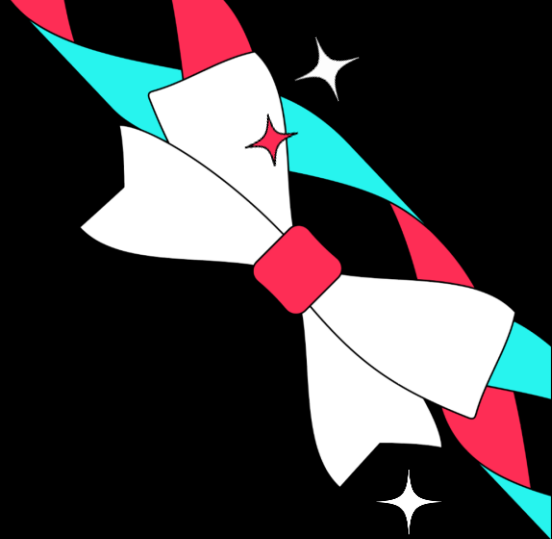




Holidays For You 2024

Drive holiday success from
inspiration to purchase with TikTok

 **TikTok** for Business

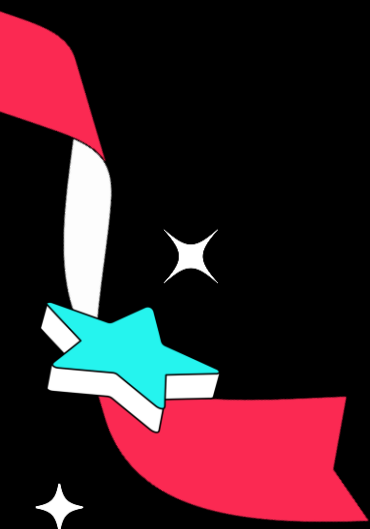




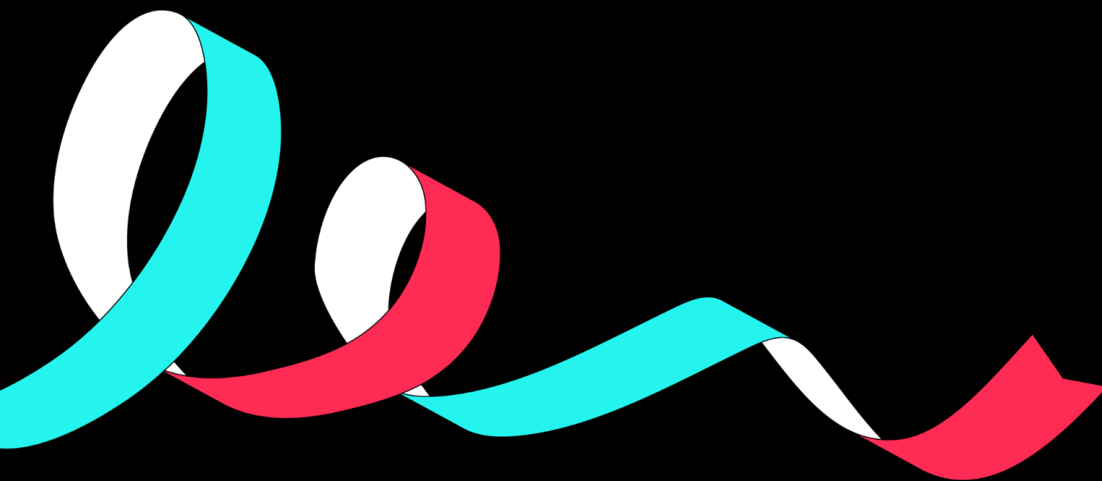
Table of Contents

01 | The TikTok Opportunity

02 | Seasonal Trends

03 | Product Solutions

04 | Creative Solutions



TikTok is your brand's home for the holidays.

TikTok's For You Page is a wonderland of discovery for everyone from eager gift-givers to holiday lovers. It's where brands can spark joy and boost sales, as shoppers look for the perfect gifts and must-have holiday items. Dive into TikTok's winter wonderland with us, and let's turn the holiday wish list into a journey full of inspiration, warmth, and joyful shopping.

TikTok is the ultimate hub for holiday entertainment and gifting.

