

SHOPPERTAINMENT

Bringing entertainment into commerce



Commerce is growing. But so is ad fatigue.

↑6.0%
offline commerce growth¹

↑14.3%
online commerce growth¹

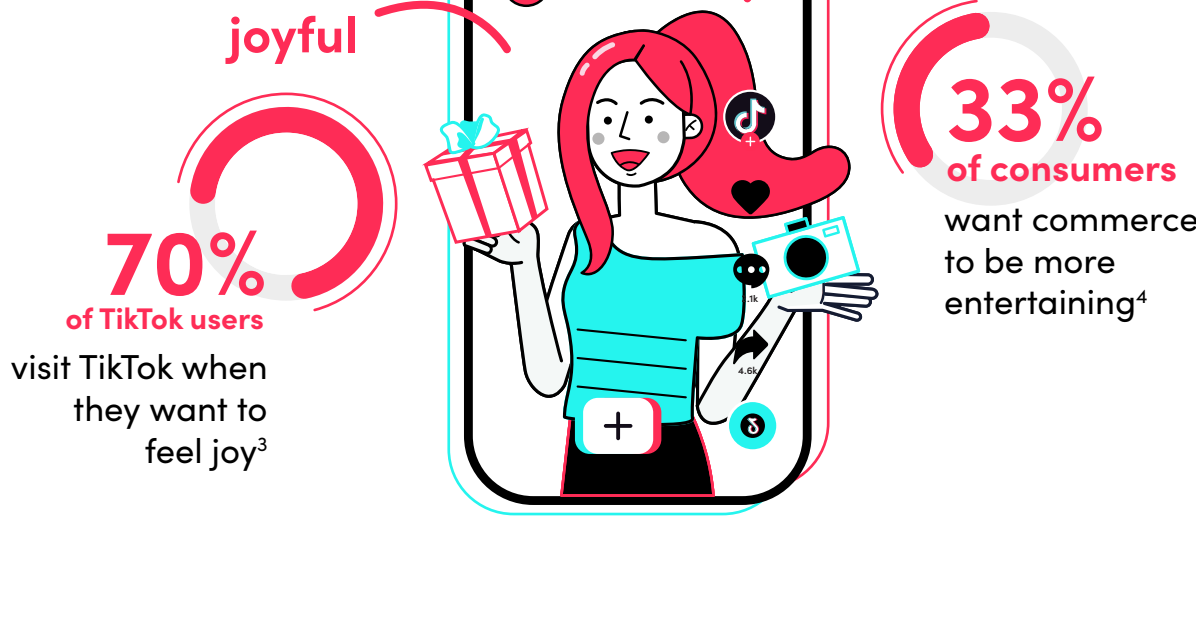
Consumers want better. Their trust in commerce ad solutions is diminishing, and they perceive them as intrusive and boring.

Ads
>234M
AdBlock users in APAC
making up >40% global users²

What Shoppers Want

Consumers today enjoy being entertained. So to capture consumers' hearts, brands must adapt and captivate in this new era of commerce.

Shopping needs to be...



