexible Commission Control:
Sellers set custom rates for organic and ad-driven sales.

Seamless Ad Creation:
Sellers can turn high-performing affiliate videos into Video Shopping Ads.

Performance Reporting:
Track clear GMV attribution from both ads and affiliates.

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.
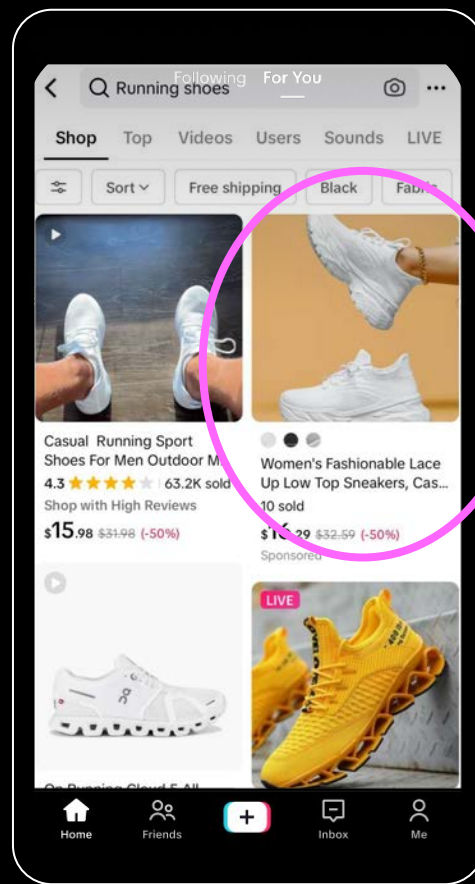
Search Ads

TikTok Search Ad Product Comparison

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

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

Following **For You**

Home Friends Inbox Me

Lulus

+88%

ROAS

41%

Decrease in CPA

Creative Strategy

Align content + funnel for best performance

Marketing Goal

Awareness

Consideration

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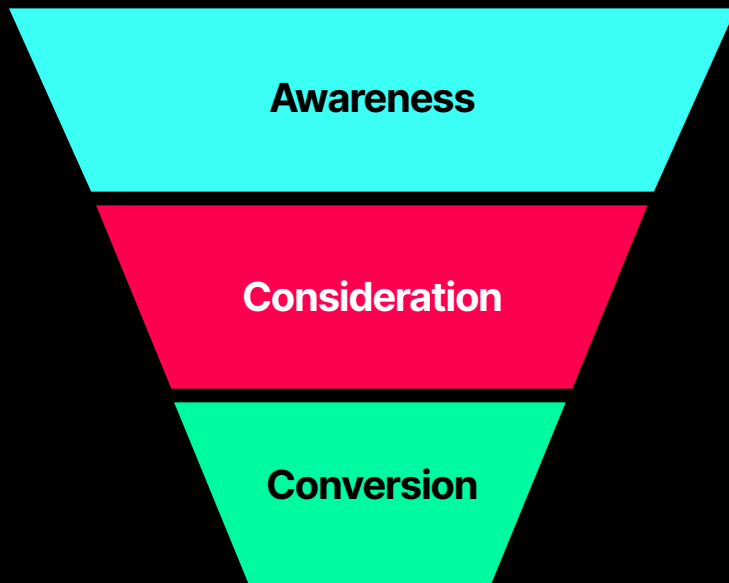
Authentic, TikTok First. Brand is present but not aggressive.

| 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

Engage fashion-forward consumers through authentic content themes

01 **Showcase Style Diversity & Inclusivity**
Highlight diverse body types, fashion aesthetics, and personal styles to ensure everyone feels represented

02 **Leverage Storytelling & Personal Expression**
Encourage creators to share how fashion is a form of self-expression, including outfit transformations, style evolution, and personal fashion journeys.

03 **Focus on Educational & Trend-Based Content**
Provider styling tips, outfit hacks, trend breakdowns, and DIY fashion ideas that empower viewers to experiment with their wardrobe.

