



Be Home and Living's Next Big Thing

CONFIDENTIAL & PROPRIETARY

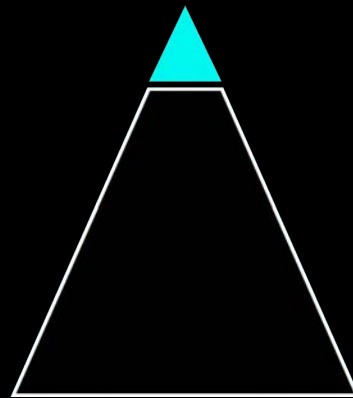


CONFIDENTIAL & PROPRIETARY

The Home & Living Opportunity on TikTok



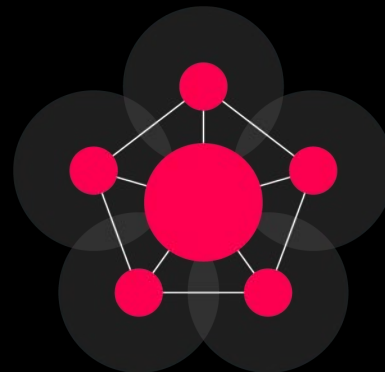
TIKTOK HAS DEMOCRATIZED HOME & LIVING



BEFORE

Pyramid of Influence

Top-down
Interior designers
Traditional Media
Exclusive
One 'standard'



NOW

Circles of Influence

Inside-out
Home Creators
For You Page
Inclusive and Accessible
Community-led design
and decor trends

From inspiration to transformation: How TikTok shapes home & living trends



GRAZIA

Dopamine Decor is the latest trend going viral on TikTok, celebrating vibrant, colorful homes.

LIFEHACKER¹

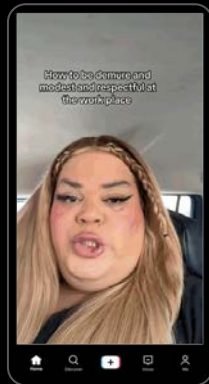
TikTok's 'Sunday Reset' trend is actually a great way to prepare for the work week.



Jenna Bush Hager and Amy Poehler try viral TikTok products.



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

Driving commerce in store

2 in

users who discovered a product on TikTok went to a physical location where it's sold¹



2.6x

more efficient than other media channels for offline conversions²

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 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

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

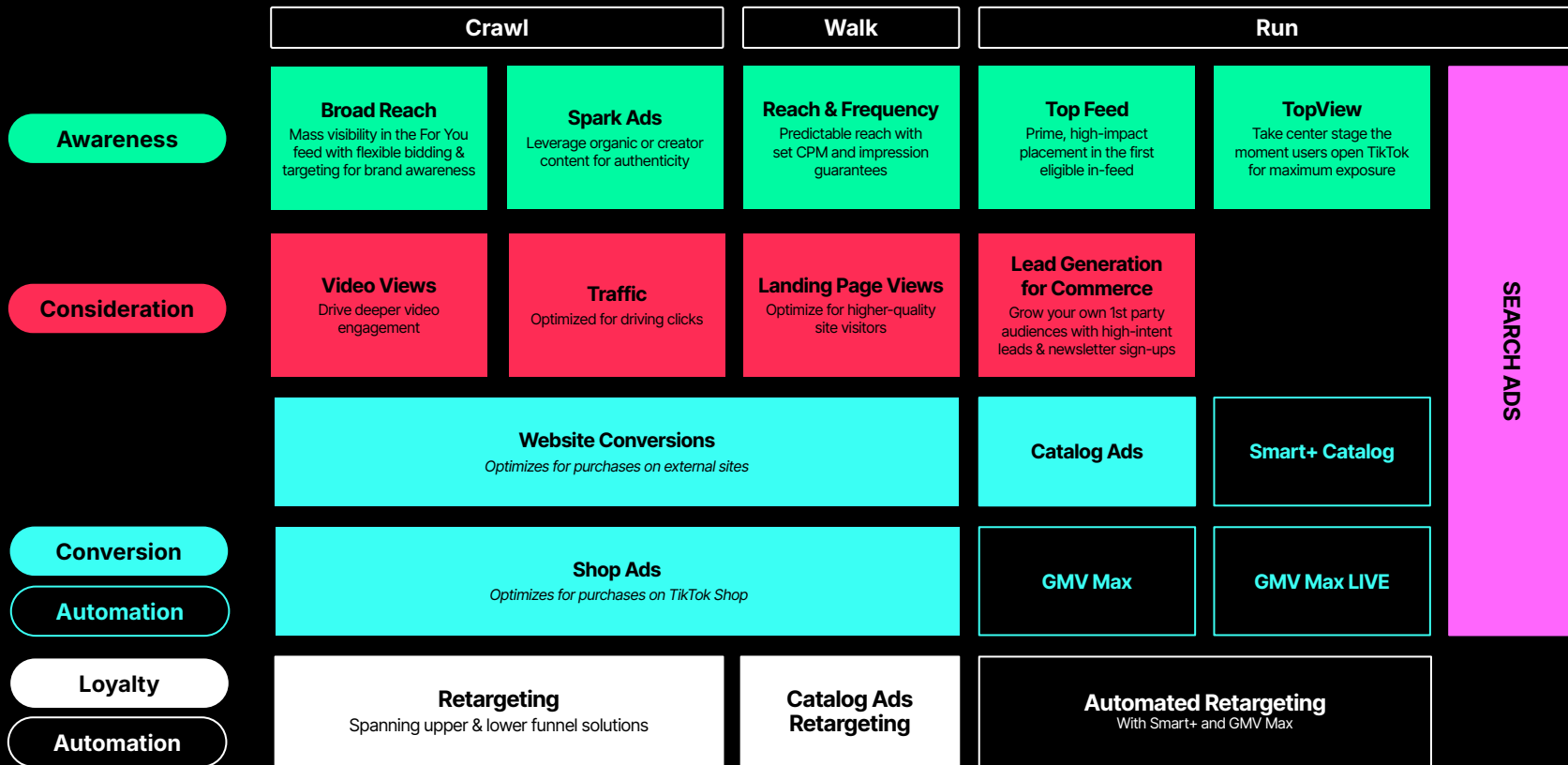
Sources: 1. Nielsen MMM study over 7 Retailers in Speciality Big Box and Beauty Big Box; Transunion MTA Study commissioned by TikTok, US Only ROAS inclusive of Big Box, Specialty Big Box, Beauty Retail, and Fashion/Luxury Retail, 2. TikTok Shop Internal Data, uplift shown as relative to daily average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

