TikTok for Business

Holiday Playbook 2025

Make it

this holiday season

TikTok for Business

Agenda

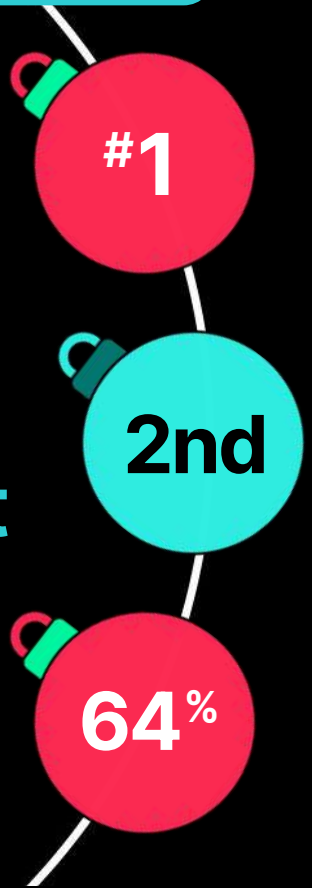
1	Holidays on TikTok
2	The TikTok Shopper
3	Creative That Converts
4	Drive Always-On Sales
5	Measure What Matters
6	Your Holiday Plan

01

Holidays on TikTok

TikTok is where culture meets commerce to drive measurable impact

cementing itself as the destination for all things this holiday season



Discovery

TikTok is #1 among all social & video platforms for helping users discover a brand or product for the holiday season[1]

Influential

TikTok users ranked TikTok as the second-most influential social channel for shopping decisions[2]

Primed for Purchase

of shoppers on TikTok have made a purchase after seeing an ad or shoppable content on the platform[3]

[1]TikTok Marketing Science US 2024 Holiday Survey via AYTM, June 2024. Base: TikTok Monthly Users 18+ who celebrate Q4 holidays (n=1000)
[2]Mintel, Winter Holiday Shopping, TikTok Daily User, US, 2025 (TikTok's use of this data does not equate to an endorsement)
[3]TikTok Marketing Science US, Commerce Landscape Study 2024, commissioned by TikTok in collaboration with Ipsos

TikTok is the new holiday store front

$100 M

in single day sales on TikTok Shop during last year's black friday

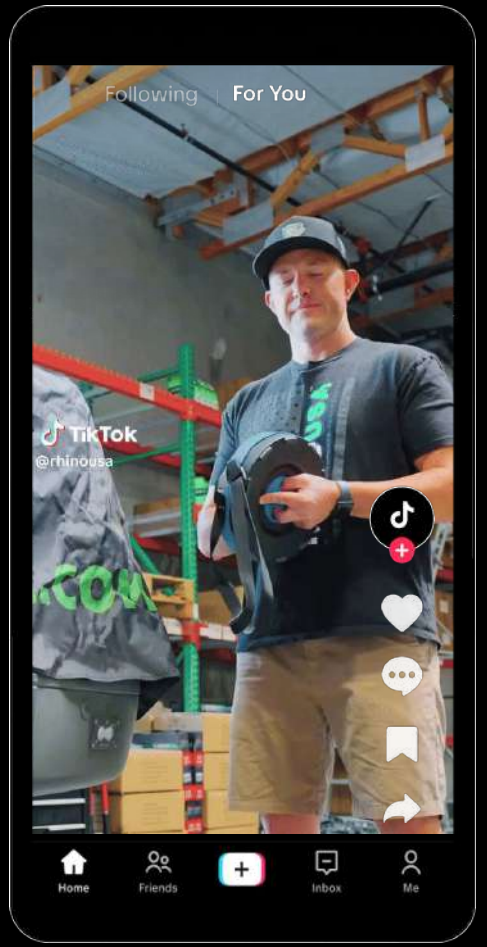
Sources:
https://newsroom.tiktok.com/en-us/tiktok-shop-a-home-for-product-inspiration-this-holiday-season

01 Holidays on TikTok

"Our goal as a company was to hit $1 million in sales on Black Friday across all marketplaces. But TikTok Shop alone did $1 million that day. We hit the company-wide goal in just 10 hours"

Thomas Nielsen,
Sr. Marketplace Manager

RHINOUSA
SUPERIOR POWERSPORTS ACCESSORIES



02

The TikTok Holiday Shopper

Meet the TikTok Shopper: faster, bolder and more influenced

Discovery-driven **60%** of users have discovered a new brand or product on TikTok.[1]

Creator-influenced **2 in 3** shoppers say TikTok creators help them find new brands. Half of them buy what creators recommend.[2]

Action-oriented **1 in 4** users search on TikTok within 30 seconds of opening the app.[3]

Gifting-ready **25%** of users are more likely to buy gifts online than the average shopper.[4]

[1]TikTok Marketing Science Global Retail Path to Purchase conducted by Material, August 2021
[2]TikTok Marketing Science Global Creators Drive Commerce (Brazil Results) 2022 conducted by Material (n=533)
[3]TikTok Internal Data, US, as of June 2024
[4]GWI Core Dataset, 2024 (Q2–Q4), across Europe, North America, Latin America, Asia Pacific, and the Middle East & Africa

What's wrapping up views this holiday?