04 **Inspire Confidence & Individuality**
Share uplifting, empowering content that encourages users to embrace their unique style and feel confident in their fashion choices

Showcase Style Diversity & Inclusivity

Highlight diverse body types, fashion aesthetics, and personal styles to ensure everyone feels represented.

01
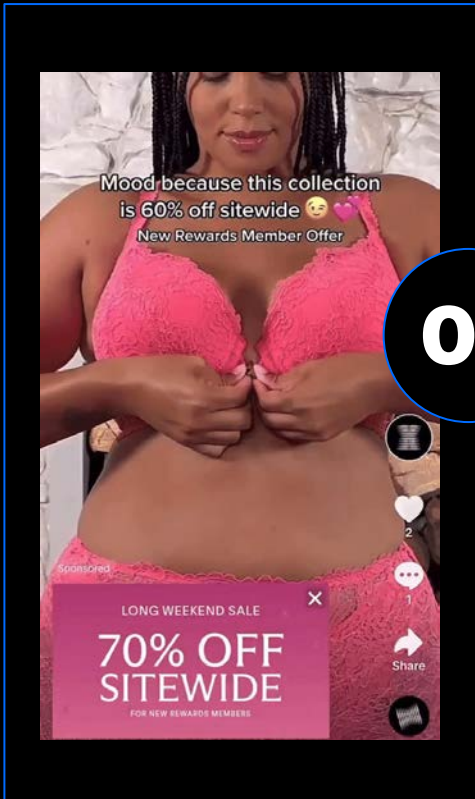
TIPS

- **Avoid Stereotypes:** Represent a broad spectrum of styles and identities and authentically.

- **Feature Real People**: Use diverse creators and real customers to highlight inclusivity.

- **Celebrate Individuality:** Showcase unique expressions of fashion that resonate with different audiences.
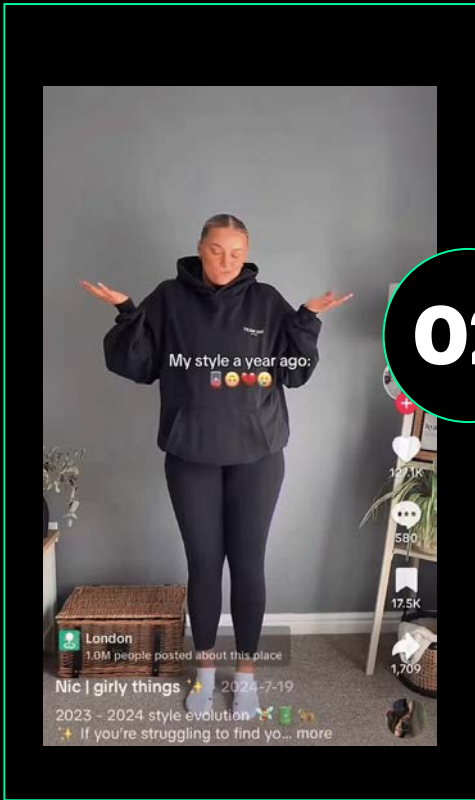
Leverage Storytelling & Personal Expression

Encourage creators to share how fashion is a form of self-expression, including outfit transformations, style evolution, and personal fashion journeys.

02

TIPS

- **Share Personal Journeys:** Feature creators telling their fashion stories, from past to present.

- **Highlight Transformations:** Showcase before-and -after outfit changes that reflect personal growth.

- **Express Unique Styles:** Encourage creators to showcase their individuality through bold, authentic fashion choices.
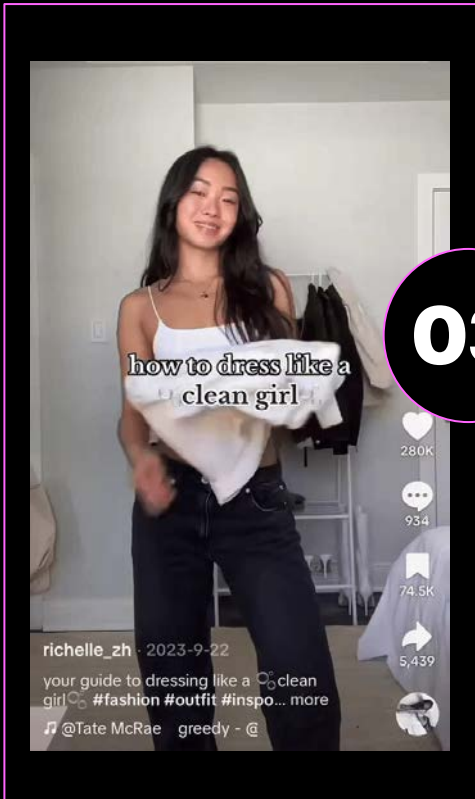
Focus on Educational & Trend-Based Content

