



Be Health's Next Big Thing

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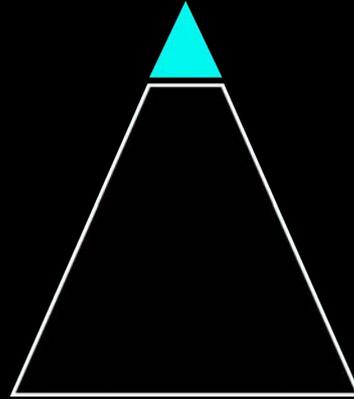
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The Health Opportunity on TikTok



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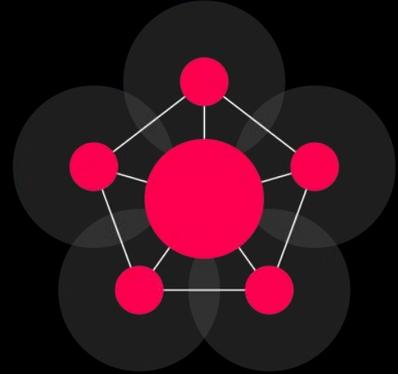
TIKTOK HAS DEMOCRATIZED HEALTH



BEFORE

Pyramid of Influence

Top-down
Medical Experts
Traditional Media
Exclusive
One 'standard'

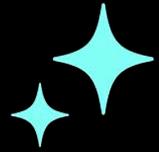


NOW

Circles of Influence

Inside-out
Health Creators
For You Page
Inclusive
Community-led
discussions

Where health meets community: your **holistic** health commerce strategy starts on TikTok



Think Global Health

TikTok, where people feel seen and cared for, even when traditional medical systems have not

REALSIMPLE

'Wellness Stacking' Is the TikTok-Viral Way to Still Fit Self-Care Into Your Busy Day

The New York Times

Harvard Cozies Up to #MentalHealth TikTok



Reshaping how people discover, search, and shop



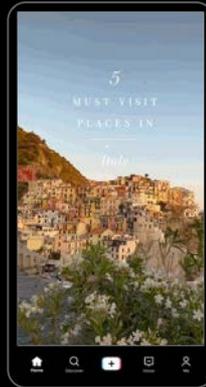
Mashable

'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



AdAge

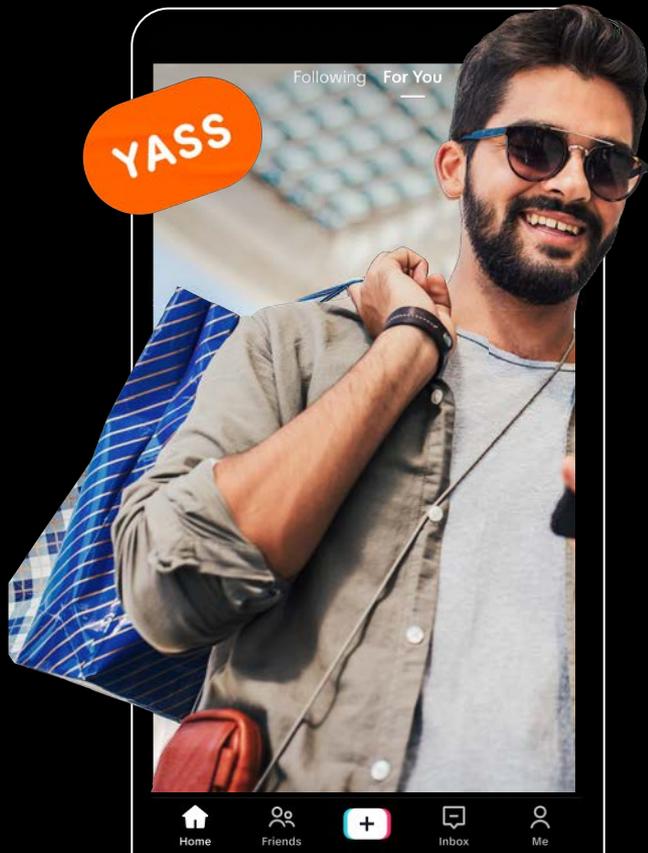
Behind the Rise of Poppi – a Gut Health Soda Take on Coke and Pepsi

Driving commerce **in store**

2 in

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

5



2.6x

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

Across all **online** destinations

2.7

more likely to engage with brands online¹



1.8x

more efficient than other online video channels²

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 Shop¹

8



5M

New customer sales on TikTok Shop during last year's cyber monday and black friday sales²

