

New Year, New Me on TikTok

Converting resolutions into new
leads and app actions

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New Year, New Me!

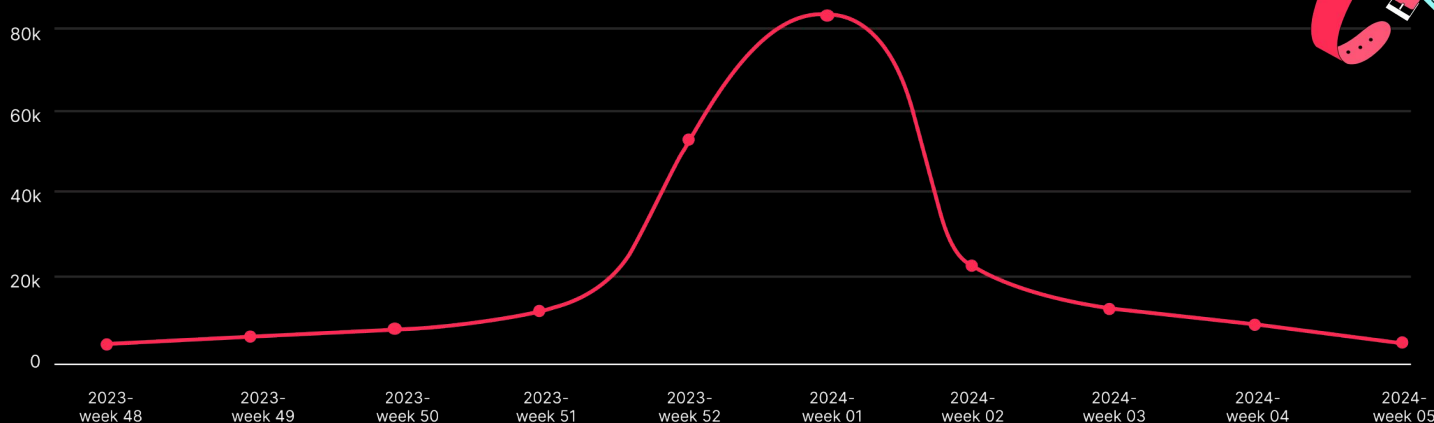
Kick off the new year by capturing the momentum of fresh starts and renewed energy. This playbook is designed to help brands drive lead generation and app installs, turning resolutions into tangible results. Discover how to leverage TikTok's unique platform to connect with audiences ready to make 2025 their best year yet.

4 in 5 users plan to sign up for at least 1 new service or activity in the Q5/New Year period¹

50% of users are likely to learn more about how to achieve their goals for the New Year on TikTok¹



"New Year New Me" videos made²



Top content categories²



Our platform continues to grow³

+45% YoY videos made for New Year New Me-related hashtags
+48% YoY videos made for New Year-related hashtags

Top content users want to see around New Year, New Me¹

57% Tips about health and wellness
(#1 answer — beat out shopping content)

37% New Year's Resolutions

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1. TikTok Marketing Science US Custom Q5 Survey via AYTM, September 2023. (n=2250)

2. TikTok internal data, US, Dec 2023 to Jan 2024

3. TikTok internal data, US, Dec 2023 - Jan 2024 vs. Dec 2022 - Jan 2023

Audience Insights

Community trends around user engagement during New Year, New Me.

New Year, New Me is all about self-improvement

Users' top areas of focus for the New Year:



- 50%** Focusing more on yourself
- 41%** Getting personal finances in order
- 20%** Concentrating on personal values (e.g. sustainability & environmental problems, charity, etc.)
- 43%** Focusing more on taking care of my physical health
- 39%** Traveling
- 16%** Starting a new business opportunity
- 42%** Starting a healthier, active lifestyle
- 28%** Looking for new job opportunities
- 14%** Initiating a large life event (e.g. get engaged, get married, move house, start a family, etc.)
- 41%** Learning something new
- 27%** Starting a new hobby
- 11%** Starting to date

A massive part of self-improvement is mental and physical well-being.

