



# Be Health's Next Big Thing

CONFIDENTIAL & PROPRIETARY

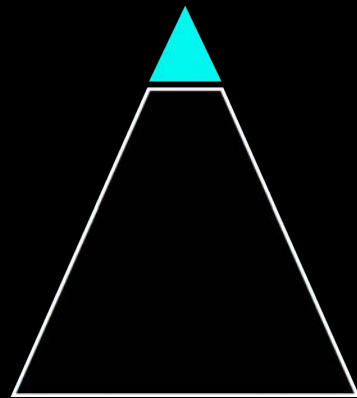


CONFIDENTIAL & PROPRIETARY

# The Health Opportunity on TikTok



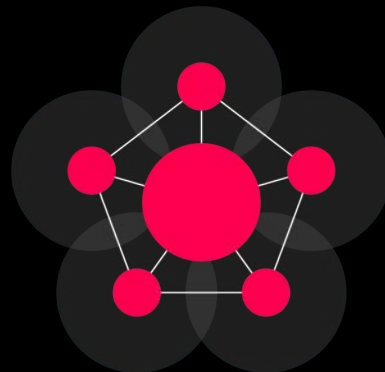
# TIKTOK HAS DEMOCRATIZED HEALTH



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

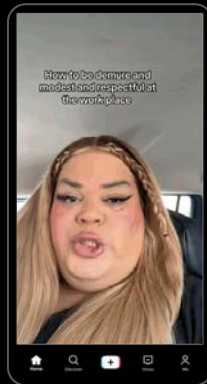
'Wellness Stacking' Is the  
TikTok-Viral Way to Still Fit  
Self-Care Into Your Busy Day

## 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**<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. Transunion 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>



# 1.8x

**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>



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



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

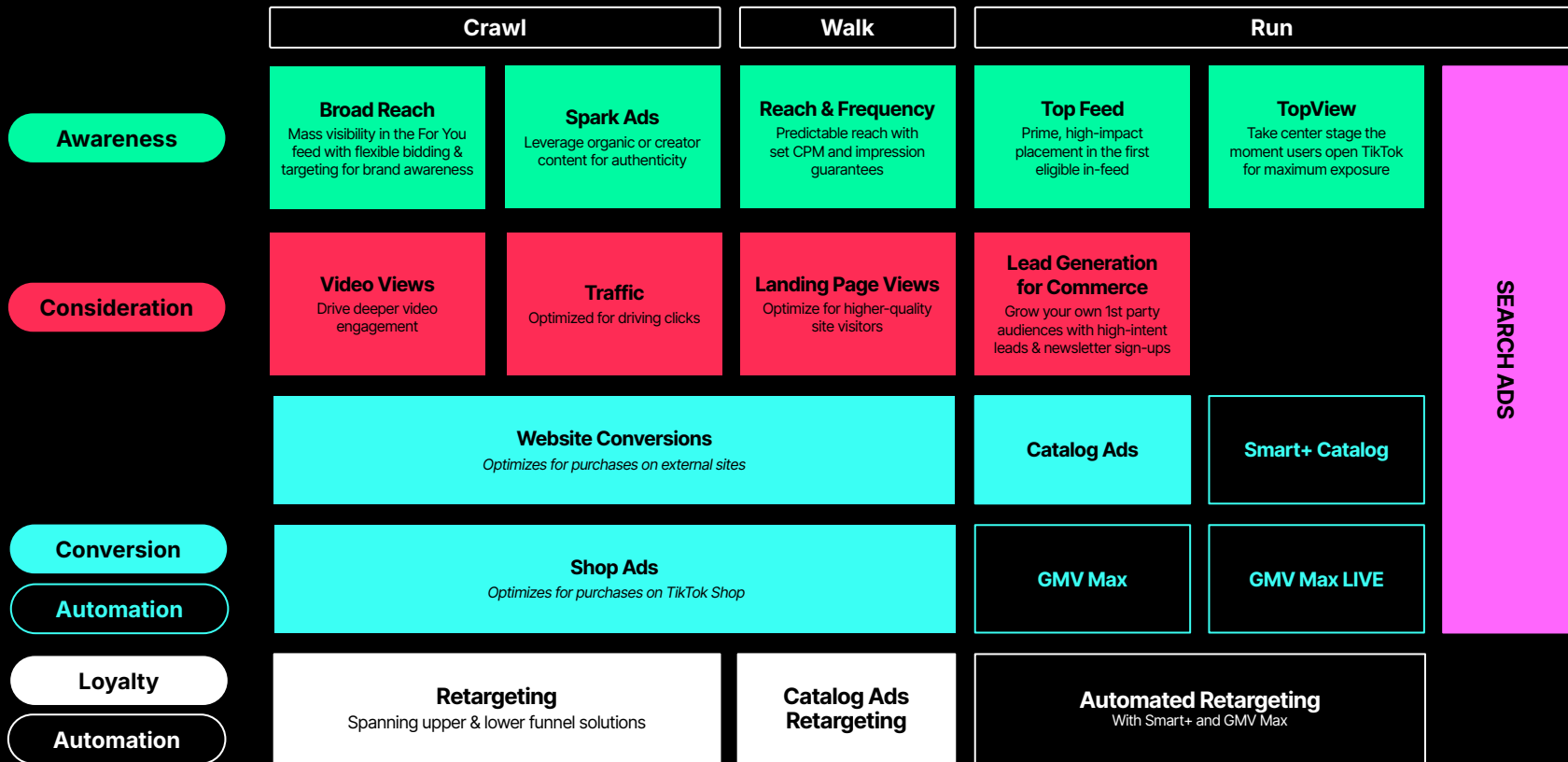
Sources: 1. Nielsen MMM study over 7 Retailers in Speciality Big Box and Beauty Big Box; Transunion MTA Study commissioned by TikTok, US Only ROAS inclusive of Big Box, Specialty Big Box, Beauty Retail, and Fashion/Luxury Retail, 2. TikTok Shop Internal Data, uplift shown as relative to daily average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

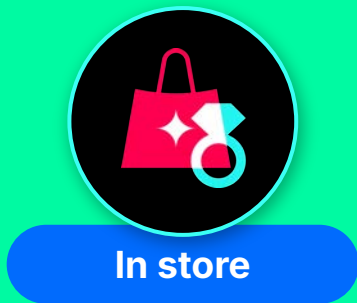
# Ad Solution Strategy



# 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

---

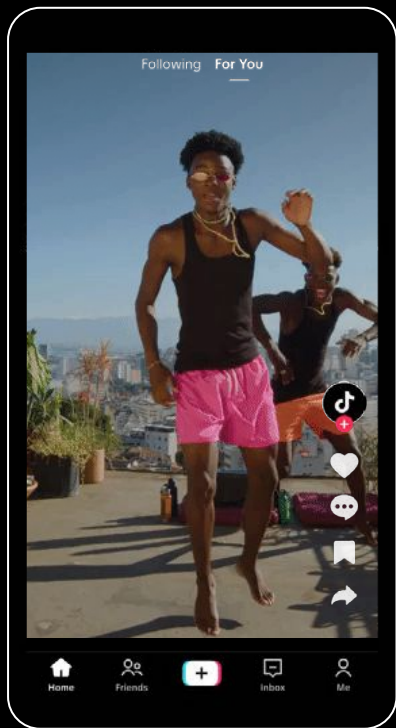
Leverage Search Ads to  
capture high-intent  
shoppers and drive  
conversions.