ENTERTAINMENT

74%



of APAC users use TikTok to find Christmas-related content as entertainment

GIFTING

70%



of APAC users use TikTok to search for gift inspiration

Holiday starts early on TikTok

60%



of TikTok users start shopping for gifts 1 to 3 months before Christmas season

Brand Takeaway: There's a major opportunity to get ahead of the curve and meet users not only where but *when* they're looking to start planning for the holiday gifting season.

Holiday shopping at SMBs takes over the conversation on TikTok.

70%



of TikTok users use TikTok as a platform to discover brands & products for the Christmas season

74%



of TikTok users purchased a product or service from local brands or businesses last Christmas/year-end season because of video content they saw on TikTok

50%

of TikTok users are quite likely to purchase from local brands or businesses this Christmas/year-end



Gifts for thee, but also for me

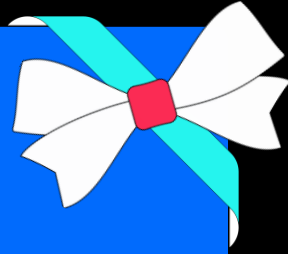
#TreatYourself

70%

of users buy gifts for themselves during holiday shopping events

61%

of users use TikTok as a platform to do their holiday shopping



When TikTok is used in the holiday shopping journey, users will be spending more on the following categories this holiday season compared to last year:

- 21%** travel-related
- 29%** makeup and haircare
- 47%** skincare and fragrance
- 55%** food and beverage
- 45%** clothing and accessories
- 34%** electronic and home appliances





'Tis the season of joyful discovery and shopping on TikTok.

Discovery & Inspiration

TikTok fuels *intentional* exploration and discovery.

71%

Of those who found inspiration on things to do, places to travel, tips, etc., 71% of TikTok users came with the *intention* to do so¹

Inspiring across categories. During the holidays:

73%

of users use TikTok to keep up with holiday trends and festivities²

70%

of users use TikTok to search for gift inspirations²

70%

of users discover brands and products for the holiday season on TikTok²

1. TikTok Marketing Science Global TikTok as a Discovery Engine Study 2023, conducted by Material

2. TikTok commissioned survey on Christmas & New Year behaviours in APAC, conducted by Toluna in 2024

Research & Consideration

People love deep-diving into further learning and exploration on TikTok.

Discovery is just the beginning. Almost half (45%) of users continue searching for more information after discovering something on TikTok.

Top 3 research categories

1. New techniques or processes (How to...): [CLICK HERE](#)
2. Specific products: [CLICK HERE](#)
3. Specific hobbies/topics: [CLICK HERE](#)

Source: TikTok Marketing Science Global, The Science of Search on TikTok, 2023, conducted by Material

Decision & Action

Joyful discovery leads to spirited shopping.

1 in 7

internet users purchased or subscribed to something as a result of discovery on TikTok within the last 30 days¹

When TikTok is used in the holiday shopping journey...²

69%

of F&B users are likelier to try new brands or products

63%

of Homecare users are likelier to try new brands or products

56%

of Beauty users buy more than other times of the year

We intend to spend!

Of users who purchased or subscribed to something, 68% came with the intention to do so¹

1. TikTok Marketing Science Global, The Science of Search on TikTok, 2023, conducted by Material

2. TikTok commissioned survey on Christmas & New Year behaviours in APAC, conducted by Toluna in 2024

3 ways to drive brand engagement during holidays

1

Let creators lead the sleigh to drive resonant holiday engagement.

TikTok creators continue to play a critical role in fueling engagement with ads and brand accounts.

Users who watched creator videos are more likely to:

+60% follow brands

+50% click on ads

40% click on links

(compared to those who used other TikTok features)

2

Go LIVE during the holidays to capture power users.

The use of TikTok LIVE is growing, with nearly 1 in 5 (17%) viewing a livestream during the holidays.

Users who interacted with livestreams are more likely to:

+80% follow brands

+70% click on ads

+30% click on links

(compared to those who used other TikTok features)

3

Hashtags continue to be a powerful catalyst for holiday interaction and engagement.

Users who interacted with hashtags are more likely to:

+90% follow brands

+60% click on ads

+50% click on links

(compared to those who used other TikTok features)

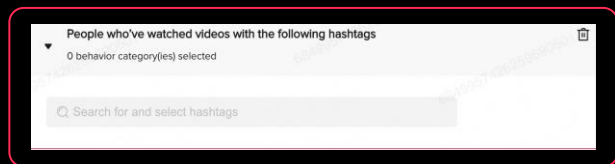
D&I Reminder!