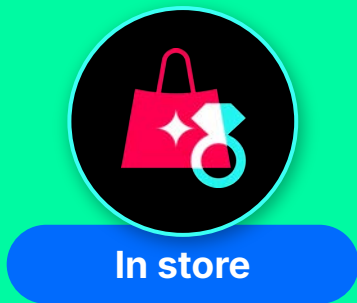
Ad Solution Strategy



Full-funnel solutions, built to perform

Solutions to capture attention and accelerate the path to purchase





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

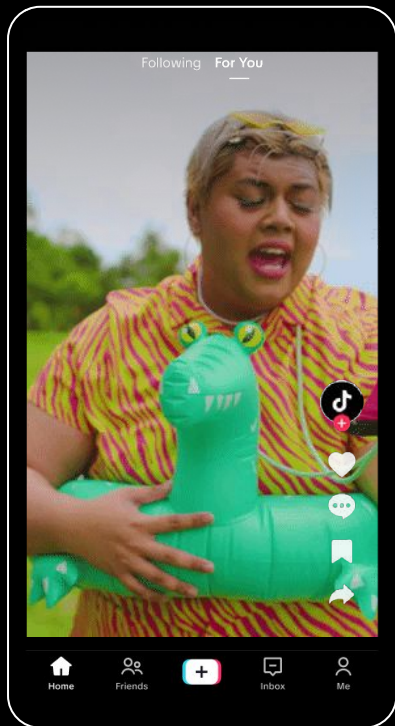
Upper and mid-funnel
ads to optimize
cross-platform journey

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

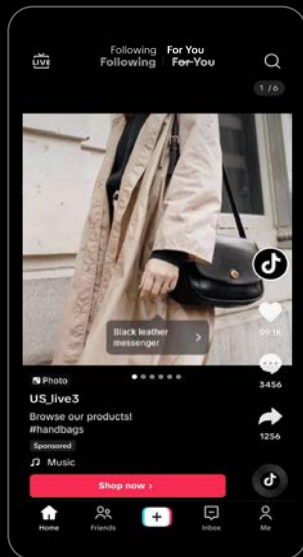


Supercharge sales to your website or app with Catalog Ads

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.

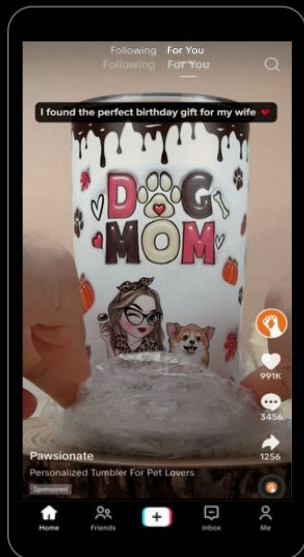
Catalog Ads

Catalog Ads offers compelling shoppable ad formats to drive sales



Carousel

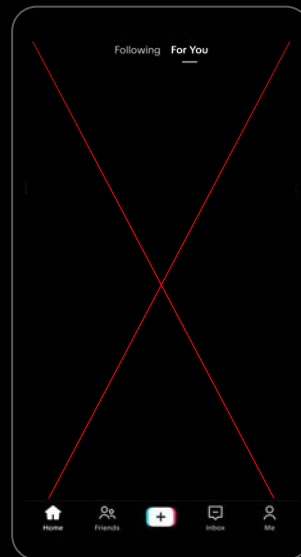
Powered by your **catalog**, Carousel offers a **scalable** creative solution to create always-on performance ads



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

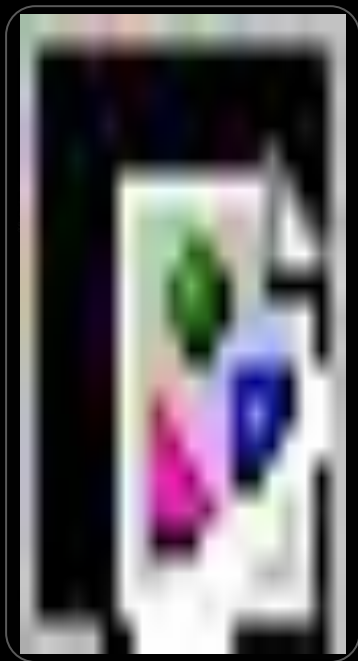
Category or product focused videos work best

Ensure consistency in your product selection and video to maximize performance

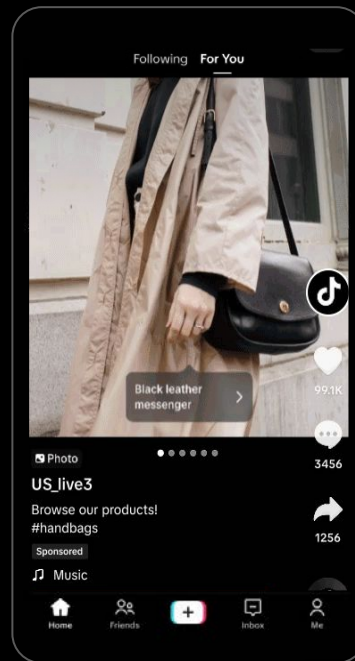
Let Catalog Ads power your always-on performance strategy

Expand your
customer base with

**Always on
Prospecting**



+



Capture high value
users with

**Always on
Retargeting**

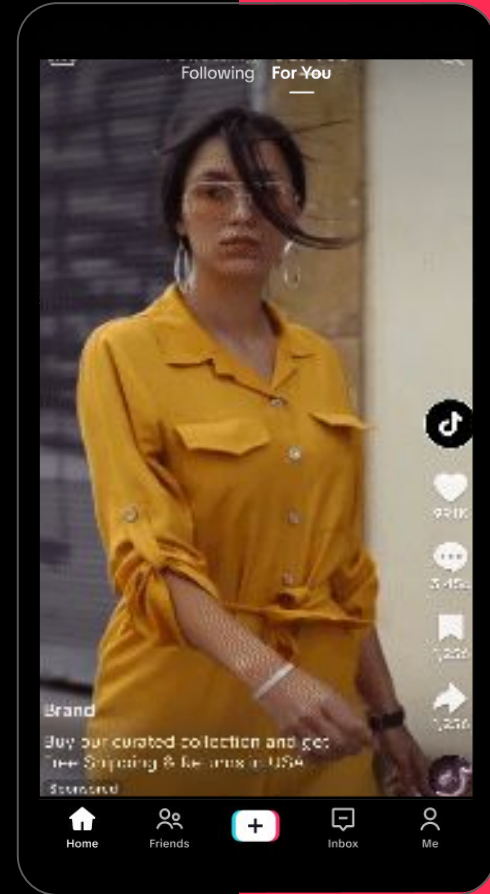
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Smart⁺

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

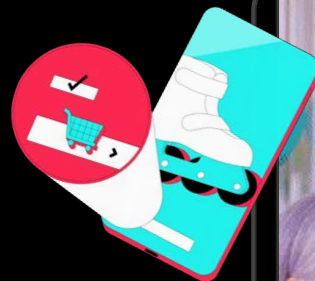
Higher incremental return on ad spend for SMB advertisers who utilize Smart+