1 in 5 users plan to make purchases related to Exercise and Wellness during the New Year period. For those users, their top items/services they plan to purchase are:

- 56%** Fitness membership or equipment / fitness subscription
- 30%** Prescription medicine
- 54%** Over-the-counter (OTC) products
- 20%** Wellness subscription
- 47%** Wearable health tech (e.g. Smart watch or activity tracker)
- 15%** Insurance provider
- 31%** Physical or mental health provider

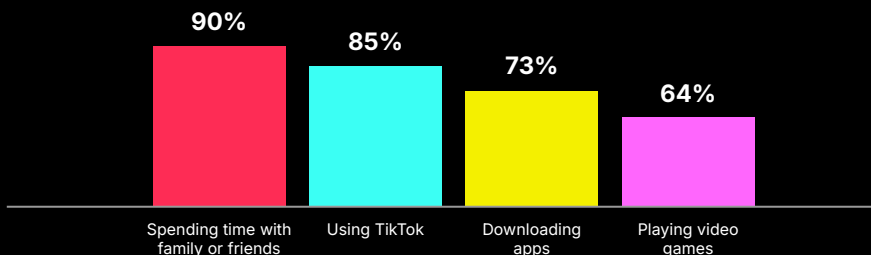
18 %

of users will use TikTok during post-holidays to learn or share about physical and mental wellbeing during the holidays

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Post-holidays, our community prefers to relax and recharge before embracing New Year changes.

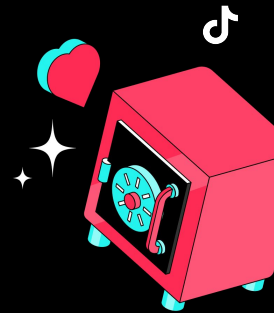
% of users likely to spend the same or more time post-holiday week versus a typical week:





Audience Insights

Community trends around user engagement during Q5.



Sign me up!

The New Year is a time for action

Top activities or services users plan to sign up for in late December and early January:

- | | |
|------------------------------------|---------------------------------|
| 1. TV/Movie streaming subscription | 1. Travel booking |
| 2. Music streaming subscription | 2. Education |
| 3. Credit card | 3. Wellness products / services |
| 4. Bank account | 4. Meal delivery subscription |

Apps are a big focus for shopping and New Year goals

35% of Q5 shoppers plan to do post-winter holiday shopping through a brand's app

25% of users plan on downloading an app or service to help them achieve their New Year goals

People use TikTok during New Year to help them achieve their goals

29% [plan on watching TikTok creator content to help achieve New Year goals](#)

19% plan on following a brand on TikTok

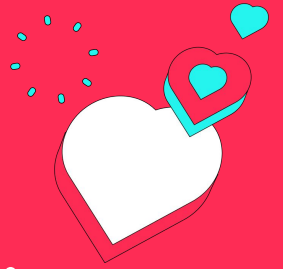
Almost 2x vs. influencers on other platforms

People use TikTok to get inspiration for their goals

54% [of users are likely to watch other users' videos to see their goals for the new year](#)

36% of users are likely to share their goals for the New Year on TikTok

Product Solutions



Drive business impact for New Year, New Me based on your campaign goals.

Generate new leads

Capture leads and build a strong pipeline to kickstart 2025 growth.