TikTok's strength is our rich and diverse communities. When celebrating the holiday season with us, make sure to pass the mic to creators from diverse backgrounds.



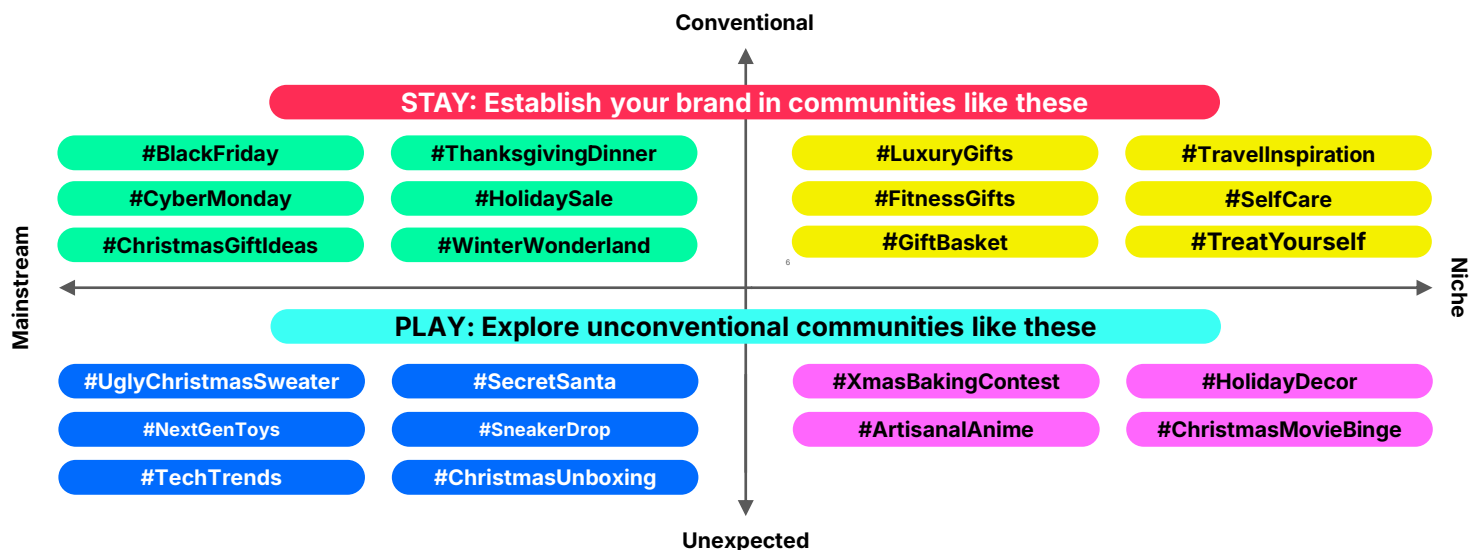
Hashtag interactions

Reach users based on how they've interacted with hashtags on TikTok through TikTok Ads Manager.



Note: For best results, rely on the power of Broad Targeting. By limiting targeting, you can leave out unique audiences that might be interested in and want to take action with your brand. Consider the largest audience size as you test and learn to see what works best for your campaign.

Stay and play with these communities for the holidays





Holiday Trends

One For You, One For Me

TikTok users indulge in self-gifting to lighten holiday stress, eagerly sharing their finds and the unexpected delights brands offer.

Marketer Takeaway

Help shoppers cross off holiday to-do items while also indulging them in additional products, more loyalty points, or other incentives to spread joy to the stressed holiday shopper.

61%

of TikTok users buy gifts for themselves for the holiday season

Source: TikTok commissioned survey on Christmas & New Year behaviours in APAC, conducted by Toluna in 2024

Power Play:

Drive Consumers Down the Funnel

Boost brand visibility with full-funnel campaigns and interactive add-ons like countdown and gift code stickers, perfect for holiday promotions.

#TreatYourself

#SelfCare

#GiftsForMe

Celebrations Without Borders

TikTok's global community brings local flavors of holiday traditions to everyone, inviting users to explore and celebrate the rich tapestry of cultures worldwide.