---

Accelerate e-commerce  
conversions with Smart+



## Catalog Ads

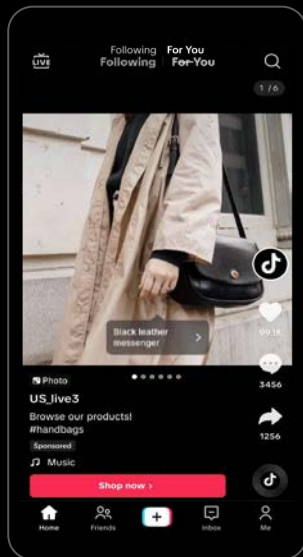


# Supercharge sales to your website or app with Catalog Ads

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.

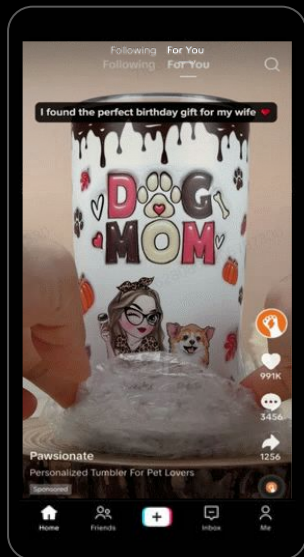
## Catalog Ads

# Catalog Ads offers compelling shoppable ad formats to drive sales



### Carousel

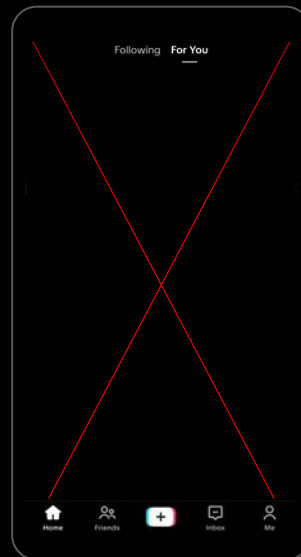
Powered by your **catalog**, Carousel offers a **scalable** creative solution to create always-on performance ads



### 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

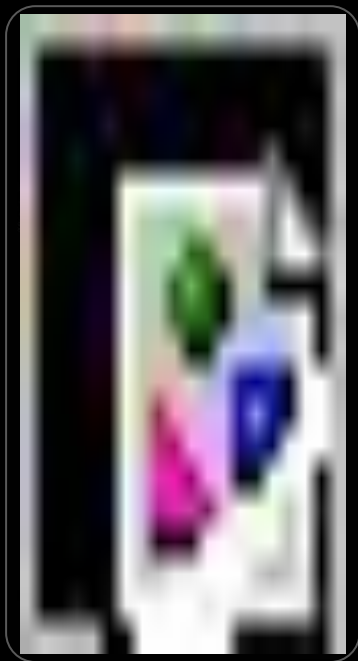
Category or product focused videos work best

Ensure consistency in your product selection and video to maximize performance

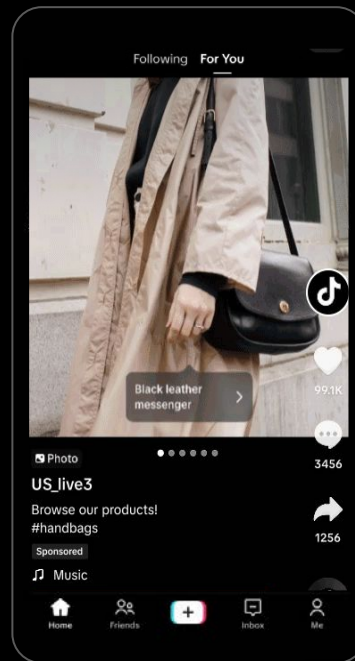
# Let Catalog Ads power your always-on performance strategy

Expand your  
customer base with

**Always on  
Prospecting**



+



Capture high value  
users with

**Always on  
Retargeting**

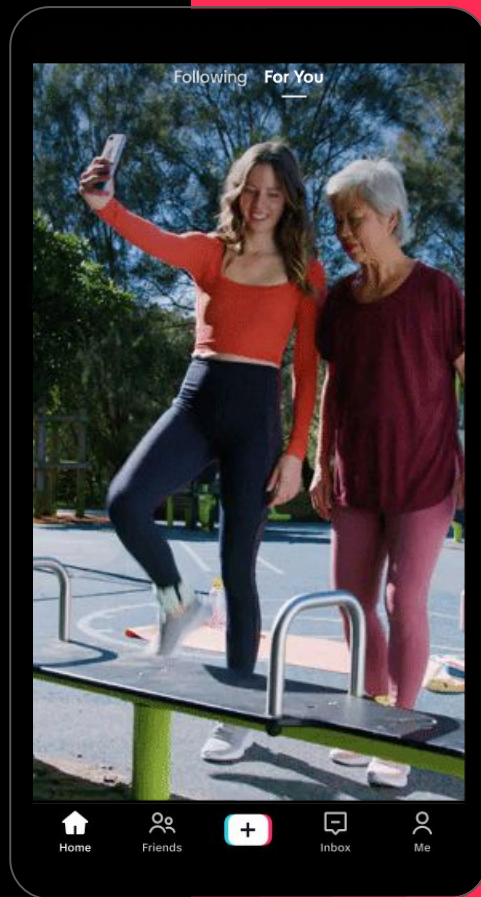
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Smart<sup>+</sup>

Catalog Ads

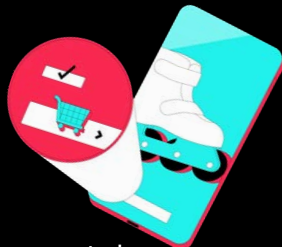
**Be the navigator, not the driver. Smart+ as your GPS for smarter scaling. Shift from manual tweaks to AI-powered autopilot.**