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

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

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

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



Smart⁺

Catalog Ads

Achieving incredible Return On Ad Spend with Smart+ Catalog Ads

“

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

Roberta Atzori

Performance Marketing Manager at Ray-Ban

Objective

Product sales and efficiency



Ray-Ban®

42%

Higher ROAS

50%

Decrease in CPA

47%

Increase in CVR

Web Ads

Shop Ads

Driving Sales Online and On TikTok

On TikTok



Online



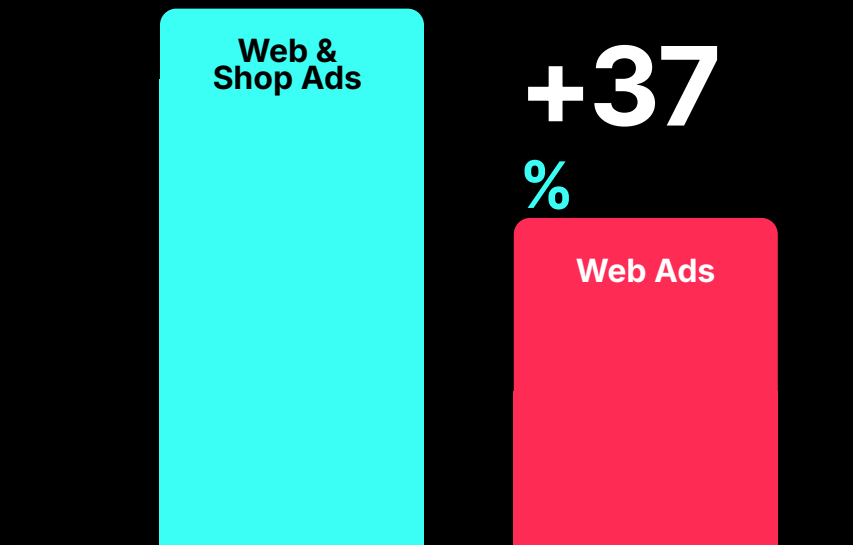
Web Ads

Shop Ads

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

Destination for
Home & Living fnds

1 in 2

of users are likely to
purchase apparel
products from TikTok
Shop

To immediately
act on inspo

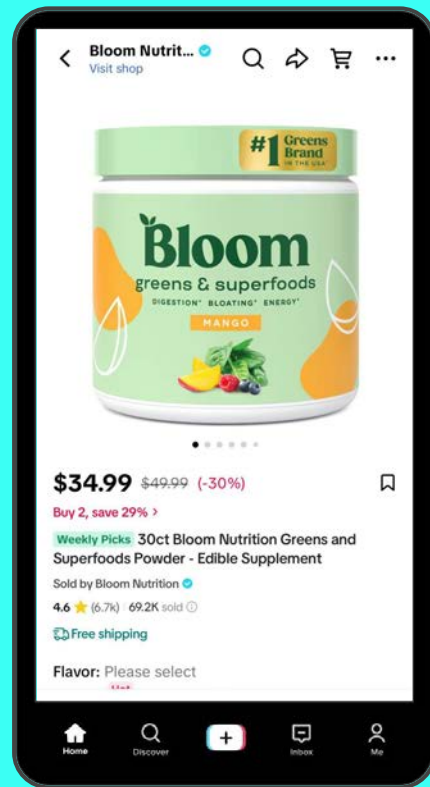
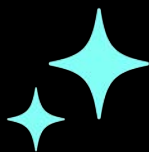
80%