Marketer Takeaway

Tap into an existing holiday tradition, or create a new one for the TikTok community to try and build upon.

73%

Of TikTok users use the platform to keep up with holiday trends and festivities

Source: TikTok commissioned survey on Christmas & New Year behaviours in APAC, conducted by Toluna in 2024

Power Play:

Creative Challenge

Activate TikTok Creative Challenge for Creators to opt-in and tell your brand's holiday story with their own unique spin

#HolidayTraditions

#DIYChristmas

#HolidaySpirit





Holiday Trends

Wanderlust Wishlist

Whether users are travelling home for the holidays, or already dreaming of a warm summer vacation, travel planning surges in the winter, as we observe higher peaks in travel content and discovery amongst TikTok users.

Marketer Takeaway

Consider how your brand/product can tap into this seasonal shopping behavior - travel size items, travel destination themed marketing, etc.

76% of TikTok users are planning to travel domestically and internationally this holiday season¹

Source: TikTok commissioned survey on Christmas & New Year behaviours in APAC, conducted by Toluna in 2024

Power Play: Creator Marketplace

Find trusted creators in TikTok's travel community instantly with TikTok Creator Marketplace to share travel inspiration during the holiday season.

#TravelGifts

#TravelIdeas

#TravelInspiration

It's Like a Reward

Holiday shoppers ensure that their purchases go further than a one-time transaction by investigating prices and discounts on TikTok.

Marketer Takeaway

Partner with FinServ platforms to offer more payment options and rewards for consumers.

79% of TikTok users are likely to make a purchase this holiday season because of attractive prices or promotions

Source: TikTok commissioned survey on Christmas & New Year behaviours in APAC, conducted by Toluna in 2024

Power Play: Creator Marketplace

Find trusted creators in TikTok's financial community instantly with TikTok Creator Marketplace to share education around programs like reward points and loyalty for the holidays.

#RewardPoints

#LoyaltyProgram

#HolidayRewards



Drive meaningful connections this Holiday shaped by your campaign goals.



1

COMMERCE: Fuel holiday season shopping

2

FULL FUNNEL: Drive and nurture leads to action

Enhance campaign precision with Data Connections.

Unlock meaningful insights by using tools like Events API and Pixel to optimize, measure, target and enhance your campaigns.

[Learn More](#)

19 % Combining Events API and Pixel can increase event measurement by 19%

15 % Advertisers see, on average, a 15% improvement on CPA when using Pixel AND Events API

Source: TikTok Web Events API Incremental Performance Benefit Analysis, Nov 2022 - Feb 2023

Unlock business growth with TikTok's holistic measurement solutions.

Leverage measurement tools to effectively evaluate the value TikTok brings to your business starting from discovery to conversions. Learn more about TikTok's 1st Party and 3rd Party measurement solutions to help you prove, refine and grow your holiday campaigns.

[Learn More](#)

Brand Lift Study

+7.8% Avg. brand recall as a result of advertising on TikTok¹

Media Mix Modeling

96 % TikTok drives higher ROAS compared to Nielsen-measured digital media channels in the US²

Conversion Lift Study

+54 % 54% incremental conversions using Spark Ads, measured by Conversion Lift Study³