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<sup>+</sup>

## Catalog Ads



### 4.1X

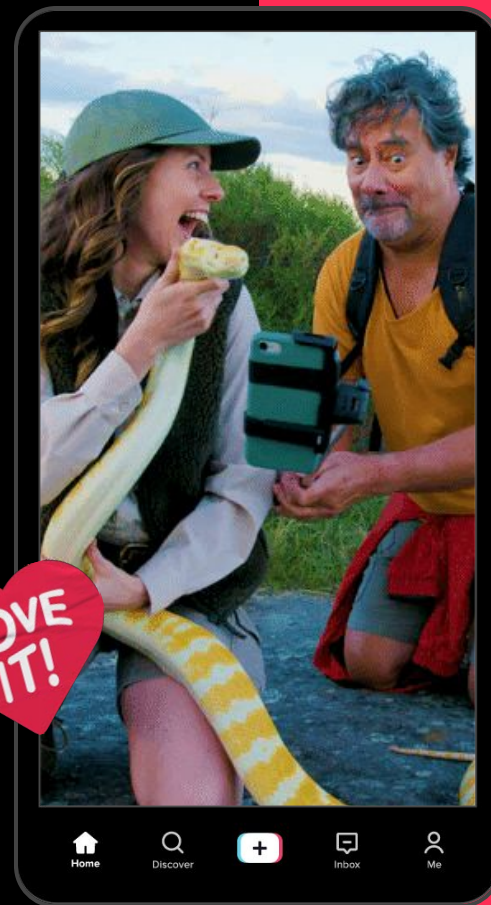
Directional insights from Smart+ measurement shows higher incremental return on ad spend for SMB advertisers who utilize Smart+

**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<sup>+</sup>

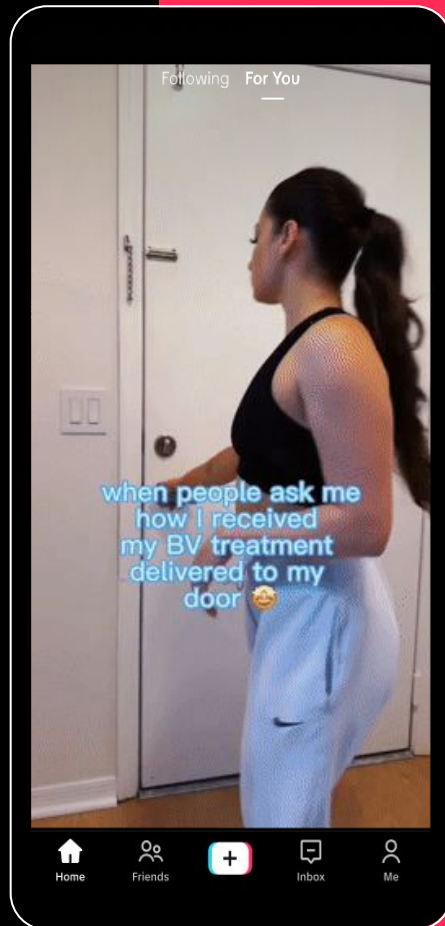
Catalog Ads

## 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



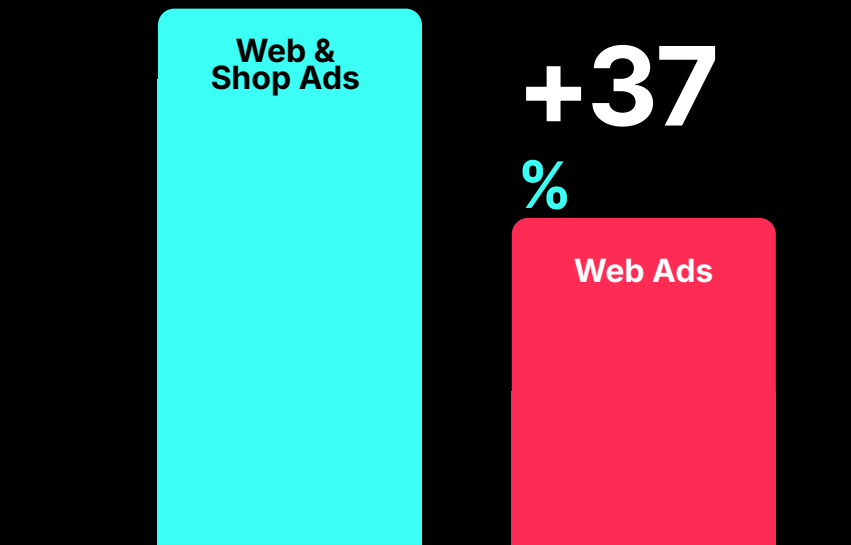
Web Ads

Shop Ads

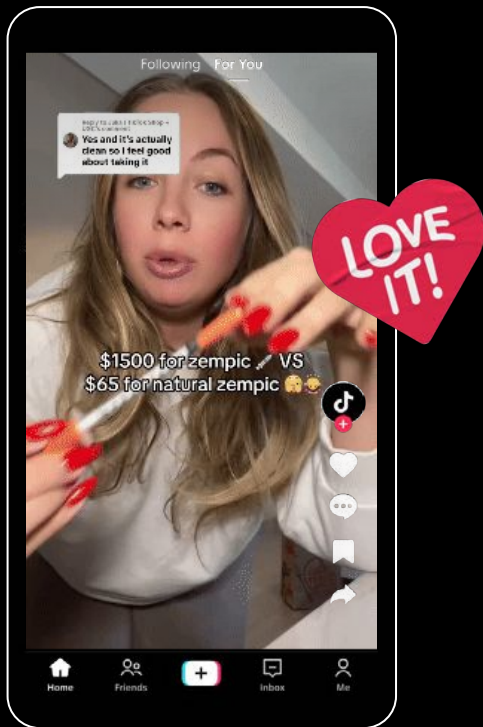
**Together, Web & Shop Ads are driving even greater outcomes for advertisers**

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

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!



