

GMV Max

AI-powered growth engine that helps you drive more TikTok Shop sales

Key Benefits

Optimize your GMV

This new formula considers all your traffic streams with additional operational costs like affiliate commissions, coupons, and platform fees - creating a more complete driver of your TikTok Shop GMV.

Less guesswork, more growth

Save time and skip the guesswork while managing your profitability—just pick your products or livestream, ROI, and budget, and let GMV Max automate the rest.

Always-on creative optimization

Automatically test and scale creative by using signals from paid and organic sources to optimize top performers from your entire content library.

Advertisers using GMV Max saw a

20%
increase in
incremental
GMV¹

What's New?

We're enhancing GMV Max with new features designed to optimize your marketing spend, unlock deeper creative insights, and help you maximize sales potential.

GMV Max Pro Features

Solutions that include advertisers' operational costs like Affiliate Costs, Coupons, and Platform Fees.

Creative Hub

Creative insights made actionable with new reporting that shows you which creatives and creators are driving results.

LIVE Updates

LIVE is easier than ever to use with product updates like Live Upgrades Center, Video-to-LIVE, and Mega LIVE Mode.

Spillover Reporting

See where your GMV Max campaigns are driving incremental sales across your other investment channels.

Availability

Countries: US, UK, Indonesia, Malaysia, Thailand, Vietnam, Singapore, Philippines, Germany, France, Italy, Spain, Ireland, Mexico, Brazil, Japan
Campaign Objective: Sales

Get Started

Set up a GMV Max Campaign in TikTok Ads Manager or Seller Center.

Visit our [Help Center](#) for details

[1] TikTok Internal US Campaign Data, 2025

This document is the property of TikTok and is intended solely for informational purposes. The recipient shall not distribute, exhibit or otherwise use this document for any other purpose. TikTok undertakes no obligation or responsibility to update any of the information contained in this document. Past performance does not guarantee or predict future performance. Results may vary.

Please note that your use of GMV Max is subject to your adherence to all applicable laws, rules, regulations, and policies, including, without limitation, the FTC's endorsement guidelines and all applicable TikTok platform policies including, without limitation, TikTok's branded content policy: <https://support.tiktok.com/en/business-and-creator/creator-and-business-accounts/branded-content-policy>