

 TikTok for Business

Driving eCommerce on TikTok



DRIVING ECOMMERCE ON TIKTOK

- TikTok is the preferred home of entertainment and personalised discovery at scale, with more than 1 billion active users¹
- We're unlocking the power of commerce for brands by integrating a shopping experience with authentic, joy-giving entertainment



TikTok shoppers are

1.4x

more likely to buy directly from TikTok
because it's entertaining (vs. other social
apps/platforms).²



In enjoyment, TikTok ads outperformed
Kantar's digital and TV norms by

19%³

¹Source: TikTok internal data

²Source: TikTok Marketing Science Global Growing TikTok in eCommerce Study 2022 conducted by Material May 2022 (n=6,777)

³Source: TikTok Marketing Science Creative Coding Analysis based on 3,500 TikTok ads that ran from 1/1/2021 - 10/1/2021 representing all major verticals, conducted by Kantar, 2022



THE TIKTOK OPPORTUNITY

Discovery on TikTok can send your brand rocketing to the top of shopper wishlists.

56%

of weekly TikTok users say that ads on the platform lead them to discover new products/brands.¹

TikTok users are

1.5x

more likely to buy an item after seeing an ad on the platform.²

¹ Source: TikTok Marketing Science Global Shopping Ad Products Study 2022 conducted by Material February 2022 (n=5,504)

² Source: TikTok Marketing Science 1P Value of a View Meta-Analysis (APAC Results) 2021

Driving unparalleled results for advertisers



TikTok ranked

#1

in ad equity among video platforms globally by Kantar for the fourth consecutive year.¹



TikTok was ranked

#1

for capturing attention by consumers and marketers alike.¹



On average, brands running on TikTok drive a

60%

higher ROAS (vs. other measured platforms).²

¹ Source: Kantar Media Reactions 2023, TikTok's use of this data does not equate to an endorsement

² Source: TikTok Marketing Science CPG Marketing Mix Modeling analysis (SEA Results) conducted by Nielsen 2021

4 steps for your brand to ***STAND OUT***

01

Set the foundation with a **Test & Learn** strategy

02

Level up to intermediate by **diversifying your creatives**

03

Flex your expertise and **reach new customers**

04

Scale business impact by **expanding your performance portfolio**



TEST AND LEARN

Test and learn across the 3 pillars: Audience/Targeting, Creative and Bidding with the aim of finding your baseline winning strategies:

1. Testing is vital to **build up signals & conversion to gradually improve performance overtime**. By consistently testing and optimizing, you'll be able to achieve your optimal set up faster.
2. **Test high-intent (aka "warm") audiences**, to define your optimal retargeting mix to drive lower CPAs and higher ROAS.
3. Determine what **creative styles lead to best campaign performance and minimize creative/ad fatigue**.
4. Test it out with a 12-week testing framework on the following slides