The opportunity? SHOPPERTAINMENT

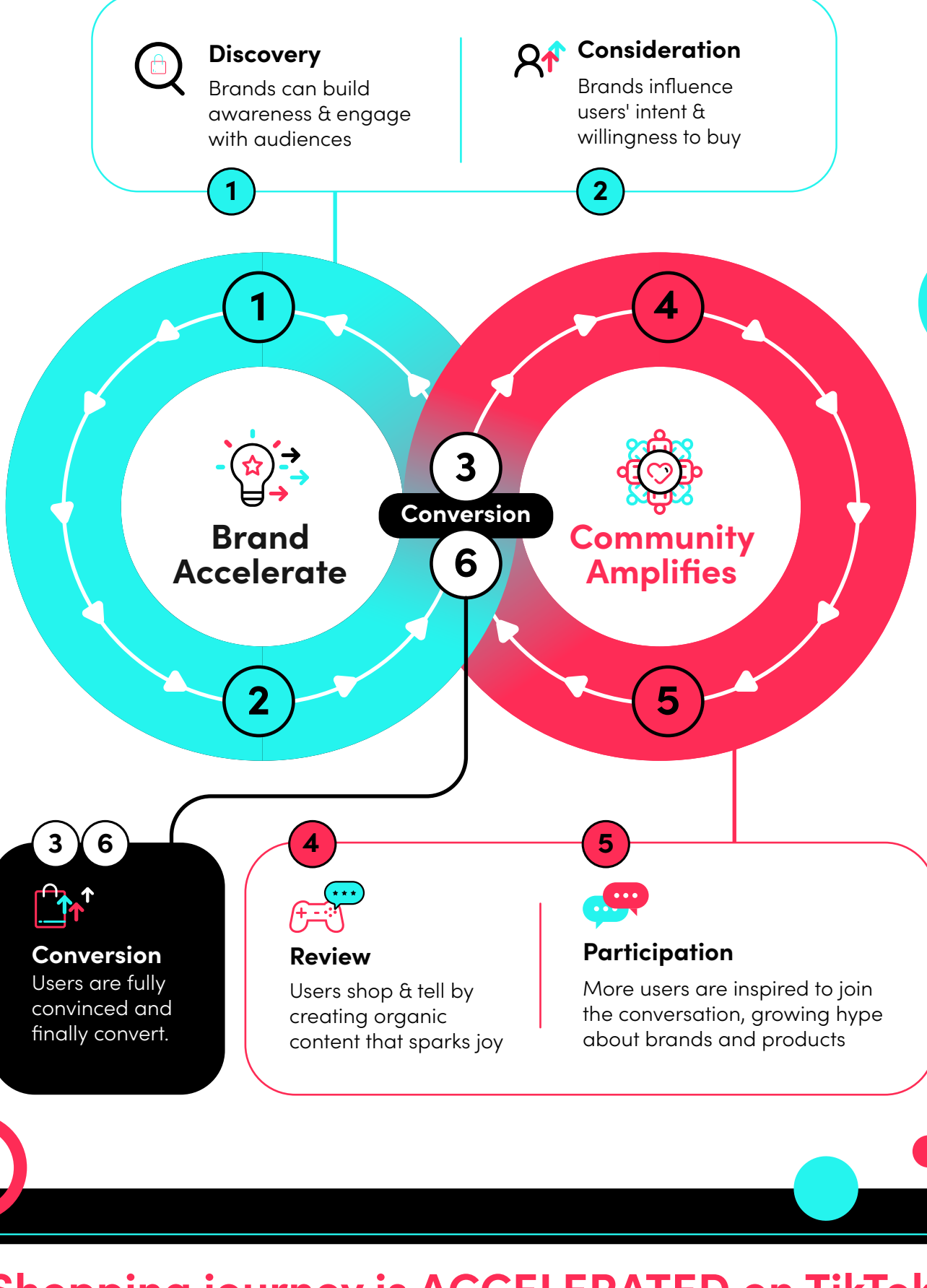
TikTok brings entertainment into commerce and provides consumers with immersive and enjoyable shopping experiences.

And that drives sales for brands.

