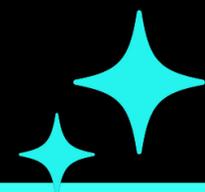# Unlock business growth with TikTok's holistic measurement solutions

Uncover the full potential of TikTok when measured beyond last-touch attribution

15%
of new customer discovered on TikTok first[1]

79%
of conversions were misattributed by last-click attribution model[2]

58%
of users delayed visit to brand website/app instead of disrupting content browsing[3]

Sales lift measurement

Using exposed and control groups to do scientific testing that help identify the difference in purchase behavior between the two groups during the campaign flight.

Now Available: US & EU **Learn More**

$2.05
Median ROAS, 1.8x of Nielsen Catalina Solutions norm[4]

Media mix modelling

Using time-series modeling to understand the sales impact of all traditional & digital marketing touchpoints. The results from MMM can help to inform budget distribution decisions across channels.

Now Available: Global **Learn More**

64%
UK, Germany, France, Spain & Italy

96%
United States

63%
Indonesia, Malaysia & Thailand

56%
KSA, UAE, & Egypt

TikTok drives higher ROAS globally compared to Nielsen-measured digital media channels[5]

Store visit attribution

Using trusted 3rd Party Vendor to understand online to offline customer journey. Measuring the effectiveness and % lift on actual store visits as a result of TikTok media activity.

Now Available: US **Learn More**

Case Study (US)

1.8%
Incremental lift in store visits[6]

Brand Lift Study

Brand Lift Study (BLS) is an industry standard non-randomised test that gives brands insights into the effectiveness of their campaign in driving brand perception, recall and recognition.

Now Available: Global **Learn More**

6.5%
Avg. brand recall as a result of advertising on TikTok[7]

Success Story

Mars Wrigley saw app installs soar whilst also comparing assets effectiveness using Brand Lift Study

The Objective: Mars Wrigley wanted to make sure fans could still celebrate Halloween from home, launching TREAT TOWN™, a first-ever digital experience allowing users to send candy virtually to friends and family. The brand turned to TikTok to help increase awareness and drive app installs.

The Solution: The brand amplified reach via **TopView Video** and utilised **Brand Lift Study** to measure the impact of campaign on brand KPI such as awareness and intent through a brief survey
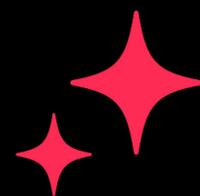
NICE

27%
lift in ad recall

14%
lift in awareness

13%
lift in brand association

TikTok for Business

Unlock business growth with TikTok's holistic measurement solutions

Tune-In lift measurement

Using a trusted 3P Party Vendor to track which programs are playing on TVs in homes and attribute that viewership to TikTok campaign exposure. TikTok exposure group is then compared against a control group to demonstrate differences in viewership behaviors.

Now Available: US

[Learn More]

+159%
Average Lift In Tune-Ins[1]

+26%
Lift In Average Watch Time against Control Group[1]

45%
Of Tiktok Tune-Ins Were Not Influenced By Linear Ad Exposure[1]

1.2x
More Cost Efficient Tune-In compared to linear ad exposure[1]

Attribution Analytics

Attribution Analytics is a first-party insight dashboard that visualizes changes in campaign conversions across different time windows (click-through and view-through attribution windows), helping you find an attribution strategy that works for your business.

Now Available: Global

[Learn More]

> **Pro Tip:** When choosing the best attribution window for your campaigns, **consider the nature of the product or services you're promoting, and the primary actions you want to trigger.** If possible, maximise your lookback window to capture effectiveness of Ad
>
> **Pro Tip 2:** **Enable VTA + CTA** to get a holistic view in campaign performance

When enabled VTA + CTA
VTA - View Through Attribution
CTA - Click Through Attribution

79%
Improvement in Conversion Rate[2]

Multi-touch attribution

Using trusted 3rd Party Vendors' statistical modelling system to distribute credit to touch points in a user's path to conversion. It results in more accurate and unified measurement for cross-channel / online vs offline / incremental studies.

Now Available: Global

[Learn More]

8.8x
Revenue attributed compared to last-click attribution[3]

Conversion Lift Study

Conversion Lift Study (CLS) uses experimentation to identify the causal impact of TikTok on your business. It helps to measure the "incremental" conversions ie. the conversions that happened as a result of your campaign.

Now Available: Global

[Learn More]

54%
Incremental conversions using Spark Ads, measured by CLS[4]

Post-purchase survey

Leverage the customer's voice to reveal top sources of brand discovery. Use Post-purchase survey (PPS) to understand where your customers are coming from, duration they took to convert and assess channel effectiveness.

Now Available: Global

[Learn More]

34%
of users click on TikTok ads outside of a 28 days window[5]

[Success Story]

With Post-purchase surveys, Momentary Ink learned that 60% of customers discovered the brand on TikTok

The Objective: Summer is peak season for showcasing skin art, and the brand worked with TikTok and agency partners to design a strategy that would capture the attention of our audience and drive purchases in a cost-effective way

The Solution: The brand amplified reach via **In-Feed Video** and utilised **Post-Purchase Survey** to highlight the power of discovery to fuel business!

This company let's you try a tattoo before you get the real thing

60%
of buyers said they discovered the brand on TikTok

22%
more efficient CPA

d' TikTok for Business

Unlock business growth with TikTok's holistic measurement solutions

Discover opportunities across the funnel with unique user behaviour on TikTok

3^X
TikTok's sales efficiency compared to all digital media

90%
of users took some form of action on the piece of content they saw on TikTok

50%
of Ad Impact is captured in the first few seconds of ad exposure

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Attribution Manager

Customize your attribution window by choosing how much credit each ad interaction gets for your conversion. This ensures accurate measurement of ad impact and shape optimisation decisions.

Now Available: Global   [Learn More]

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TikTok for Business