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



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

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

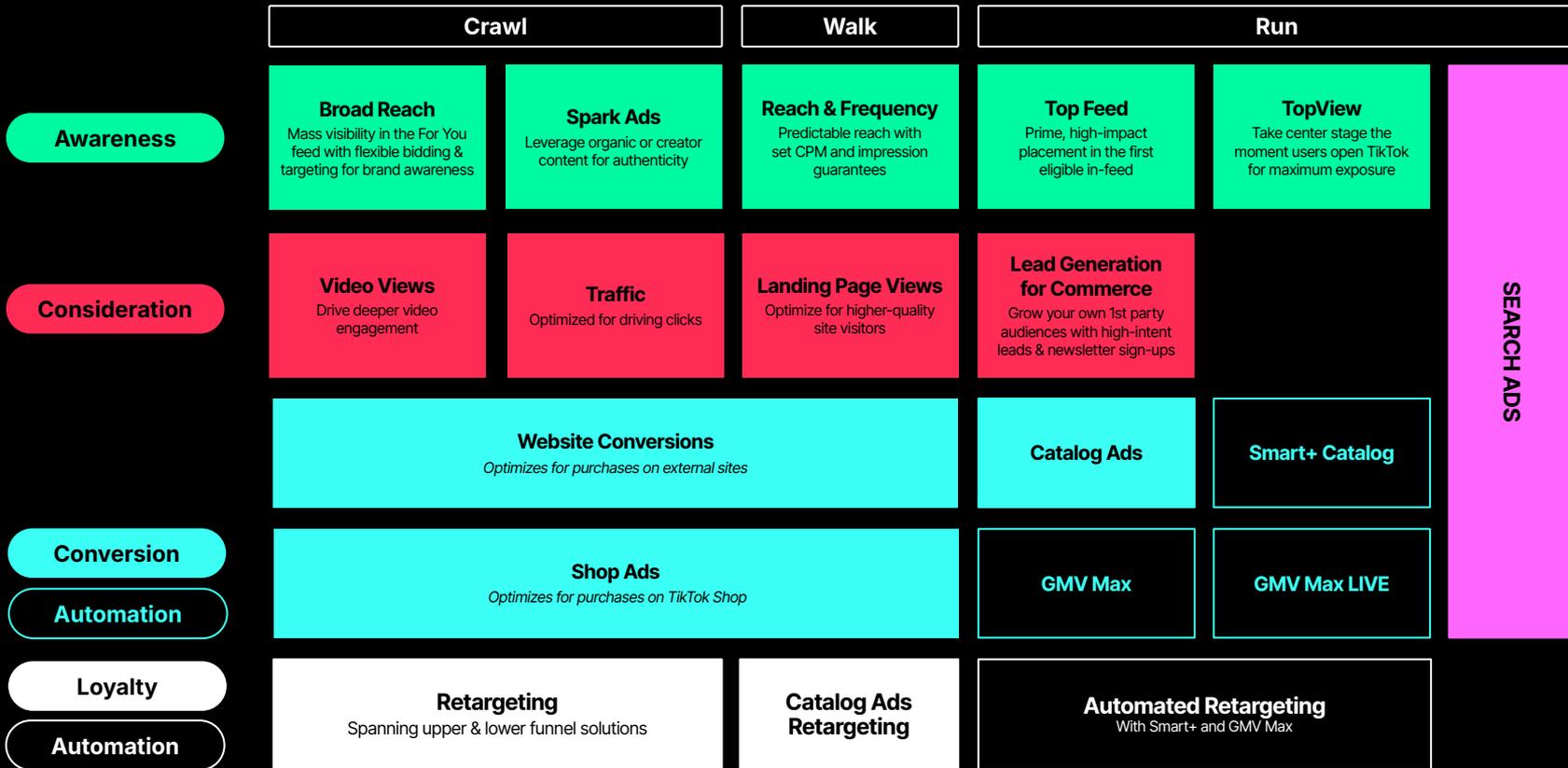
Ad Solution Strategy



Full-funnel solutions, built to perform



Solutions to capture attention and accelerate the path to purchase



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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



Maximize E-commerce with Full-Funnel Tactics

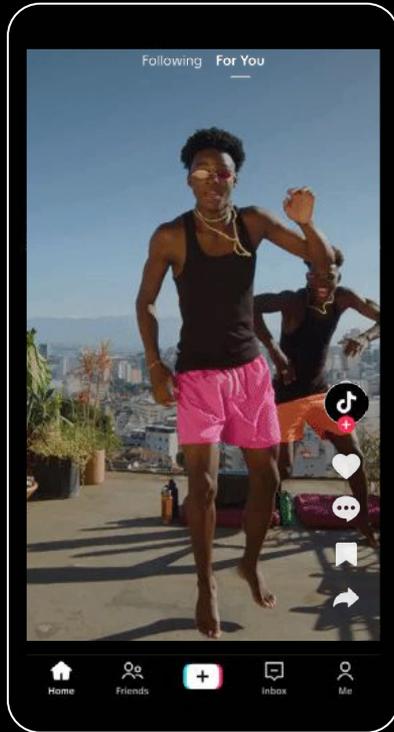
**Upper and mid-funnel
ads to optimize
cross-platform journey**

**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

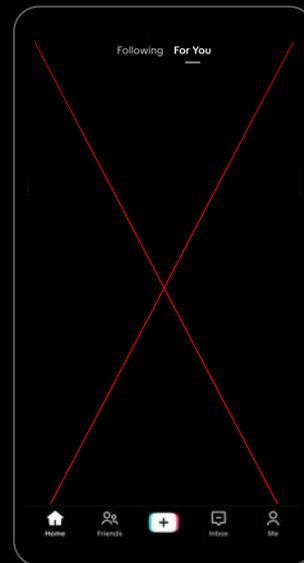
Powered by your catalog, Carousel offers a **scalable** creative solution to create always-on performance ads



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

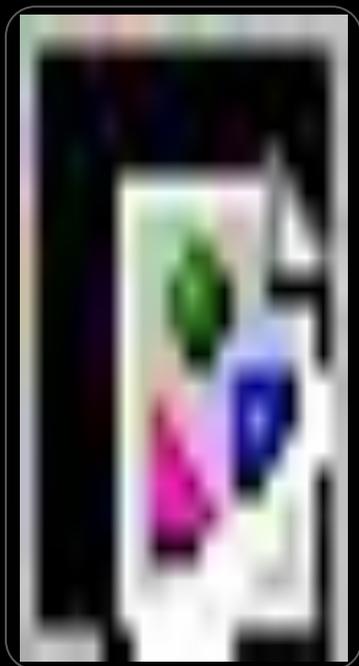
Category or product focused videos work best

Ensure consistency in your product selection and video to maximize performance

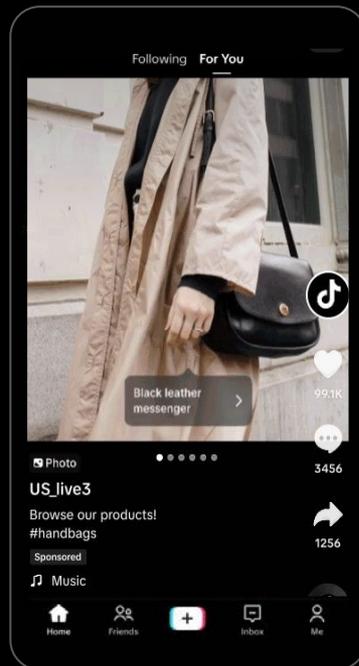
Let Catalog Ads power your always-on performance strategy

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+

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 from Smart+ measurement shows 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⁺

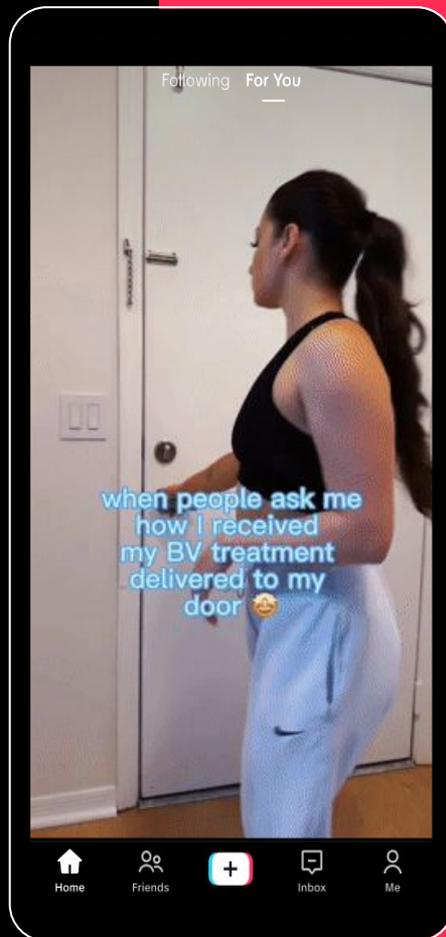
Catalog Ads

Wisp scales success and maximizes efficiency through Smart + Web Conversion Ads.

Utilizing Smart+ in its early days, Wisp was able to supercharge their campaign with relevant, native Spark Ads and innovative Display Cards that gave their ads a unique flair all while delivering this content to the right users. Overall, Smart+ was able to produce **34% higher ROAS**, **25% more efficient CPAs**, and **45% lower CPMs**.