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



Shop Ads

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



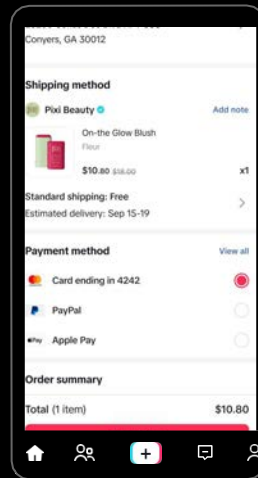
Browse

Browse shoppable content
through videos and livestreams



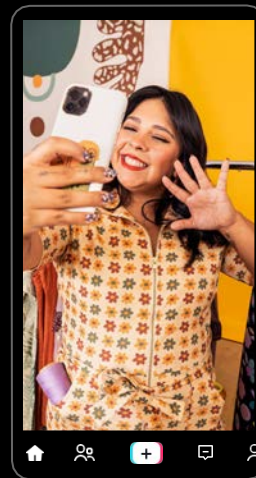
Select

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



Checkout

Place orders and checkout
without leaving the TikTok app



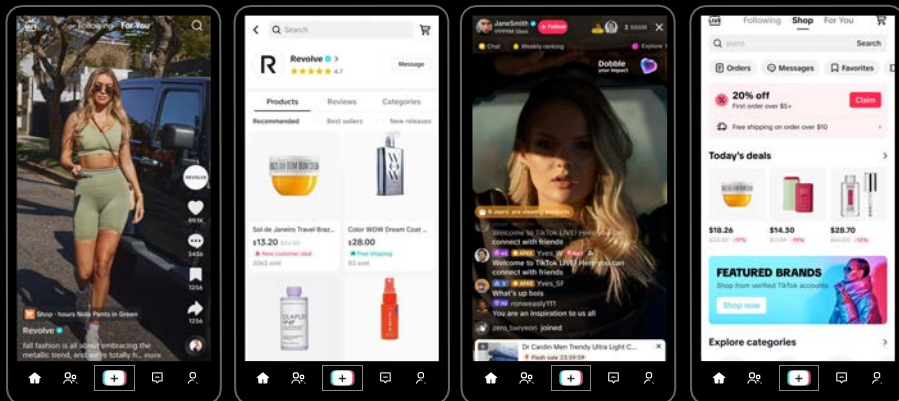
Advocate

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

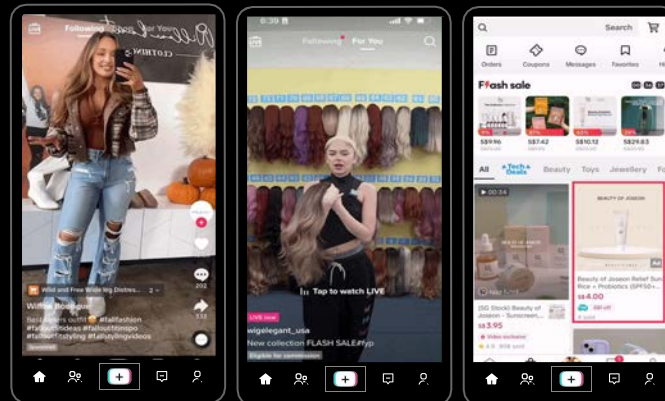
Shop Page

LIVE Shopping

Shop Tab

+

Shop Ads



Video

LIVE

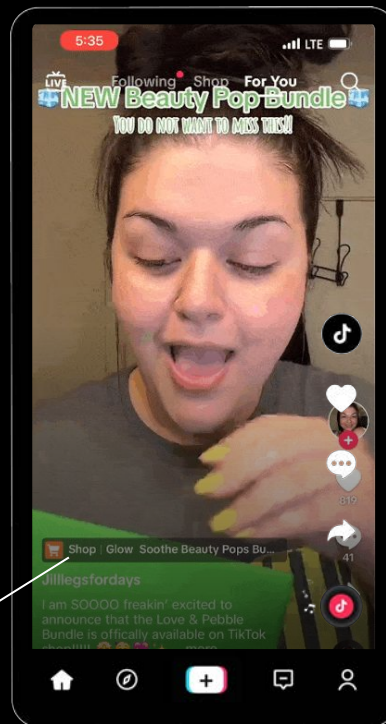
Product Card

Shop Ads

Shop Ads: Video

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

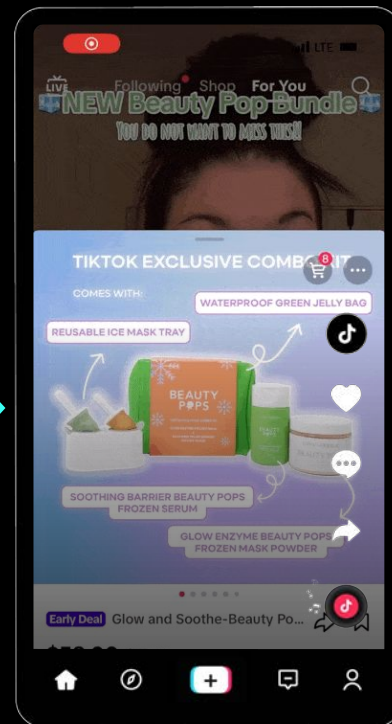
 Shop Glow Soothe-Beauty Pops Bundle



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

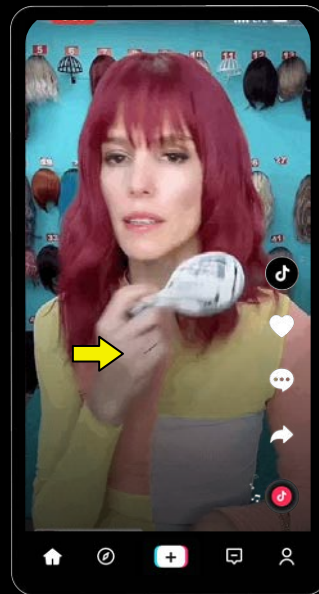
Shop Ads: LIVE

Drive engagement to LIVE shopping from the FYP



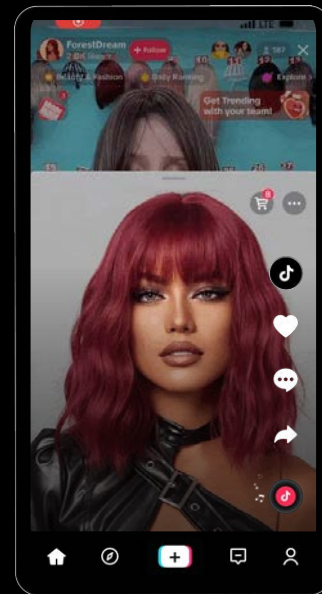
Live Creative In-Feed

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.



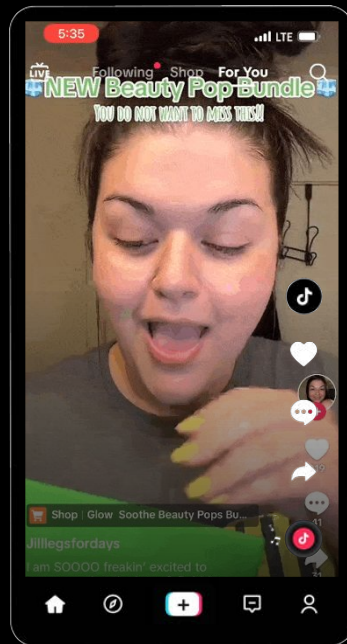
Product Detail Page

Showcase your products in an an informative way

Shop Ads

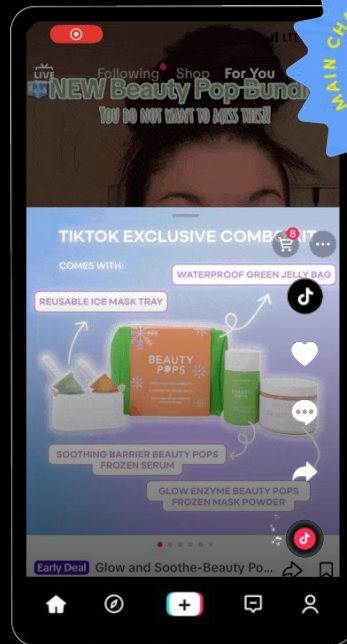
Shop Ads: Product Cards

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

Donovan Pottery drives TikTok Shop sales with Video Shopping Ads.

Thanks to their focus on Video Shopping Ads and TikTok Shop sales, Donovan Pottery achieved a **ROAS of more than 5X**, in addition to an **over 200% increase** in total business sales compared to Q3 2023 and a **30% decrease in cost per ad click**. They also saw an average **40% decrease in cost per acquisition**. In short, Donovan Pottery increased TikTok Shop sales with an incredible return on investment, offering insight for ongoing success.

Objective

Diversify revenue & increase sales



donovan pottery

200%

Sales increase

5x

ROAS

30%

Lower cost per ad click

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

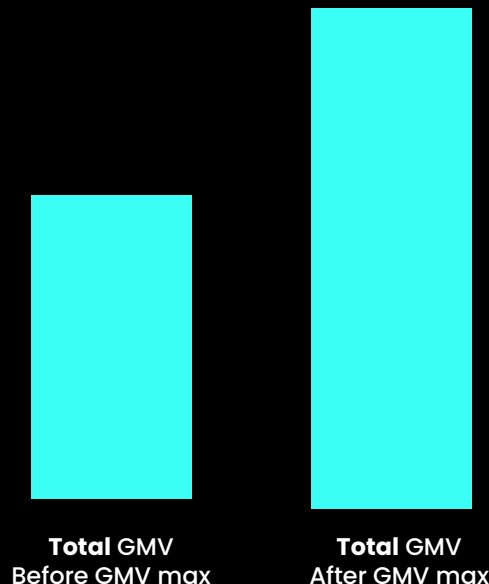
GMV Max Delivers More Than ROAS

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 %

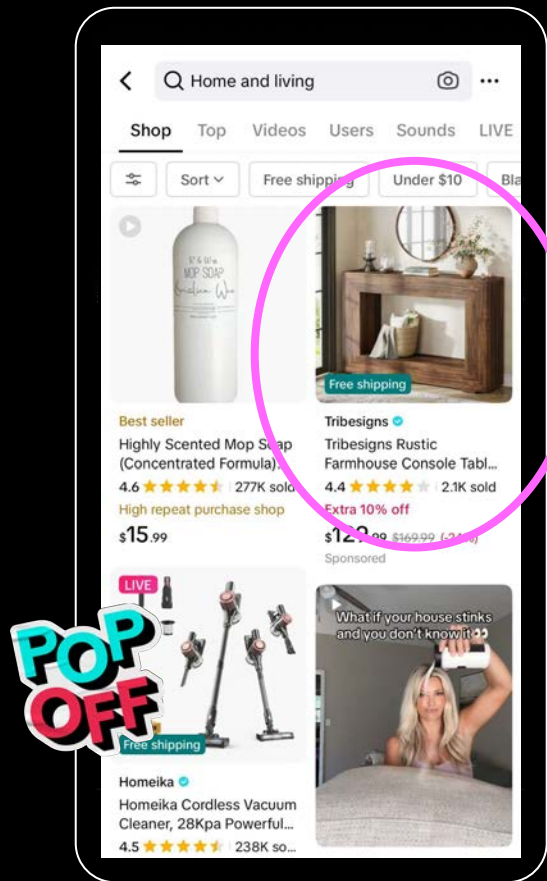
Decrease in CPA

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
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%