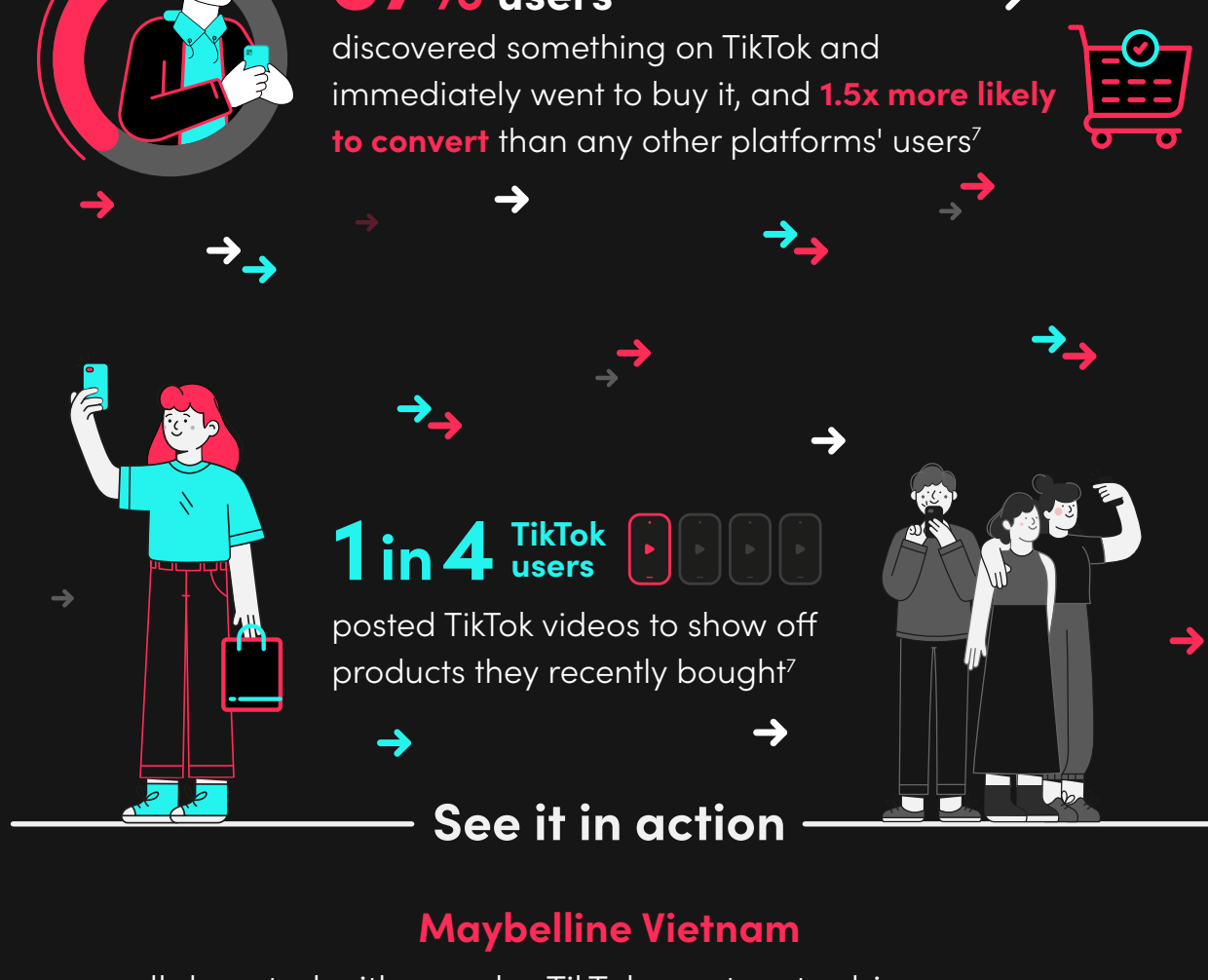


Shoppertainment redefines the path to purchase

The traditional marketing funnel has been upended. Shoppertainment offers the first fully self contained sales loop. Now, brands and communities influence in tandem to drive not only discovery, but also conversions on TikTok.