From juicy deals to satisfying unboxings, holiday shoppers love content that brings the cheer and the cart.

Top Holiday Content

% of TikTok holiday shoppers engaging with these content types

Deals and Discounts
45%

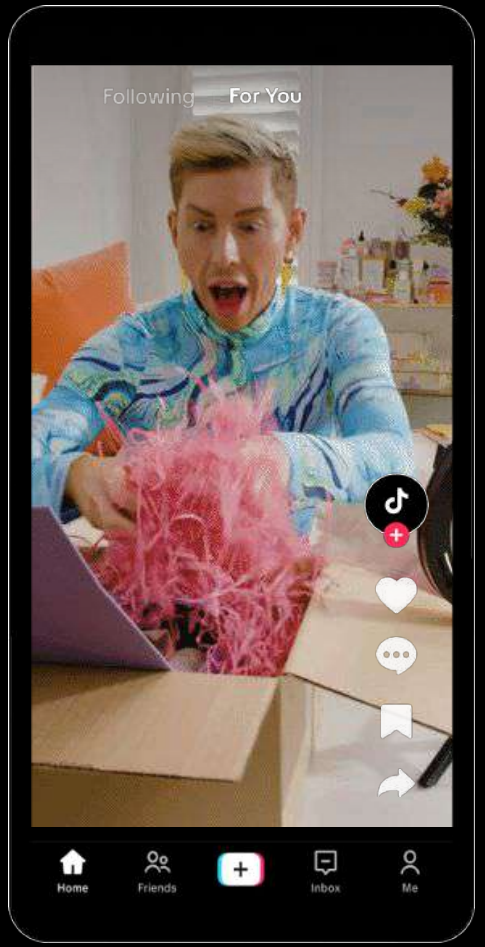
Product Reviews
44%

Tutorials
38%

Hacks
33%

Unboxings
28%

Product Close-Ups
25%



Source: TikTok Marketing Science US 2024 Holiday Survey via AYTM, June 2024. Base: TikTok Monthly Users 18+ who celebrate Q4 holidays (n=1000)

Consumer spending is trending across these key categories

% of TikTok holiday shoppers likely to purchase in each category

87% Gift Cards

60% Vintage Gifts

91% Clothing & Footwear

79% Experiences

83% Jewelry/Accessories

90% Beauty/Personal Care

84% Electronics

79% Furniture/Home Decor

Source: Mintel, Winter Holiday Shopping, TikTok Daily User, US, 2025 (TikTok's use of this data does not equate to an endorsement)

03

‘Tis Time for Creative That Converts

Double up on quality + quantity this holiday season

Quantity

64%

of TikTok users prefer brands that have a **variety of content**[1]

Volume keeps ads fresh and visible, stops fatigue and reaches new audiences.

Increased content variety drives up to a **23% increase in brand engagement and a 25% increase in time watched.** [2]

Additional content **improves CVR, reduces CPA and improves ROAS.**

Quality

70%

of SMB advertisers saw an **increase in conversions with higher-quality material**[3]

CTR is generally a good measurement of ad engagement. Increasing CTR can help achieve a more effective cost of conversion.

Compelling, attention-grabbing content drives action and conversions.

Those who enhanced material quality achieved **lower CPA by as much as 24%.**[4]

Sources: TikTok Marketing Science NA Value in Variety Study 2023[1], Alter Agents // TikTok internal data from historical campaigns. Not indicative of guaranteed results. // TikTok Marketing Science, CPG Sales Lift Meta-Analysis, 2021-2022[2]; NCS Benchmark for Total CPG: $1.11. Campaigns lasted approximately 8 weeks // TikTok internal analysis from TikTok Ads Manager 2024 / TikTok Internal Data, Feb 2025[3], TikTok Marketing Science, Global Repurposed Creative Study 2023, Material.[4]

Holiday Creative Workflow: Spark → Scale → Sales

Ideation

For TikTok Shop & Online (DTC) advertisers

Find Top Ads Inspiration

- **[New] TTO Insight:** Explore industry inspiration to boost CTR quality.
👉Check here

- **Insight Spotlight:** Learn your audience's preferences to guide creative and targeting.
👉 Check here

- For more best practices, visit **TTCC.**

Production

For Online (DTC) advertisers

Effortlessly Increase Creatives

- **[AIGC] Automatic Creative Tools:** Improve asset quality easily with the Creative Enhancement Toggle on.
👉Check here

For TikTok Shop & Online (DTC) advertisers

Produce Creative More Efficiently

- **[AIGC] Symphony Studio:** Use AI to generate videos, streamlining the creative process.
👉Check here

Optimization

For TikTok Shop advertisers

Boost Sales With Affiliates

- **[Creator] Shop Affiliate Creative:** Partner with creators to reach new audiences and drive more sales.