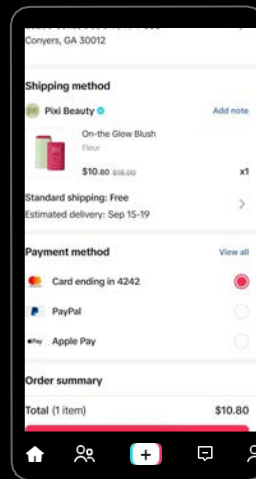
### Browse

Browse shoppable content  
through videos and livestreams



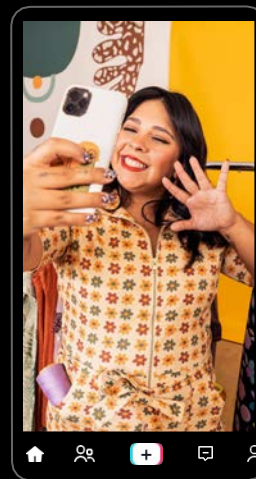
### Select

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



### Checkout

Place orders and checkout  
without leaving the TikTok app



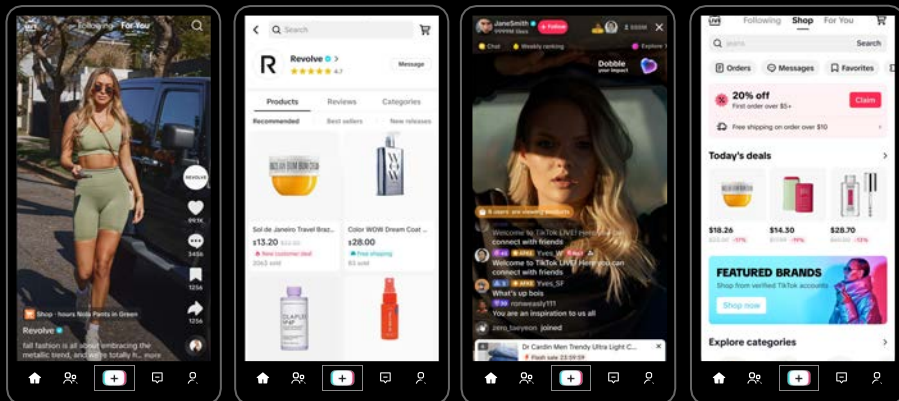
### Advocate

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

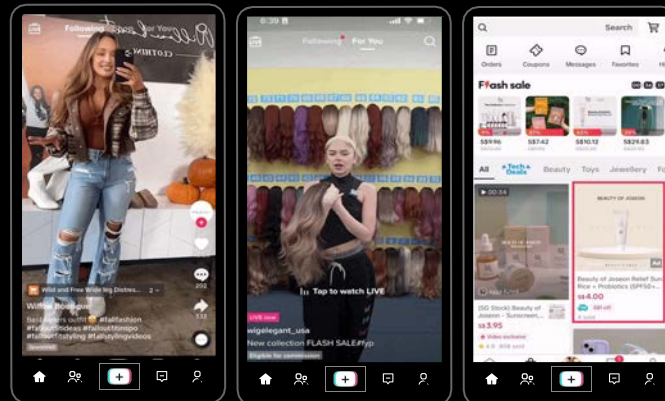
Shop Page

LIVE Shopping

Shop Tab

+

## Shop Ads



Video


LIVE

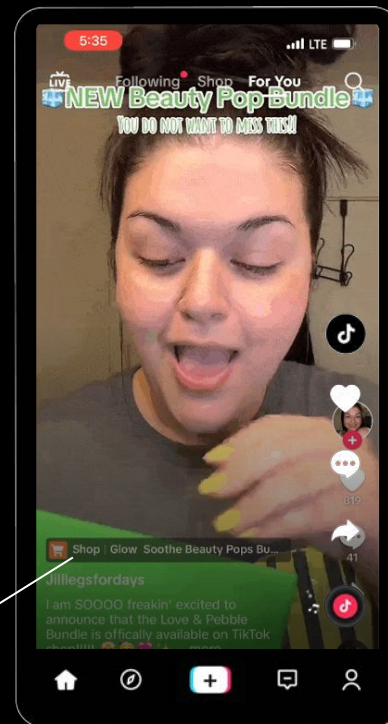
Product Card

## Shop Ads

# Shop Ads: Video

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

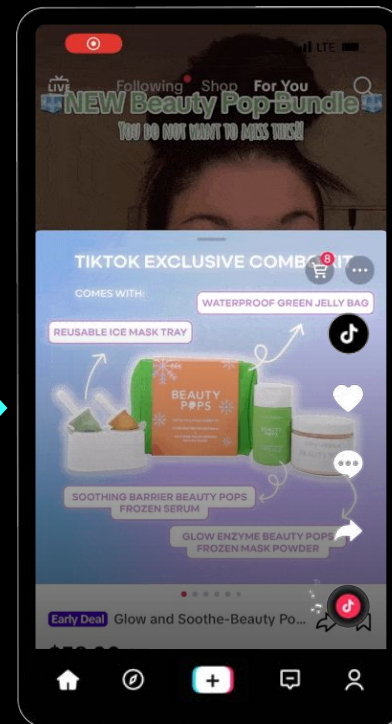
 Shop Glow Soothe-Beauty Pops Bundle



### Video In-Feed

**Shop directly from your For You Page**

by tapping the pinned products or browsing the shopping cart icon



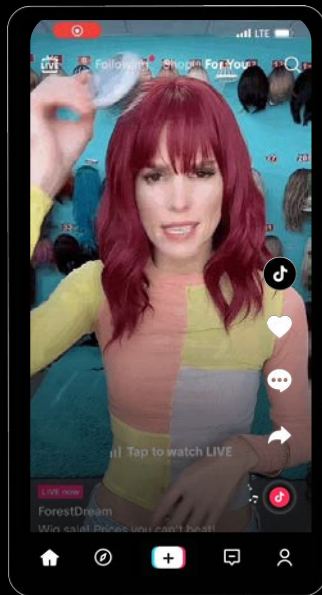
### Product Detail Page

**Showcase your products in an informative way**

## Shop Ads

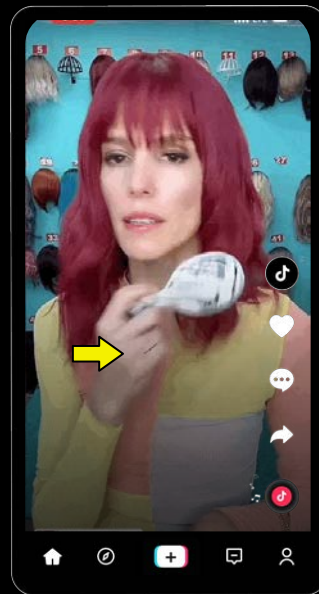
# Shop Ads: LIVE

Drive engagement to LIVE shopping from the FYP



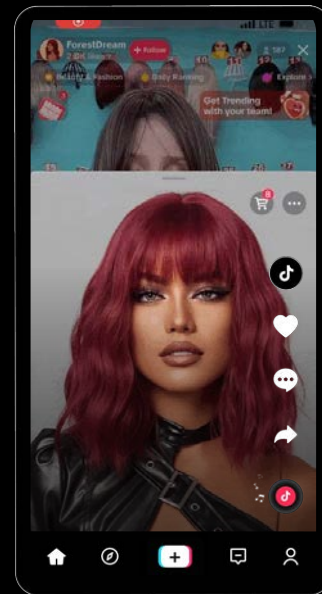
### Live Creative In-Feed

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.