1. TikTok NA Power Slides analysis, 2021 - 2023. n=5725

2. TikTok Marketing Science, CPG Media Mix Model Meta-Analyses, METAP, US, EU, SEA, Conducted by Nielsen, 2020-2022

3. TikTok Marketing Science. Results generated from Conversion Lift Meta Analysis, 2023

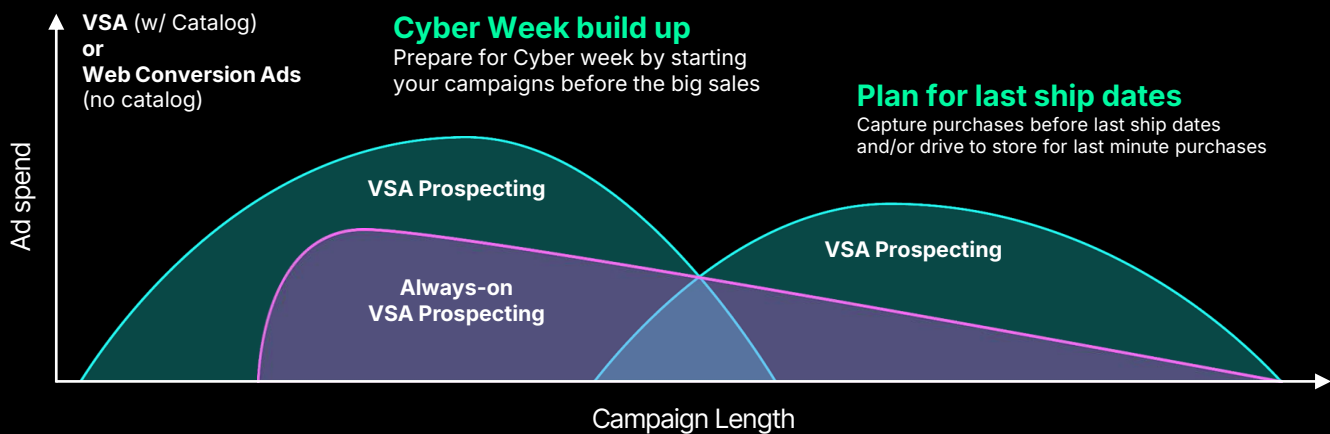


Commerce

Fuel holiday shopping to drive sales.

Amplify product sales with a targeted commerce campaign that captures the purchasing momentum of the holiday season.

Media Flight Recommendation



Web Conversion Ads

TTAM Objective: Conversion + Value Based Optimization
KPI: ROAS, Cost per Complete Payment

Powered by signals from the Pixel and Events API, web conversion ads bring higher conversion volumes at lower cost per actions by identifying users most likely to convert on your page. Pair with Value Based Optimization to drive ROAS lift. Learn more [here](#).

-40% to -50%

Advertisers saw lower CPA when using Conversion and sharing full funnel events and Advanced Matching compared to Traffic campaigns

Source: TikTok Internal Data Analysis, January 2022

VSA Prospecting | 60% budget split

Prospecting helps advertisers find potential customers who have been engaging with similar products. Use with Product Sets to highlight specific items. Learn more [here](#).

VSA has successfully driven:

+4% more efficient ROAS vs non-Shopping ads
+15% more conversions vs non-Shopping ads

Source: TikTok internal data, Global, H1 2023, all metrics are based on initial global success from the first round of VSA's Beta test

VSA Retargeting | 40% budget split

Retargeting allows advertisers to target high value users and past cart abandoners to drive personalized product recommendations. Use with Image Carousel to scale creatively. Learn more [here](#).

VSA Carousel with Retargeting improves last-click conversion performance when comparing Carousel to Video

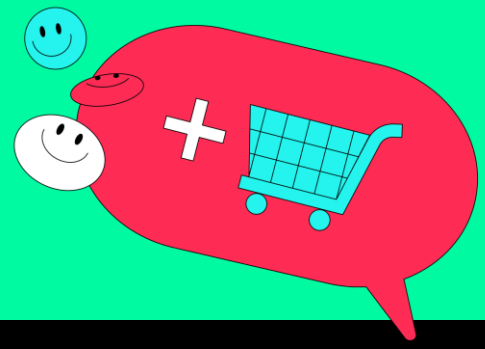
+96% CTA ROAS Lift
-19% CTA CPA Decrease

Source: TikTok internal data, Global, H2 2023, comparisons of advertisers using both VSA Single video and Carousel formats