For Online (DTC) advertisers

Find High-Quality Creators

- **[Creators] TikTok One:** Collaborate with multiple creators for efficient ad-ready content via Creator Content at Scale (formerly TTCC).
👉Check here

04

Drive Always-On Sales

TikTok turns discovery into dollars

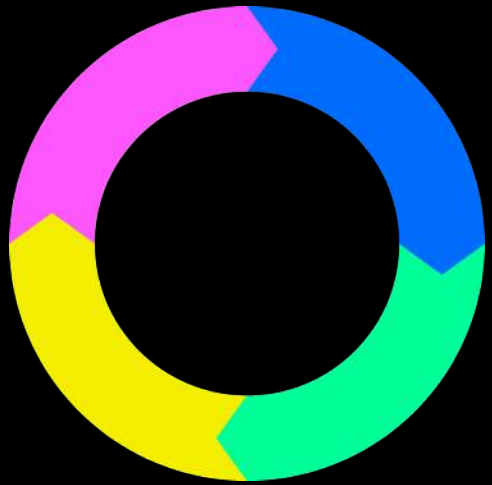
TikTok is at every stage of the holiday shopping journey:

Discovery

76% of shoppers on TikTok agree that TikTok is the go-to place to discover new brands and products.[1]

Consideration

54% use TikTok to make more **informed holiday purchases**.[2]



Conversion

50% are likely to **buy a holiday product** they saw on TikTok.[2]

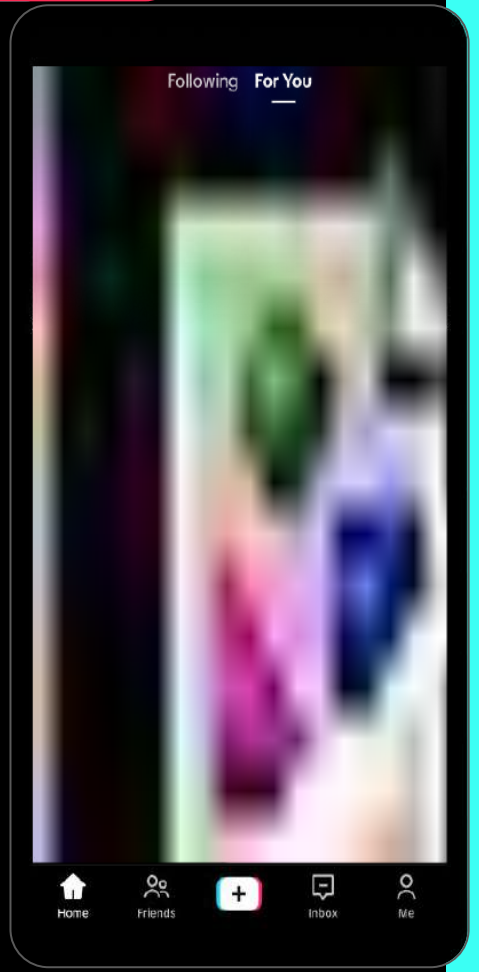
Advocacy

31% of users will search for how-to videos on TikTok after their holiday purchase, while **28% will follow the brand**.[2]

[1]TikTok Marketing Science US Commerce Landscape Study conducted by Ipsos, October 2024
[2]TikTok Marketing Science US 2024 Holiday Survey via AYTM, June 2024. Base: TikTok Monthly Users 18+ who celebrate Q4 holidays (n=1000)

Drive more sales this holiday season with Smart+ Catalog Ads

Smart+ Catalog Ads automatically match your products with high-intent shoppers and keep learning every day so you stay ahead as demand shifts this holiday season.



