

Invisible Quarter...



...Visible Results

**TikTok's engaged audience drives more
downloads, shopping, and ROI this Q5**

The Q5 Opportunity on TikTok

SAVE THE DATE!

From early December through mid-January, brands can tap into **a period of high engagement and low competition on TikTok**— driving efficient, performance-led results when attention is at its peak.

Engagement Peaks

The TikTok community never takes a holiday from the For You Page

81%

During Q5, **81%** of TikTok users say they are likely to spend **the same amount or more time using TikTok** vs. a typical week, and compared to other platforms, TikTok is the **most used platform during this time**.

"New Year, New Me" Adds Intention to Scrolling

New Year, New Goals

94%

Of TikTok users have at least 1 goal they want to focus on in the new year

=

TikTok users accomplish these goals by...

1in3

watching TikTok creator content

+

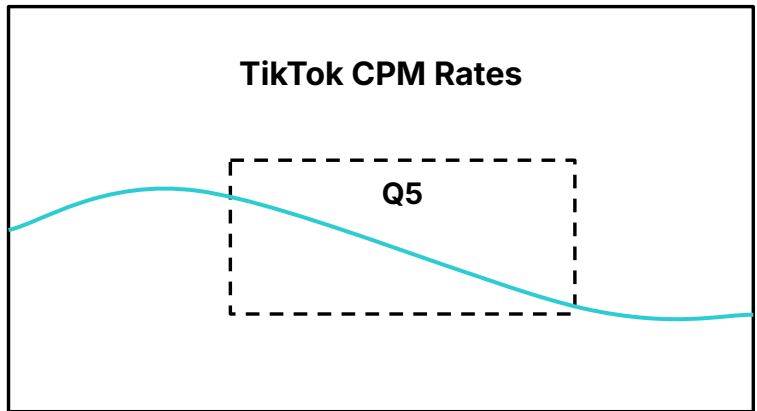
1in4

searching for information on TikTok

As the TikTok community looks for inspiration and guidance into 2026, don't let your brand fade from view

The Q5 Opportunity on TikTok

For advertisers, a decrease in CPMs on TikTok make Q5 a more efficient time period, allowing more space to impact.



Lower CPMs? More space to play.

Holiday gifting stops. Smart advertisers don't: Extend end-of-year campaigns and capture Q5 shoppers to boost ROI.

Next year's goals won't wait: Start 2026 campaigns in Q5 to get ahead of the noise, capture early attention, and maximize efficiency.

68%

Of TikTok users plan to shop for themselves in Q5, indicating a key period for e-commerce marketers

1in4

TikTok users plan to download a service or app in Q5 to help them meet their goals for the new year

Every brand has a Q5 opportunity on TikTok. Not every brand takes it.

How to take advantage of TikTok's Q5 ownership

From Downtime to Download: Q5 for Apps

Achieve business goals for your app by running Q5 app campaigns on TikTok

- **Retargeting:** Make a bold re-entrance in 2026 with App Retargeting
- **Downloads:** Drive downloads to make the in-between period count with App Downloads
- **In-App Purchases:** Maximize ROI by optimizing for in-app purchases with App Event Optimization

68%

Of TikTok users plan to spent the same amount of or more time **downloading apps in Q5**

The Self-Shopping Season: Q5 for Commerce

Unlock ROI with TikTok's Commerce Solutions as users shift to shopping for themselves in Q5

- **Activate Past Engagers:** Turn past engagement into new conversions with Smart+Catalog Retargeting
- **Find High Value Shoppers:** Use Value-Based Optimization to boost ROAS with every purchase
- **Maximize Sales:** GMV Max finds your highest-value buyers to grow revenue on TikTok, even if you're just getting started

78%

Of TikTok users plan to spend the same amount of time or more **shopping in Q5**

TikTok Audiences Press Play: Q5 for Gaming

Tap into the Q5 gamer mentality with maximized ROI

- **New Title Launch:** To get a head start on new title launches for 2026, activate with Web Campaigns to drive TikTok gamers to shop
- **Mobile Gaming:** For mobile gaming advertisers, opt for App Promotion Campaigns to re-engage past gamers and inspire new audiences to download

64%

Of TikTok users plan to spent the same amount of or more time **gaming in Q5**



Say hello to Smart+ for Apps

Automation that puts you in the driver's seat for Q5

Why Smart+ for Apps?

For app advertisers, Smart+ takes the guesswork out of the small but mighty Q5 period. Its AI optimizes **structure, targeting, budget, placement, and reporting**—so every move is **smarter, faster, and more efficient**.

And because Smart+ is automation you can control, you decide when to let AI lead and when to take the wheel yourself—**blending machine precision with human insight**.

In Q5, when post-holiday downtime drives higher installs and engagement, **Smart+ helps you capture that demand and turn it into meaningful app growth on TikTok**.

80%

of the advertisers in beta achieved better performance with Smart+ App campaigns¹

1in4

TikTok users plan to download a new app or service to help them achieve their goals for the new year²

Have it your way in Q5 with new bidding strategies designed for every goal

	Install	In-App Event	Lifetime User Value
Spend-Based Bidding	Maximum Delivery		Highest Value
Goal-Based Bidding	Cost Cap		Target ROAS

Reach out to your TikTok team for more information and to get on the list for the new and improved Smart+