



TikTok



Q5

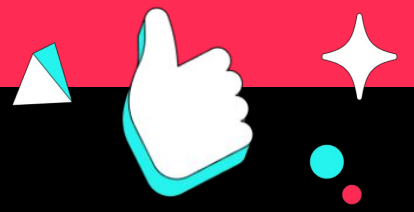
For You

Drive **post-holiday purchases** and
inspire the year ahead with TikTok Ads



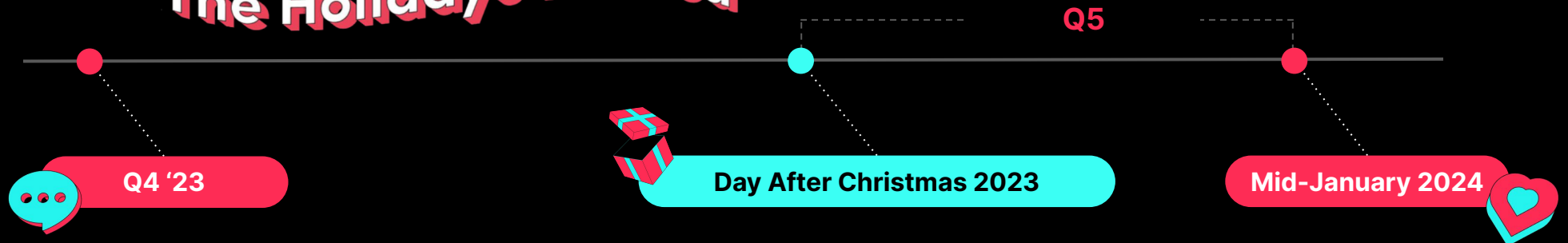
Q5 on TikTok:

Check 2023 Boxes and ring in 2024 Goals



First, let's answer your Q's on Q5

The Holidays For You



What is Q5?

Ready for new growth opportunities? Discover the Q5 time period. It's the time between Christmas and mid January when purchase intent is high but there is less competition in the auction.

Why does Q5 marketing matter on TikTok?

When engagement and purchase intent remain high, Q5 becomes the time for marketers to lean into extending holiday sales and/or get a head start on brand building for 2024 with TikTok Ads.

The TikTok community never take a holiday from the FYP

81% say they plan to spend the same or more amount of time using TikTok in Q5² vs. a typical week

TikTok audiences are more engaged in Q5

+25%
Increase in views^{1*}

#Haul → **+70%**

#Sale → **+76%**

*vs. Q4 average globally

TikTok audiences are shopping more in Q5²

79%

are likely to continue shopping in Q5

50%

plan to shop in Q5 to take advantage of sales

TikTok audience are reflecting more on themselves in Q5

Inspire connections with TikTok users in 2024, by paying attention to their goals in Q5.

What are TikTok users focusing on in 2024²?