Smart+ Catalog Ads
vs. Manual Catalog Ads

-36%
CPA Costs

Manual Catalog Ads
vs. Website Ads

-29%
CPA Costs

*All metrics are based on initial global success from the Catalog Ads Beta tests[3]

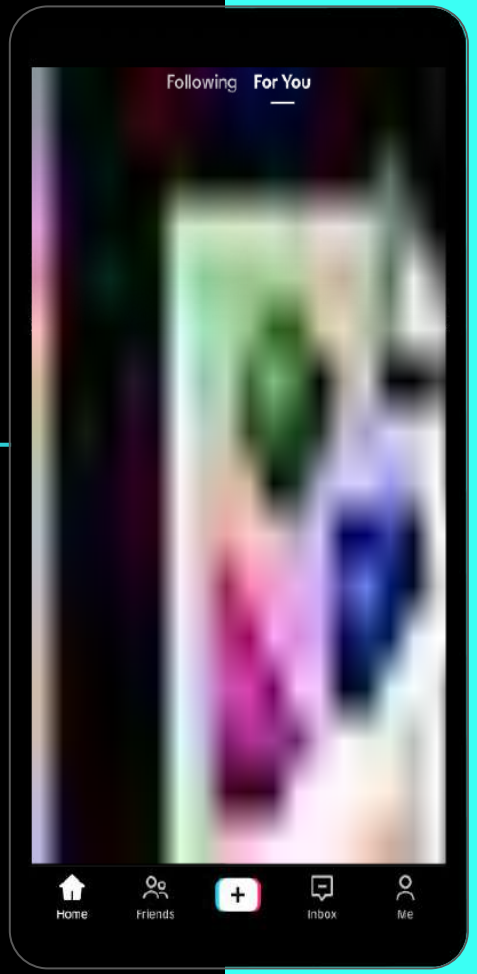
Whether it's Carousel or Video, Catalog Ads drive product-focused creative at scale even better together

+56%

Advertisers that feature product-focused videos in their Catalog Ads see a 56% higher ROAS compared to brand-focused videos.

+16%

Combine Carousel (image) with Video creatives to maximize performance at scale. When Carousel and Video are used together, advertisers see a 16% higher ROAS compared to Video alone.



Source: TikTok Ads Manager aggregated internal data Q2 2024

04 **Drive Always-On Sales** Smart+

Scale performance & maximize efficiency on Black Friday with Smart+ Catalog Ads

“

Exploring innovative campaign strategies during peak season has proven instrumental, especially with the integration of AI-powered technology that effectively engaged potential purchases.

Yael Gutelman
PPC & Performance Manager

Objective

Holiday sales and efficiency

JAMES ALLEN®

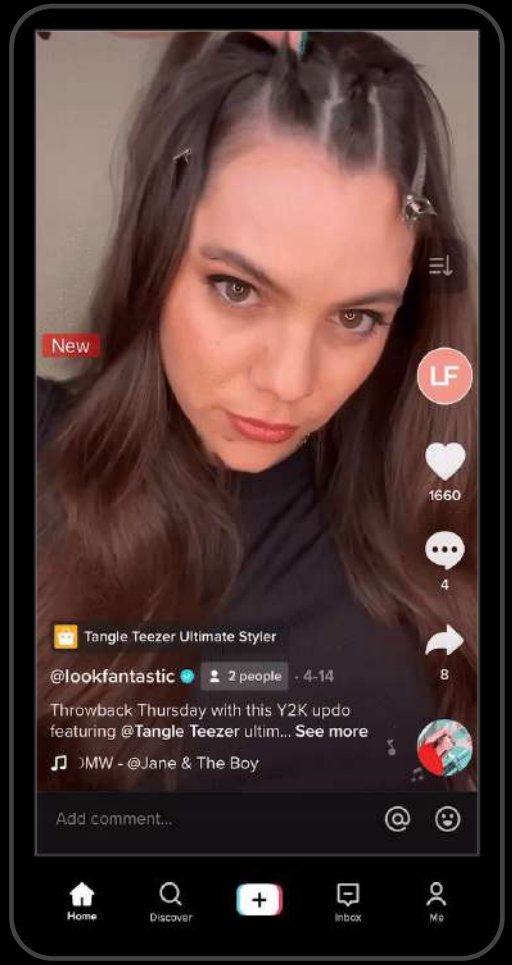
91%
Higher ROAS

59%
Decrease in CPA

127%
Increase in CTR

Meet TikTok Shop: Discovery E-commerce

Where every scroll sparks discovery, and your next potential sale.



04 Drive Always-On Sales GMV

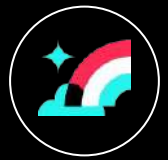
Achieve seasonal highs with GMV Max, our first-of-its-kind advertising solution

Maximized Channel ROI

Optimize organic delivery with paid ad traffic from your TikTok **Shop to deliver incremental GMV that would not otherwise be attainable.**

Less Guesswork & More Time Saving

Choose the products, ROI and budget, and automation takes care of the rest, **leveraging AI to fully optimize your holiday campaign operations for TikTok Shop.**



More Creative to Test & Scale

Powered by the entire TikTok Shop ecosystem: Approved organic, affiliate and paid ad content work together to scale campaigns while maximizing ROI.