Execution guidance

Campaign Length 1-2 months

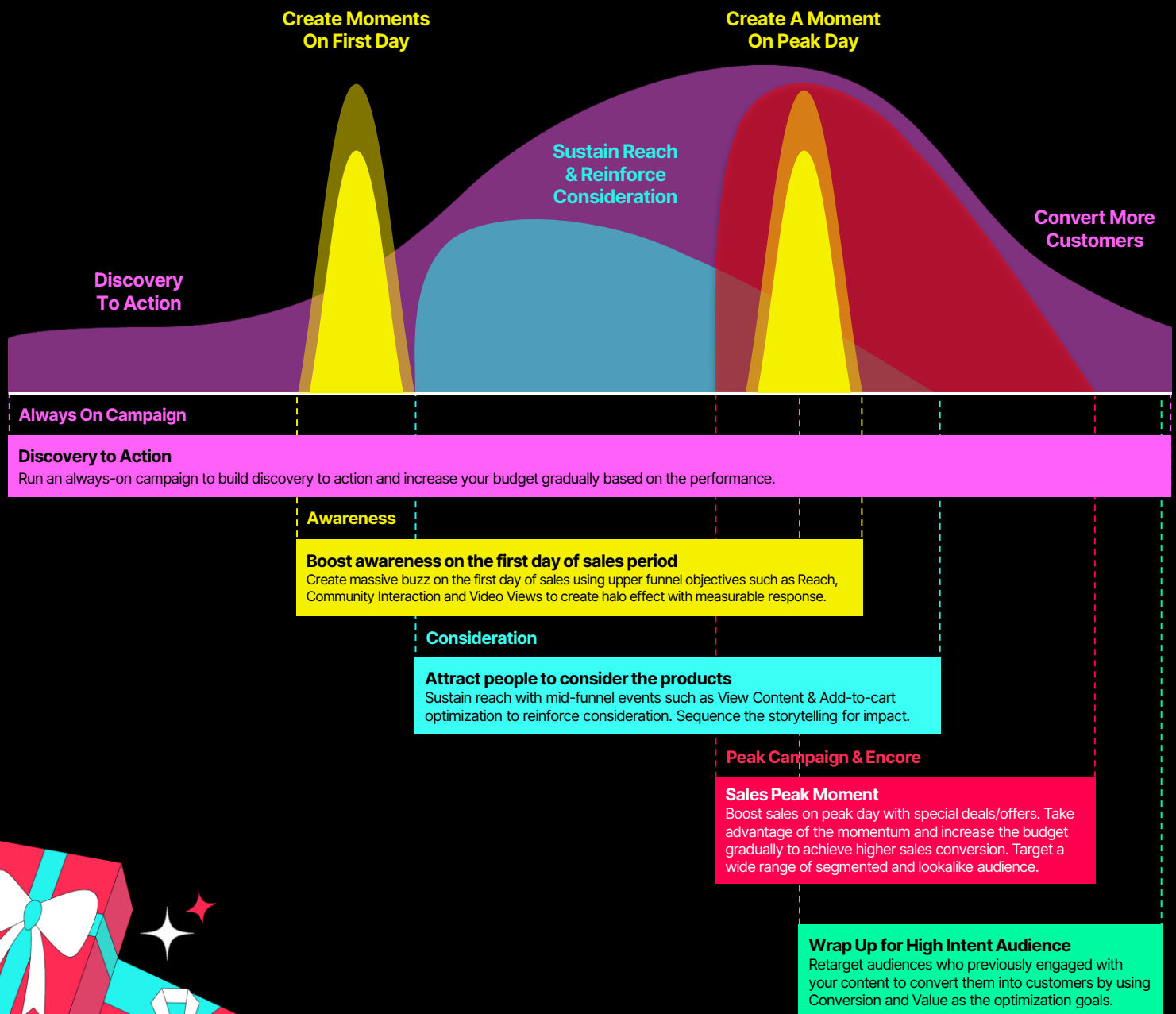
Measurement Recommendation: Pair media campaigns with a Post-Purchase Survey and Conversion Lift Study



Full Funnel

Engage and convert at every stage of the holiday shopping journey.

Guide each step from interest to transaction. Create a holiday shopping campaign that turns curiosity into engagement and sparks action.





SMB Spotlight

Get inspired by other businesses!



BSCO

This Philippines fashion brand achieved 14.9x ROAS on Video Shopping Ads with retargeting. In addition, they also used Interest Targeting and Lookalike Audiences to grow their pool of relevant audiences. The VSA campaign has reached more than 8.6M users and earned over 104k profile visits since its launch. This influence also resulted in more than 14.5K paid followers and over 6.6K products sold.

[Read more](#)

Tiny Buds Baby Naturals

Through creator-led content and a separate Video Shopping Ad campaign that used 'Baby, Kids & Maternity' and 'Household Products' as the categories for interest targeting, this Baby and Mothercare brand was able to amplify their refreshed content to relevant audiences, increasing the likelihood of conversions amongst engaged audiences. This approach reduced CPA by 42% and resulted in a 28% uplift in ROAS. In addition, the brand's VSA campaign also reached more than 486K users.