Personal Finances

39%

Healthier Lifestyle

43%

Personal Values

46%

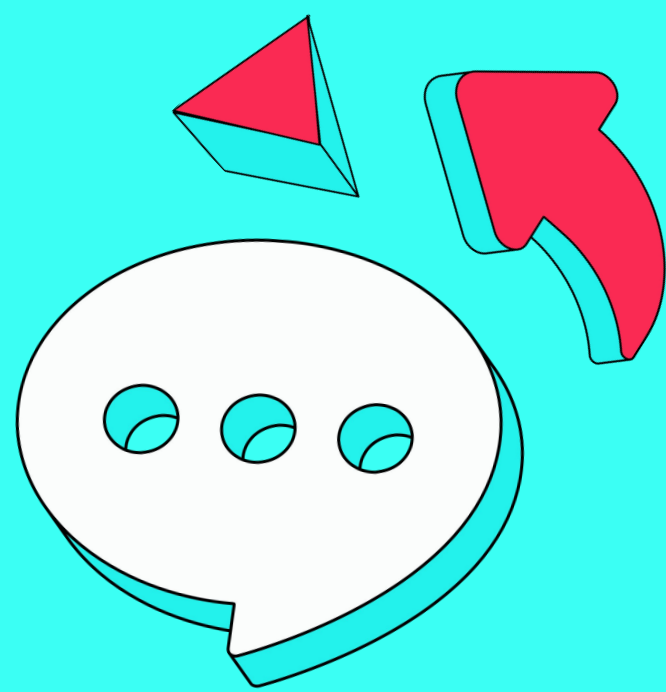
Traveling More

40%

Career Change

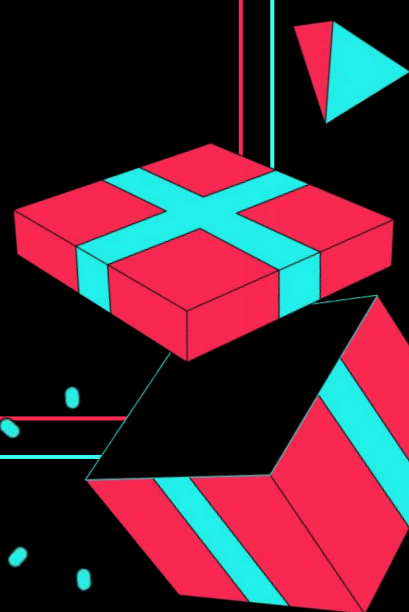
29%

Activating on TikTok is easy: Choose your Q5 adventure



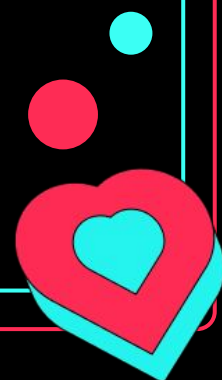
1: Turn Q4 gifting into Q5 shopping

Keep running your holiday campaigns to capitalize on holiday sales, shopping and even returns!



2: Kick off Q5 to soar into Q1

Start your Q1 campaigns early by testing and learning. Plus, fuel your growth via TikTok Shop.



Understand your holiday performance for Q5 success

- **Analyze your audiences:** Use previous ad groups' performance to understand targeting preferences, & best performing Custom & Lookalike audiences.
- **Review creative:** Use, refresh and repurpose top performing creative assets with CapCut. Easily switch out music, stickers, text, filters and more.
- **Make incremental changes to bids & budget:** Don't change your bid by more than 20% and budget by more than 50% from the prior setting. Wait 2-3 days to adjust again.
- **Scale strong performing campaigns:** Seize the moment by refreshing creative when needed to expand campaign lifespan

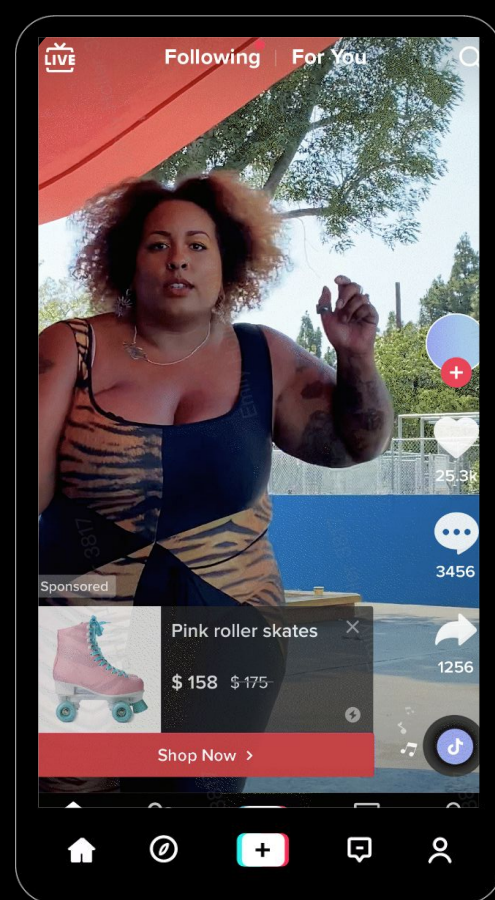
From Q4 gifting to Q5 shopping



Stretch your holiday campaigns. Drive sales.