Objective

Product sales and efficiency



wisp

25%

Higher ROAS

34%

Decrease in CPA

45%

Increase in CVR

Web Ads

Shop Ads

Driving Sales Online and On TikTok

On TikTok



Online



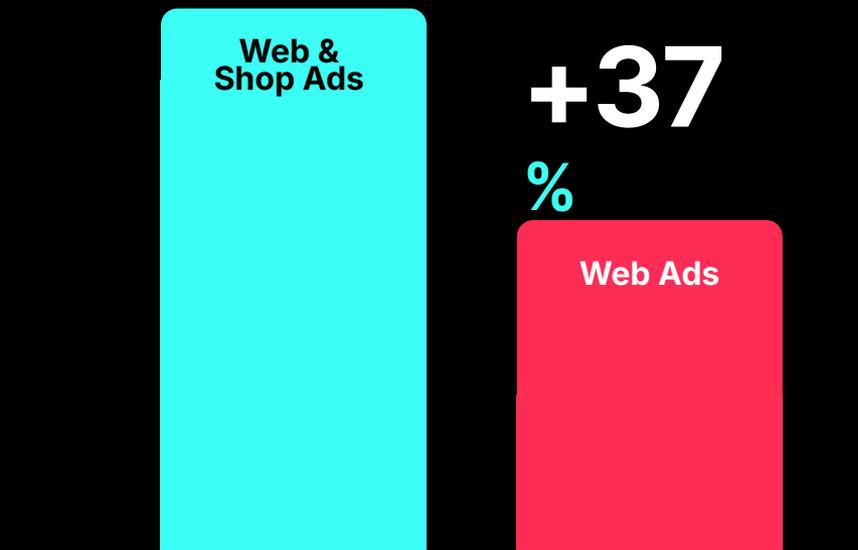
Web Ads

Shop Ads

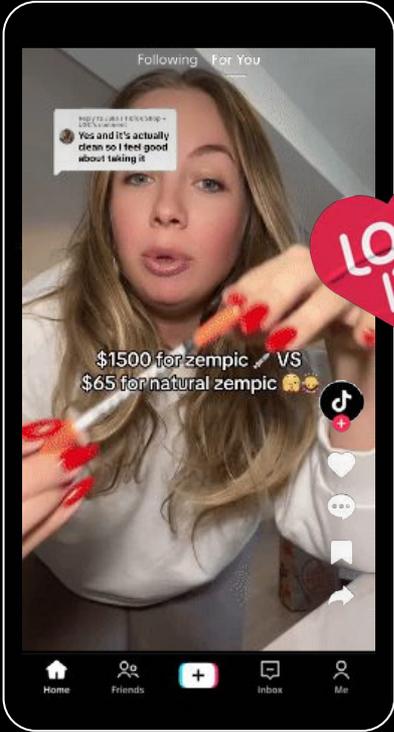
Together, Web & Shop Ads are driving even greater outcomes for advertisers

Early results measuring TikTok Shop and web campaigns together show 37% higher conversion lift versus only TikTok web conversion alone¹

Conversion Lift



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 playground for
wellness seekers

1 in 2

of users are likely to purchase on TikTok after seeing a TikTok Shop experience

To immediately
act on inspo

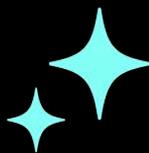
80%

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!



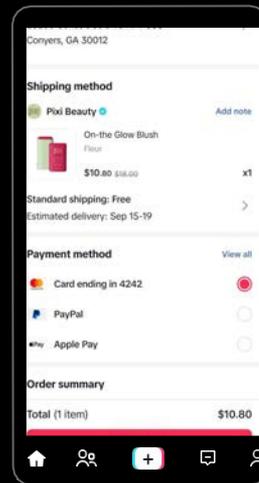
Browse

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



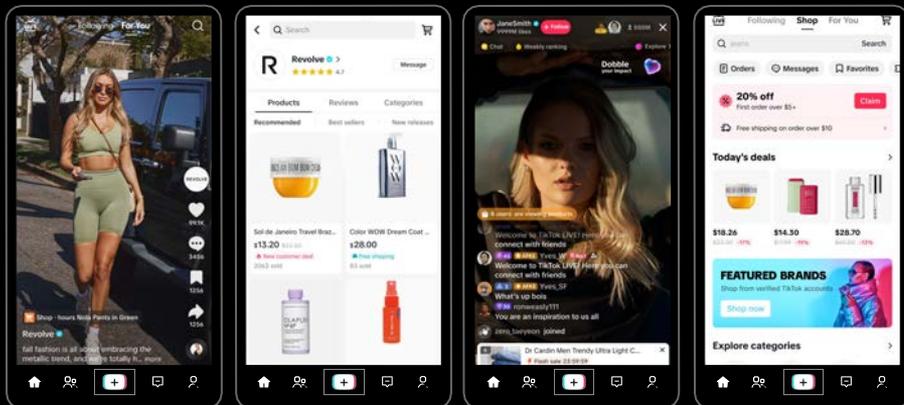
Advocate

Share excitement around the products and join the conversation

Shop Ads

Grow your TikTok Shop through Shop experiences and Shop Ads

Shop Experiences



Product Links

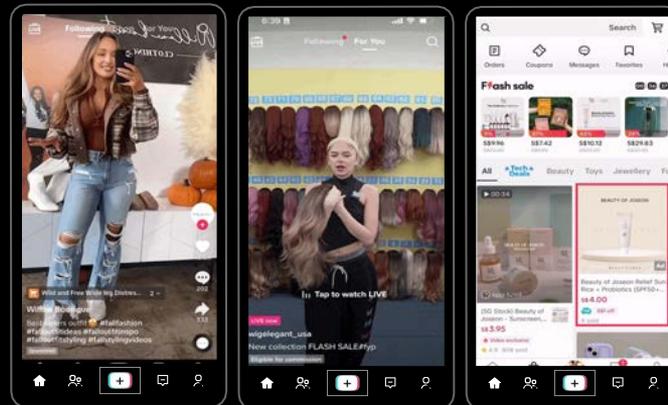
Shop Page

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.