[Read more](#)



Check out more success stories [here](#)





Now let's talk Creative.

Embrace the holiday spirit with Value & Variety—your key to unlocking content that resonates. Start here to create compelling TikTok campaigns that not only capture attention but also enrich your audience's experience with meaningful engagement.

Content Framework: Value & Variety



Delivering **Value** on TikTok means crafting content that resonates with and benefits your audience. Does it entertain or inform? Whether it's fostering community connections or tapping into the latest trends, the goal is to create content that keeps your audience actively engaged, offering them a sense of worth and relevance through each interaction.

Value creates action

3.3x

Users are 3.3x more likely to click on or engage with entertaining TikTok ads¹

Variety on TikTok is all about diversifying your content to cater to the multifaceted needs and interests of your viewers. It's crucial to keep your creative portfolio fresh and varied to captivate the widest possible audience. By offering a rich mix of content, you're equipped to meet the dynamic needs of your TikTok community.

Create content variety with:

- **Professionally Generated Content:** Creative Exchange
- **User Generated Content:** Creator Marketplace, Creative Challenge
- **AI Creative Solutions:** Smart Creative, Script Generator, Creative Assistant

1.5x

On average, TikTok campaigns with 5-7 creatives alongside weekly frequency of at least 1x drove a ROAS that is 1.5x of all other campaigns.

Source: TikTok Marketing Science, CPG Sales Lift Meta-Analysis, 2021-2022

Best practices for Branding advertisers

2-3 assets per ad group | 3-5 ad groups/campaign | Refresh every 14 days

For a campaign that will run for 4 weeks with 3 creative pieces/ad group & have 3 ad groups you will need:

- 3 creative assets x 3 ad groups = 9 assets
- 9 assets x 2 refresh (~4 weeks/2 week refresh period) = 18

Total creative assets you will need is 18.

Best practices for Performance advertisers

3-5 assets per ad group | 3-5 ad groups/campaign | Refresh every 7 days

A campaign that will run for 4 to 8 weeks, with 3 assets/ad group & have 3 ad groups you will need:

- 3 creative assets x 3 ad groups = 9 assets
- 9 assets x 4 to 8 refresh (~4-8 weeks/1 week refresh period) = 54

Total creative assets you will need is 36 to 72 assets.



Applying Value & Variety throughout the holiday phases

1. Get Inspired

Unlock your creative vision: Spark your next big holiday idea and find relevant ways to establish product relevance.

2. Start Planning

Plan for holiday campaigns by producing TikTok-native content that resonates. Collaborate with expert partners for premier production solutions to maximize visibility.

3. Let's Celebrate!

Launch your campaign and prepare your creatives with minimal effort.

Value

Scan [Trends](#) or [Top Ads](#) on [TikTok Creative Center](#) to discover what's trending and popular on TikTok. Align your content with these insights to craft holiday messages that resonate and engage.

Use [Creative Assistant](#) as your buddy to supercharge your creative strategy for holidays. Get inspired by its knowledge of video insights and more.

TikTok creators have a pulse on what their audience loves. Forge partnerships through the [TikTok Creator Marketplace](#) and [TikTok Creative Challenge](#) to tap into content that truly resonates this holiday season.

Connect with creative partners on [TikTok Creative Exchange](#), leveraging their expertise to bring your brand's creative vision to life.

Kick off your holiday campaign effortlessly with just one click. [Smart Fix](#) simplifies your process, allowing you to focus on crafting your message without the stress of compliance concerns.