Provide styling tips, outfit hacks, trend breakdowns, and DIY fashion ideas that empower viewers to experiment with their wardrobe.

TIPS

- **Break Down Trends:** Explain current fashion trends and how to incorporate them into everyday looks.
- **Share Styling Hacks:** Offer quick and easy outfit tips to help viewers elevate their wardrobe.
- **Encourage DIY Fashion:** Provide creative, budget-friendly ways to customize and repurpose clothing.

Inspire Confidence & Individuality

Share uplifting, empowering content that encourages users to embrace their unique style and feel confident in their fashion choices.

04

TIPS

- **Promote Self-Expression:** Encourage users to wear what makes them feel good, regardless of trends.

- **Share Empowering Messages:** Feature content that uplift and celebrates individuality in fashion.

- **Highlight Real Confidence:** Showcase creators embracing their unique styles with boldness and authenticity.

Popular Narratives

Video Examples

1000%

| Product Try-on / Review | Unboxing | Showcase multiple colors/sizes | Listicles | User community |

MAIN CHARACTER **MAIN CHARACTER**

Try out the product and show the results
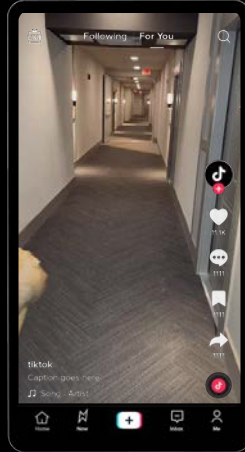
Show the process of unpacking the package and revealing the product to the audience
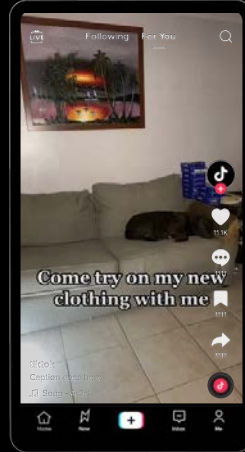
Show multiple colors or sizes and let the audience know that there are a lot of options
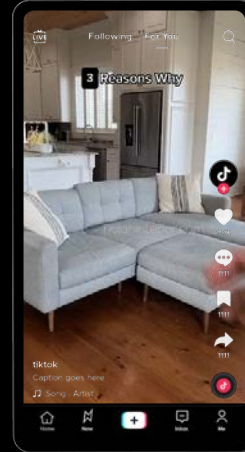
Create a list of a series of benefits to highlight the various selling points of the product
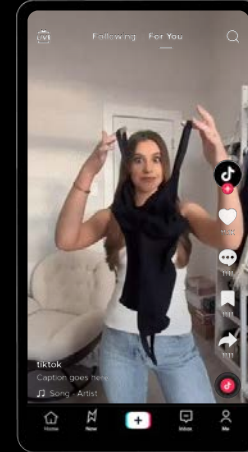
Show positive feedback or try-on scenes from different users to help build more trust in the product

Unique Narratives

Video Examples

Founder POV	Vlog	Season occasions	Virtual & Real
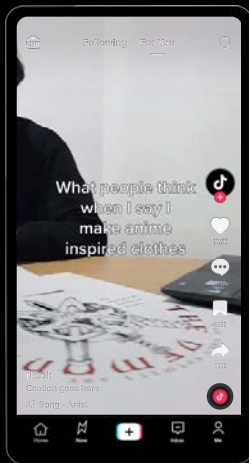
Tell the brand story from the founder's perspective

