

# Q5 Season on TikTok

Capitalize on the post-holiday shopping  
window with TikTok



# Q5 on TikTok

Q5, the period right after the holiday season, is a prime opportunity for brands to capture consumer attention. Audiences on TikTok are actively seeking new deals, trends, and products to kickstart their new year. Drive post-holiday sales during this hidden gem of a shopping moment.



## The Q5 opportunity lives on TikTok.

**+48%**

YoY #Shopping videos made from Q5 2023 to Q5 2024

Source: TikTok internal data, US, comparing videos made in the last week of Dec 2023 - first two weeks of Jan 2024 to the last week of Dec 2022 - first two weeks of Jan 2023

**85%**

of users will spend the same amount of time or even more time watching TikTok post-holiday

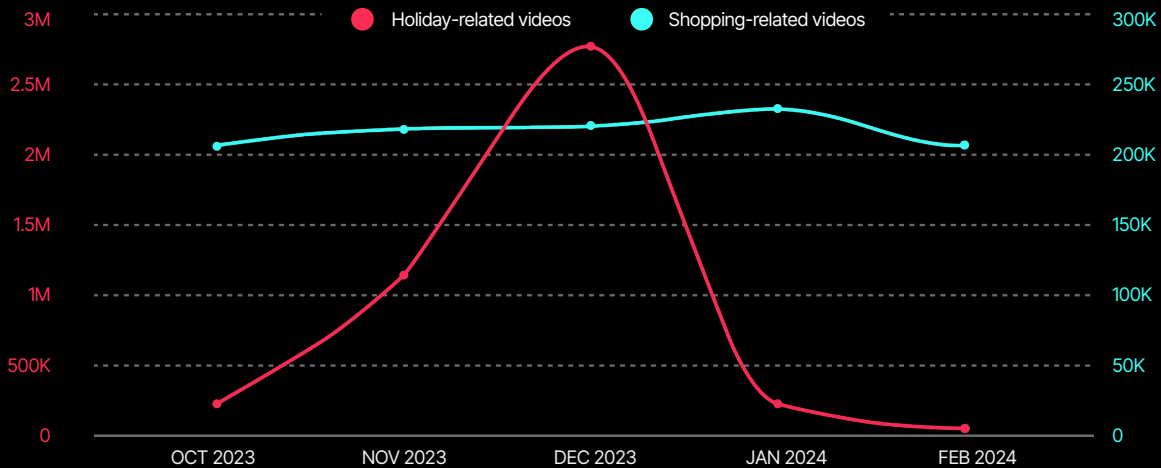
Source: TikTok Marketing Science Global Custom Q5 Survey via AYT, September 2023. Base: TikTok users 18+ (n= 2250)

**78%**

of users will spend the same or more \$ for post-holiday shopping

Source: TikTok Marketing Science Global Custom Q5 Survey via AYT, September 2023. Base: TikTok users 18+ (n= 2250)

## Even after the holiday highs end, shopping interest sustains into January.



Source: TikTok internal data, Dec 2023 to Jan 2024

As expected, holiday-related videos made dropped steeply in January 2024. And yet, shopping content peaked in that same month, showing that shopping continues to be top of mind even post-holidays.