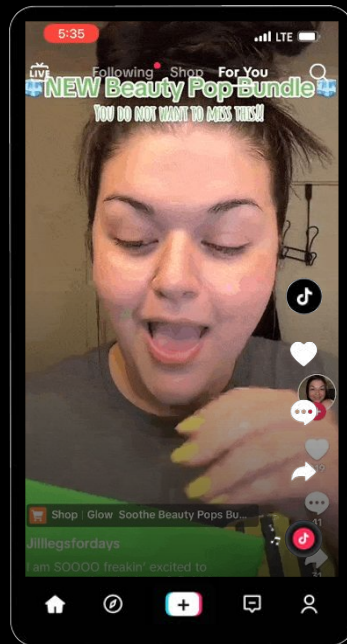
### Product Detail Page

Showcase your products in an informative way

## Shop Ads

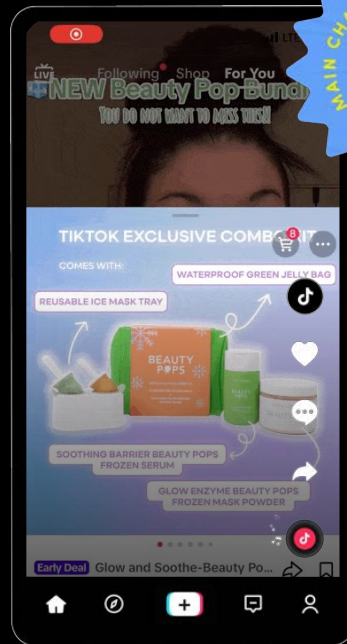
# Shop Ads: Product Cards

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

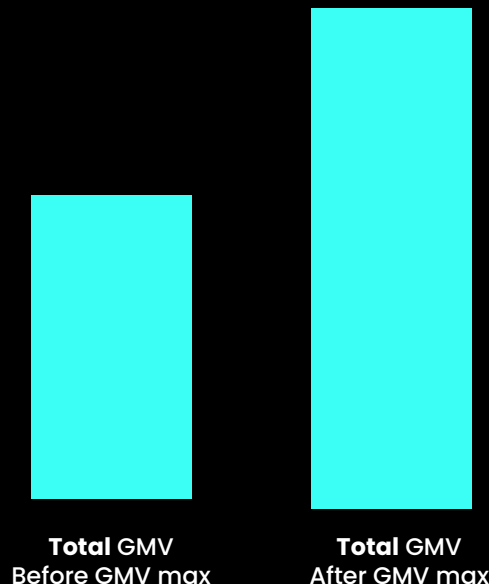
# GMV Max Delivers More Than ROAS

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

Source: TikTok Internal 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**

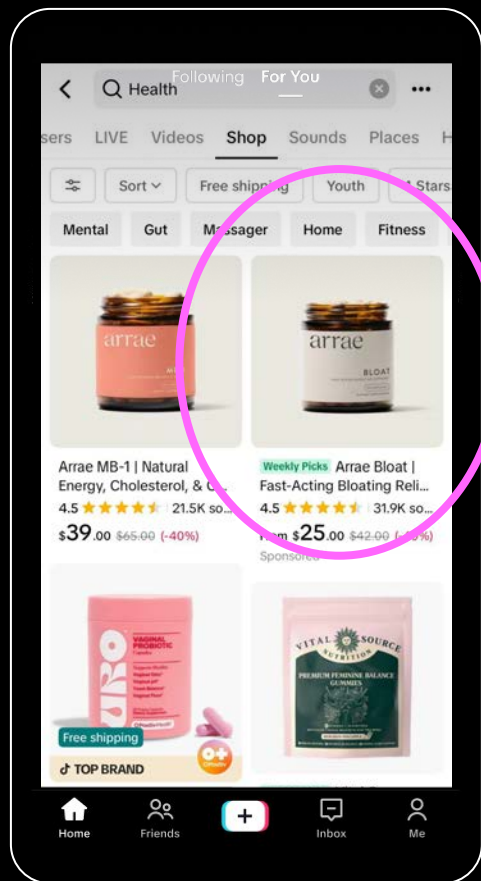


## Search Ads

# 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
<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%

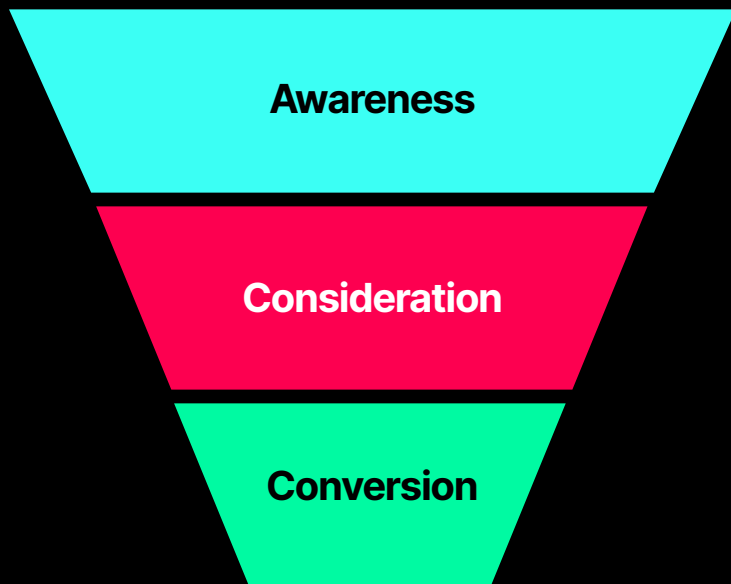
Decrease in CPA

# Creative Strategy



# 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



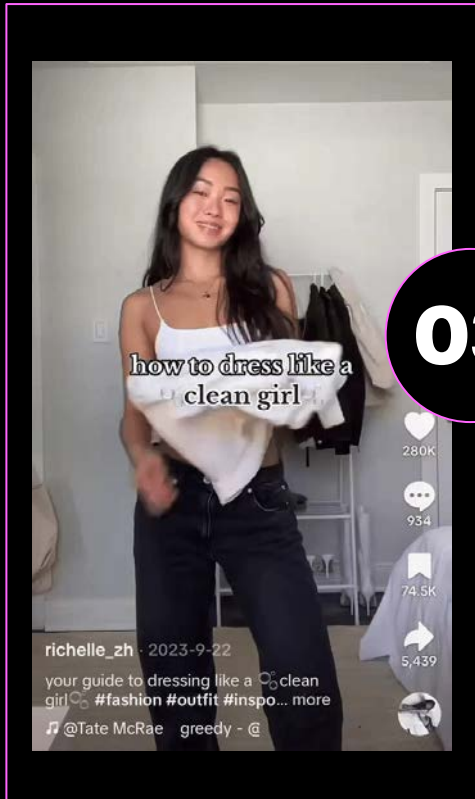
## Leverage Storytelling & Personal Wellness Journeys

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.





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.

### 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

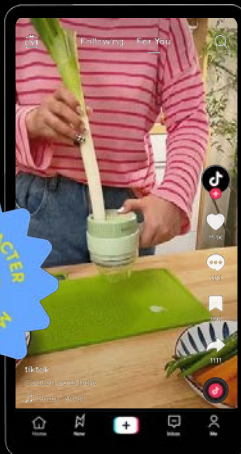
- **Promote Small, Achievable Steps:** Encourage habits like hydration, movement, and mindfulness.
- **Use Motivational Messaging:** Reinforce that progress is personal and health is a journey.
- **Highlight Community Support:** Showcase how engagement and shared experiences can boost well-being.