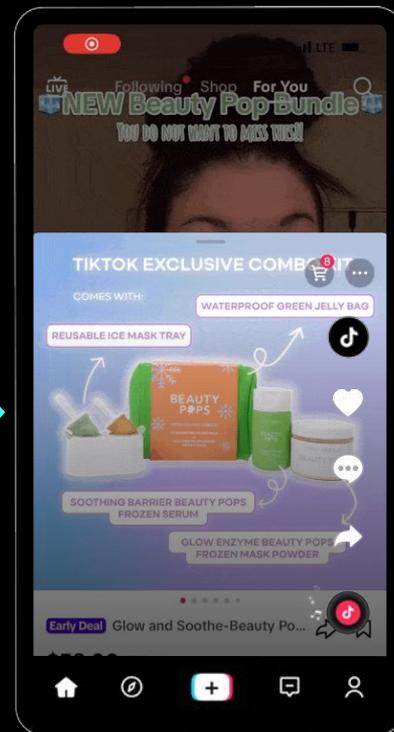
Shop Glow Soothe-Beauty Pops Bundle



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 informative way

Shop Ads

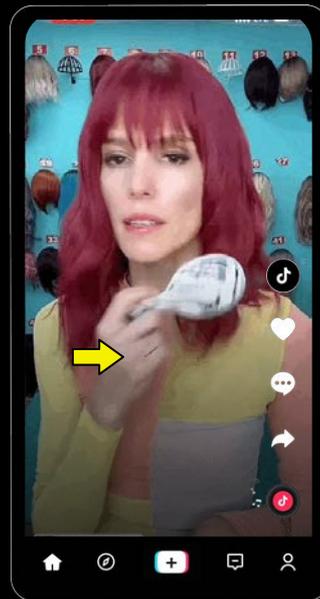
Shop Ads: LIVE

Drive engagement to LIVE shopping from the FYP



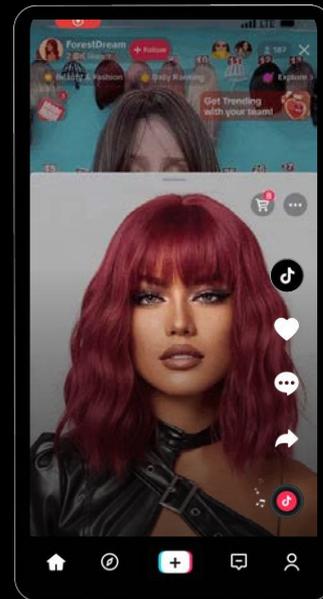
Live Creative In-Feed

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 informative way

Shop Ads

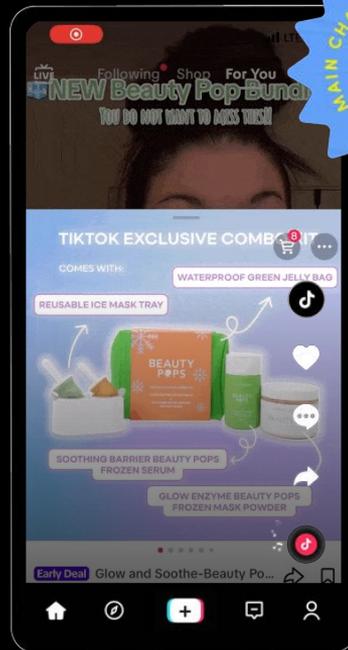
Shop Ads: Product Cards

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 informative way

Shop Ads

Betterbrand sees healthier sales with TikTok Shopping Ads and GMV Max

Betterbrand's sales are healthier than ever thanks to TikTok Shop. During their campaign's first week, they saw a **13.85x ROAS on a \$200 spend**, and they achieved a **4.87x ROAS overall**. GMV Max cut down optimization time while increasing profitability on non-hero SKUs, helping Betterbrand expand their reach, sell out of inventory multiple times, and build out a consumer packaged goods startup.



BETTER

4.87x

ROAS

\$10K

Decrease in CPA

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

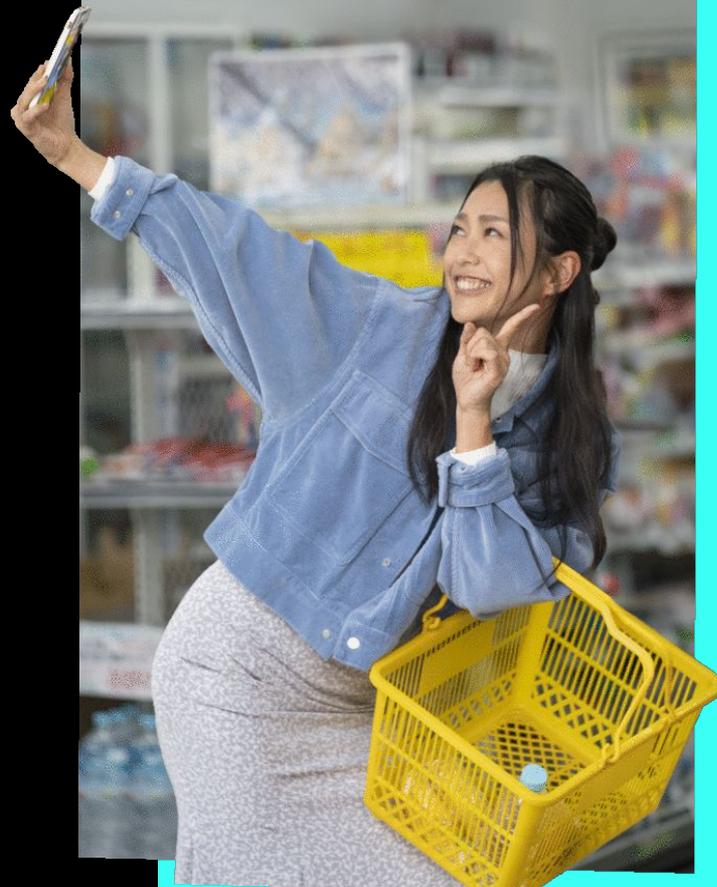
Management: Eliminates the need for constant manual adjustments, allowing advertisers to focus on strategic decision-making.