**+79%**

in year-end shopping videos made from Dec 2023 to Jan 2024

Source: TikTok internal data, Dec 2023 to Jan 2024

## Top content users want to see around Q5:

**49% creator shopping content**

**38% hauls and reviews**

Source: TikTok internal data, Dec 2023 to Jan 2024

# Audience Insights

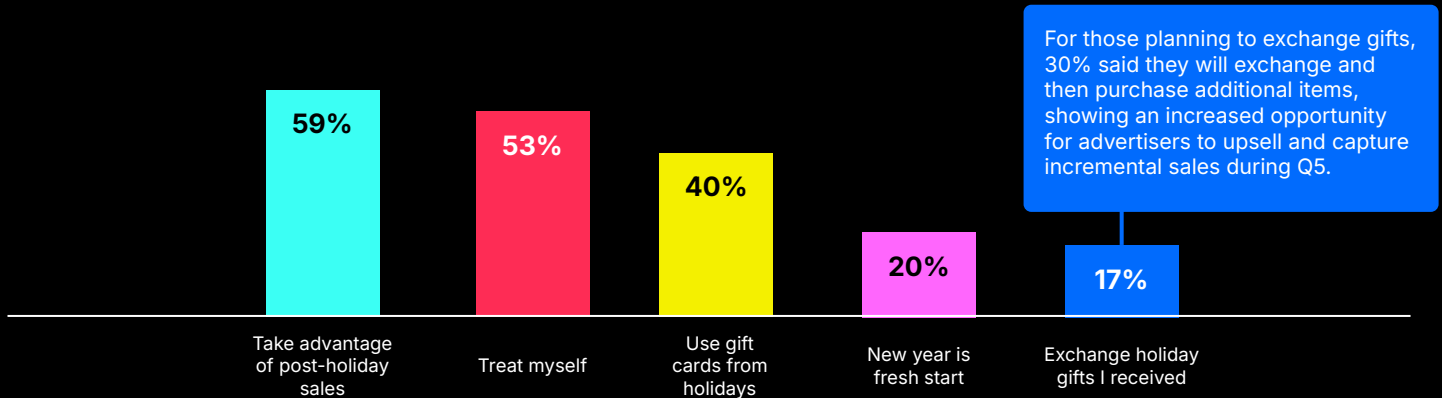
Community trends around user engagement during Q5.



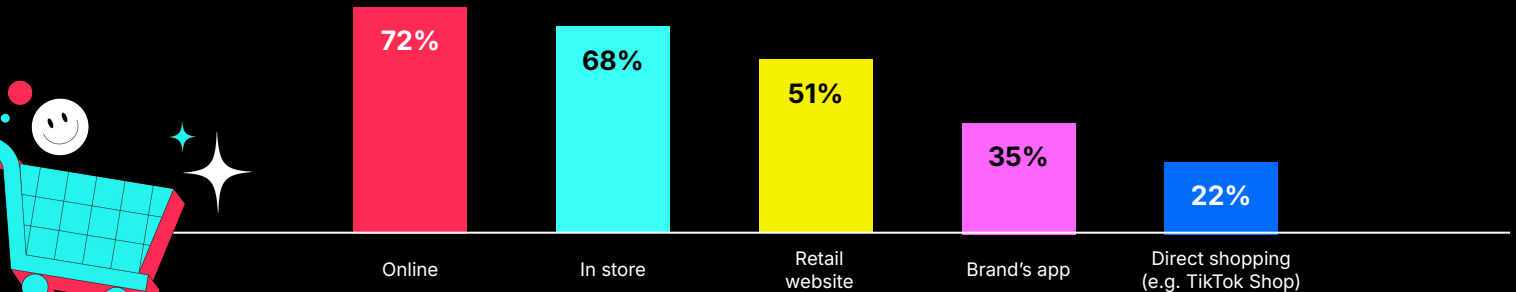
**#SelfCare** is a top priority post-holidays

**69%** of Q5 shopping users will buy products for themselves

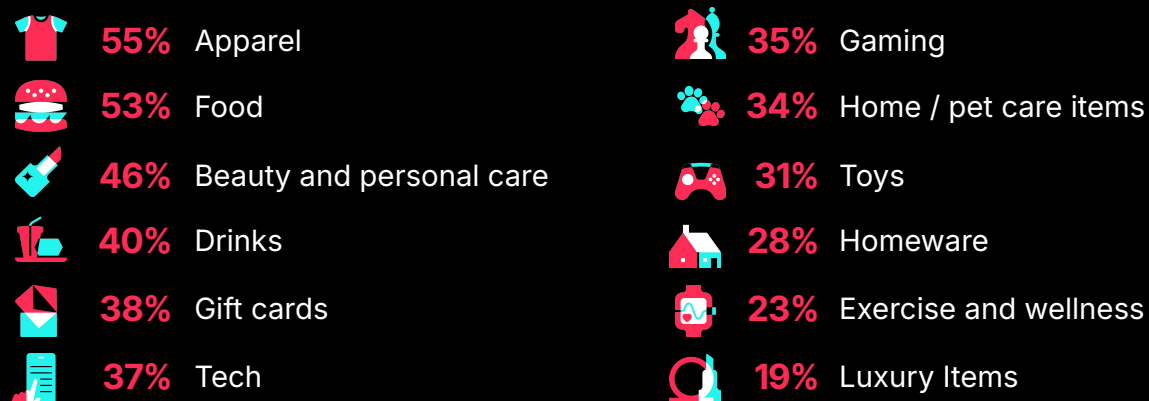
## Top reasons Q5 shopping users are likely to shop post-holiday:



## Where Q5 shopping users will be purchasing from:



## Top categories Q5 shopping users plan to purchase in:



**Drive business impact this Q5  
based on your campaign goals.**



## Ignite post-holiday sales

Extend your holiday campaign to further capitalize on sales, gift card spending and returns.

## Drive offline sales lift

Increase foot traffic and boost in-store purchases by leveraging targeted promotions.

## Promote your products

Highlight your offerings and drive consumer interest from awareness to conversion.



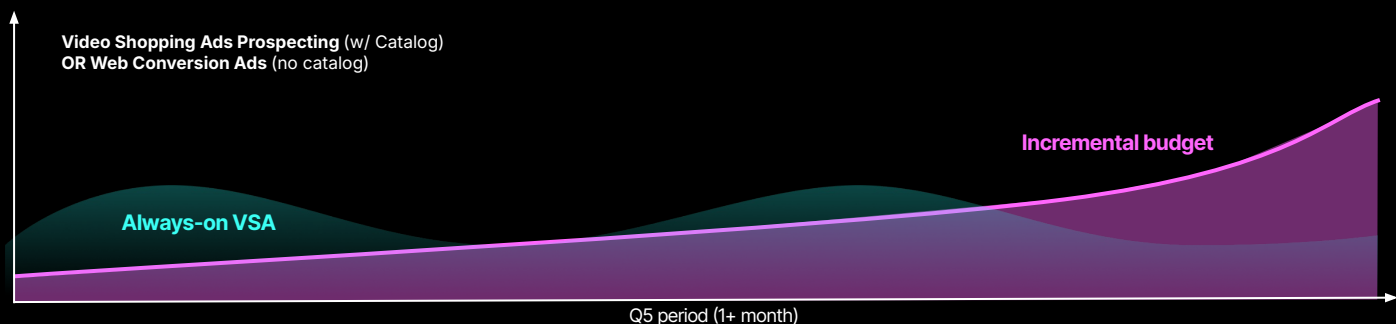
# Ignite post-holiday sales.

Leverage post-holiday engagement for new sales opportunities.



## Media Flight Recommendation

Continue running general/always-on VSA Prospecting ads.  
Allocate additional budget to drive incremental sales during Q5.



1

Run **Video Shopping Ads (for Prospecting)** after last holiday ship dates.

VSA drives  
+4% ROAS vs. non-Shopping Ads<sup>1</sup>  
+15% conversions vs. non-Shopping Ads<sup>1</sup>

2

Add **Carousel product images** to your **Video Shopping Ads**.

Adding Carousel to VSA in a shared ad group drives  
+20% click-through attribution ROAS lift vs. VSA alone<sup>2</sup>

3

Run **Web Conversion Ads** in place of **Video Shopping Ads** if your brand hasn't synced their product catalog on **TikTok Ads Manager**.

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

Advertisers see **40% to 50%** lower CPAs when using the Conversion objective and sharing full funnel events and Advanced Matching vs. Traffic campaigns only.<sup>3</sup>

Ready to level up your e-commerce? Open your **TikTok Shop**.

Set up TikTok Shop to create an additional sales channel directly within TikTok where you can drive product discovery, convert high intent shoppers, and enable seamless checkout all on TikTok.

