

Maximize

Total ROI

on your TikTok Shop

GMV Max is a **first of its kind marketing solution** that looks beyond ROAS, powered by your entire TikTok Shop ecosystem to optimize for total ROI.



Key Benefits

Return on Investment:

Blended paid and organic traffic delivery drives incremental sales, turning every piece of content—organic, affiliate, and paid—into more GMV.

Return on Effort:

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.

Return on Creative:

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

+30% Increase in incremental total GMV as compared to BAU total GMV¹

Case Study: Arrae

TikTok Shop businesses leverage **GMV Max** to **deliver returns** and **save time**

+75% **+25%**
Purchases ROI

"This is the best decision we've ever made for our business!"

Nish Samantray, Arrae Cofounder²

Full case study [here](#).

Designed to make **discovery easy** and **purchase instantaneous**

01

Simple campaign set-up and management

in TikTok Ads Manager and Seller Center

02

Maximizes total GMV for product(s) or shop

by optimizing **all traffic** including **organic**

03

Achieves channel ROI goals for TikTok Shop

by dynamically controlling total **spend**

Ready to get started? Set up your TikTok Shop Seller Center account to set up your shop and get started with GMV Max campaigns to grow sales—no creative minimum required