

NEW



Introducing Brand Consideration

A powerful new way to master the middle to **multiply your impact**

Why Consideration is **critical** for brands

Growth happens when you widen your pool of Consideration audiences.

It is at this highly leaned-in stage where:

Brand association and **preference** are strongest

Your audience is primed to **take action** and **convert**



28%

of your Consideration audience is **more likely to prefer your brand** over competitors

46%

of business revenue is **directly contributed** by Consideration audiences

14x

more likely to convert, as compared to users in the awareness stage

Grow the audience that sees it, loves it, and wants it, with **Brand Consideration**

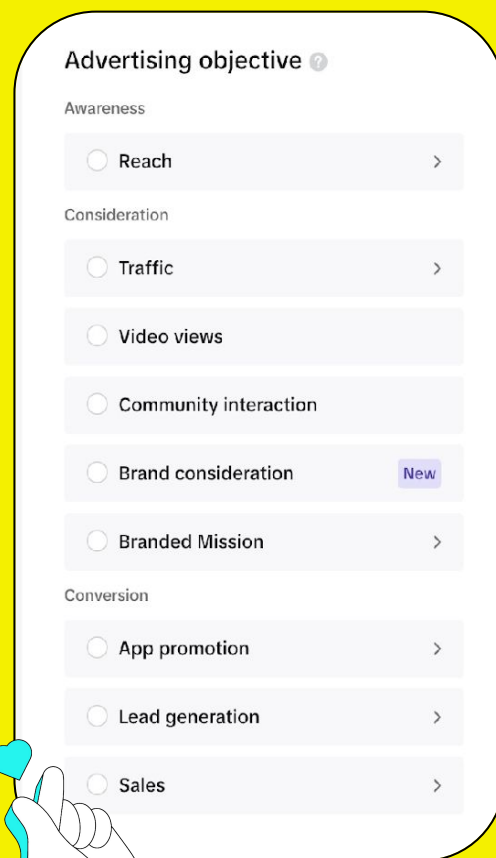
Mid-funnel strategies have long been held back by fragmented metrics, limited attribution, and delayed insights — making it hard to measure impact or control spend.

Brand Consideration changes that, allowing you to:

Grow a **high-intent audience pool** using real-time, first-party signals

Lower and **stabilise cost-per-action** by focusing on users most likely to convert

Drive more **efficient full-funnel performance**



Brand Consideration: Powered by **8+ high intent behaviours**

Brand Consideration helps advertisers grow this pool of high-intent audiences that is unique to each brand, leading to **increased conversion** likelihood downstream.

Comment
Product Card Click Like Click
View Through
Share 6s Video View
Search

Supercharge Consideration with our integrated solutions

Everything connects on TikTok

CREATE



Symphony Creative Studio

GenAI-powered creative tools to create high-performing, scroll-stopping creatives.

INFLUENCE



TikTok One

Access a **rich creator community** to drive authentic, storytelling and boost consideration.

ANALYSE

TikTok:
Market Scope

Get **real-time visibility** to guide smarter decisions and scale what works.

Reach out to your TikTok client partner to find out how you can master the middle funnel, and multiply your impact.