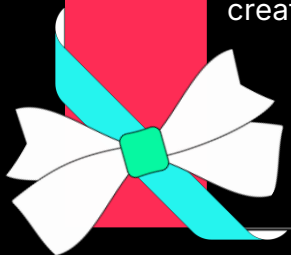
Variety

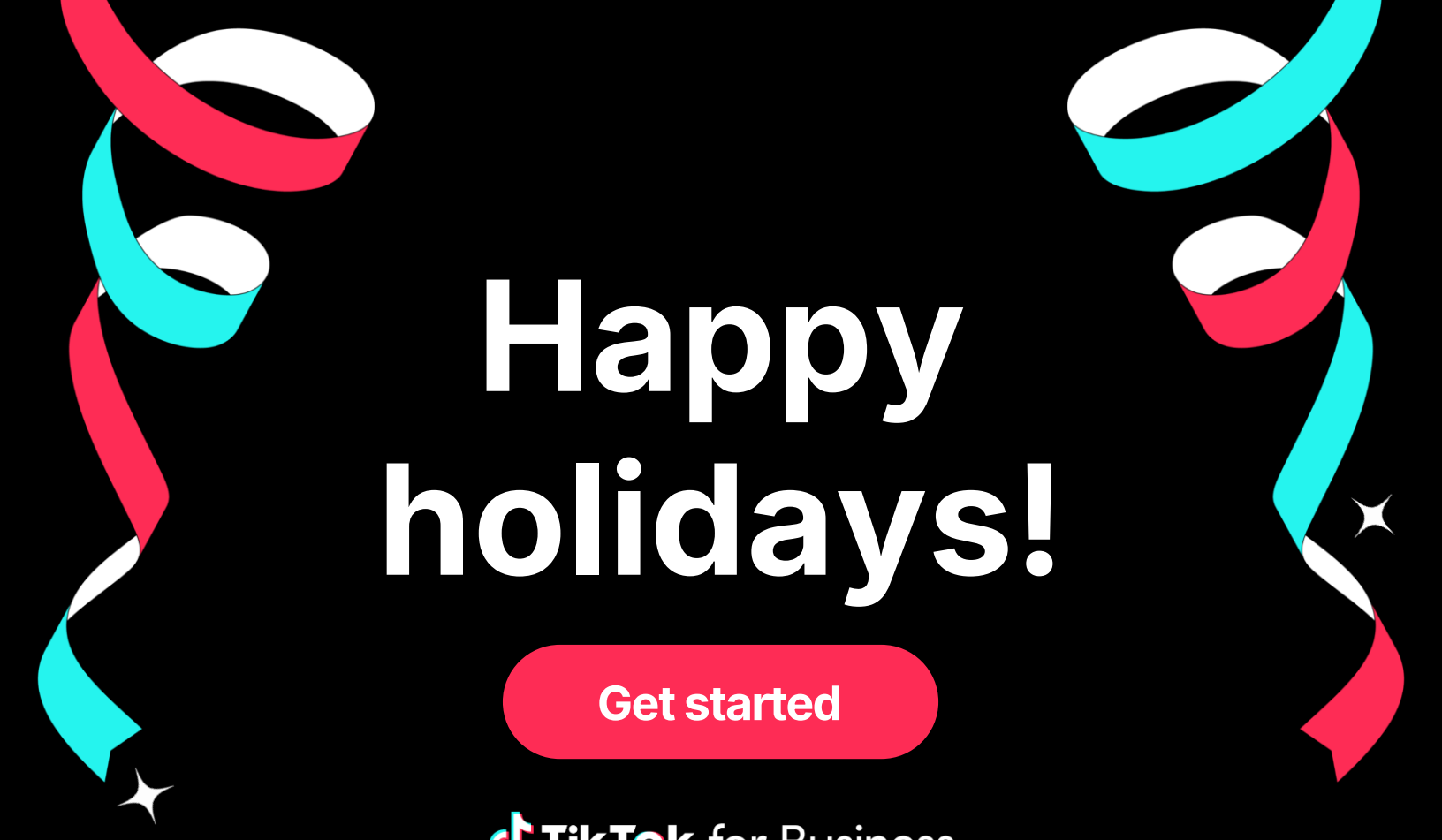
Leverage [Script Generator](#) on Creative center to build video scripts tailored for the holiday season. These scripts might just spark your next big idea and serve as a springboard for your creativity!

Collaborate with a diverse pool of creators on [TikTok Creator Marketplace](#) to access a wide range of content tailored to your needs.

Sign up for [TikTok Creative Exchange](#) for a comprehensive, end-to-end service solution designed to meet various content creation requirements.

Invite diverse audiences to join your holiday celebration with [Smart Creative](#). Overcome creative fatigue and extend the life of your ads by leveraging a blend of ad variations, fatigue identification, and automated refresh tactics.



A festive background featuring two long, flowing ribbons in red and cyan that spiral from the top corners towards the center. Several small, four-pointed white stars are scattered around the ribbons and the central text.

Happy holidays!

Get started

 **TikTok** for Business

