

From Brand Fame to GMV Game

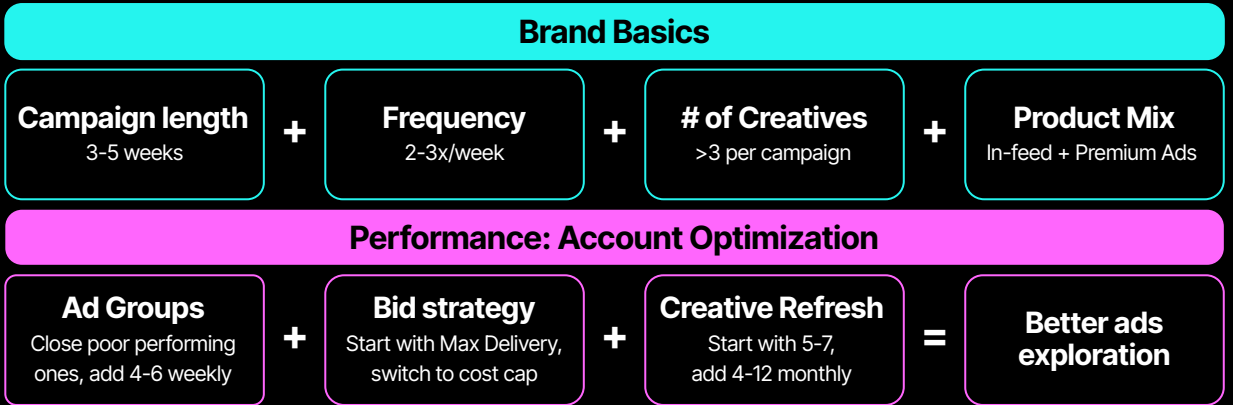
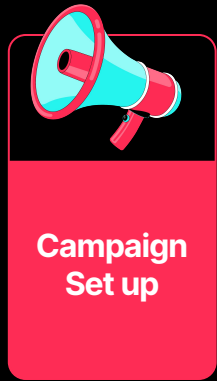
Get discovered on TikTok and succeed with full funnel campaigns