All year long, over **one billion** TikTok users turn to our platform as the source of inspiration for their next purchase, **and Q5 is no exception**. Website Conversion or Video Shopping Ads campaigns help you drive **sales**. Driving purchases after a major gifting season, can help you capture an audience of **high-intent shoppers** to engage throughout 2024.

- **Website Conversion campaigns** get users to take valuable actions on your website, such as viewing content, adding-to-cart, or making a purchase.
- **Video Shopping Ads for Catalog, via the Product Sales objective**, increase product sales by delivering personalized product recommendations to users via TikTok's For You Page.



Spotlight Post-Holiday sales

Extra stock left over from the holiday sprint? Tout your post-holiday sales using **Interactive Add-Ons** like **Gift Code Stickers** to show Q5 love to dedicated shoppers.

+133%

Conversion rate when using **Gift Code Stickers**²

Capture gift card spend

The #1 gift for the holiday season is gift cards. Leverage **prospecting and retargeting** to reach shoppers with the products they're most likely to spend on.

32%

Of TikTok users are likely to shop in Q5 to spend cash and gift cards they received over the holidays³

Bring your product catalog to TikTok

Setup your **product catalog on TikTok** to showcase your products in Video Shopping Ads. It's simple to do via commerce platforms like Shopify or WooCommerce.



New year, new me

The holiday season is primarily focused on gifting others. Q5, on the other hand, is all about **self care for TikTok users**. #Treat-yo-self.

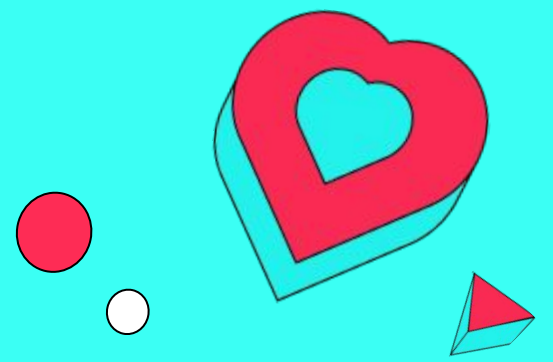
51%

are likely to shop in Q5 to treat themselves⁴

Source 4: TikTok Marketing Science Global Custom Q5 Survey via AYTM, September 2023. (n= 2240)

Sources: 1. Internal Global TikTok Campaign Data, 2023 2. TikTok alpha & beta test, Dec 2021-Jan 2022 3. xxx 4. TikTok Marketing Science Post-Purchase Analysis conducted by Fairing, 2022 5. Spark Ads performance comparison with Diversion In-Feed Ads, Q4 2020-Q2 2021, average data of all CVS metrics available offering, TikTok internal 6. VBO Web Performance compared to optimizing for conversions, May 2023, US, TikTok Internal

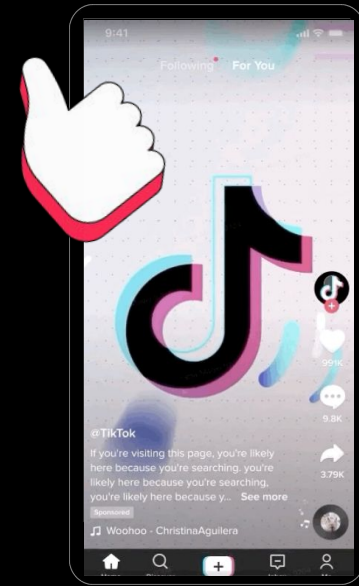
Supercharge your start in Q1



Grow your core: nail winning 2024 strategies with Test & Learn

A new year on TikTok means new audiences, new products, new engagement, and new celebrations.

Take advantage of Q5 and Q1 with a **Test and Learn** approach to boost your sales in 2024. By leveraging TikTok Ad Solutions, you'll see what really works. So give yourself a head start!