GMV Max wraps up more than ROAS

Unlike other ad solutions focused on ROAS, GMV Max is designed to improve your channel's bottom line and make it a season to celebrate.

+30%

Increase in GMV

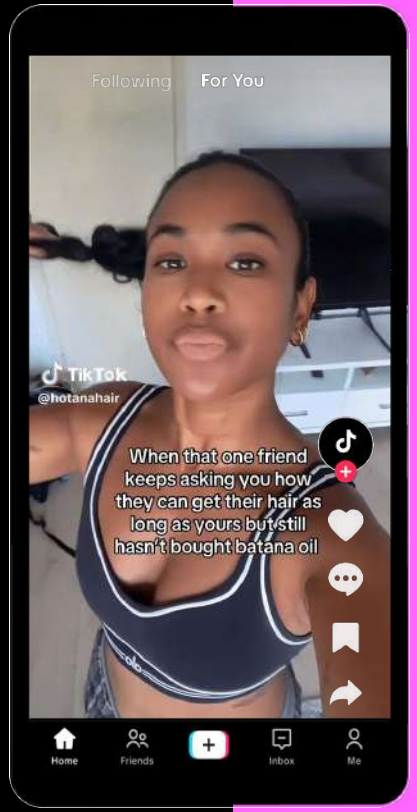
Source: TikTok Internal US Campaign Data

Hotana drives 7-figure success during BFCM with GMV Max

Hotana, a sustainable beauty brand, turned TikTok Shop into its growth engine. By leaning into GMV Max during BFCM and building on organic traction, the brand rapidly scaled sales and unlocked breakthrough results.

Objective

Holiday sales and efficiency



@hotanahair

HOTANA
THE-MIX-UP OF BATANA + BOTANICALS

$1M+
In GMV

10x
ROI

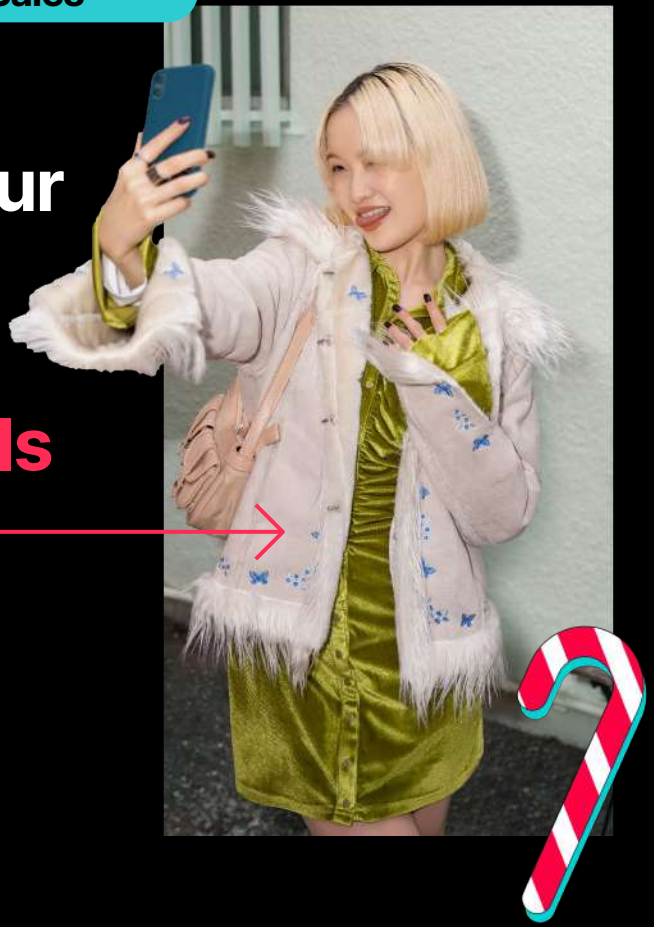
2M
Shop Page Views

04 Drive Always-On Sales

Driving Sales Online and On TikTok

On TikTok + Online

Maximize your audience by leveraging both channels



87%

Of consumers have a strong preference to purchase on either TikTok Shop or web—-maximize your audience by **leveraging both channels**[1]