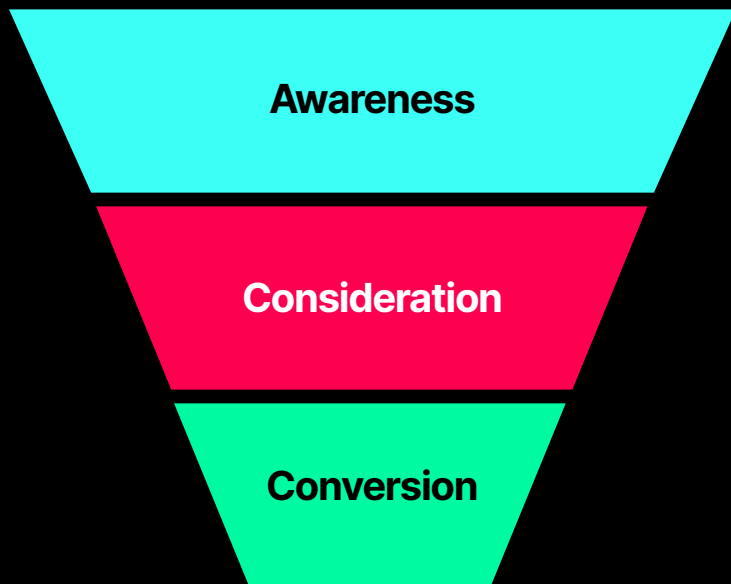
Decrease in CPA

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*

Inspire and engage home & living enthusiasts with meaningful content.

01**Showcase Home Diversity & Inclusivity**

Highlight a range of home styles, DIY projects, and living spaces to ensure everyone feels represented—whether in small apartments, large homes, or creative shared spaces.

02**Leverage Storytelling & Transformation Journeys**

Encourage creators to share personal home transformations, DIY upgrades, and interior styling tips that make spaces feel more functional and personalized.

03**Focus on Educational & Trend-Based Content**

Provide expert-backed home improvement tips, cleaning hacks, organization ideas, and decor trends that empower users to enhance their living spaces effortlessly.

04**Inspire Comfort, Style & Sustainability**

Promote content that encourages a balance of aesthetics and functionality, featuring sustainable home choices, budget-friendly decor, and smart living solutions.



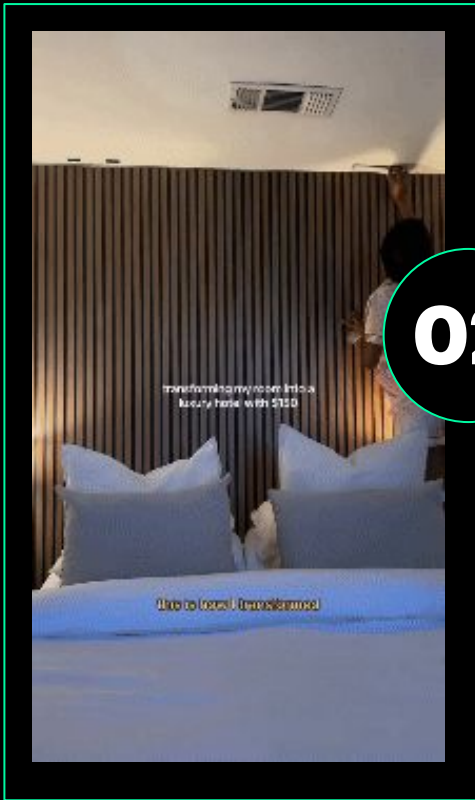
01

Showcase Home Diversity & Inclusivity

Highlight a variety of home styles, living spaces, and DIY projects to ensure everyone feels represented—whether in small apartments, large homes, or shared spaces.

TIPS

- **Avoid One-Size-Fits-All Trends:** Showcase different home styles, from cozy rentals to high-end renovations.
- **Feature Real People & Spaces:** Highlight diverse creators, interior designers, and everyday home enthusiasts.
- **Celebrate Unique Lifestyles:** Include content that reflects various living situations, from minimalism to maximalism.



02

Leverage Storytelling & Transformation Journeys

Encourage creators to share personal home transformations, DIY upgrades, and interior styling tips that make spaces feel more functional and personalized.

TIPS

- **Show Before & After Moments:** Feature DIY projects, home renovations, and furniture makeovers.
- **Highlight Creative Hacks:** Showcase small-budget upgrades that make a big impact.
- **Make it Personal:** Encourage storytelling around why a space was updated and its impact on daily life.



Focus on Educational & Trend-Based Content

Provide expert-backed home improvement tips, cleaning hacks, organization ideas, and decor trends that empower users to enhance their living spaces effortlessly.

TIPS

- **Break Down Interior Trends:** Explain how trends like Japandi, maximalism, or biophilic design can be incorporated into different spaces.
- **Share Actionable Home Hacks:** Highlight storage solutions, budget-friendly decor, and renter-friendly improvements.
- **Feature Expert Tips:** Collaborate with interior designers, professional organizers, and home DIYers.



Inspire Comfort, Style & Sustainability

Promote content that encourages a balance of aesthetics and functionality, featuring sustainable home choices, budget-friendly decor, and smart living solutions.

TIPS

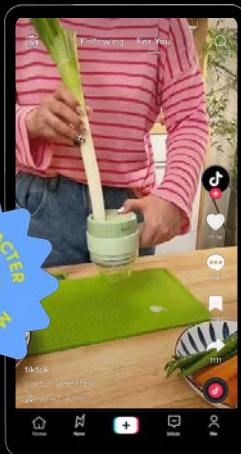
- **Highlight Sustainable Living:** Promote eco-friendly home decor, secondhand furniture flips, and energy-efficient appliances.
- **Showcase Functional Beauty:** Feature multipurpose furniture, smart storage ideas, and space-saving hacks.
- **Encourage Personalization:** Inspire users to create homes that reflect their personalities while being practical.