Targeting	<ul style="list-style-type: none"> • Broad Targeting vs. Interest Targeting • Custom/Lookalike Audience A vs B
Creative	<ul style="list-style-type: none"> • Creative Style A vs. B • Creative Messaging A vs. B
Bidding	<ul style="list-style-type: none"> • Maximum Value vs. Value Based Optimization Bidding

Run each test for ~2 weeks, and compare results fairly by keeping all elements except the test element the same.

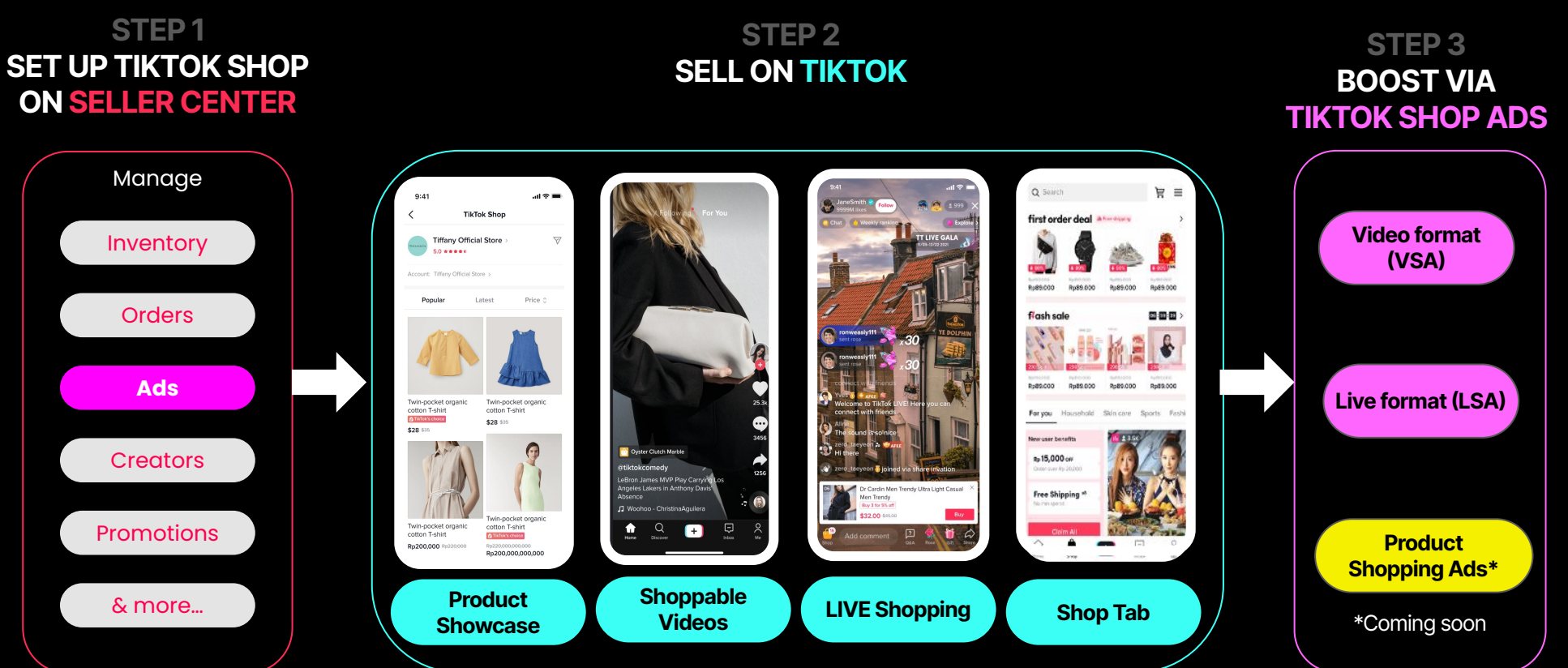
Find a winner? Scale and give the system 2-3 days to adjust between budget and bid changes.

Accelerate sales: fuel your brand growth with TikTok Shop & Shop Ads

Turn tuned-in audiences on TikTok in Q5 into **product sales** in Q1, by selling directly to customers in-app with **TikTok Shop**. Unlock even greater results for your TikTok Shop business with Shop Ads, which combines powerful targeting abilities and fully integrated user signals, to get your ads in front of shoppers with high purchase intent.