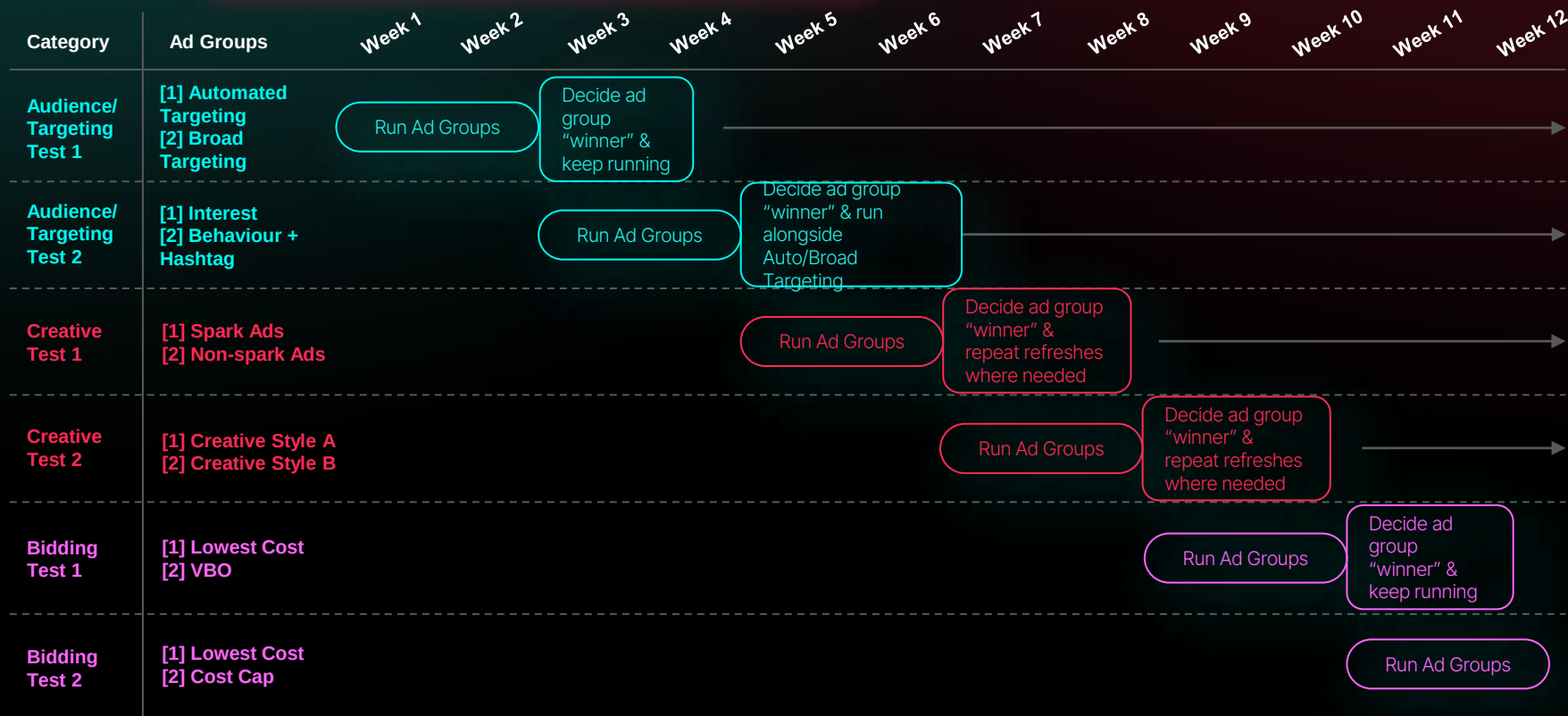
Scale-up Framework

01 Set the foundation

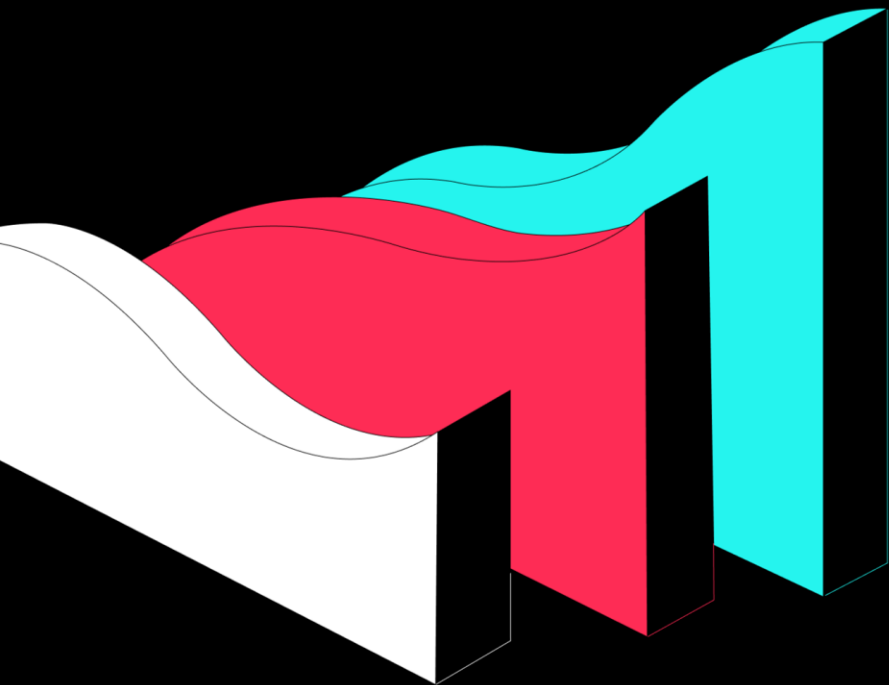


Sample Test Plan

01 Set the foundation



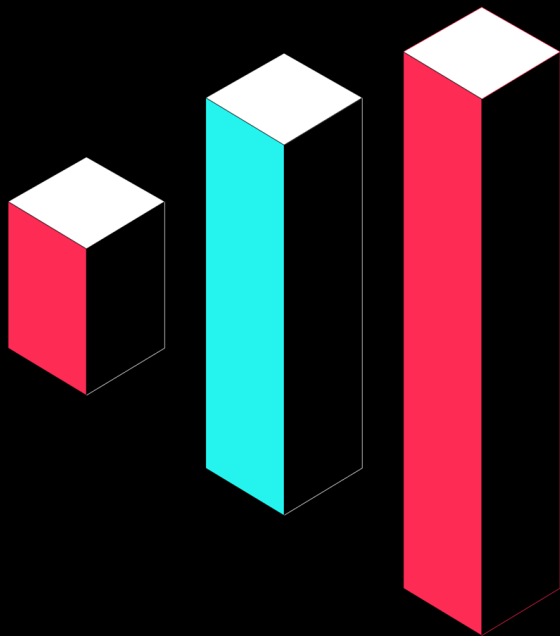
Note: This is a sample template which can be customized to your business' needs accordingly



SCALE

Scale performance and feed your advertising funnel based on goals and KPIs

1. **Expand performance portfolio stack** by applying more advanced "Test & Learn" principles to find new high-performing strategies and campaigns.
2. **"Feed the funnel" with new audiences** by ensuring enough new audiences are coming into your upper funnel to drive discovery and increase conversions.



Expand your marketing mix, by diversifying your ad formats and creatives and reaching customers in a new and engaging way.

Pro tips:

- Use [Spark Ads](#) to boost organic content and reach new audiences. Internal data has seen overall positive campaign results on Video Views, Engagement Rate, CVR, and CPM (Completion Rate +30%, Engagement Rate +142%, CVR +43%, CPM -4%) compared to Non-Spark Ads. With Spark Ads, you can also reduce unintended clicks to achieve higher CVR.
- Explore [TikTok Creative Centre](#) for trending hashtags, songs, popular creators and videos to be inspired by the latest and greatest. You can also utilize the Creative Assistant within the TikTok Creative Center.