Supercharge your TikTok Shop with **Shop Ads**.

Amplify discovery and action boosting your TikTok Shop growth and sales with Shop Ads across video, LIVE, and product card formats in the Shop Tab.

Get your products discovered with **Search Ads Toggle**.

Quick and easy entry into TikTok Search Results Page to reach shoppers who are actively exploring.

Drive demand across active shoppers using **Search Ads Campaign**.

Leverage keyword and budget control to efficiently deliver ads to shoppers who are actively searching for your products.

Sources:  
1. TikTok internal data, Global, H1 2023, all metrics are based on initial global success from the first round of VSA's Beta test  
2. Internal data comparisons of advertisers using both VSA Single video and Carousel formats, Dec 2023-Jan 2023  
3. TikTok Internal Data Analysis, January 2022

# Drive **total sales** and **ROI** through the **power** of ads & commerce on **TikTok**.



## 70%

When a brand's strategy includes Video Shopping Ads *and* Shop Ads, nearly 70% of users are likely to purchase<sup>1</sup>

## Better together: your **holistic commerce strategy** on TikTok

### Web Ads 🤝 Shop Ads

- **Find and acquire new audiences** by meeting shoppers where they discover and purchase.
- **Drive growth across channels** and maximize your total returns with new shoppers
- **Capture the data you need** to plan ahead
- **Drive results** through complementary channel strategies



### Supercharge your campaign

- **Before your campaign** ensure your data connections, catalog, creative, and TikTok Shop are set up
- **Set up two campaigns** using the Product Sales objective for catalog (website) and TikTok Shop
- **Consider broad targeting** for prospecting, and retargeting without adding in exclusions to maximize discovery channel potential
- **Understand your impact** set up a Conversion Lift Study and Post Purchase Study to measure your full campaign impact

[Learn More about TikTok's Commerce Solutions](#)

## Now automated and powered by AI for optimal performance

### GMV Max

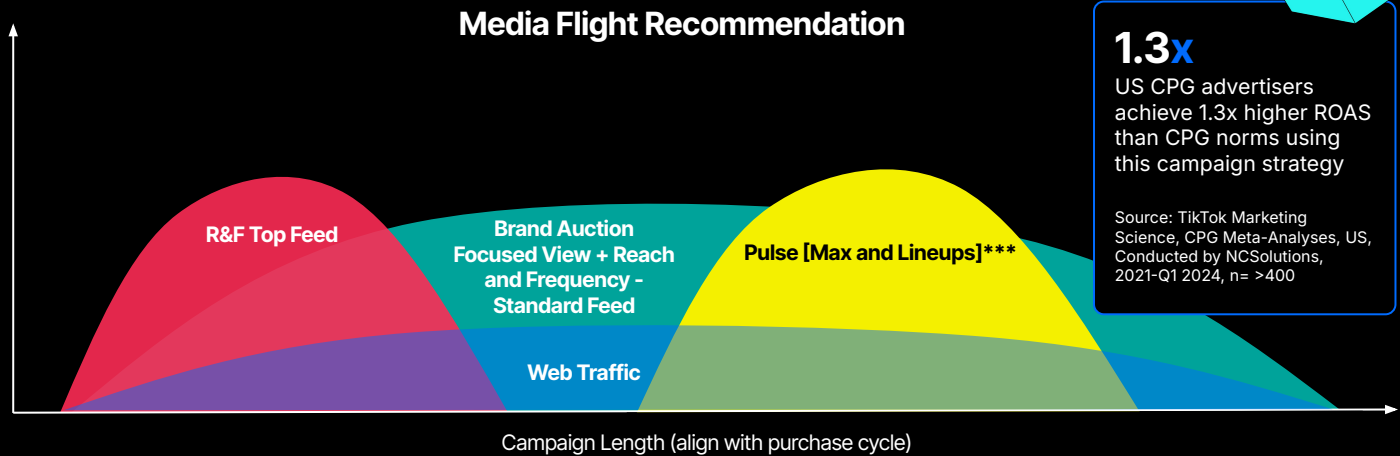
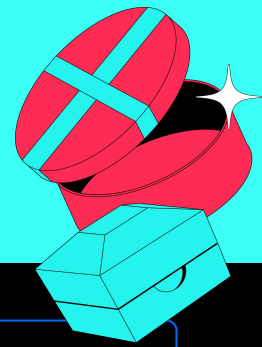
Maximize total ROI from your TikTok Shop with our new commerce automation solution.