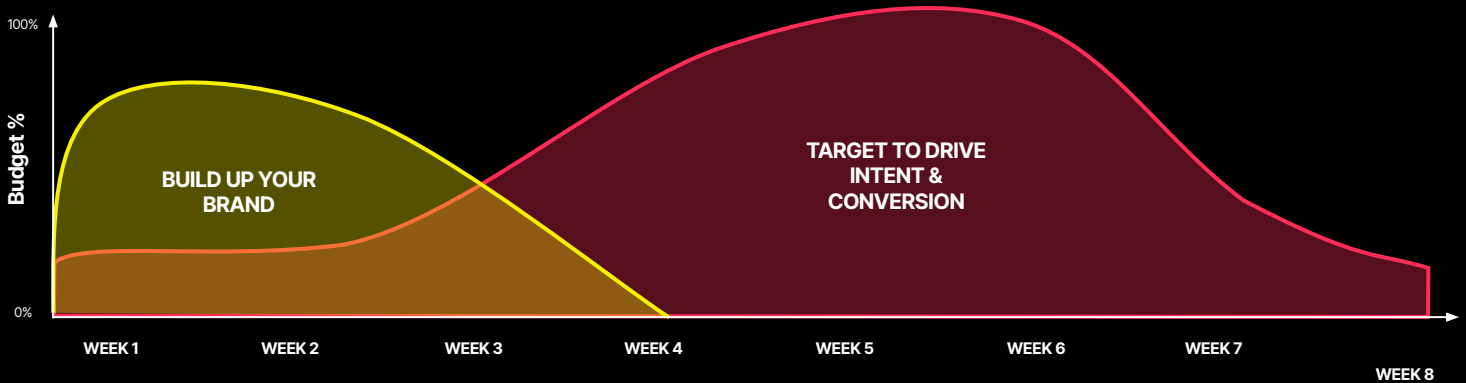
Fuel app growth

Take advantage of the new year momentum to drive installs and maximize in-app engagement.



Accelerate your 2025 pipeline with Lead Generation.

Turn New Year ambitions into actionable leads with targeted campaigns.



Video Views

Use always-on campaign strategy to drive brand awareness and education.

Lead Generation

Generate results for lower funnel objectives.

- Start with broad targeting to expand your reach for higher lead volume
- Build audiences with your upper-funnel activities to test & optimize your Performance campaign

TikTokers are more likely to take action

61% of TikTok users discover new brands and products on the platform, 1.5x more than other platform users¹

57% are likely to purchase from the advertised brand after viewing a TikTok Lead Generation ad on the platform²

1 in 2 feel like Lead Gen ads on TikTok do not feel like "ads"²

Find the right Lead Generation solution for your next campaign.

Lead Instant Form

An instant form solution that seamlessly captures interest and attracts prospects for your business objective on TikTok.

Native Lead Generation provides an efficient, customizable, and actionable solution for lead-centric marketing objectives. [Learn more.](#)

Trials/Signups/Enrollment

Service Enquiry/Exploration

Employee Recruitment

Lead Web Form

Drive valuable form based actions on your external landing page

Website Lead Generation leverages intent signals to enhance performance, allowing you to collect leads through website actions such as form submissions, registrations, and contact inquiries. [Learn more.](#)

Service or Product quotes

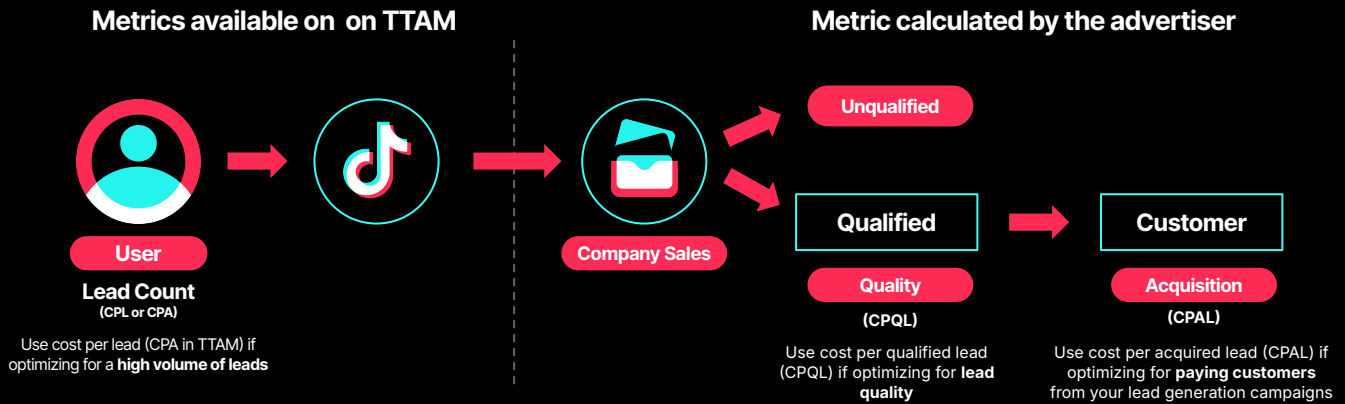
Consultation/Pre-Qualification/Appointments