- Empower your creative production with tools on [CapCut for Business](#).
- Try [Carousel Format](#) - an image-based creative format that allows you to upload 2-34 images in the sequence. This can help you in increasing CTR, lowering cost in creative production and gaining insights into customers' product preferences. Your customers can swipe between different images to view more details and control the viewing pace by themselves.



Tap on the holiday buzz with promotions such as New Year's resolutions, Lunar New Year, Valentine's Day and other key moments by retargeting new customers you reached and converted before

Pro tips:

- Leverage [Community Interaction](#) to drive deeper connections with the TikTok community - once you've built up a solid following, you can create custom audiences for lookalikes and retargeting with Business Account Audiences.
- Build a full-funnel marketing strategy focusing on [Traffic](#) or [Video Views](#) to drive upper funnel objectives and build engagement with users who are truly paying attention at the most efficient price



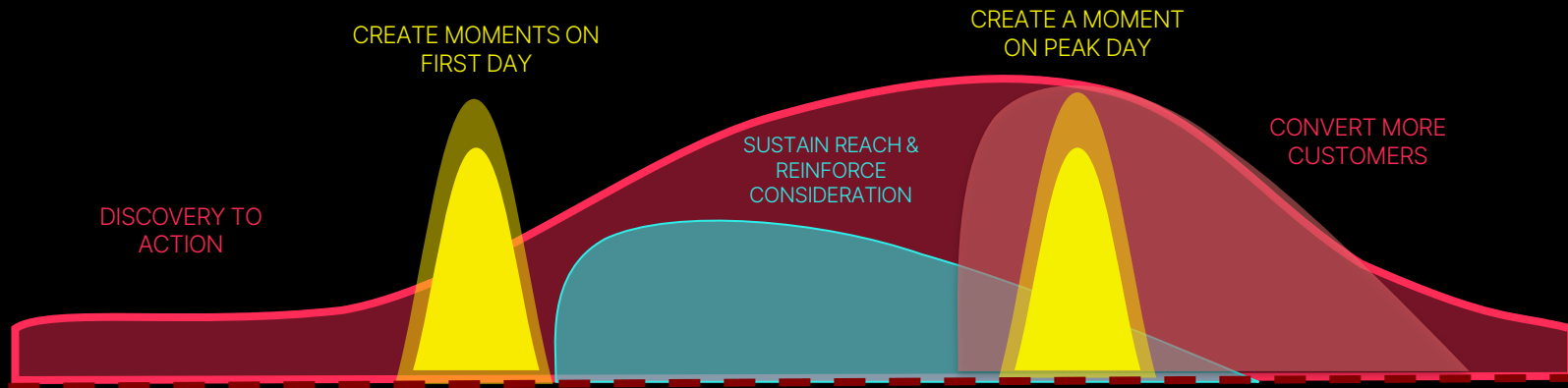
Continue to expand performance portfolios to maximize results while capturing the opportunity of less competitive auction.

