

The Mega Sales Blueprint

Maximize key seasonal moments and mega sales to trigger powerful demand spikes. Harness TikTok Shop's promotional engine to stay top of mind, and top of cart, when shoppers are itching to buy.

During promotions, TikTok users are

30%

more likely to **impulse** shop for **themselves**

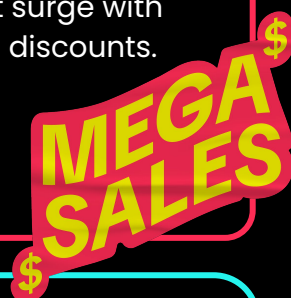


7 in 10

TikTok users **Purchased** or **Subscribed** to something they discovered on the platform in the past 30 days.



Mega sales spark huge **demand spikes** for Fashion brands, and TikTok Shop campaigns help you capture that surge with promotional discounts.



TikTok Shop Best Practices

Mega Tactics to Grow Sales



Product Activations

Offer Product Discounts & Coupons, and tap into TikTok Shop's co-funded discounts.



Content Activation

Publish Shoppable Short Videos and host LIVE sessions during key sale windows.



Creator Engagement

Engage creators through competitive commission rates and product samples, to generate authentic buzz and scalable content.



Marketing

Combine In-App Promotions with Offline Marketing to amplify awareness throughout the sale.



Monetization

Leverage Shop Ads Packages and the Brand Amplification Program for exclusive benefits and higher budgets.

Ads Best Practices

GMV Max for Shop

Promo-Day Mode (ROI Focused) Use to capitalize on demand increase

Define your promo window, set your budget, and target additional GMV you want to drive during that period.

Maximum Delivery (Scale Focused) Use to scale during peak periods

Push budgets to the max and let the system drive as many sales as possible with slight variance in ROI



	Warm Up Phase	Campaign Phase	Post Campaign Phase
Products	Prioritize best-sellers and group products by similar ROI targets.		
Creative	Turn on Auto-Selection and start sharing organic videos with product links	Maintain strong volume of videos (organic & affiliate) with direct shop links.	Exclude outdated promo creatives; refresh with new content.
Budget	Increase your GMV Max daily budget by 3-4× to unlock full scale potential.	If spend > 80% of budget, raise it by 10-30%; and reassess after 48 hours.	Keep budgets steady; reduce ad spend slowly as the promo ends.
ROI	Adjust ROI targets based on expected GMV increase during Promotion Days Mode; otherwise, use Maximum Delivery		



2025 SEA Campaign Calendar

January

Tet Campaign

• VN: 1.6 - 1.8 & 1.4 - 1.15

Chinese New Year Sales

• SG: 1.12 - 1.18

Payday Sale

• ID, TH, MY, PH: 1.24 - 1.31

February

2.2 Campaign

• ID, TH, MY, PH: 2.1 - 2.3

Ramadan - Raya Campaign

• ID, MY: 2.24 - 3.25

Payday Sale

• ID, VN, PH, SG: 2.24 - 2.28

March

3.3 Campaign

• VN, TH, PH, SG: 2.28 - 3.8

Lebaran Sale

• ID: 3.26 - 4.7

Payday Sale

• ID, TH, MY, PH: 3.24 - 3.31

April

4.4 Campaign

• VN, TH, PH: 4.2 - 4.4

Payday Sale

• ALL: 4.23 - 4.30

May

5.5 Campaign

• ALL: 5.1 - 5.5

Payday Sale

• ALL: 5.23 - 5.31

June

6.6 Campaign

• ALL: 6.2 - 6.6

Payday Sale

• ALL: 6.25 - 6.30

July

7.7 Campaign

• ALL: 7.1 - 7.7

Payday Sale

• ALL: 7.25 - 7.31

August

8.8 Campaign

• ALL: 8.1 - 8.8

Payday Sale

• ALL: 8.25 - 8.31

September

9.9 Campaign

• ALL: 9.1 - 9.9

Payday Sale

• ALL: 9.25 - 9.30

October

10.10 Campaign

• ALL: 10.1 - 10.10

Payday Sale

• ALL: 10.24 - 10.31

November

11.11 Campaign

• ALL: 11.1 - 11.11

Payday Sale

• ALL: 11.25 - 11.30

December

12.12 Campaign

• ALL: 12.1 - 12.12

Payday Sale

• ALL: 12.19 - 12.30

Special Campaigns

TH Trendy Campaign happens every Wednesday when it's not during a mega campaign (double digit, payday).

VN Mid-month Sale happens in the middle of each month (around the 15th), lasting for 2 days.

My Crazy Friday happens every Friday when it's not during a mega campaign (double digit, payday).

SG Super Brand Day is held in the middle of each month (in most cases), lasting for about 3-4 days.

Notifications

1. Payday & Double Day campaigns typically last around 2-4 days
2. The start & end dates of each event are adjusted according to the conditions of the IMC team in each country, and the campaign period range here is for reference only.
3. IMC Team reserves the final right to adjust.



Ready for your mega moment?

Contact your TikTok account manager to join the next mega sales campaign