Trials/Signups/Enrollment

Service Enquiry/Exploration

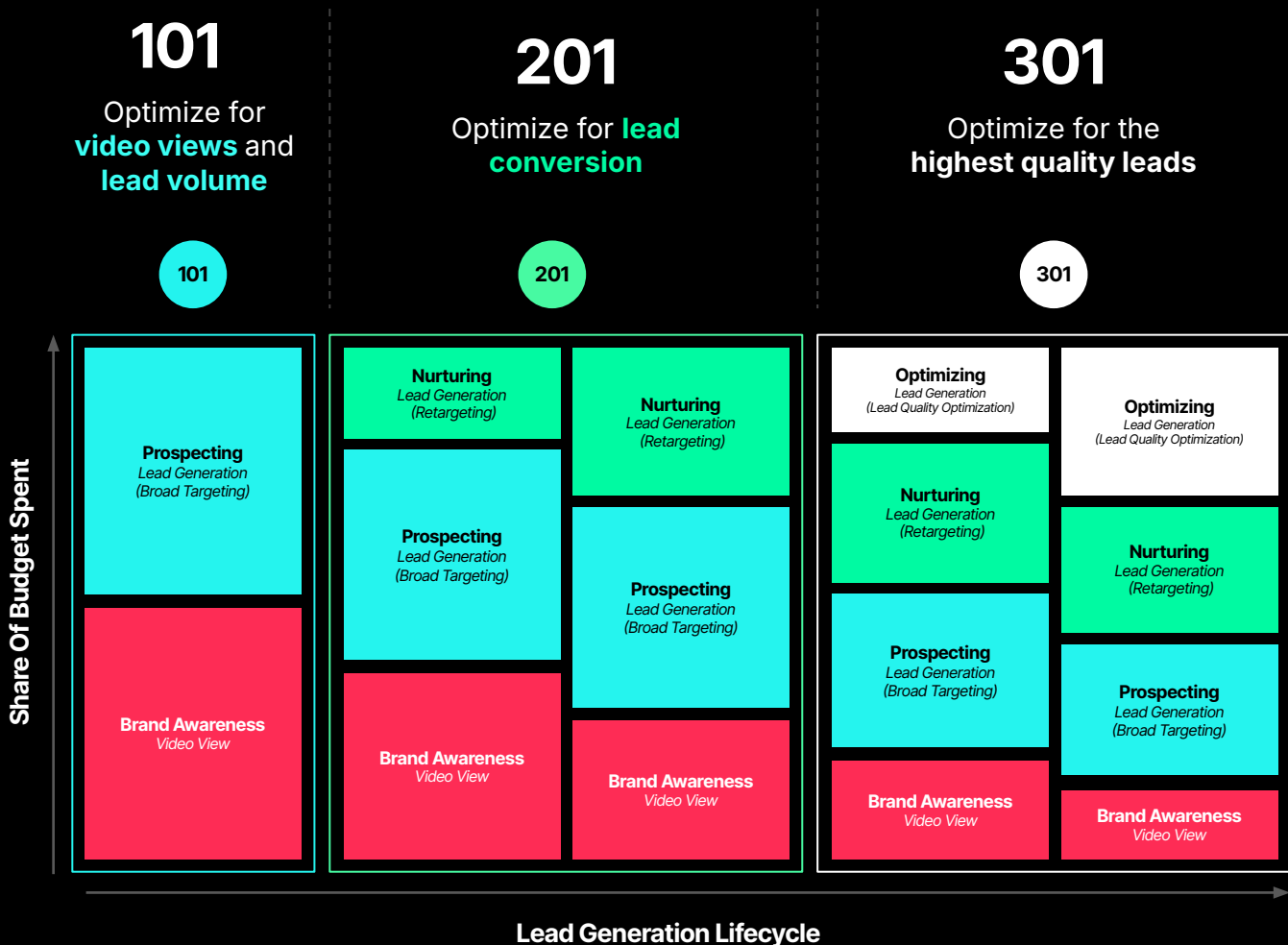
Employee Recruitment

3 key metrics to measure performance



Introduce lead nurturing into your Full Funnel strategy.