Pro tips:

- To find the most relevant audiences who are likely to have higher ROAS, try [**Value-Based Optimization for Web**](#). Let your campaign run for at least 7 days for strong indicators of performance and avoid any adjustment within the learning phase.
- Reach new audiences who are likely to buy your products, and retarget shoppers who viewed your products without purchasing as well as existing customers through tailored product recommendations with [**Video Shopping Ads \(VSA\) for Catalog**](#).



Build your full-funnel marketing strategy



Always On Campaign

Awareness

Consideration

Peak Campaign & Encore

Discovery to Action

Run an always-on campaign to build discovery to action and increase your budget gradually based on the performance.

Boost awareness on the first day of sales period

Create massive buzz on the first day of sales using upper funnel objectives such as Reach, Community Interaction and Video Views to create halo effect with measurable response.

Attract people to consider the products

Sustain reach with mid-funnel events such as View Content & Add-to-cart optimization to reinforce consideration. Sequence the storytelling for impact.

Sales Peak Moment

Boost sales on peak day with special deals/offers. Take advantage of the momentum and increase the budget gradually to achieve higher sales conversion. Target a wide range of segmented and lookalike audience.

Wrap Up for High Intent Audience

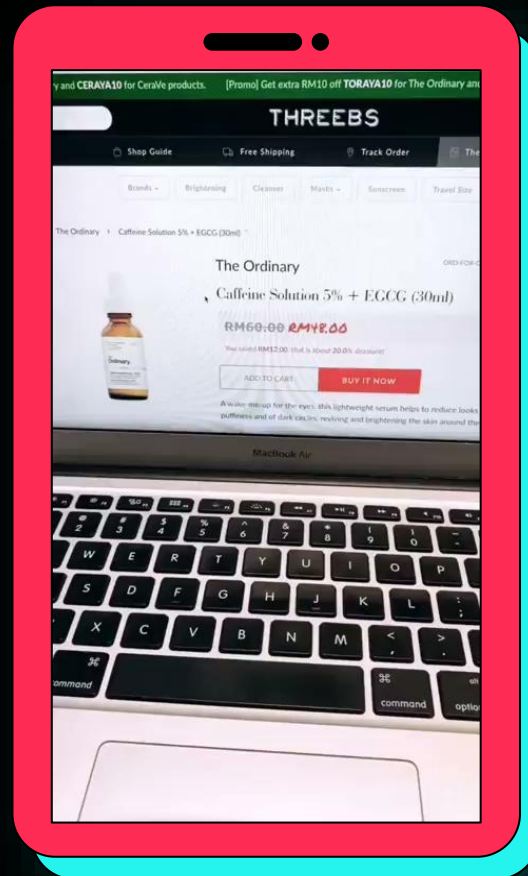
Retarget audiences who previously engaged with your content to convert them into customers by using Conversion and Value as the optimization goals.

SMB SPOTLIGHT

THREEBS

Whole-funnel strategy brings new customers to Malaysian health and beauty company through the successful combination of Reach and Conversion objectives with Spark Ads.

[Learn More](#)





CONNECT WITH US TO GROW YOUR BRAND ON TIKTOK

**INTERESTED
TO LEARN
MORE?**

**Connect with
us here.**



**NOT REGISTERED
ON TIKTOK ADS
MANAGER YET?**

**Get started
here.**



**FOR
EXISTING CLIENTS**

**Please reach out
to your Account
Manager for the latest
updates.**