Popular Narratives

Video Examples

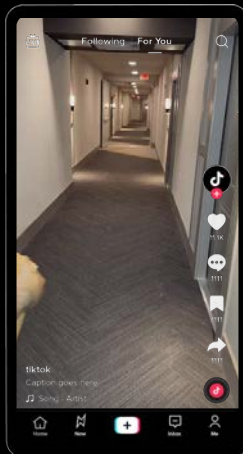
1000%

Product Try-on / Review



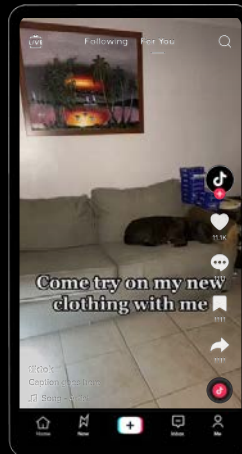
Try out the product and show the results

Unboxing



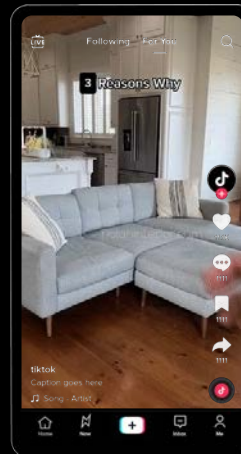
Show the process of unpacking the package and revealing the product to the audience

Showcase multiple colors/sizes



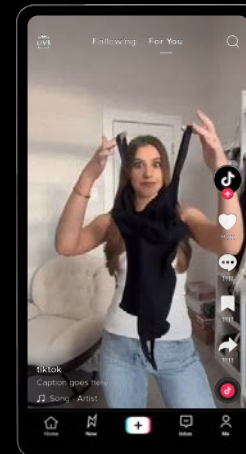
Show multiple colors or sizes and let the audience know that there are a lot of options

Listicles



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

User community



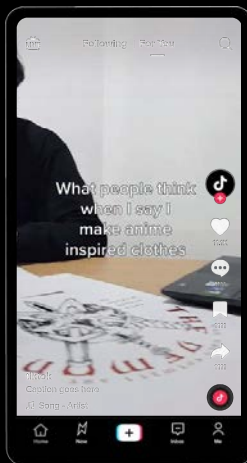
Show positive feedback or try-on scenes from different users to help build more trust in the product



Unique Narratives

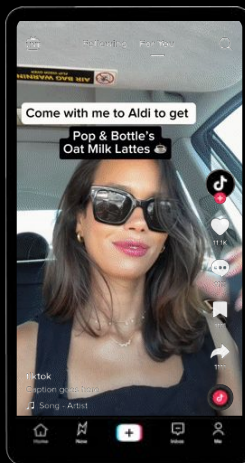
Video Examples

Founder POV



Tell the brand story from the founder's perspective

Vlog



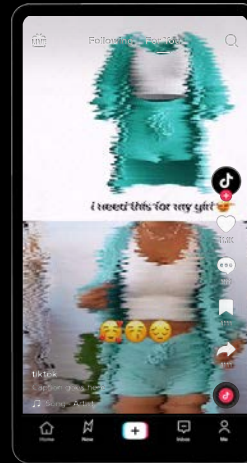
Show interaction with products in a vlog style

Season occasions



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

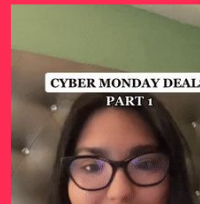
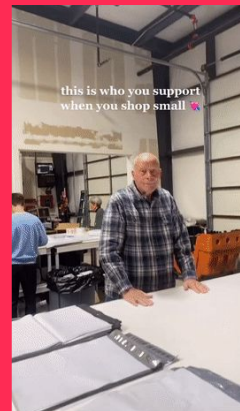
Virtual & Real



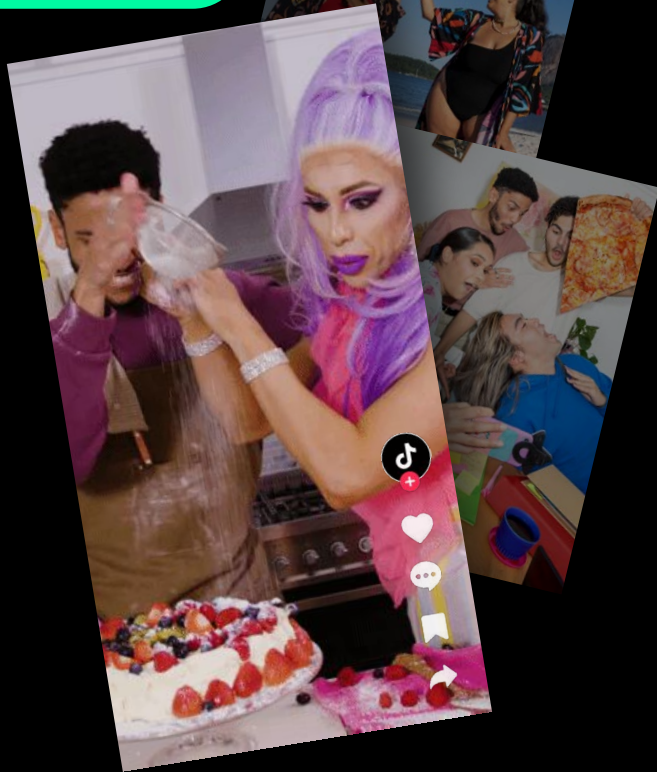
What the product looks like online and on a person