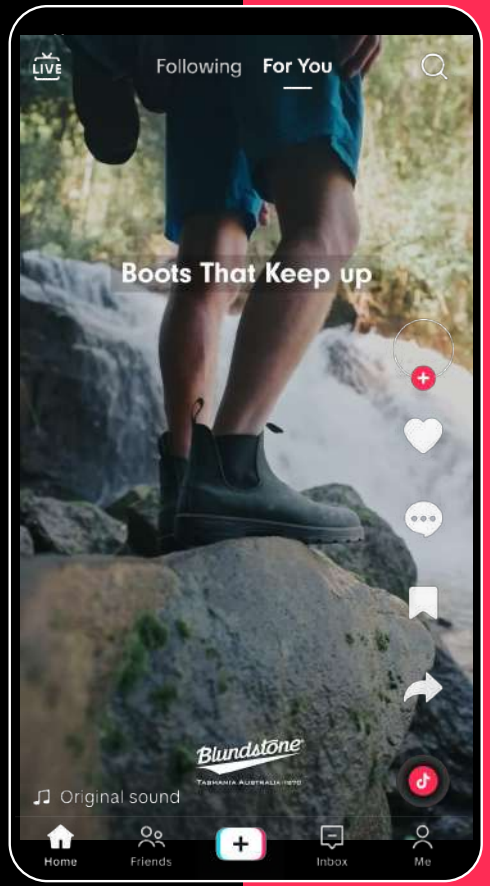
70%

When a brand's strategy includes **driving to their website and TikTok Shop** nearly 70% of users are likely to purchase[2]

Source: 1. TikTok Internal Data, 2024. 2. Internal campaign data, measuring conversions on Shop Ads and web ads dates: 2/5/2024-3/5/2024, 2. TikTok Marketing Science Global TikTok Shop Research (US Results) 2023 conducted by Material;

Bring the joy to search

It's not only happening more. The **speed and frequency of searching** is growing, driving discovery that primes for action, with higher ROAS and lower CPA.



Blundstone

2x

higher return on ad spend with Search Ads

128%

Increase in CTR

53%

Decrease in CPA

Unwrap the full power of TikTok across the holiday shopping journey

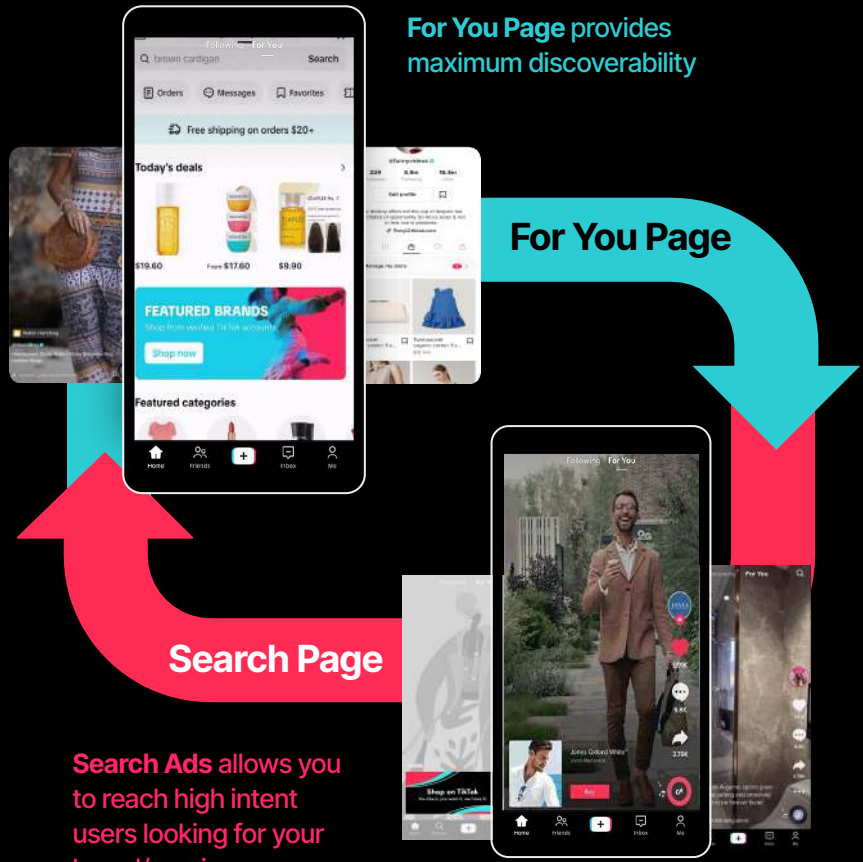
Performance Multiplier

20%

More conversions, at similar or better CPA when running in-feed + Search Ads Campaign

18%

Of users who don't convert from an in-feed ad, later convert on Search Ads



Source: Internal TikTok Product Research 2024

05

Measure What Matters

TLDR:
Your performance this holiday season is only as strong as your measurement plan

Hear it straight from your customers with Post Purchase Surveys

Go beyond clicks and impressions: PPS captures direct feedback from people who've actually converted, so you understand what truly influenced their path to purchase and what didn't.