Layer on Lead Generation (retargeting) to nurture prospects and move them down the funnel.



Note: This is a directional example. Allotted percentages can differ depending on your specific use case.

Supercharge performance with optimal data connections.

Online Signal

Website must-have

Pixel

A piece of code added to an advertiser's website to safely and seamlessly share event and optimization data

"Did the user visit the website after completing the form?"
"Did the user complete the form?"

Event API (eAPI)

A server-to-server (S2S) integration to share web visitor events

"Did the lead book an appointment?"

+19%

incremental events

+15%

improvement on CPA

Offline Signal

Native Forms highly recommended

CRM Integration

Enable immediate retrieval of Leads and postback of Lead events

"Follow up with a Lead via email in real time"

CRM Integration

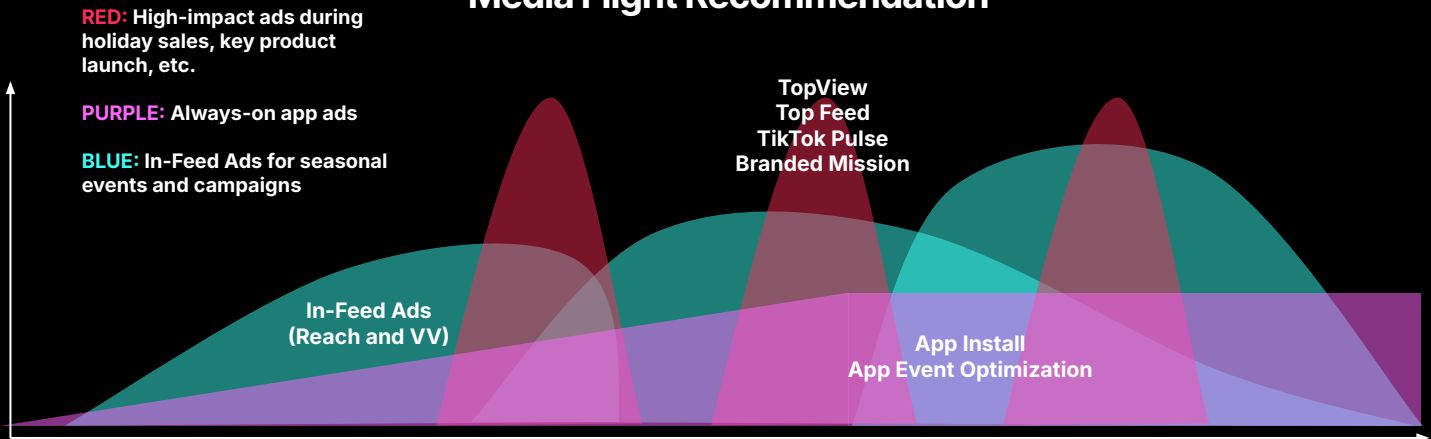
Our solution for advertisers to passback hashed PII (phone + email) back to our platform.

"Better match events or actions that took place on the advertiser's site back to our platform"

Fuel app growth to kickstart the New Year.

Take advantage of the new year momentum to drive installs and maximize in-app engagement.

Media Flight Recommendation



The Strategy

During the New year period, boost your always-on lower-funnel app ads with high-impact awareness and consideration campaigns.

1

Run always-on campaigns to drive conversions.

Set up performance-based campaigns optimized for app installs or in-app events to consistently drive user actions. Use In-Feed Ads with clear calls to action to maximize downloads and focus on in-app events to boost engagement and retention.

39%

TikTok-driven app installs have a 39% lower uninstall rate compared to other platforms (includes Android and iOS)

Adjust, May 2022- August 2023, NA

2

Run In-Feed Ads for seasonal events and campaigns.

Use Reach and Video View ads to promote new features or limited editions. Keep visibility high with consistent campaigns and target likely users with precise auction-based targeting.

+59%

Across leading verticals, TikTok-driven app installs* spend 59% more time on those apps in the first week after install compared to other platforms

Adjust, May 2022- August 2023, Food & Drink, Lifestyle, Travel, Publications and similar verticals

3

Create mass awareness with TopView and Top Feed during peak moments.

