

Welcome to TikTok Shop

Where discovery drives purchase

What is TikTok Shop?

TikTok Shop is an e-commerce solution integrated within TikTok. Powered by TikTok's unique discovery engine, it enables brands and creators to showcase and sell products directly on TikTok, through a complete in-app shopping experience.

A full shopping journey within TikTok



1. Discover

Browse shoppable content through short videos and LIVE



2. Select

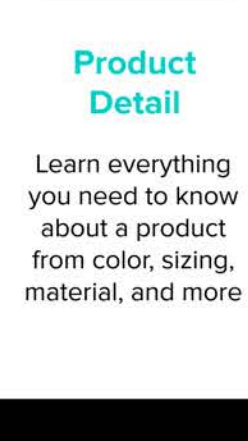
Learn more about products on the Product Detail Page



3. Buy

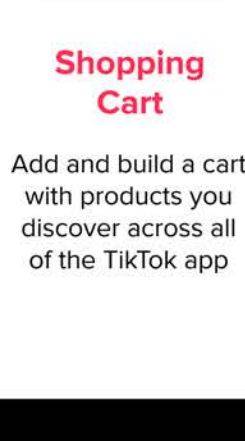
Place orders and checkout, without ever leaving TikTok!

Browse and buy in just a few taps



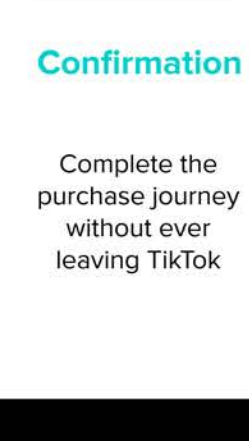
Shoppable Video

Shop directly from a shoppable in-feed video by tapping the product link & basket icon



Store Page

Shop directly from a brand or creator account and get access to products within the app



LIVE Shopping

Shop directly from a LIVE by tapping the pinned products or browsing the shopping basket icon



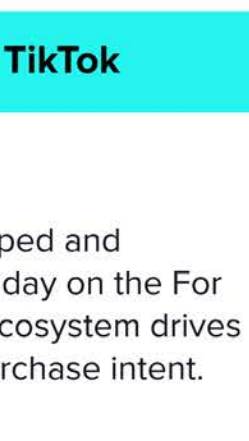
Product Detail

Learn everything you need to know about a product from color, sizing, material, and more



Shopping Cart

Add and build a cart with products you discover across all of the TikTok app



Confirmation

Complete the purchase journey without ever leaving TikTok

Why TikTok Shop?

Shopping, powered by TikTok

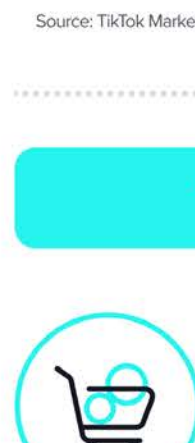


Culture

At TikTok, culture is shaped and influenced every single day on the For You feed. This unique ecosystem drives hyper-relevancy and purchase intent.

Communities

TikTok communities cultivate discovery through shared interests, passions and values, revolutionising the commerce journey.



Content

TikTok cultivates real connections and bonds through authentic and relatable content, sparking inspiration that leads to actions.

Creators

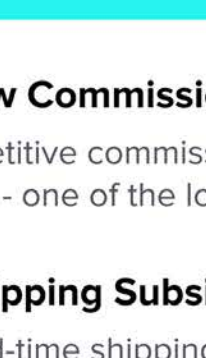
Creators are the foundation for forging trust and credibility within TikTok's communities who power #TikTokMadeMeBuyIt.



Your customers are already here

Powered by our unique discovery algorithm, content ecosystem and community, TikTok Shop is paving an entirely new way for brands to authentically connect with creators and communities to grow their business and drive meaningful shopping moments.

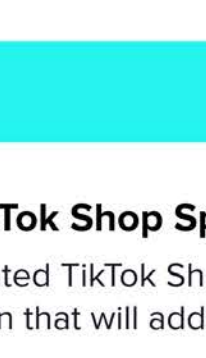
#tiktokmademebuyit



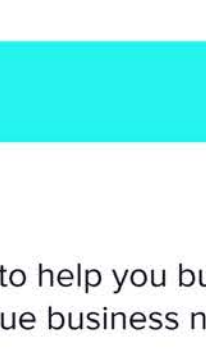
views for #TikTokMadeMeBuyIt



of users have purchased something they saw on a LIVE



discover brands and products on their For You Page



more likely for TikTok users to buy products from a brand if they can access the community built around them

Source: TikTok Marketing Science Global Retail Path to Purchase Study January 2023 conducted by Material.

This is commerce, evolved



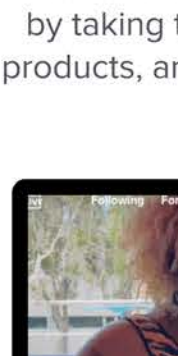
Purchase & Conversion

In-app checkout seamlessly integrates product discovery, engagement, and checkout, in one place to reduce friction and create more sales.



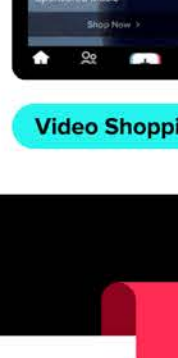
Powerful Affiliate Tools

Effortlessly leverage TikTok's creator community to help you sell products at commission rates set by you, either through direct partnerships or our open affiliate platform.



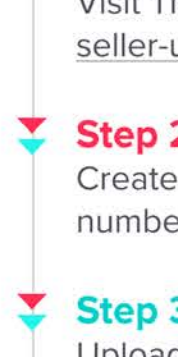
Algorithmic Recommendation

Have your products placed in front of interested audiences by the same algorithms that serve TikTok users the content they know and love.



Real-time Data Sharing

See sales, viewership, and interaction data for your livestream and short video content in real-time, and make adjustments based on user reactions.



Campaigns & Promotion

Natively run discounts, flash sales, and other promotions, or participate in TikTok sponsored campaigns to acquire new users, drive sales, and increase customer engagement.

TikTok Shop, for you

Seller Incentives

Low Commission

Competitive commission offered for TikTok Shop new sellers - one of the lowest among similar marketplaces.

Shipping Subsidies

Limited-time shipping subsidies when you ship through our platform.

Incentive Programs*

Get access to exclusive incentive programs to grow your business from scratch.

*Terms & conditions apply

Support

TikTok Shop Specialists

Dedicated TikTok Shop specialists to help you build a solution that will address your unique business needs.

TikTok Shop Integration Specialists

Customised solutions to support integration with multiple top Digital Commerce platforms, helping manage TikTok Shop in your original system.

Store Management Support

TikTok Shop Seller Center

Everything you need to run your business on TikTok

TikTok Shop Affiliate

Collaborate with creators based on your industry, budget, and business goals

TikTok Shop Academy

Level up your TikTok Shop knowledge with helpful tips and tricks

TikTok Shop Partners

Leverage a network of approved vendors to help you grow and succeed

Scale your growth

Shopping Ads help you scale your business on TikTok.

With TikTok Shop, they offer a smarter commerce solution that drives maximum impact for your business, by taking the best of existing e-commerce advertising products, and adding innovative new tools to drive sales.

Video Shopping Ads

Catalog Listing Ads

LIVE Shopping Ads

Get started today!

Joining TikTok Shop is easy.

Step 1

Visit TikTok Shop Seller Center at seller-us-accounts.tiktok.com

Step 2

Create a TikTok Shop account using your phone number and business email

Step 3

Upload documents and provide payment and tax information

Step 4

Complete registration after approval

Join TikTok Shop now!