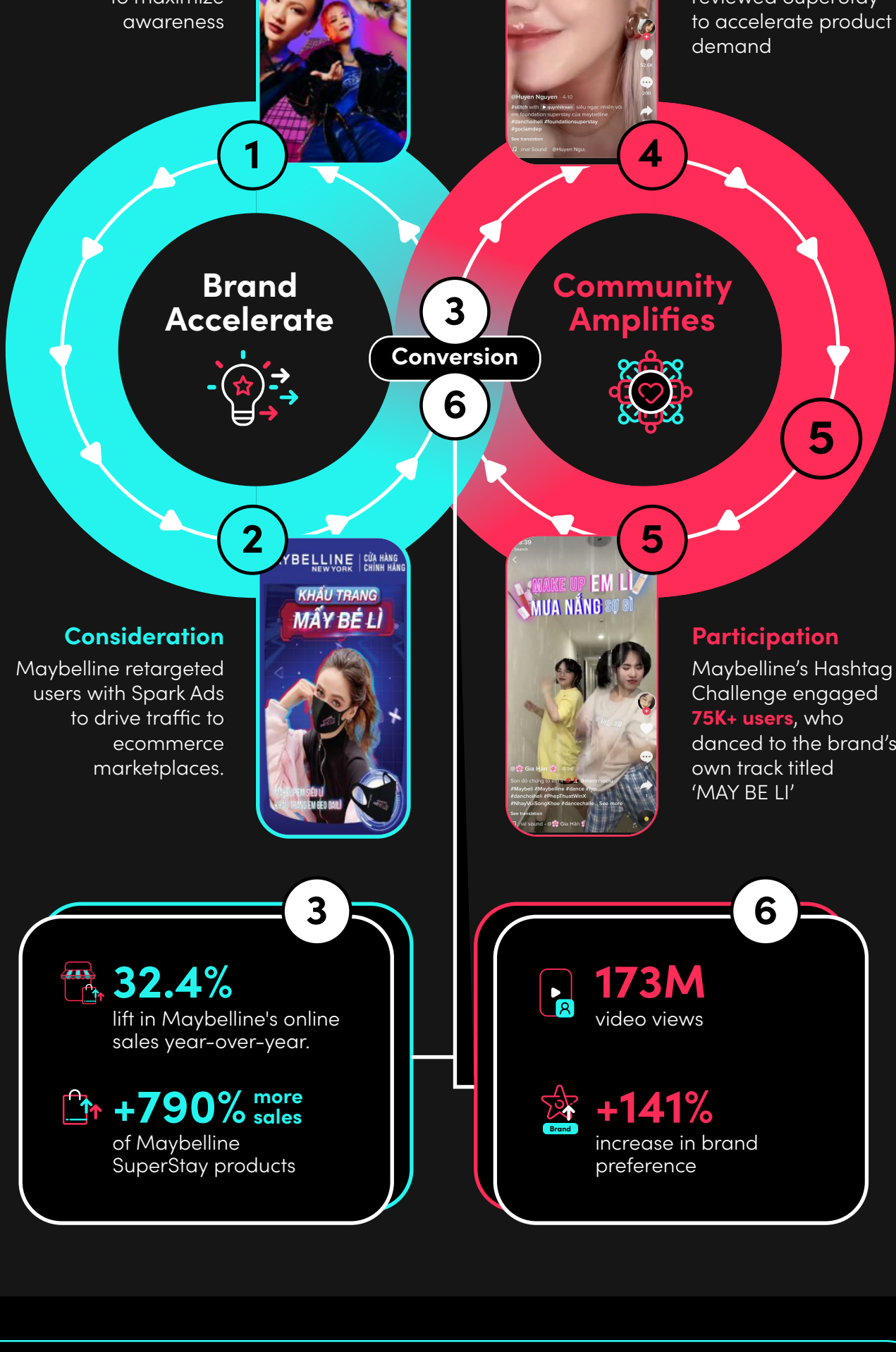


Shopping journey is ACCELERATED on TikTok



Maybelline Vietnam

collaborated with popular TikTok creators to drive awareness and sales of its hero makeup line, SuperStay.



Succeed with Shoppertainment on TikTok today

Engage consumers with enjoyable experiences

Accelerate shopping journey

Drive sales growth

TikTok: For Business

Source:

1. eMarketer, SEA Ecommerce 2020, May 2021

2. Blackthrough, "2021 PageFair AdBlock Report", May 2 2021

3. Nielsen user engagement study commissioned by TikTok, social media users in Southeast Asia aged 18+, Jun 2021

4. TikTok commissioned study by Nielsen, June 2020

5. TikTok Internal Data, SEA, 2021 Q1

6. TikTok commissioned study by Nielsen, APAC, June 2020

7. TikTok Marketing Science Global Retail Path to Purchase Study 2021 conducted by Material