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

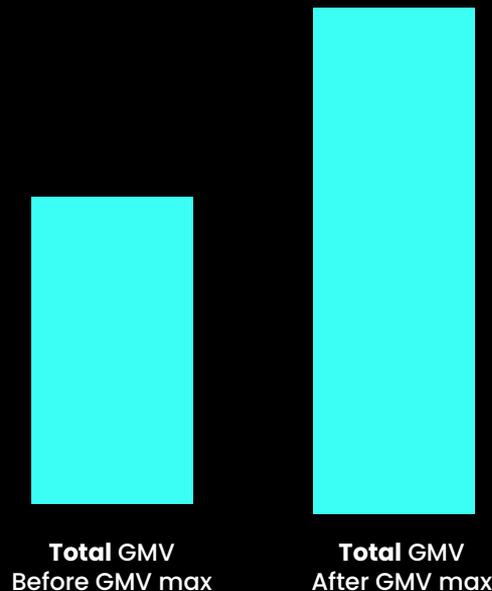
GMV Max Delivers More Than ROAS

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

Source: TikTok Actual US Campaign Data

+30%

Incremental
GMV Uplift



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%

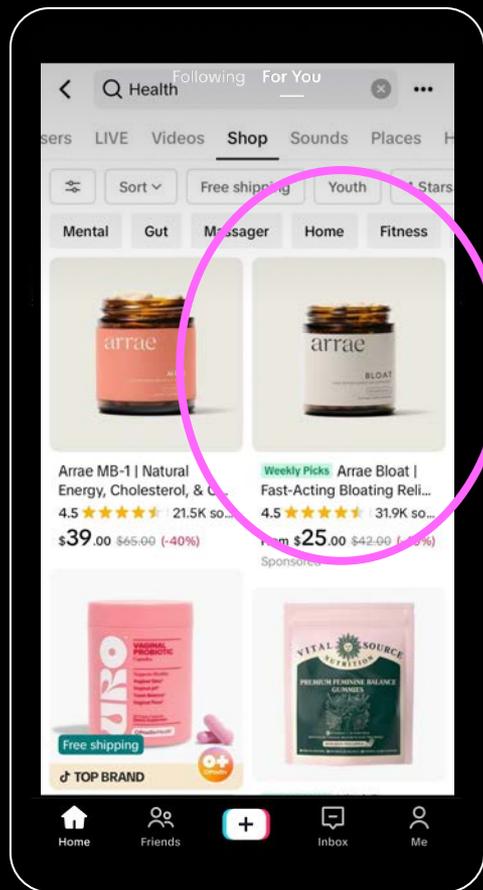
Decrease in CPA

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
KEYWORD TARGETING <i>specific keyword input</i>	✓	<i>Automated query matching mainly based on creative and captions</i>	✓
SEARCH BUDGET CONTROL <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>
KEYWORDS BREAKDOWN REPORT <i>insights into performance and budget spent across keywords</i>	✓	✓	✓
DEDICATED CAMPAIGN CREATION FLOW <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%

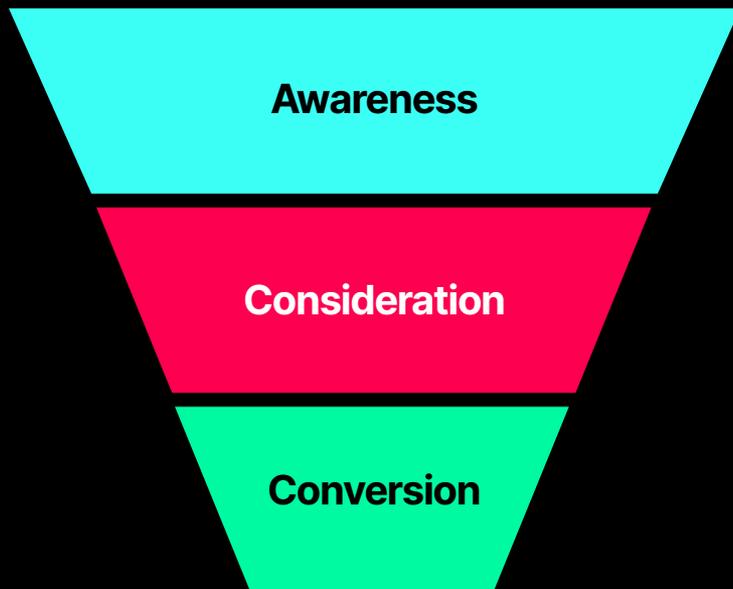
Decrease in CPA

Creative Strategy



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

Engage health-conscious consumers through authentic content themes

01

Showcase Health Diversity & Inclusivity

Highlight a range of health experiences, body types, and wellness journeys to ensure everyone feels represented and empowered in their personal health goals.

02

Leverage Storytelling & Personal Wellness Journeys

Encourage creators to share their unique health and wellness experiences, including fitness transformations, mental health insights, daily habits, and holistic well-being approaches.

03

Focus on Educational & Science-Backed Content

Provide expert-driven health tips, fitness routines, nutrition advice, and wellness hacks that are informative, actionable, and backed by credible sources.

04

Inspire Confidence & Sustainable Well-Being

Share uplifting, motivational content that encourages users to take small, sustainable steps toward better health, fostering a positive and empowering wellness mindset.



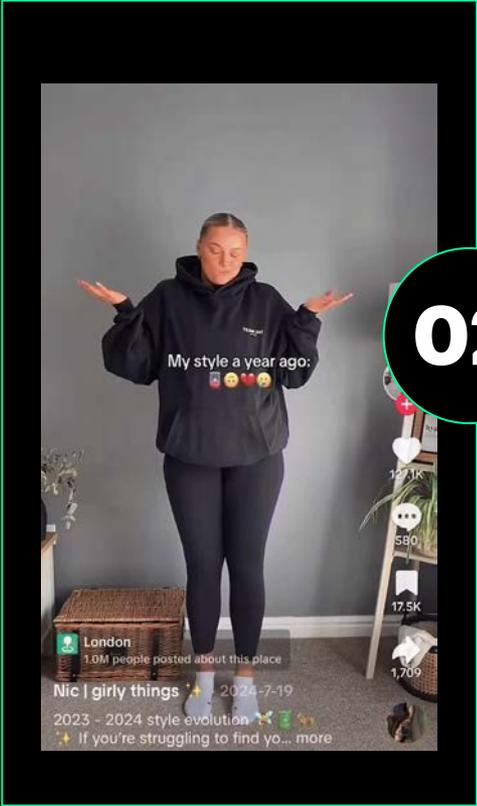
01

Promote Health Diversity & Inclusivity

Highlight a range of health experiences, body types, and wellness journeys to ensure everyone feels represented and empowered in their personal health goals.

TIPS

- **Avoid One-Size-Fits-All Messaging:** Recognize that health journeys vary by individual needs and backgrounds.
- **Feature Real People & Experts:** Highlight diverse creators, fitness trainers, nutritionists, and wellness advocates.
- **Celebrate Holistic Well-Being:** Emphasize physical, mental, and emotional health in inclusive ways.



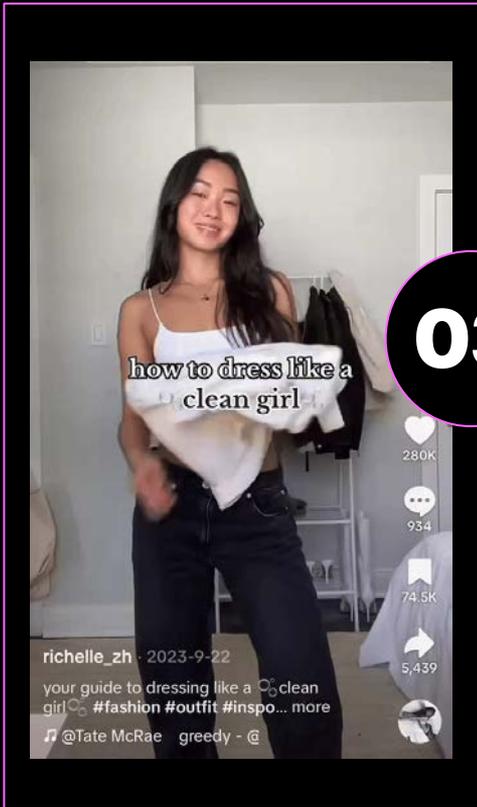
02

Leverage Storytelling & Personal Wellness Journeys

Encourage creators to share their unique health and wellness experiences, including fitness transformations, mental health insights, daily habits, and holistic well-being approaches.