### Smart+ Campaigns

TikTok's AI-powered performance solution to maximize your business outcomes.

# Drive offline sales lift.

Turn TikTok moments into offline sales wins this Q5 season.



## The Strategy

The guidance provided here is derived from meta-analyses conducted on CPG brands in the U.S. While it offers valuable insights, brands should consider it as directional for their own campaigns.

### Campaign Length:

Minimum 8-12+ weeks (align with purchase cycle)

1

**Drive awareness and hit frequency targets with Reach and Frequency Top Feed and Standard Feed.**

**TTAM Objective: Reach**

**Budget allocation:**

**TopFeed: 10%\***

**Standard Feed: 30%\***

**~58%** higher ROAS when brands run ads at 2.5x+ weekly frequency vs. <1x per week

Learn more about [Top Feed](#) and [Standard Feed ads](#).

Source: TikTok Marketing Science, CPG Meta-Analyses, US, Conducted by NCSolutions, 2021-Q1 2024

2

**Sustain always-on brand messaging with Brand Auction Focused View & Traffic.**

**TTAM Objective: Reach & Traffic**

**Budget allocation:**

**Brand Auction Focused View &**

**Web Traffic: 30%\***

Focused View & Traffic\*\* over-index on contribution to incremental sales compared to impressions served, making them **1.2x** and **1.3x** more effective at driving sales than the Reach objective, respectively.

Learn more about [Focused View & Traffic](#).

Source: TikTok Marketing Science, CPG Meta-Analyses, US, Conducted by NCSolutions, 2021-Q1 2024

3

**Continue to drive awareness and boost relevance using TikTok Pulse.\*\*\***

**Budget allocation:**

**Pulse [Max and Lineups]: 30%\***

**+1.5x** DPM (Incremental Dollars Per 1000 Impressions) vs. campaigns without Pulse  
**+1.2x** ROAS vs. campaigns without Pulse

Learn more about [TikTok Pulse](#).

Source: TikTok Marketing Science, CPG Meta-Analyses, US, Conducted by NCSolutions, 2021-Q1 2024

Source: TikTok Marketing Science, CPG Meta-Analyses, US, Conducted by NCSolutions, 2021-Q1 2024

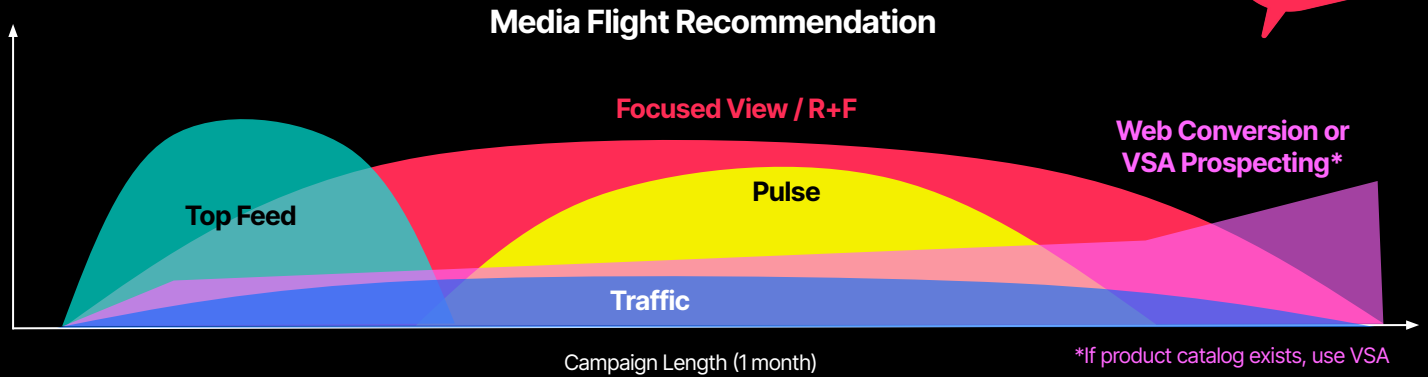
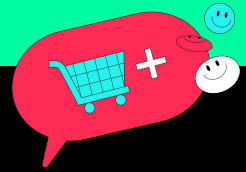
\*Budget allocations are directional only. Contact your TikTok rep for specifics.