#1

Platform for product discovery amongst platforms¹

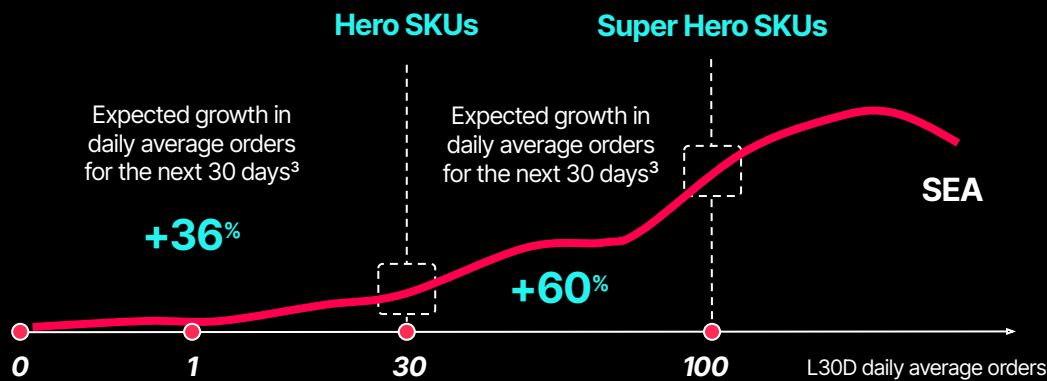
+20%

Conversion rate with brand + performance campaigns²



Supercharge GMV with Hero SKUs

Identify inflection points that define your Hero and Super Hero SKUs

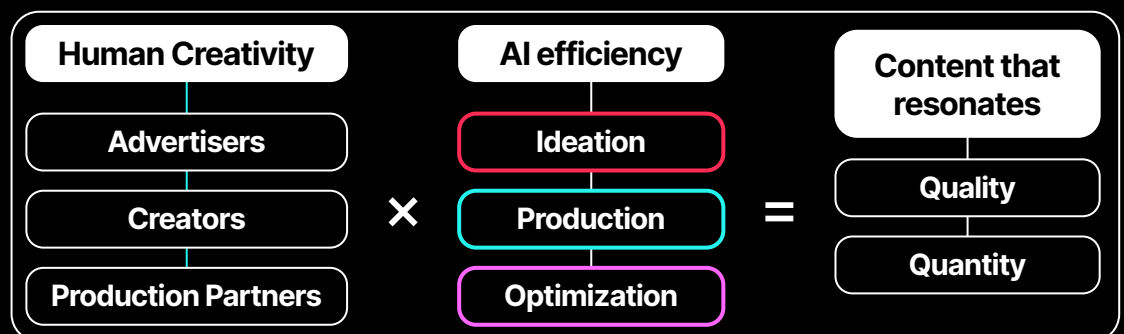


71%

GMV contribution to individual Shop comes from Hero SKUs³

More creative, bigger scale

Adopting generative AI solutions to create content that resonates at scale



Sources: ¹TikTok commissioned study conducted by Kantar Profile on shopping behaviours during shopping seasons among n=3647 TikTok users and non-users in APAC, 2024, ²TikTok internal meta analysis, Feb 23, ³TikTok Shop Internal Data, SEA

Capturing Full Funnel Brand Fame

Launch your product on TikTok

Bundle TopView with In-Feed Ads

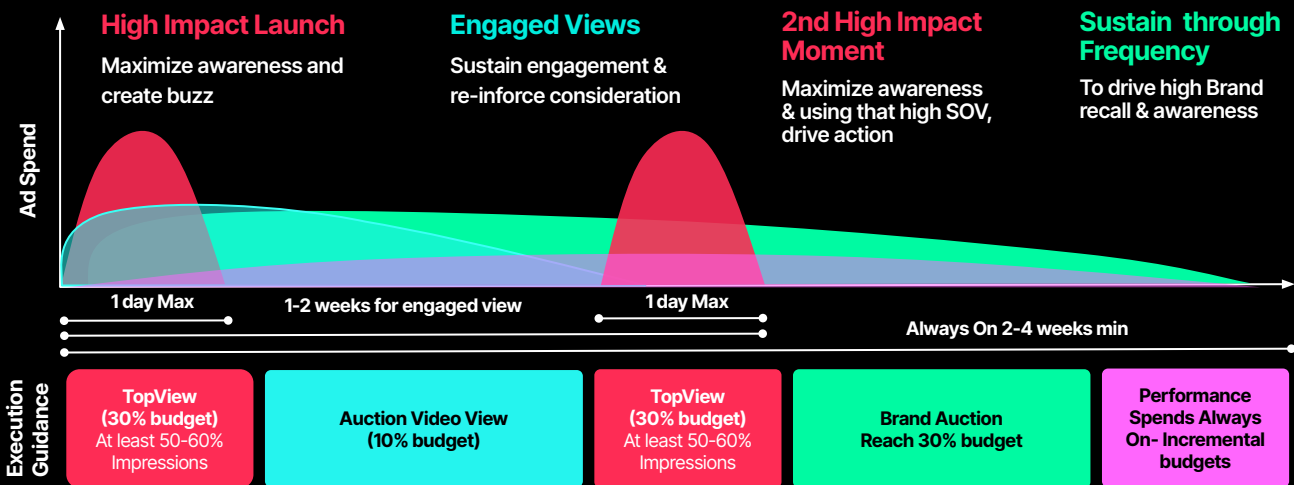
Our magic flows right through our FYP. As such, always use core In-Feed Ads to drive your campaign objectives. BUT - pair this with TopViews to accelerate to a peak share of voice, all achieved at double quick time.

+16.7%

Ad recall when you bundle infeed & TopView¹

+6.3%

Awareness when you bundle infeed & TopView¹



Boost Mega Sales with Brand Ads

Supercharge GMV with branding

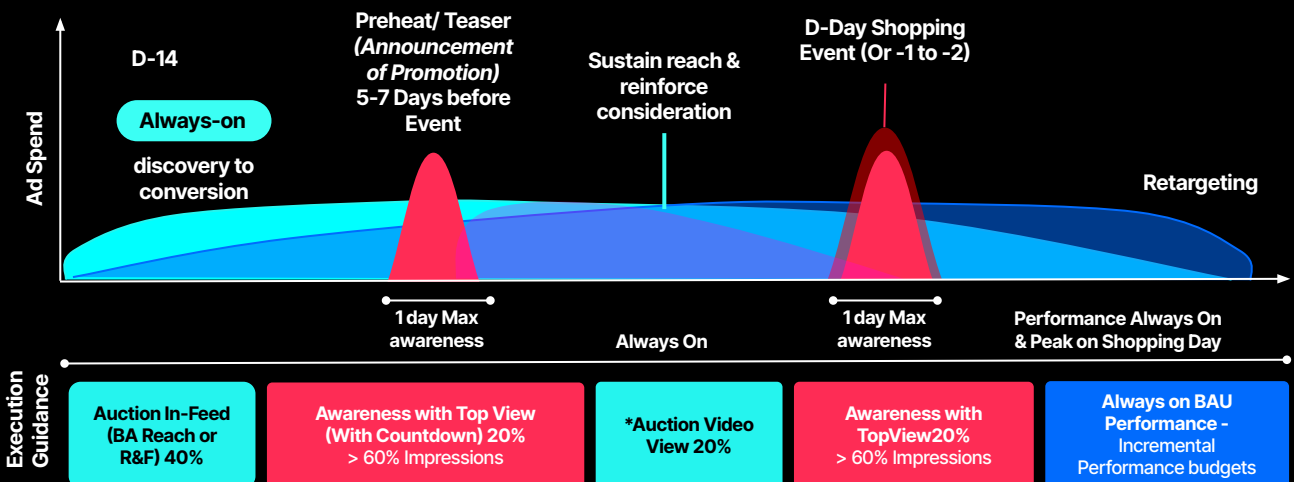
It is important to target new prospects through branding initiatives during mega sales. Add branding campaigns to drive incremental sales over time.