TIPS

- **Highlight Real-Life Experiences:** Showcase creators' fitness transformations, mental health journeys, or daily wellness habits.
- **Use Before & After Narratives:** Show progression in health habits and realistic goal-setting.
- **Make It Relatable & Aspirational:** Content should feel encouraging, not intimidating.



Focus on Educational & Science-Backed Content

Provide expert-driven health tips, fitness routines, nutrition advice, and wellness hacks that are informative, actionable, and backed by credible sources.

TIPS

- **Cite Experts & Research:** Collaborate with medical professionals, nutritionists, and fitness experts.
- **Break Down Complex Topics:** Use short-form videos to explain key health concepts (e.g., gut health, mindfulness techniques).
- **Use Visual Demonstrations:** Show exercises, meal prep, or guided meditations for better engagement.



04

Inspire Confidence & Sustainable Well-Being

Share uplifting, motivational content that encourages users to take small, sustainable steps toward better health, fostering a positive and empowering wellness mindset.

TIPS

- **Promote Small, Achievable Steps:** Encourage habits like hydration, movement, and mindfulness.
- **Use Motivational Messaging:** Reinforce that progress is personal and health is a journey.
- **Highlight Community Support:** Showcase how engagement and shared experiences can boost well-being.

Popular Narratives

Video Examples



Product Try-on /
Review

Unboxing

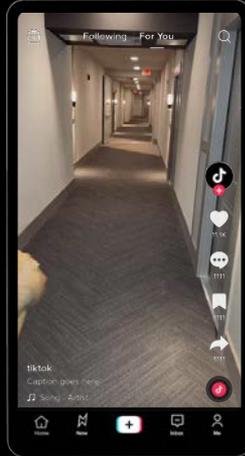
Showcase multiple
colors/sizes

Listicles

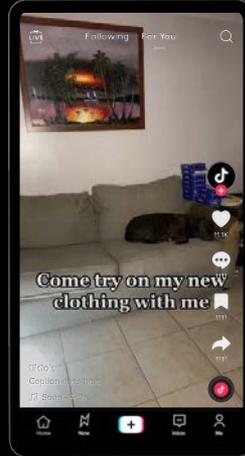
User community



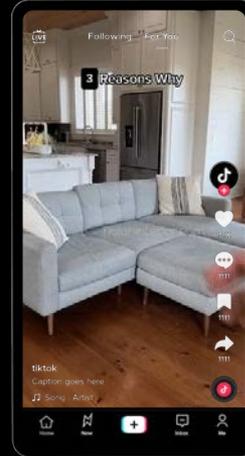
Try out the product and
show the results



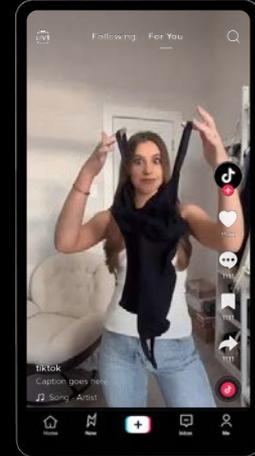
Show the process of
unpacking the package
and revealing the product
to the audience



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



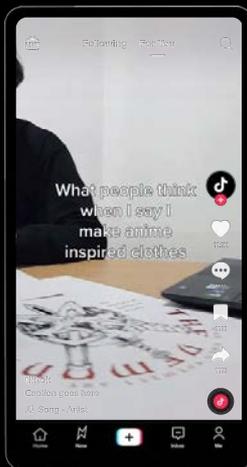
Show positive feedback or
try-on scenes from different
users to help build more trust
in the product

Unique Narratives

Video Examples



Founder POV



Tell the brand story from the founder's perspective

Vlog



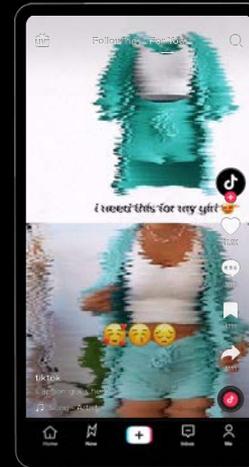
Show interaction with products in a vlog style

Season occasions



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

Virtual & Real



What the product looks like online and on a person



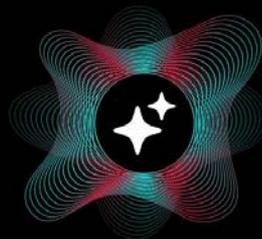
Unlock
high-performing,
native TikTok
creatives –
effortlessly,
efficiently, and at
scale.



Symphony



Introducing



TikTok
Symphony

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

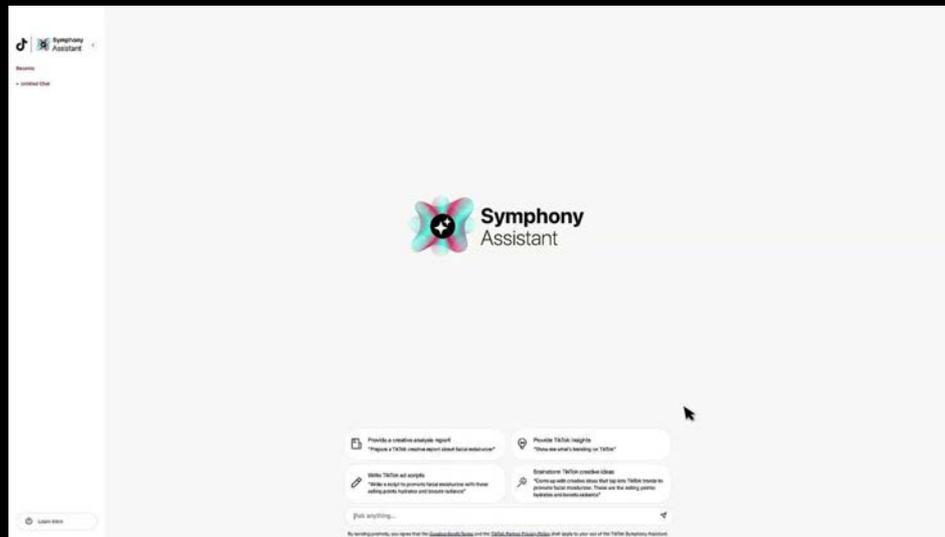
Symphony

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



AI-generated

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

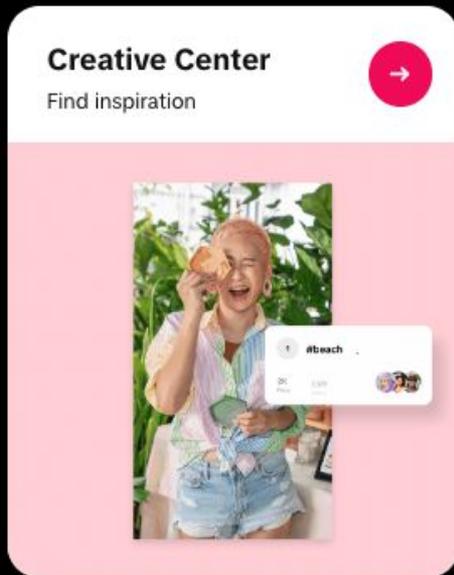
Review suggested opportunities to optimize assets and apply with one-click.