Show interaction with products in a vlog style

Promote the product for special occasions, different festivals, seasons etc.
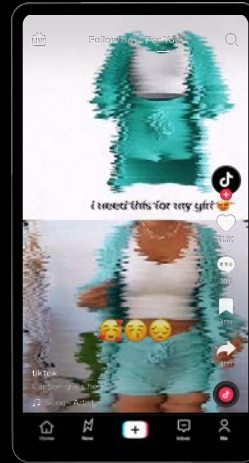
What the product looks like online and on a person

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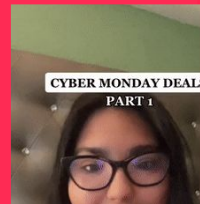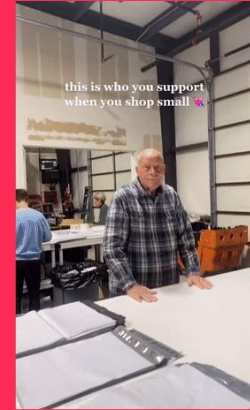
Symphony

Introducing

TikTok
Symphony

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

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**
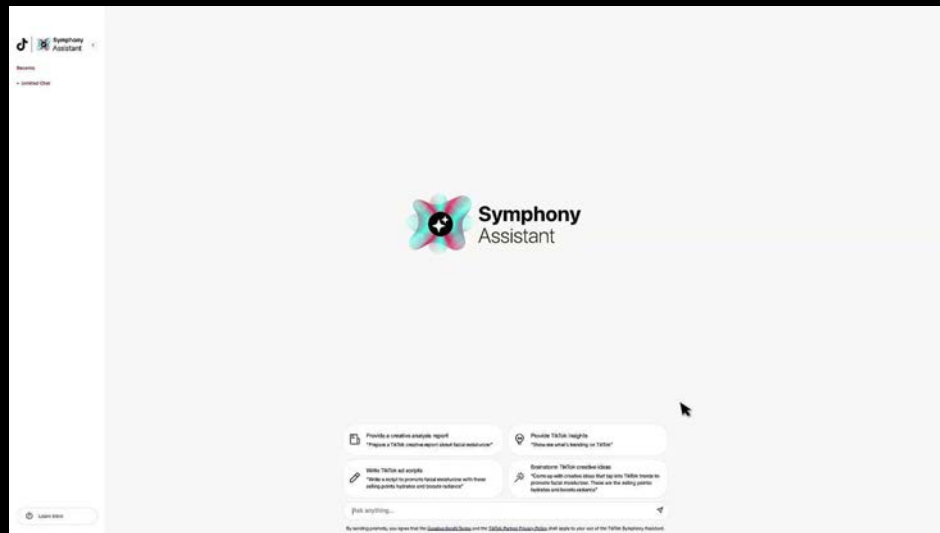
Availability: all logged-in TikTok Creative Center users
Regions supported: Global

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:

Guys you have to check this out!

AI-generated

Inputs

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
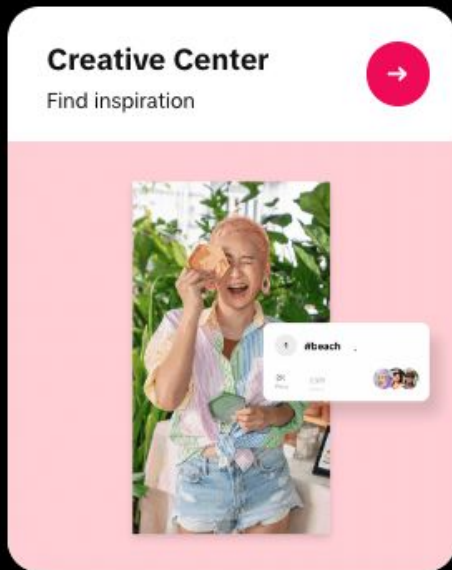
Currently redirects to the Creative Center. Full TikTok One integration coming 2025, name subject to change.