Bridge Reporting Gaps

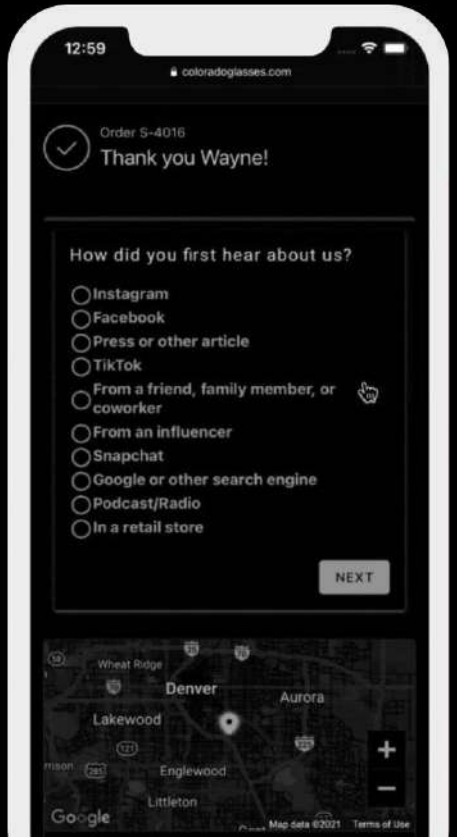
Experiencing mismatches between TikTok Ads Manager and third-party reporting (e.g., Google Analytics, Northbeam, etc.)? PPS helps clarify these gaps by identifying where customers actually discovered your brand.

Turnkey & Easy to Activate

TikTok's PPS is lightweight and turnkey, requiring minimal setup. You can start gathering valuable customer insights without the need for complex integrations or heavy development work.

Get It Free via TikTok

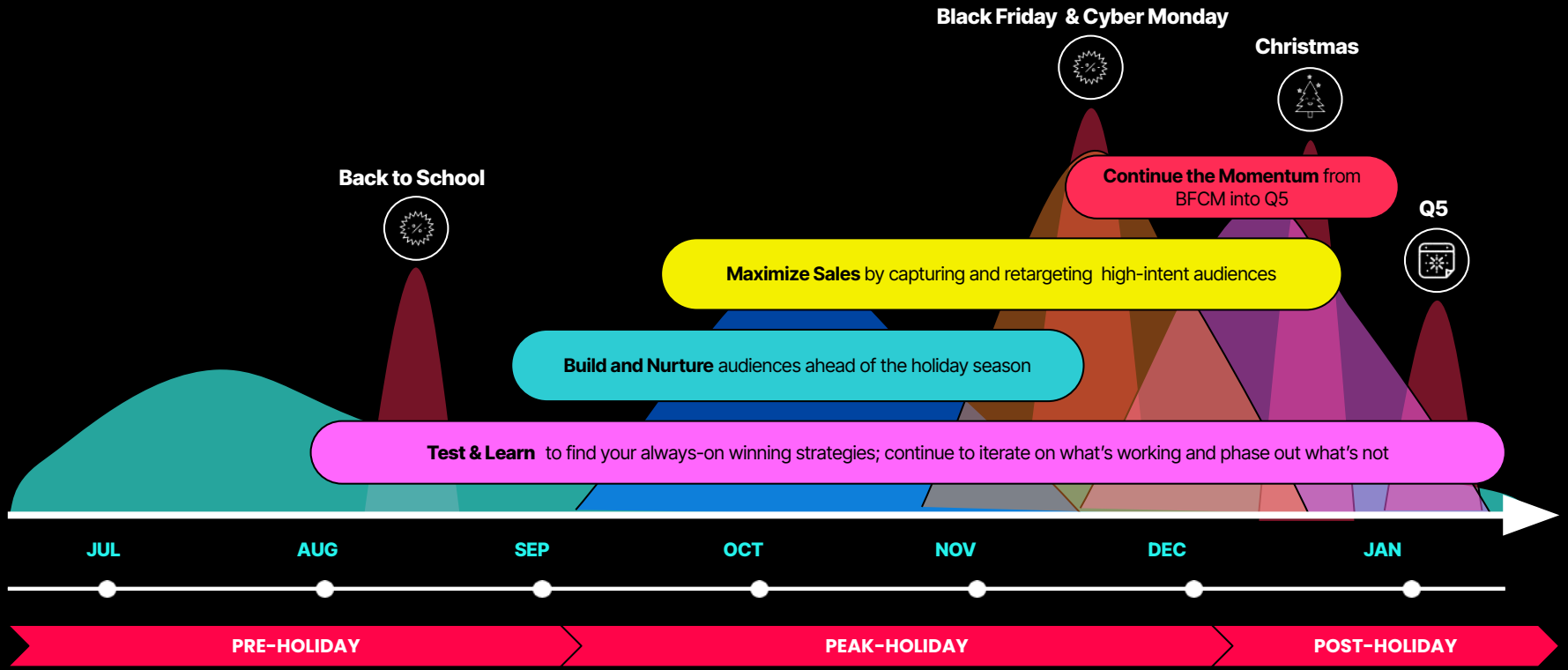
TikTok offers PPS at no additional cost, giving you access to powerful customer insights without extra fees.