+68%

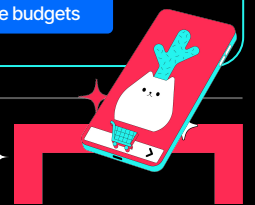
Daily units sold during Mega Day with branding campaigns²

+75%

Daily GMV during mega day with branding campaigns²

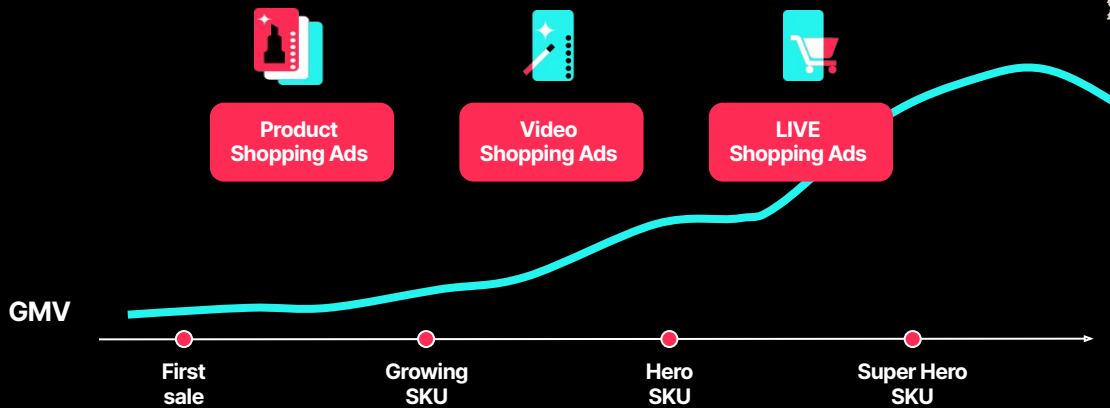


Sources: ¹APAC TopView and In-Feed Brand Ads, Better Together Meta Analysis 2022, ²APAC Closed Loop Full Funnel Meta Analysis, Conducted by TikTok Marketing Science, 2023



From Zero to Hero SKUs

Understand the product life cycle on TikTok



Break your first sale with Product Shopping Ads (PSA)

Reach your first sale faster¹

Higher ROAS¹

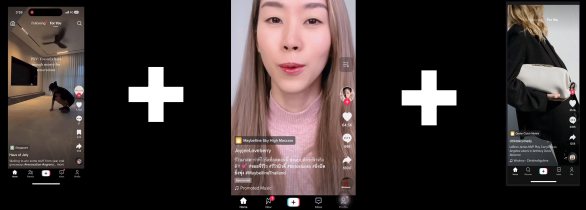


Work with creators to create Video Shopping Ads (VSA)

Your organic videos

Your ads

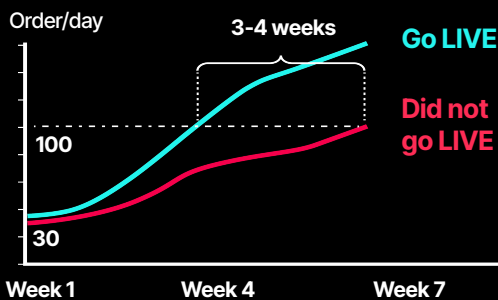
Affiliate organic videos



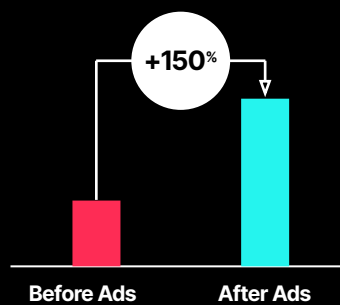
1.6x higher GMV growth when you boost affiliate content with ads²

Accelerate growth from Hero to Super Hero SKU with LIVE and LIVE Shopping Ads (LSA)

Speed up order growth with LIVE



Faster GMV growth with LSA¹



Pro Tip

2.4x

TOTAL GMV for sellers who used 3 ad formats compared to 2 ad formats³



Build more creatives on TikTok with bigger scale

Quantity Drives Return. Quality Drives Action.

