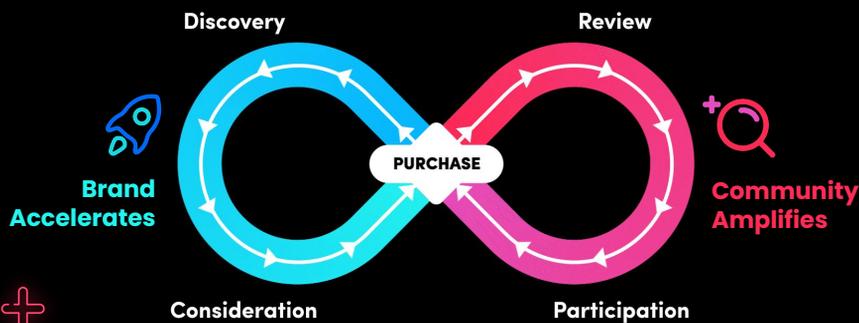


# TikTok's Unique Path to Purchase

The path to purchase on TikTok is not linear, it's an infinite loop of discovery, consideration, purchase, review, and participation. **It is no longer choosing between selling or entertaining. It's selling by being entertained.** Brands can move away from talking at the consumers through one-sided conversations and build engaging consumer experiences that align with their interests. When our community connects and creates together, they present real brand opportunities, drive massive engagement, and help brands sell out.



The infinite loop is fueled by our community's desire to constantly discover something new and then take action.

Our users say TikTok is a source for:



**44%** Discover products from videos posted by a brand

**30%** Discover products through ads within their feed

**38%** Interacted with a video posted by a brand while actively doing product research

**24%** Interacted with ads in their feed while actively doing product research

Our users spend **14% more** when TikTok is a part of the purchase journey

The infinite loop accelerates through the TikTok community's willingness to buy something immediately after they discover it

**37%**

of TikTok users discovered something on TikTok and immediately went to buy it  
**1.5x** more likely than the competitive average

**35%** of TikTok users buy something they see from the platform

**29%** of users say they weren't able to buy something that was trending on the platform because it was sold out

## The magic of TikTok continues post-purchase

Who plays an active role when considering buying a product:

**42%**

Video posted by another user

**39%**

Video posted by a Creator

**38%**

Video posted by a brand

**38%** Of TikTok users convince a friend or family member to buy a product they have seen on TikTok - 1.5x more likely than the competitive average

Buying products inspires content creation. Word of mouth spreads like wildfire on TikTok and turns consumers into communities

After a purchase:

**1 in 5** Make how-to or tutorial videos on TikTok

**1 in 4** Commented on a post by a brand

**1 in 4** Have posted and tagged a brand

**1 in 5** DM a brand

**1 in 4** Posted showing off a product they bought

**28%** Followed a brand

TikTok journeys are powered by **JOY** and joy drives users' purchase behavior

The feeling of joy turns TikTok users in **brand advocates**

**44%** of TikTok users prefer branded content that is fun and entertaining

**39%**

of users say "lifting spirits" is key in making purchase decisions

**22%**

of TikTok users feel excited or euphoric about product purchases 1.3x more likely than the competitive average

TikTok users vs. other platforms' users

Follow a brand

**28%**

16%

Create a post and tag a brand

**24%**

10%

Make a tutorial

**20%**

8%

● TikTok users ● Other platform users