06

Your Holiday Plan

Peak planning to deliver your goals



06 Your Holiday Plan

September | October | November | December & Q5

Test & Learn

September to-dos:

> Start early
Shoppers are already searching by September. Launch upper/mid-funnel Brand Ads to warm audiences before peak season.

> Seed creators
Build relationships and start generating content now. Have a TikTok Shop? Use Affiliate Creative Ads (ACA) to set different commission rates across organic and ads.

> Account Hygiene
Make sure your catalog, signals, and backend setup are fully polished before Q4. The earlier your fixes are in place, the smoother your campaigns will run when it matters most.

> Start LIVE prep
Define your operational strategy: hosts, scripts, set design, and product assortment.

> Organic momentum
Post consistently using trends, UGC and storytelling to prime the algorithm and community. Paid and organic should reinforce each other.

> Find your best shoppers, faster
Kick off with ≥6 creatives (use top performers from past 28 days) and a 10x CPA budget. The earlier Smart+ learns, the better it finds your best holiday shoppers.

September | October | November | December & Q5

Test & Learn

September to-dos: (cont.)

Warm high-intent audiences with vetted full-funnel strategies

Allocate 10-20% of ad budget to mid funnel.

Measurement foundation

Turn on Post Purchase Surveys + set up Conversion Lift Tests. This ensures you can prove TikTok's impact to finance teams during the holidays.

- Test & Learn to find your always-on winning strategies, continue to iterate on what's working and phase out what's not.

06 Your Holiday Plan

August & September | **October** | November | December & Q5

Build & Nurture

October to-dos:

> Expand creator pipeline
Scale UGC and affiliate content for both TikTok Shop and Web. Ensure a steady flow of authentic TikTok-first videos.

> Dual approach: Organic + paid
Use organic content to shape storytelling and test themes, while paid pushes scale.

> LIVE rhythm
Increase to **1–2 sessions daily, ~3 hours each.** Treat LIVE like storefront hours.

> Creative refresh
Rotate seasonal hooks (gifting, cozy vibes, family moments) to keep content fresh.

> Drum up demand
Use Smart+ Catalog (add 6+ creatives weekly) and GMV Max (at least 49 creatives in your campaign) to start capturing demand from engaged audiences while continuing to invest in mid-funnel.

September | October | **November** | December & Q5

Maximize Sales

November to-dos:

Go big for BFCM
Allocate budget to Smart+ Catalog + GMV Max for automated scale. Focus on hero products and promotional SKUs. Turn Promotional Days on and follow recommended ROI decrease.

Leverage Top Feed & premium placements
Build relationships and start generating content now. Have a TikTok Shop? Use Affiliate Creative Ads (ACA) to set different commission rates across organic and ads.

LIVE promotion days
Run TikTok Shop LIVE GMV Max campaigns to maximize exposure during BFCM.

Push urgency
Use Interactive Add-Ons like countdowns, flash sale stickers and promotion tags.

Retarget aggressively
Reach back to October engagers, PDP viewers, creator audiences and LIVE viewers across Smart+ Catalog and GMV Max.

Cross-channel halo
Expect spillover into retail, search and affiliate, and track with PPS and conversion lift insights.

06 Your Holiday Plan

September | October | November | **December & Q5**

Sustain & Extend

December to-dos:

> Double down on urgency
Retarget BFCM engagers with last-minute gift messaging. Push gift cards and shipping cutoff reminders.

> Ride seasonal hooks
Blend gifting, family, “treat yourself” and self-care content to stay relevant through Christmas.

> Keep momentum hot
Refresh creative weekly, and continue Smart+ Catalog + GMV Max campaigns to capture the final wave of demand.

> Measure relentlessly
Use PPS + incrementality readouts to prove value of late-season spend and guide Q1 budgets.

Holiday focus: December is the finish line for holiday shopping. Every ad impression counts, while fatigue and underinvestment risk leaving money on the table.

Q5 preview (January): With lower CPMs and warmed-up audiences, January is white space. Scale into new segments with “New Year, new me” creative and test new offers (subscriptions, bundles) while carrying over holiday learnings.

TikTok for Business

Thank you!