Brand campaigns need

>3 creative assets on average

Alongside weekly 2x frequency, proven to drive 2.7x higher brand association

Performance campaigns need

>5-7 creative assets on average

Alongside weekly frequency of at least 1x drove the strongest ROAS

TikTok users are

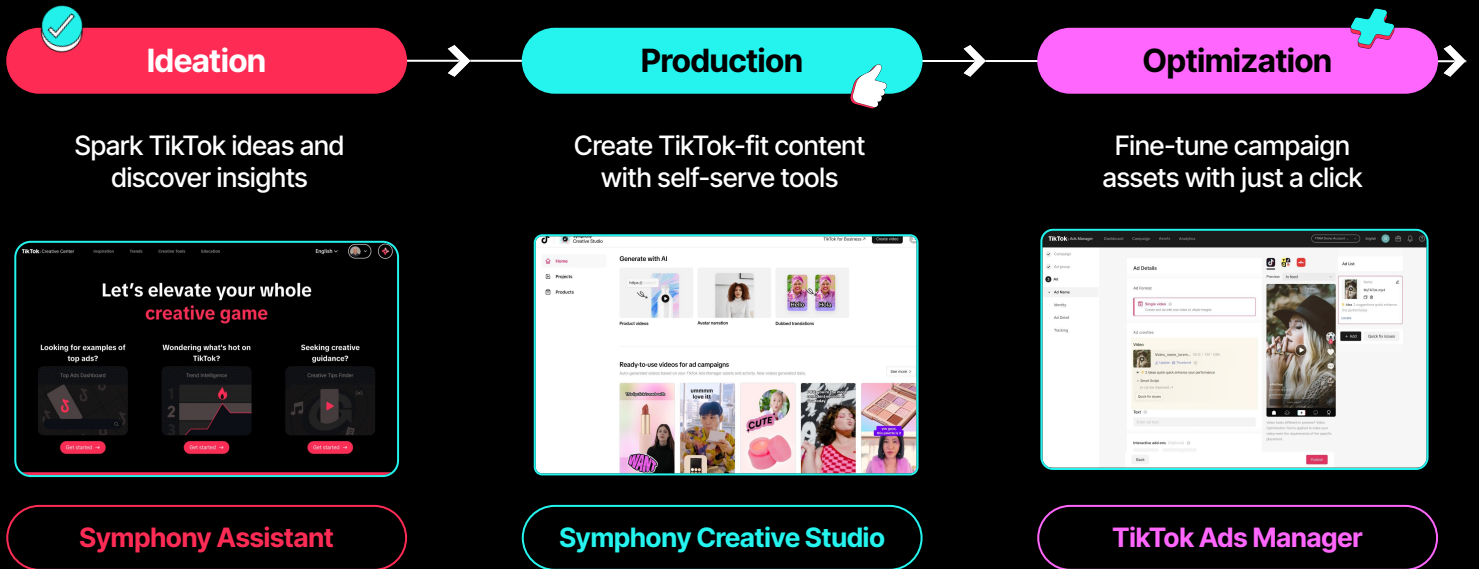
3.3x more likely to click on or engage with TikTok's ads vs other platform's ads

TikTok's ads are rated

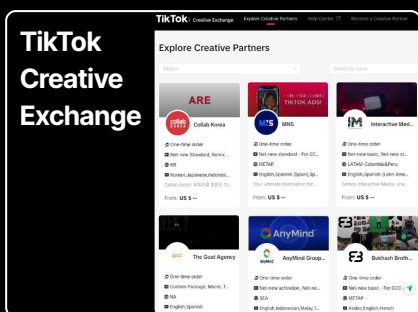
1.3x more shareable vs. entertaining ads on other platforms



Get Started with Creative Solutions



Get Creative with TikTok Experts and Partners



Video Creation Package (VCP)

Scale Ad creatives with Packages start from \$10K media spends onwards. Delivery in 8 - 15 working days. **Managed by a certified TTCX Creative Production Partner.**

Creator-led Package (CLP)

Work with creators for organic + paid campaigns with **managed service**. Delivery 5-6 weeks.