One simple solution to fuel your growth

How it works? Product discovery, product details, checkout, and post-payment activity are powered and performed **all within the TikTok App**.



Check out how others have found success with TikTok Shop & Shop Ads

Love & Pebble, a minority-owned, cruelty-free clean beauty brand, leveraged **TikTok Shop** and the **Creator Affiliate Program** to promote their beauty pops. By running **TikTok Shop Ads**, they achieved remarkable results. [Learn more here.](#)

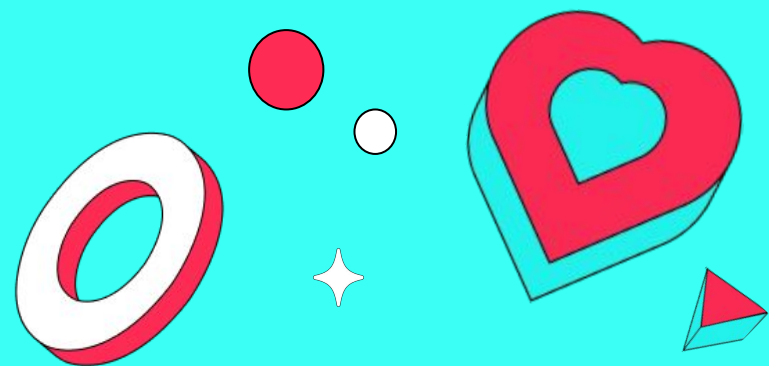
3.2X
ROAS

1194%
Increase in Sales

409%
Decrease in CPA

Sold Out
Inventory – Twice!

Lead the way to Q1 success



Capture and convert qualified leads more efficiently

Whether you're looking to collect leads, schedule consultations, or recruit prospects, TikTok Lead Generation solutions help you reach a new base of potential customers at an ROI that works for you.

The post-holiday period allows you to capitalize on peak engagement from TikTok users and favorable auction dynamics that will save you a little extra cash. Let's start turning our tuned-in audience on TikTok in Q5 into your high value customers in Q1!



Lead Generation across industries

TikTok's Lead Generation solutions were built to fit a variety of industry needs. Here are some ideas for how you can integrate TikTok Lead Generation into your Q5 strategy.

- Build newsletter lists
- Promote course subscriptions
- Generate quotes
- Promote discount codes / giveaways