Access creators

Creator Marketplace
Find creators

28 Likes
12% Engagement
25M Followers
1B Likes
23% Engagement
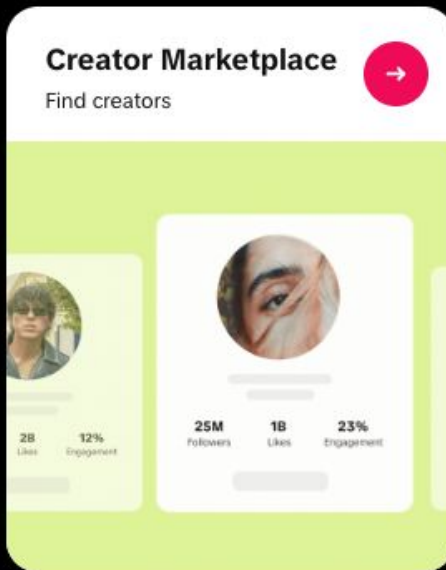
Our newest platform that combines the best features of TikTok Creator Marketplace & TikTok Creative Challenge.

Discover top partners

Creative Exchange
Find partners

4000.34 (USD)
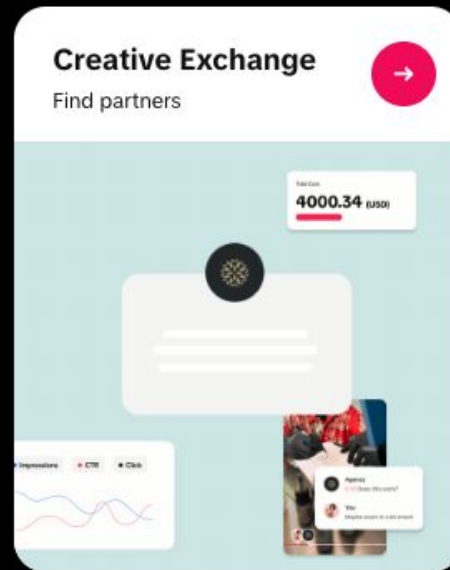
Currently redirects to the Creative Exchange. Full TikTok One integration coming 2025.

TikTok One
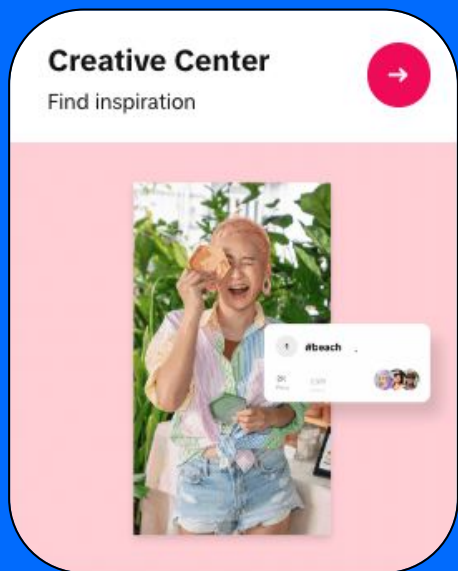
Level up with insights
Creative Center

Trends and top ads help you discovery 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
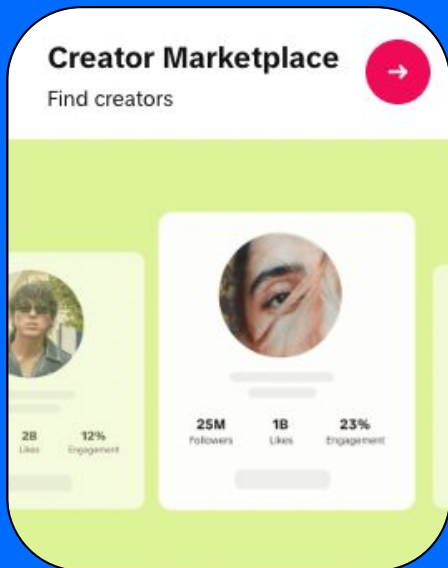
Access creators