\*\*Majority of the data is 6s focused view. Please reach out to your TikTok rep for more details on 15s focused view.

\*\*\*Select most relevant lineup(s) contextually aligned with the content of the ad. Consider booking Pulse for a min of 2-3 weeks. Reach out to your TikTok representative for more pricing details.

# Promote your products

Highlight your products offerings and drive demand into the New Year.



## The Strategy

1

Start with **Focused View** and/or **Reach and Frequency**, driving consistent awareness for your brand and products.

**Budget allocation: 20%\***

R+F drives:  
**+9%** Ad Recall  
**+5%** Intent

Source: TikTok Marketing Science BLS Meta Study 2023

2

Pair **Traffic** alongside Focused View/R&F to maximize Purchase Intent & Consideration.

**Budget allocation: 15%\***

Source: TikTok BLS Meta Study 2024

3

Layer on **Top Feed**, securing the first ad spot on the For You Page when users start scrolling TikTok.

**Budget allocation: 10%\***

4

Use TikTok **Pulse** to maximize visibility and relevance by positioning next to trending content.

**Budget allocation: 30%\***

**+9.8%** lift in Ad Recall  
**+6.8%** lift in Awareness

Source: Brand Lift Studies Meta-Analysis, avg. across 140+ US TikTok Pulse campaigns to date, 2. TikTok Marketing Science, Pulse 2022 Study conducted by Material, 3. Integral Ads Science Verification for select US and Global Pulse campaign Jan-Dec 23

5

Drive lower funnel outcomes using **Video Shopping Ads** for Prospecting, or **Web Conversion** if you do not have a Product Catalog.

**Budget allocation: 25%\***

**+4%** ROAS vs. non-Shopping Ads  
**+15%** 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



## Measurement

# Great insights, great results.

Capture the full picture of your marketing impact with our suite of measurement solutions. Select the best-fit framework that aligns with your Q5 campaign objectives to help you prove, refine and grow your campaigns. Learn more about TikTok's Measurement Solutions [here](#).

## First things first

# Maximize performance with data connections.

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

# 19%

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

[Learn More](#)

# 15%

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





# Flexible measurement strategies for any advertiser.

## Performance

Driving post-holiday sales

### Beginner

[Post Purchase Survey](#)

[Split Testing](#)

[Attribution Analytics](#)

### Intermediate

[Multi-touch Attribution](#)

[Split Testing](#)

[Conversion Lift](#)

### Advanced

[Conversion Lift](#)

Multi-Cell Brand Lift

[Multi-touch Attribution](#)

## Full Funnel

Promoting your products

### Beginner

[Post Purchase Survey](#)

[Split Testing](#)

[Attribution Analytics](#)

### Intermediate

[Multi-touch Attribution](#)

[Split Testing](#)

Unified Lift (beta)

### Advanced

Unified Lift (beta)

[Multi-Cell Conversion Lift](#)

[Media Mix Model](#)

## Offline Sales

### Split Test

Test two different ad groups to understand the impact on media metrics. Can be used for testing efficacy of various tactics, including offline audience segments.

### Conversion Lift

Requires signal sharing to measure web, offline, and Omni strategies.

### Geo Test

Use 3P partners to showcase TikTok's impact on offline sales.

### Store Visits Lift

Tap our FourSquare and InMarket partners to understand lifts in foot traffic and to attribute offline activity with TikTok media.



# 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

##### 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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