# Popular Narratives

## Video Examples

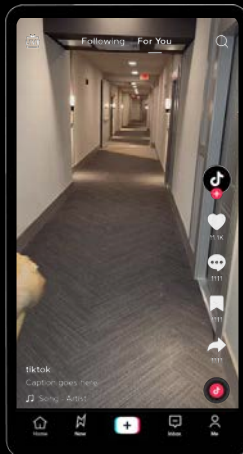
1000%

### Product Try-on / Review



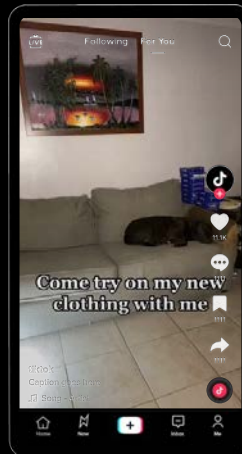
Try out the product and show the results

### Unboxing



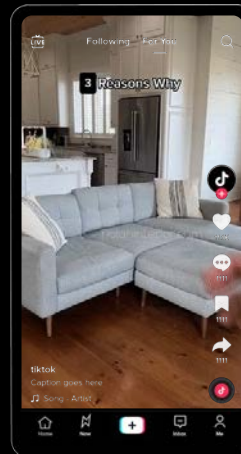
Show the process of unpacking the package and revealing the product to the audience

### Showcase multiple colors/sizes



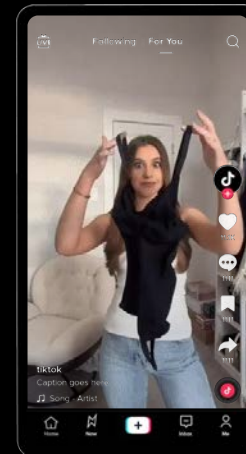
Show multiple colors or sizes and let the audience know that there are a lot of options

### Listicles



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

### User community



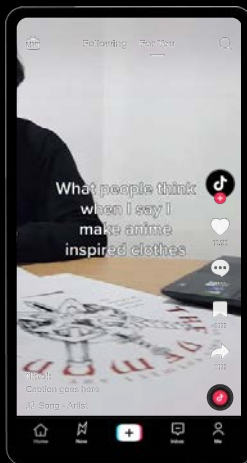
Show positive feedback or try-on scenes from different users to help build more trust in the product



# Unique Narratives

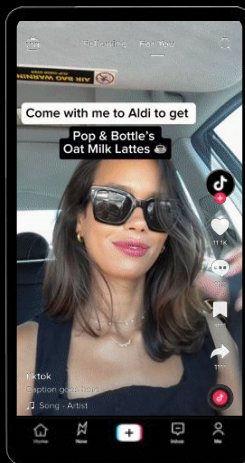
## Video Examples

### Founder POV



Tell the brand story from the founder's perspective

### Vlog



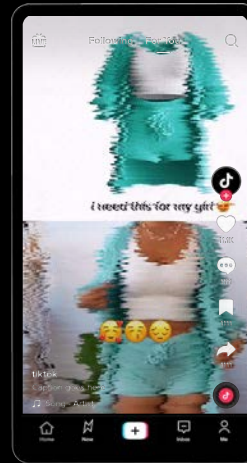
Show interaction with products in a vlog style