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
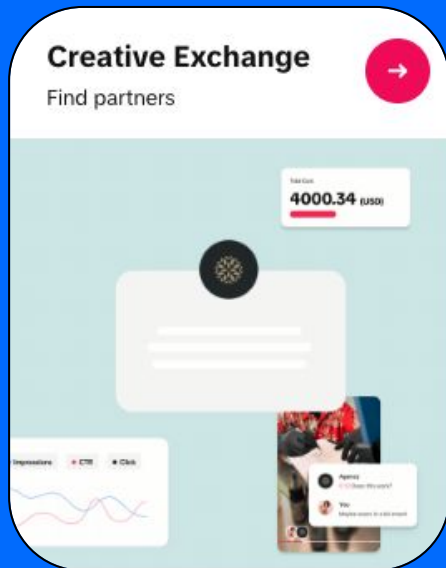
Discover top partners

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

*Name change coming soon

Measurement Strategy
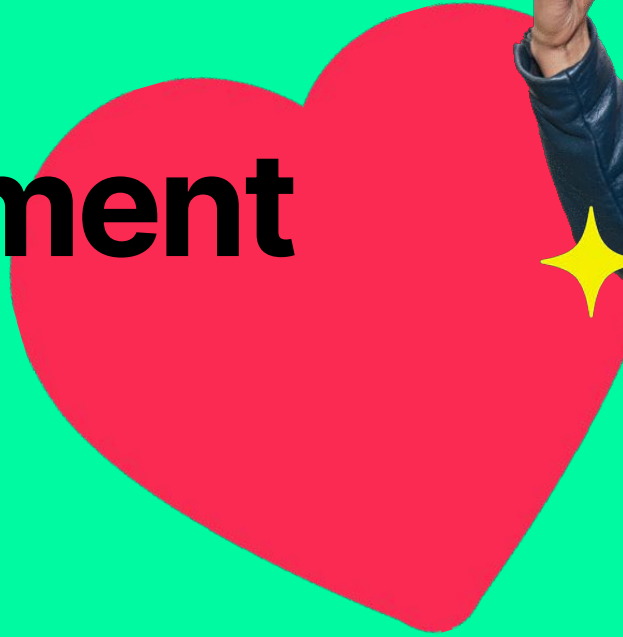
The measurement gap

Why traditional measurement fails to capture TikTok's true value

80%

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.**

Source: Marketing Science Post-Purchase Analysis conducted by KnoCommerce in 2022

61

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

Source:: Media Mix Modeling research across Retail clients done by Ovative, Oct 2024

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

+40%

Week 1   Week 2   Week 3   Week 4
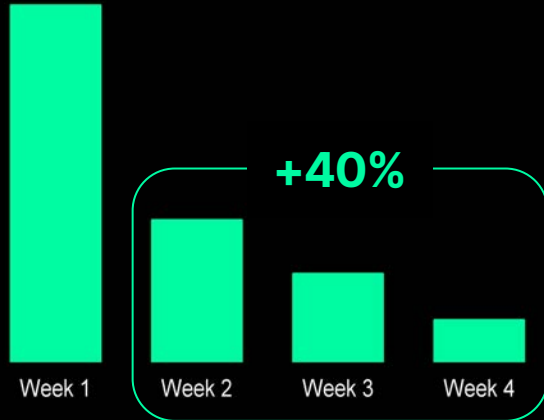
More than 50% of revenue driven by TikTok is realized in-store, compared to other platforms which see about 35% of in-store sales