Capture attention with full-screen ads during key periods like New Year's, ideal for launches or major events. Highlight your app's features with bold visuals, using TikTok's immersive formats to stay front and center in users' feeds.

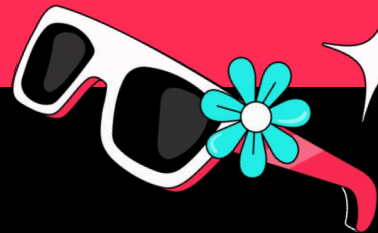
-95%

TikTok-driven SKAN (Storekit Ad Network) Cost Per Installs are 95% lower than other platforms

Adjust, May 2022- August 2023, US Only

Enhance campaign precision with reliable Data Connections.

Unlock meaningful insights by using TikTok and 3rd party tools to optimize, measure, target and enhance your campaigns.



- Integration with a MMP
+
Enable Self Attribution Network (SAN) with MMP
- Direct Integration with TikTok App Events SDK/API
- Integrate latest Storekit Ad Network (SKAN)

Measurement solutions for App ad campaigns

Proving TikTok Works	Optimise & refine your strategy	Grow your business effectively
Understanding TikTok's efficacy to influence business outcomes	Test and learn with ads to enhance brand perception and outcomes	Evaluate user conversion journey to identify opportunities for growth
<ul style="list-style-type: none">TikTok Ads Manager ReportingMMP* ReportingConversion Lift Study	<ul style="list-style-type: none">Split TestMulti-cell Conversion Lift Study	<ul style="list-style-type: none">Media Mix ModellingMulti-touch Attribution

For New Year campaigns, also use [Brand Lift Study](#) especially when running premium formats with your App ads.

Creative Solutions

TikTok ignites your Return on Creative.

On TikTok, creative is the most valuable variable. Our users are accustomed to a diverse range of hyper creative content, rarely seeing the same video twice. As viewers' expectations evolve, brands need a fresh perspective on creative's value beyond traditional metrics.

Creative holds untapped potential to deliver incremental results for brands. Return on Creative (ROC) is the modern business measure of creative impact and it highlights creativity's true value, encouraging brands to evolve how they create, optimize, and learn from content. It offers marketers a new lever to grow their business exponentially.

Those who succeed on TikTok prioritize a higher volume of varied, value-based creative. By investing in more TikTok-first creative, brands can maximize their Return on Creative by creating content that people want to watch, driving resonance and action.

Creative quality is responsible for almost half

49%

of the incremental sales driven by advertising.

Source: NCSolutions, Five Keys to Advertising Effectiveness, 2023

Unlock returns by maximizing impact at every step of the ad creation journey using TikTok's comprehensive set of solutions.

1. Get Inspired

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

TikTok Creative Center

Trend Intelligence

Discover trending hashtags, songs, creators and videos to learn what's hot on TikTok.

Top Ads Dashboard

Explore top-performing TikTok ads within your region, category and objectives to see how others have created content for the platform.

Symphony Assistant

Collaborate with this virtual assistant to summarize trends, create TikTok-native scripts, brainstorm creative concepts, identify creative best practices, and more.

Script Generator

Leverage Script Generator to generate scripts in a matter of seconds leveraging the power of AI.

2. Confident Production

Collaborate with expert partners for premier production solutions to maximize visibility.

Work with Creators

TikTok One-Creator Marketplace

Collaborate with creators on branded content or launch ad creatives at scale - all with a single login.

Work with a Production Partner

TikTok Creative Exchange

Partner with the right TikTok expert for fast, scalable, and high-performing ad creatives.

Find non-copyrighted music

Commercial Music Library

Get your free and accessible commercial music with multi-dimensional filters.

Speed up your production with AI

Symphony Creative Studio

Generate a TikTok-fit video in minutes with minimal inputs using this simple AI-powered video generator.

3. Efficient Optimization

Launch your campaign and ready your creatives with minimal effort.

Tools on Ads Manager

Smart Fix

Elevate your videos for compliance with Smart Fix.

Smart Creative

Combat creative fatigue and prolong your ad lifespan with Smart Creative.



 TikTok

Thank you!



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