### Season occasions



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

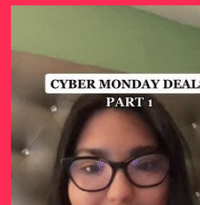
### Virtual & Real



What the product looks like online and on a person

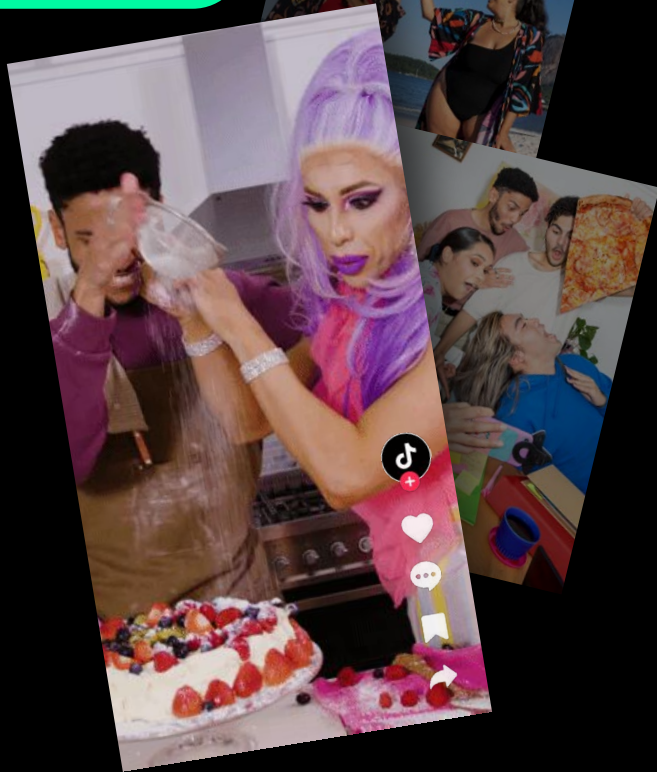


**Unlock  
high-performing,  
native TikTok  
creatives –  
effortlessly,  
efficiently, and at  
scale.**





Symphony



Introducing



**TikTok**  
Symphony

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

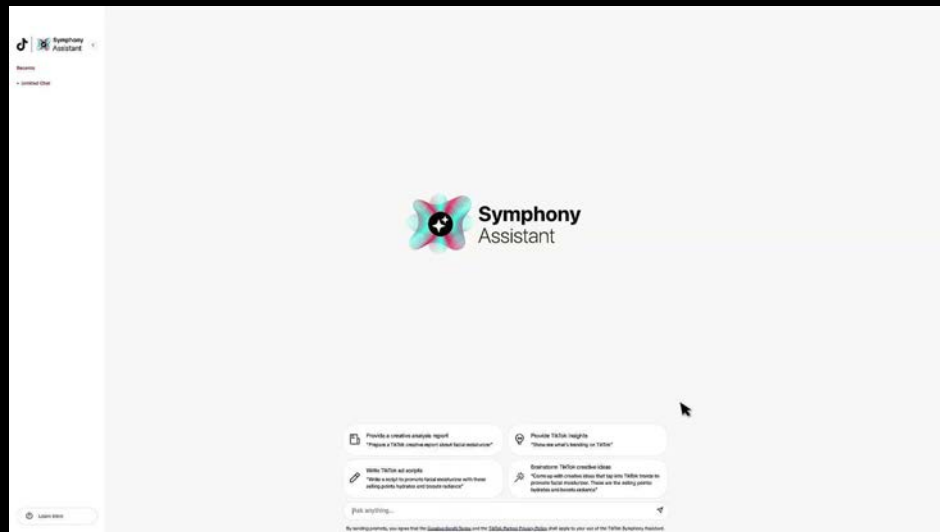
## Symphony

# 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

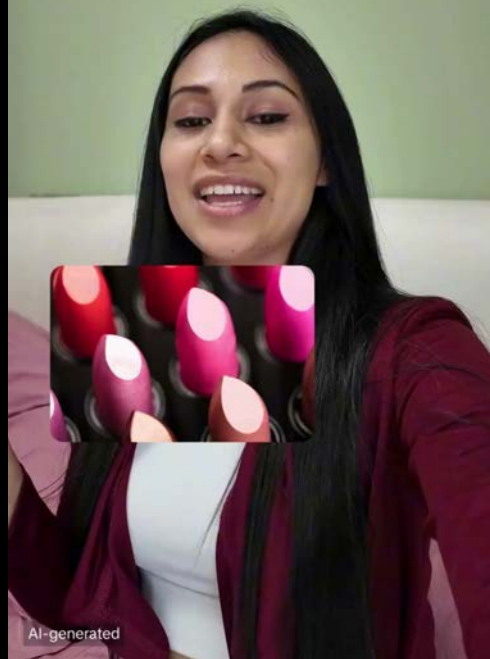
**Product Description:** Our Matte Longwear Lipstick delivers intense, long-lasting color with a comfortable, satin-matte finish. Infused with nourishing ingredients like vitamin E and shea butter, this lipstick glides on smoothly and feels weightless on the lips. The creamy, buildable formula provides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

**Assets:**



Inputs

Guys you have to check this out!



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

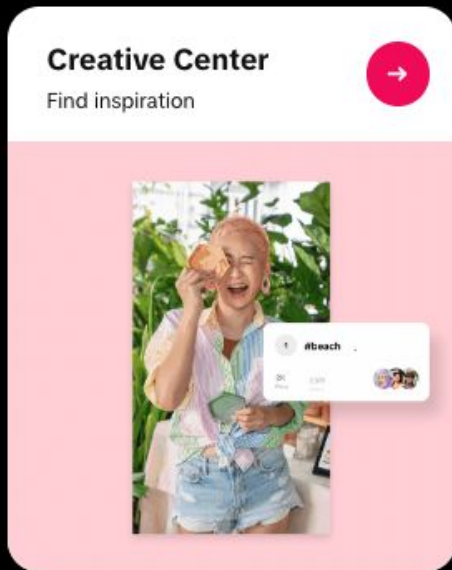
Review suggested opportunities to optimize assets and apply with one-click.

#### Edit with AI

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

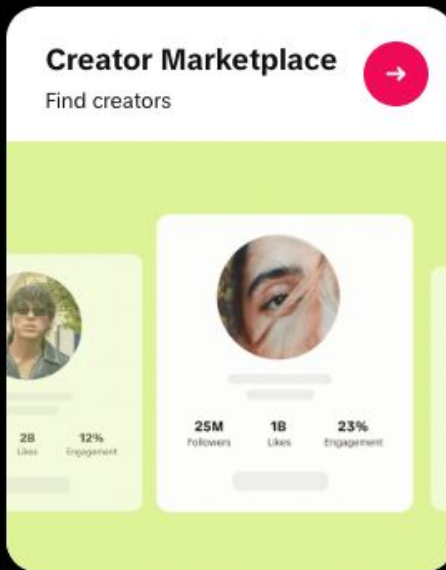
# Introducing **TikTok One**

## Level up with insights



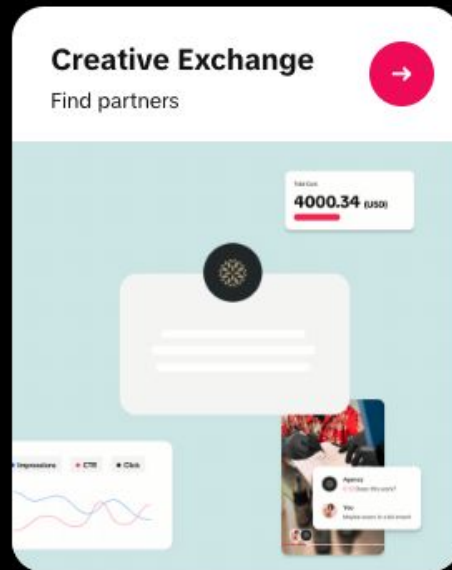
Currently redirects to [the Creative Center](#). Full TikTok One integration coming 2025, name subject to change.

## Access creators



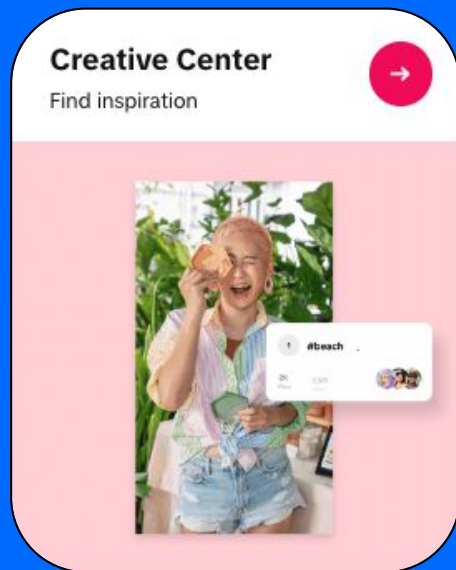
Our newest platform that combines the best features of TikTok Creator Marketplace & TikTok Creative Challenge.