**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

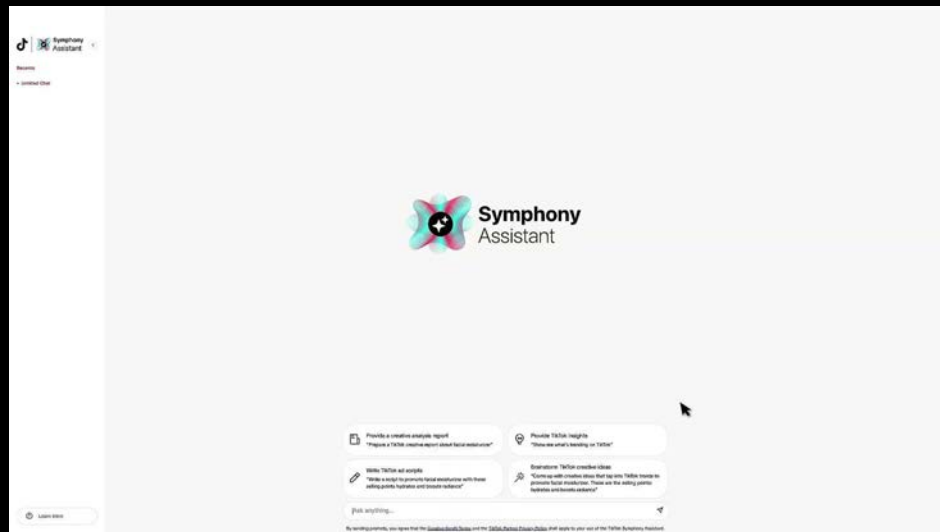
Symphony

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

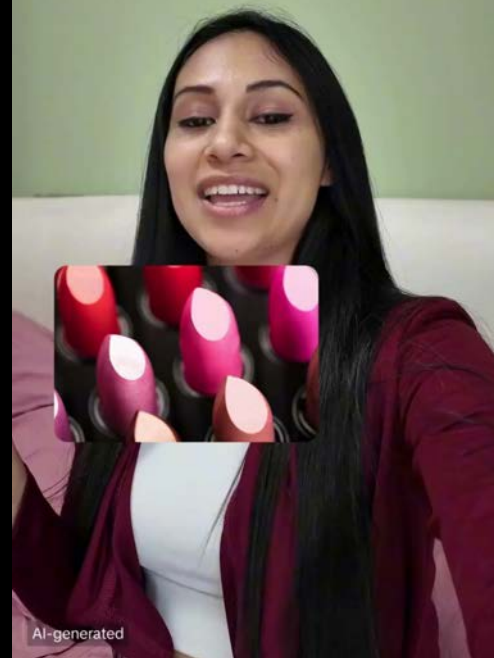
Product Description: Our Matte Longwear Lipstick delivers intense, long-lasting color with a comfortable, satin-matte finish. Infused with nourishing ingredients like vitamin E and shea butter, this lipstick glides on smoothly and feels weightless on the lips. The creamy, buildable formula provides full, 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!



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

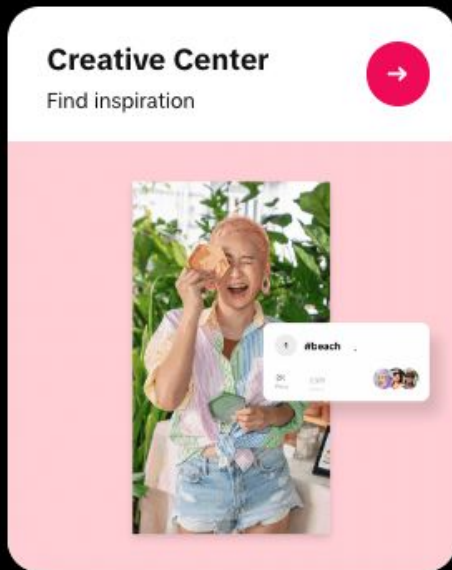
Review suggested opportunities to optimize assets and apply with one-click.

Edit with AI

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

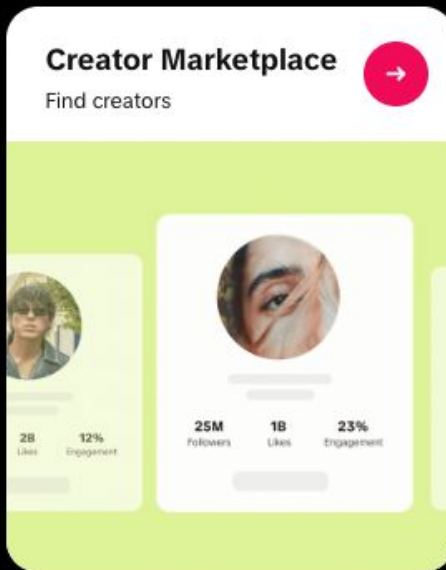
Introducing **TikTok One**

Level up with insights



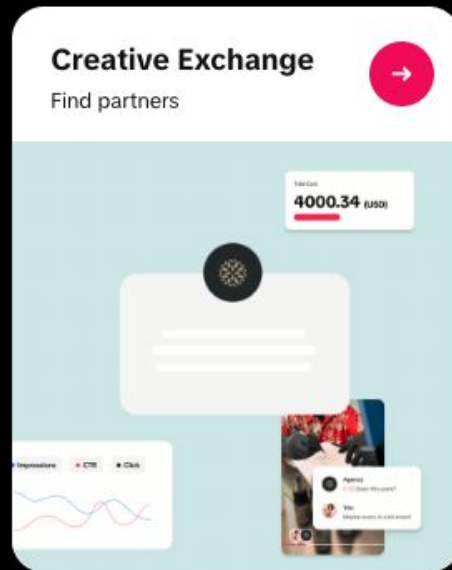
Currently redirects to [the Creative Center](#). Full TikTok One integration coming 2025, name subject to change.

Access creators



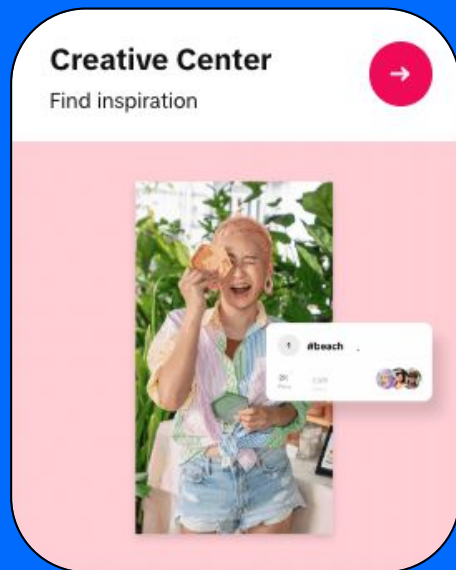
Our newest platform that combines the best features of TikTok Creator Marketplace & TikTok Creative Challenge.