In-Store Sales

Online Sales

TikTok

In-Store Sales

Online Sales

Other Platforms

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
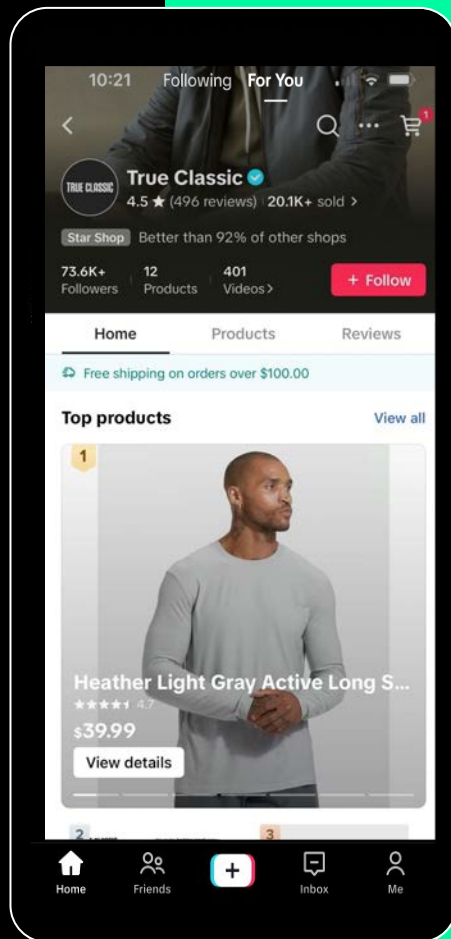
TRUE CLASSIC

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

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

Source: Marketing Science Internal Analysis

TORRID

7%
Lift in purchases

31%
Lift in application submissions

27%
Lift in ad recall

A new Torrid store opened near you

What do we want?

NEW, NEW AND NOW!

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

Source: Power Digital, Analysis of TikTok's impact using Matched Market Tests (MMTs), 2024

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

Perceived performance with last-click

Missed opportunity with last-click
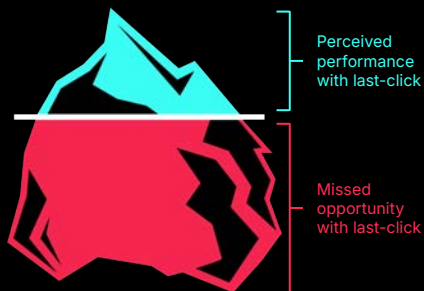
Nearly 80% of all conversions attributed to TikTok by users themselves were **missed by Last Click attribution models**

Refine

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

+10%
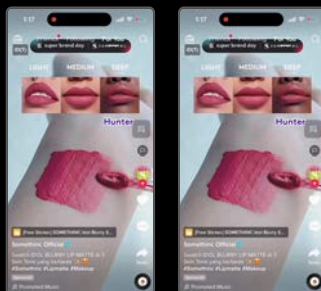
Control

Variant

Grow

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

Stack tools by comparing & contrasting outputs *(triangulation)*

Source: TikTok Marketing Science Post-Purchase Analysis conducted by KnoCommerce, 2022

Full-funnel helps you achieve better outcomes

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

3.7x
Higher reach

3.1x
Higher conversions

20%
Decrease in cost per action

Source: Marketing Science Internal Analysis, Studies conducted from 8/20/23-4/15/24 with E-commerce Brands in Beauty, Health, and Apparel.

Commerce Measurement Solutions

Measurement Objective	**Proving TikTok Works**	**Optimise and refine your strategy**	**Grow your business effectively**
	Understanding TikTok's efficacy to influence business outcomes	Test and learn with ads to enhance brand perception and outcomes	Evaluate user conversion journey to identify opportunities for growth
Measurement Tools	Sales Lift Study *Available if offline conversions are in place*	Multi-Cell Conversion Lift Study	Attribution Analytics
	Brand Lift Study	Split Test	Media Mix Modelling
	GeoLift Study		
	Offline Conversions		

Measurement Tools Coming Soon

Actionable Measurement: Unified Lift

Enabling Performance:
Data Driven Attribution

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(Online)

Commerce Measurement Solutions

Measurement Objective	Proving TikTok Works	Optimise and refine your strategy	Grow your business effectively
	Understanding TikTok's efficacy to influence business outcomes	Test and learn with ads to enhance brand perception and outcomes	Evaluate user conversion journey to identify opportunities for growth

Measurement Tools	Proving TikTok Works	Optimise and refine your strategy	Grow your business effectively
	TikTok Ads Manager *Post SAN transition*	Multi-Cell Conversion Lift Study	Attribution Analytics
	Post Purchase Study		
	Conversion Lift Study	Split Test	Media Mix Modelling
	Multi-Touch Attribution		
	Geo-lift Study		