Edit with AI

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

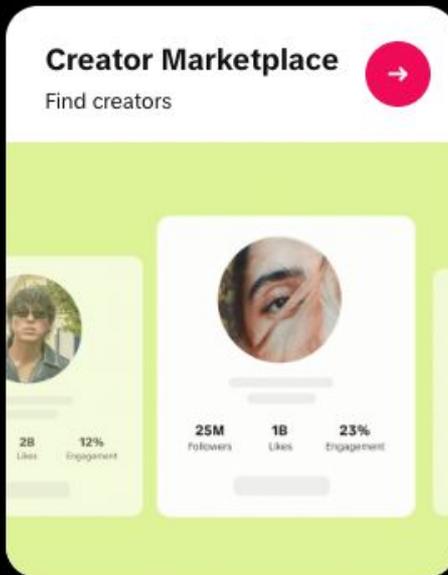
Introducing **TikTok One**

Level up with insights



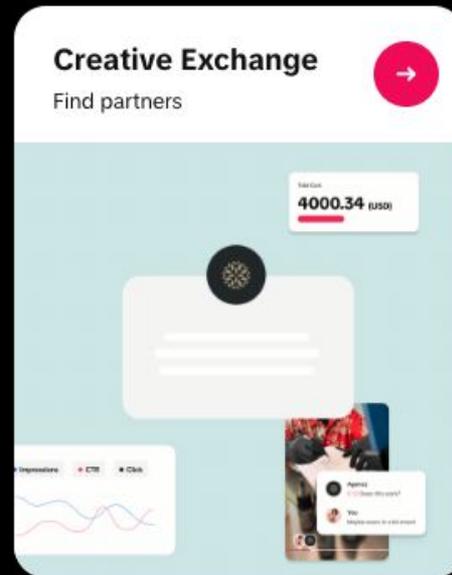
Currently redirects to [the Creative Center](#). Full TikTok One integration coming 2025, name subject to change.

Access creators



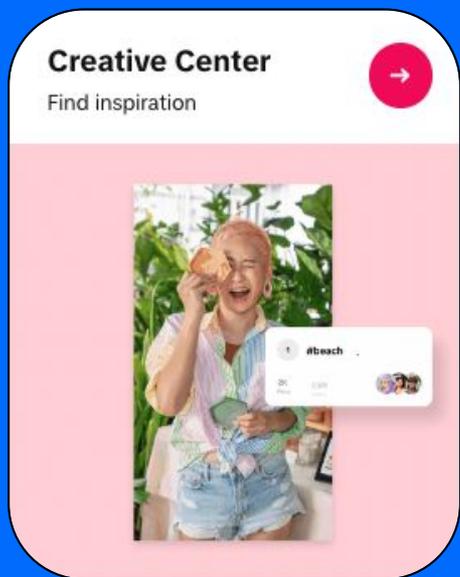
Our newest platform that combines the best features of TikTok Creator Marketplace & TikTok Creative Challenge.