Discover top partners



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

TikTok One



Level up with insights

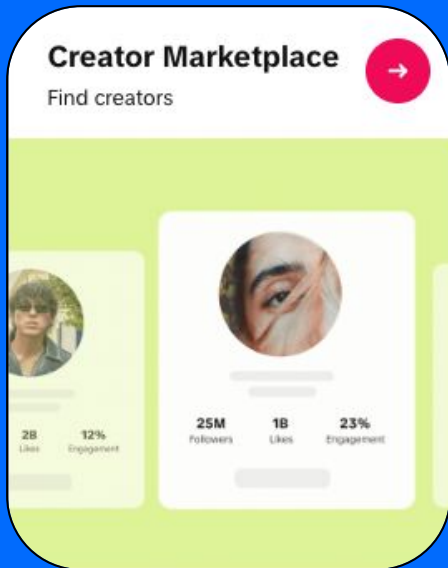
Creative Center

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

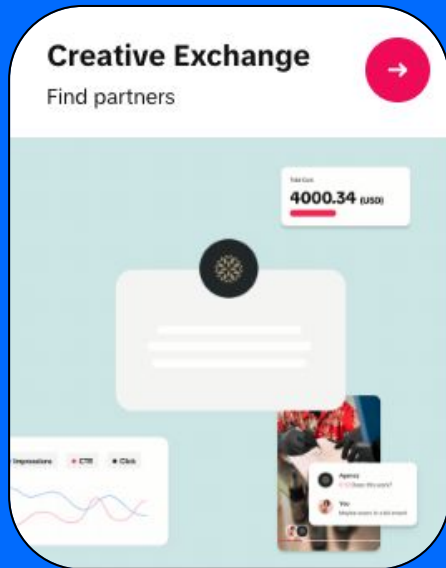
Creator Marketplace

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*

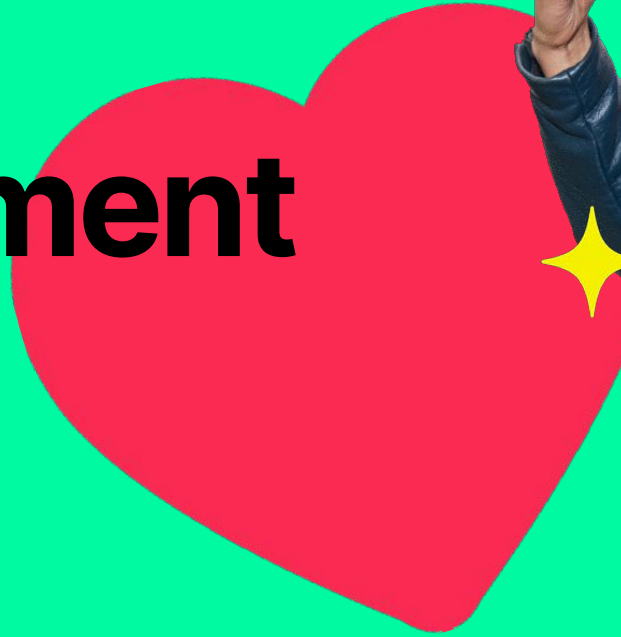
Creative experts and production partners who specialize in succeeding on TikTok, offering end-to-end support, from concept creation to video production, and facilitate efficient collaboration at scale.

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

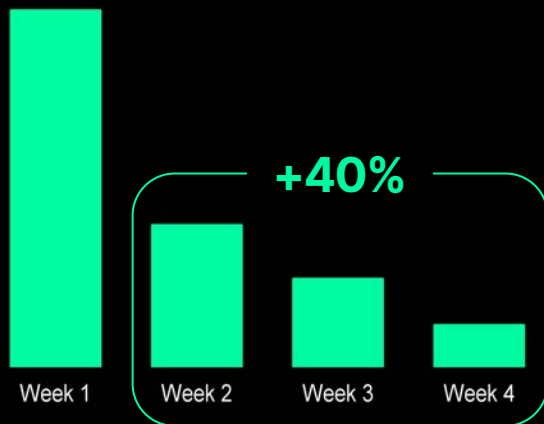
**The true impact of TikTok when
compared to last click models**

**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

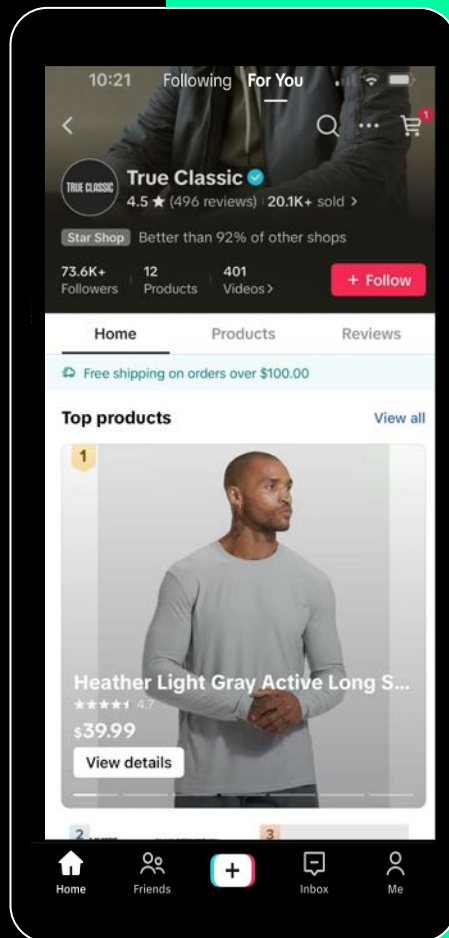


TikTok's Halo Effect: Driving Amazon Sales

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**

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

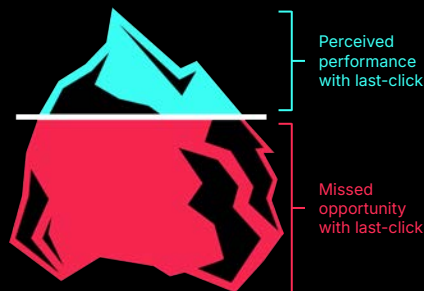
Gain transparency in performance to fuel smarter investment decisions

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
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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

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	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

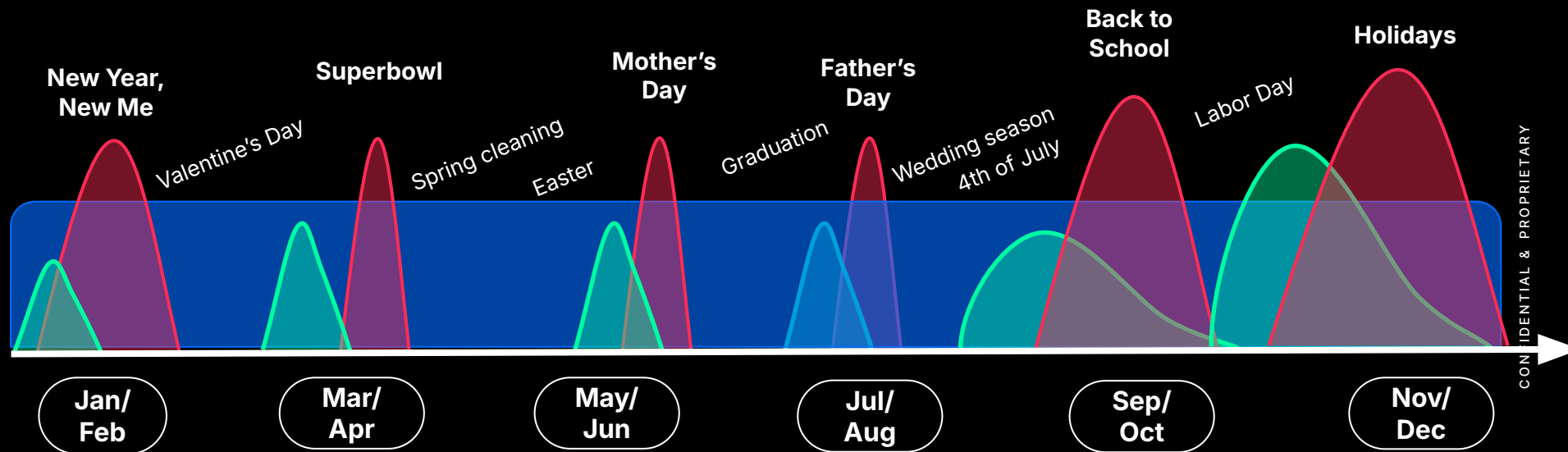
More than 50% of revenue
driven by TikTok is realized
in-store, compared to about
35% for other platforms.



Your 2025 Media Plan



Your 2025 Media Plan



Thank
 You!

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