Measurement Tools Coming Soon

Actionable Measurement: Unified Lift

Enabling Performance: Data Driven Attribution

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Commerce Measurement Solutions

(Omni)

Measurement Objective	Proving TikTok Works	Optimise and refine your strategy	Grow your business effectively
	Understanding TikTok's efficacy to influence business outcomes	Test and learn with ads to enhance brand perception and outcomes	Evaluate user conversion journey to identify opportunities for growth

Measurement Tools

Proving TikTok Works	Optimise and refine your strategy	Grow your business effectively
TikTok Ads Manager *Post SAN transition*	Multi-Cell Conversion Lift Study	Attribution Analytics
Sales Lift Study *Available if offline conversions are in place*		
Conversion Lift Study	Split Test	Media Mix Modelling
Multi-Touch Attribution		
Offline Conversions		
Geo-lift Study		

Measurement Tools Coming Soon

Actionable Measurement: Unified Lift

Enabling Performance: Data Driven Attribution

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.
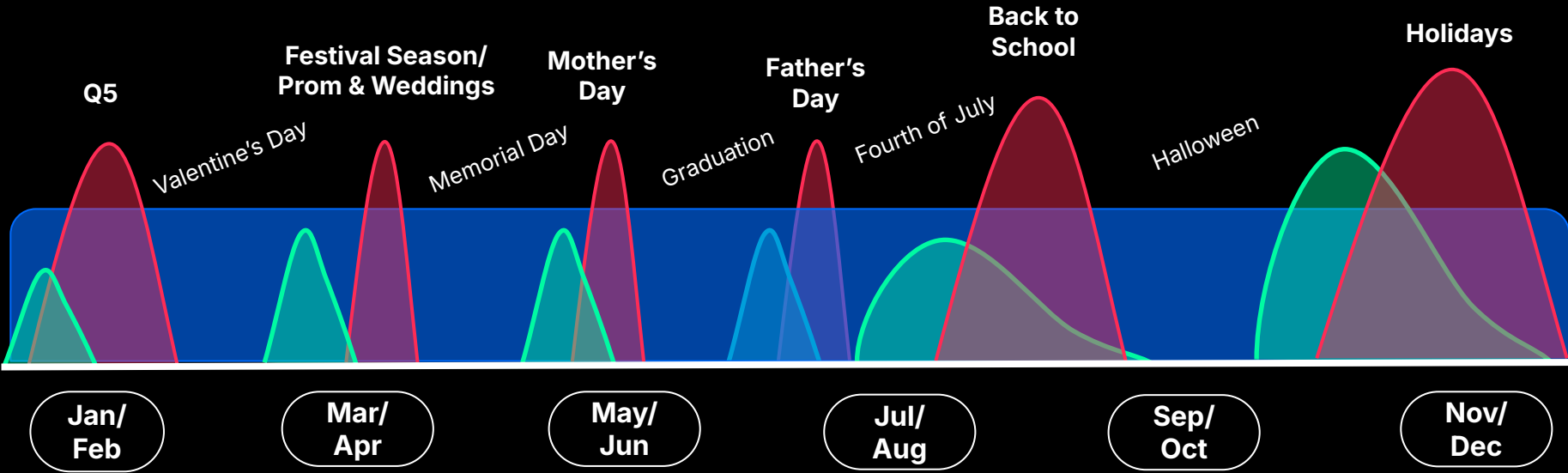
10%

**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.

Source:: Media Mix Modeling research across Retail clients done by Ovative, Oct 2024

Your 2025 Media Plan

Your 2025 Media Plan

Q5

Valentine's Day

Festival Season/ Prom & Weddings

Memorial Day

Mother's Day

Graduation

Father's Day

Fourth of July

Back to School

Halloween

Holidays

| Jan/ Feb | Mar/ Apr | May/ Jun | Jul/ Aug | Sep/ Oct | Nov/ Dec |

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!

TikTok

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