## Discover top partners



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

## TikTok One



Level up with insights

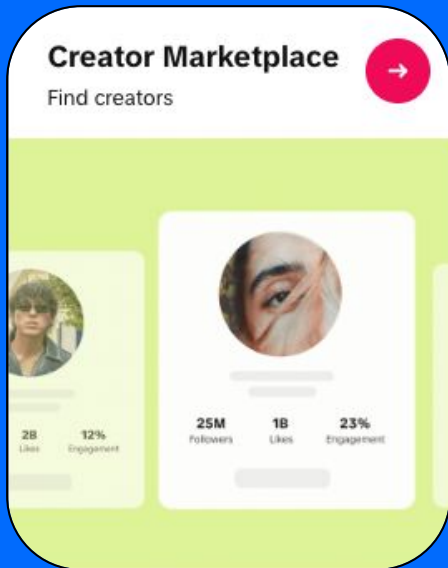
# Creative Center

**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

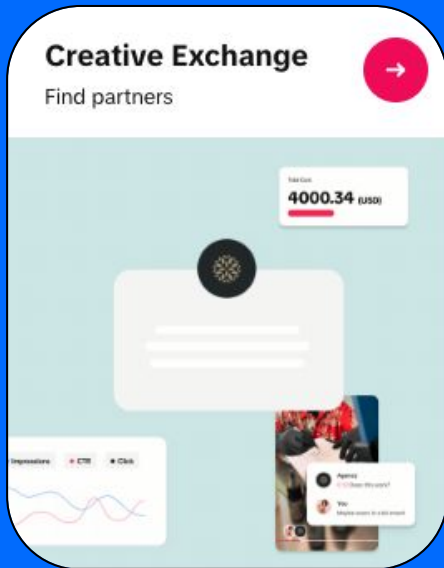
# Creator Marketplace

**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<sub>x</sub>

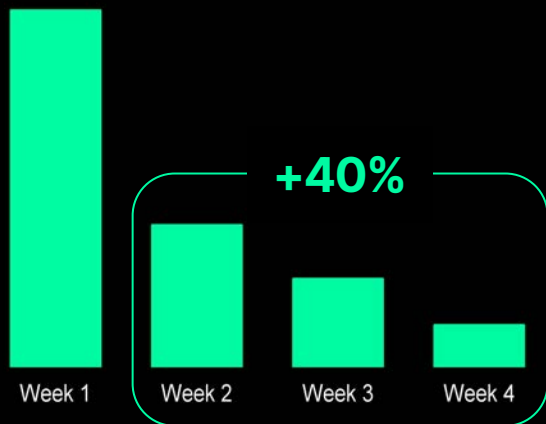
**The true impact of TikTok when  
compared to last click models**

**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

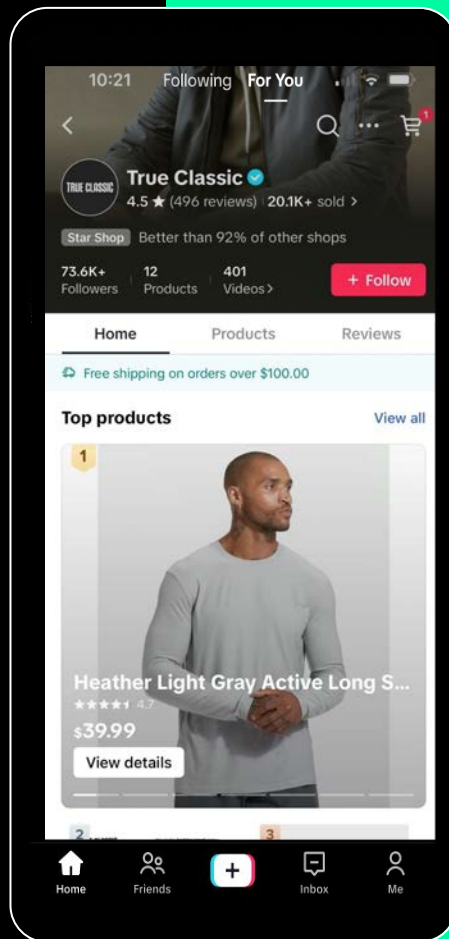


# TikTok's Halo Effect: Driving Amazon Sales

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**

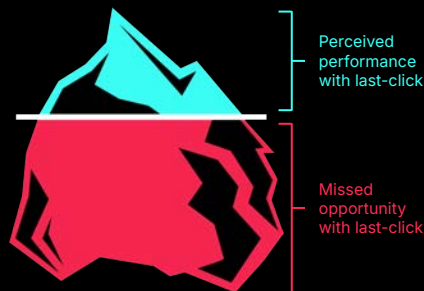
Gain transparency in performance to fuel smarter investment decisions

# 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



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

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 <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
	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	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

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
	Sales Lift Study <i>Available if offline conversions are in place</i>		
	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.

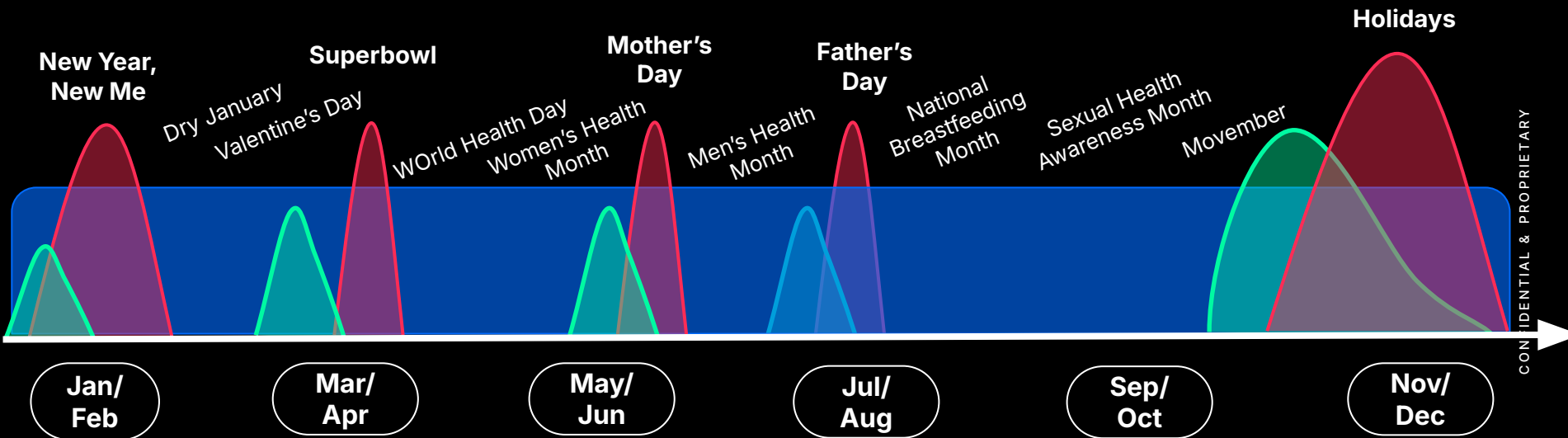


# Your 2025 Media Plan



CONFIDENTIAL & PROPRIETARY

# Your 2025 Media Plan



CONFIDENTIAL & PROPRIETARY



**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!

# Legal Disclaimer

This document is the property of TikTok Inc., and has been prepared by TikTok Inc. solely for informational purposes only. The recipient of this document must hold this document and any information contained herein in strict confidence, and shall have no right to distribute, exhibit, display, exploit, or otherwise use this document for any purpose other than to review the information provided by TikTok Inc. herein. The recipient hereby represents and warrants that it shall not publish, post, or otherwise publicly distribute this document or any of its elements via any media for any purpose. The recipient acknowledges that the information contained herein is illustrative only and not licensed for the recipient's public distribution.

Neither TikTok Inc. nor any of its affiliates, or its or their respective directors, officers, employees, or agents (collectively, "TikTok") make any representation or warranty, express or implied, in relation to the accuracy or completeness of the information contained in this document, and accepts no responsibility, obligation, or liability in relation to any of such information. TikTok expressly disclaims any and all liability which may be based on this document and any errors therein or omissions therefrom. TikTok undertakes no obligation or responsibility to update any of the information contained in this document. Past performance does not guarantee or predict future performance.