Discover top partners



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

TikTok One



Level up with insights

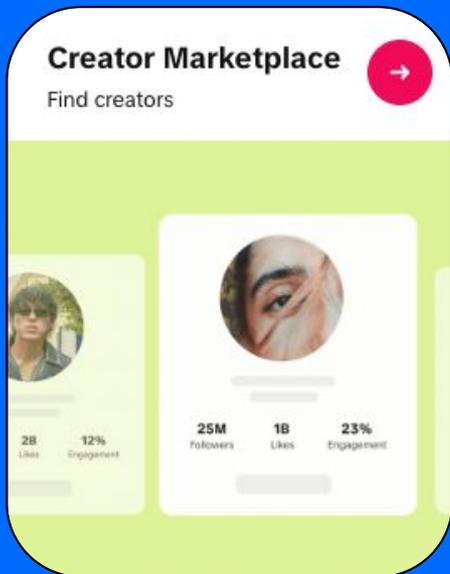
Creative Center

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

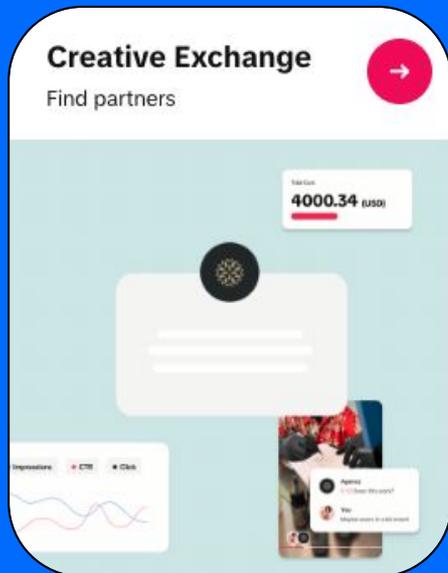
Creator Marketplace

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

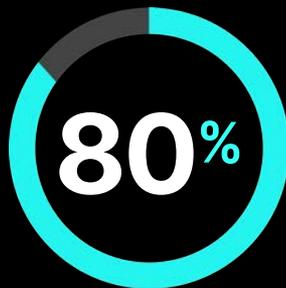


The measurement gap

Why traditional measurement fails to capture TikTok's true value



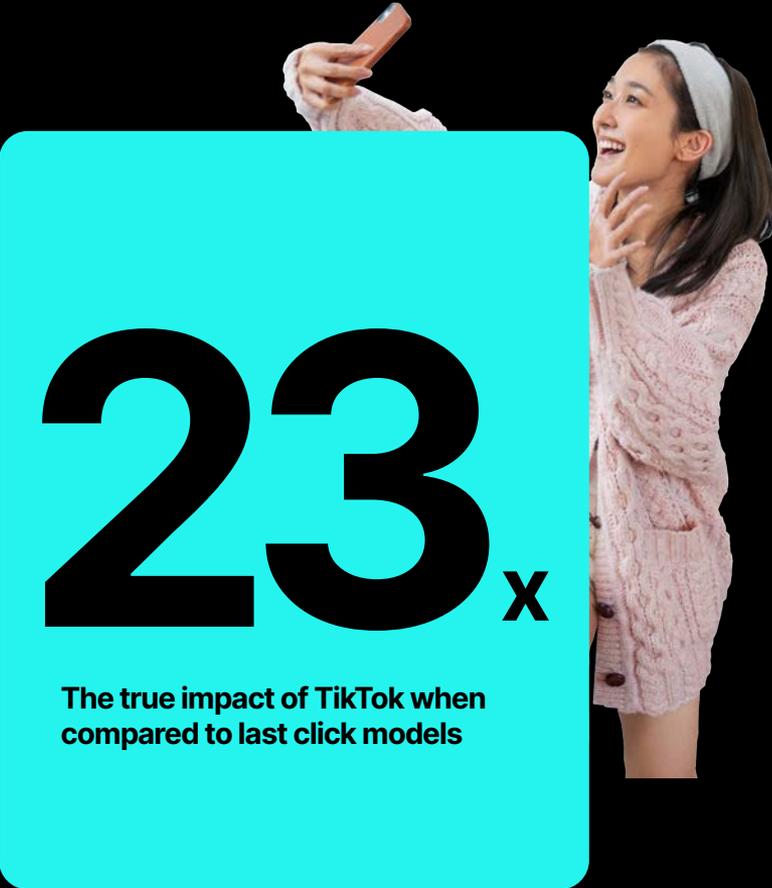
Last-click attribution **undervalues TikTok's role** in the customer journey



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



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



23_x

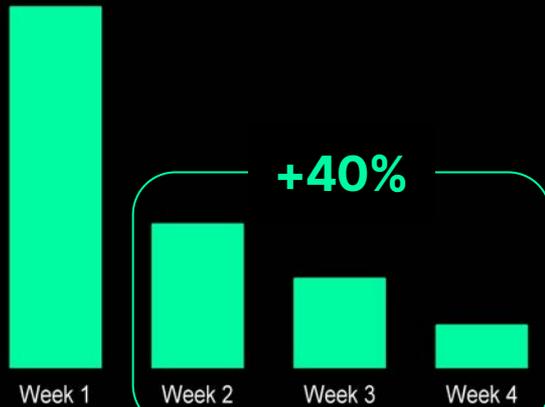
The true impact of TikTok when compared to last click models

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

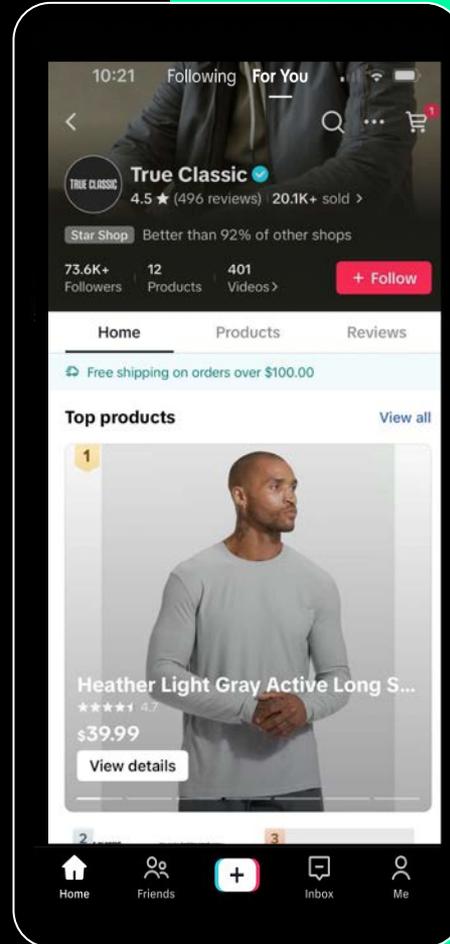


TikTok's Halo Effect: Driving Amazon Sales

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

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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

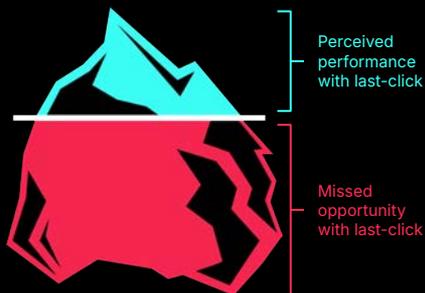
Gain transparency in performance to fuel smarter investment decisions

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



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)

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

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

(Online)

Commerce Measurement Solutions

Measurement Objective	Proving TikTok Works	Optimise and refine your strategy	Grow your business effectively
Measurement Tools	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
	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		

(Omni)

Commerce Measurement Solutions

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	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%

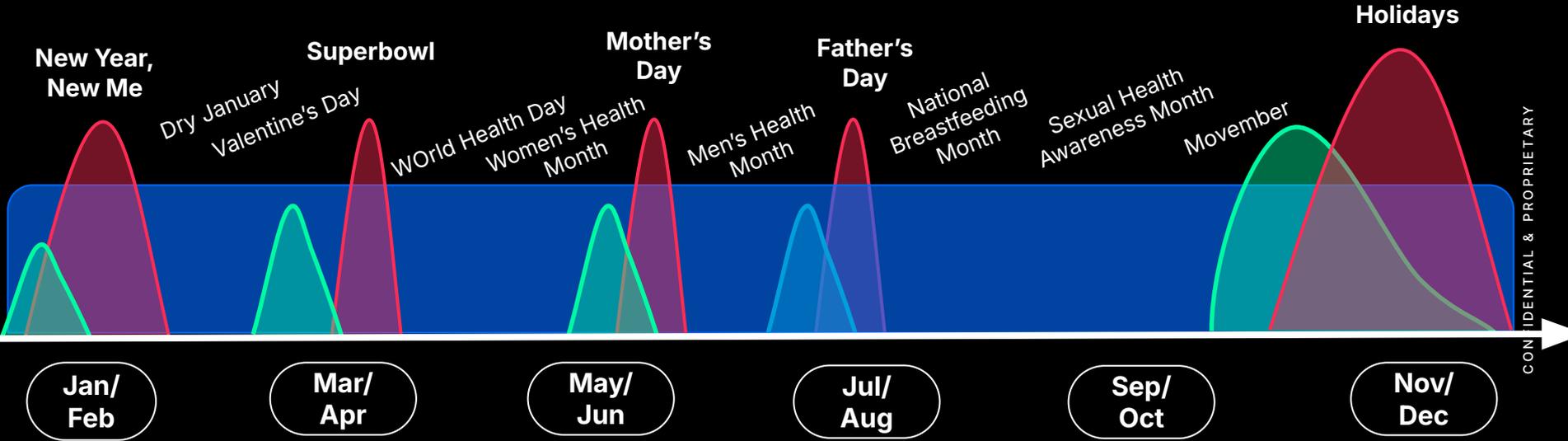
Accounting for Marketing's impact
on every sales channel, online and offline

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

Your 2025 Media Plan



Your 2025 Media Plan



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 **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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