Connect with post-holiday shoppers and eager learners



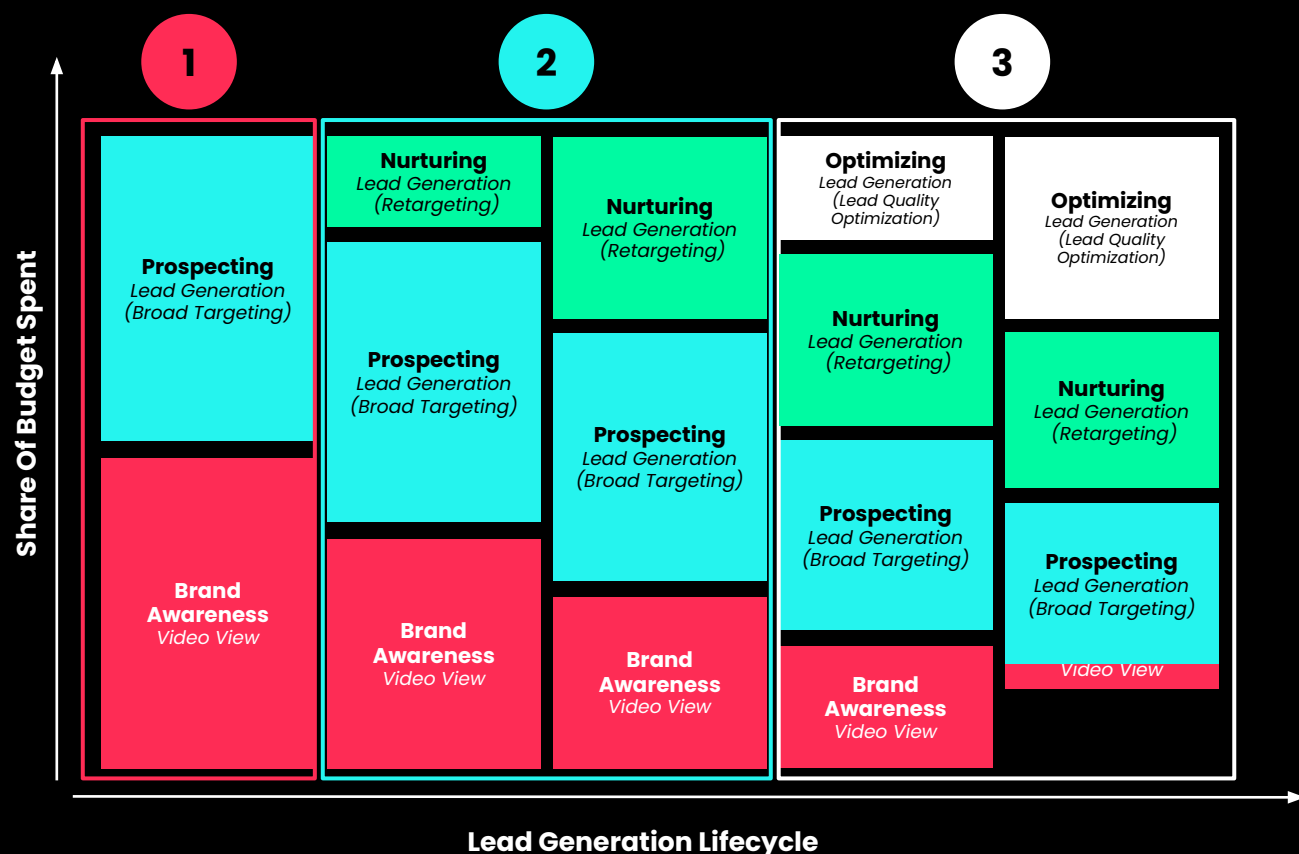
¹Source: TikTok Marketing Science Global Custom Q5 Survey via AYTM, September 2023. Base: TikTok users 18+ (n= 2250)

²Source: TikTok Marketing Science Global Custom Q5 Survey via AYTM, September 2023. Base: TikTok users 18+ (n= 2250)

³Source: TikTok Marketing Science Global Custom Q5 Survey via AYTM, September 2023. Base: TikTok users 18+ (n= 2250)

Generate a consistent pipeline of leads to fuel your funnel

Start with **Broad Targeting** for prospecting campaigns to maximize your audience size and drive efficiencies with **Lookalike Audiences** who share commonalities with your ideal customers to convert them in Q1.



Check out how others have found success with Lead Generation

MYX, an education program in North America, significantly reduced their cost per lead using our Lead Generation solutions. See the full case study and creative [here](#).

97%
Decrease in Cost Per Lead (CPL)

\$6.64
Average CPL

2.4M
Video Views

Get your creative in TikTok shape



Scale your creative for Q5

From evergreen content that's true to your brand, to creative from your holiday campaign that deserves more screen time, building creative in Q5 doesn't require anything new; just **recut!**

Recutting your existing creative builds credibility, trust, and relevance¹

79% of TikTok viewers say that brands are more credible when they repurpose their creative

80% of TikTok viewers trust the brand more when they repurpose creative

72% of TikTok viewers say that the brand is more personally relevant when they repurpose their creative

Solutions that **recut** with ease

Creative Center

TikTok's Creative Center is your inspiration hub for high-performance auction ads. Explore the all-in-one platform to get familiar with trends, creative tools, and more that can inspire how you recut your ads for TikTok.

-21%

Decrease in production time when using the **Creative Center**²

CapCut

CapCut is an all-in-one video editor that allows you to drag and drop your creative into a library of trending ad templates that are sound-on, full-screen, and native to TikTok trends.

79%

Of TikTok users perceive a brand as **more entertaining** when they create TikTok-first videos¹

Smart Creative

Smart Creative is our next-gen automated creative solution. It allows advertisers to quickly combine creative assets while driving performance with anti-creative fatigue strategies. Enjoy efficient cost per result while prolonging the lifespan of your ad group.

Case Study: **Eyewind**

For gaming company, Eyewind, efficiently reaching new users for their newly launched simulation game proved to be a particular challenge.

By leveraging **Smart Creative**, Eyewind was able to diversify their creatives and auto-refresh their ad group quickly. By delaying creative fatigue and maintaining efficient KPIs, Eyewind saw both an increase in conversions and a decrease in CPAs.

+79%

Increase in conversions³

-59%

Decrease in purchase CPA³

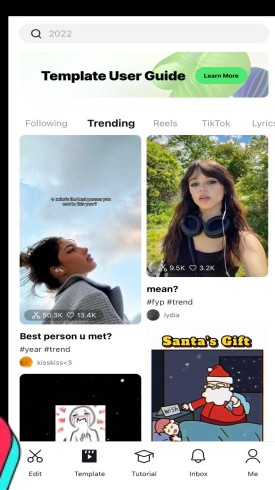


Put your spin on Q5 trends to entertain audiences



What's Trending in Q5: Consumers are turning to their phones to continue the holiday buzz, explore inspiration for the new year, and reflect on another year in the books

2023 Wrapped x CapCut



Our community loves turning to CapCut at the end of every month to stitch together their favorite moments. We predict an even higher volume of CapCut traffic and creativity, as users are seeking easy, accessible, and fun ways to reflect on their 2023 with memorable photos and videos.

Takeaway for brands

Leverage CapCut to tell your brand's story throughout the year with easy editing tools TikTok-first templates. Show off major milestones, events, and more!

1.5B

#2022recap

global hashtag views¹

[Las Vegas Travel](#)
[Hello Fresh](#)

45%

6 second View Through Rate for a January 2023 case study with Misayk Tokyo²

Reality Checking Resolutions



Consumers are withdrawn from the mindset that new year's resolutions have hard deadlines and societal parameters. To them, "new year, new me" is more about working towards personal goals on their own timelines. So they find inspo from the creators and communities they feel connected to.

Takeaway for brands

Don't plaster the same resolution across your entire New Year's campaign; partner with creators to curate resolutions that fit their community of loyal followers.

3.7B

#newyearnewme

global hashtag views¹

[Papier](#)
[Crunch Fitness](#)

30%

Of TikTok users say they'll turn to content from TikTok creators to help them reach their goals in the new year³

Post-Purchase For You



Personalization continues to be hot amongst consumers as they seek to gain an edge on what makes their personal aesthetic unique. Q5 is an opportunity for retailers to push customization to extend customer loyalty and connection.

Takeaway for brands

Consider how to extend customer connection post-initial purchase with exclusive customization or access opportunities. Think: custom charms for jewelry, exclusive character unlocks in gaming, and more.

2.2B

#custommade

global hashtag views¹

[BaubleBar](#)
[Dunkin'](#)

67%

Of TikTok users plan to shop for themselves in Q5³

Listening to Lists



From what we're leaving behind in 2023, to what we're taking with us into 2024, lists have always been an EOY staple. But on TikTok, these lists aren't definitive, they're topics of discussion as creators and commenters share and debate their lists in real time.

Takeaway for brands

Showcase your bestselling and most-loved gifts of the year by shining the spotlight on them in Q5. Remind your audience of products they need more of or forgot were on their wish lists to drive purchases.

63M

#2022favorites

global hashtag views¹

[Bella Belle Shoes](#)
[Sephora](#)

53%

Of TikTok users want to see shopping content from creators in Q5³

Key takeaways for marketers



Partner with **creators** to bring every moment of Q5 to life—from gift sharing to 2024 goal setting,



Leverage creative tools like CapCut to make TikTok-first content easily. Learn more [here](#).



Pay attention to what consumers loved most in 2023, and use that insight to offer upgrades and add-ons in 2024.

 TikTok

Thank
you!



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