You’re Invited To:

The Holidays For You

Inspire shoppers from discovery to purchase with TikTok ads
Discovery on TikTok can add your brand to the top of shoppers' wishlists

15% of all product discoveries begin on TikTok¹

1 in 2 TikTok users turn to the FYP for Holiday & Shopping Events content²

2023 is kicking off earlier than ever to maximize the celebrations

38% of shoppers are likely to start shopping earlier this year³

Consumers prioritize spending on shared experiences and gifts.
Deloitte Holiday Retail Survey, 2022

Join the conversation early to inspire holiday purchases across gifting, hosting & more

1.4x TikTok users are 1.4x more likely to buy a product they saw on our platform⁴

#Haul
7.4B views (Oct 2022 - Jan 2023)⁵

Encourage Sharing
1.5x increase in views during key December holidays⁵

#Hosting
149M views (Oct 2022 - Jan 2023)⁵

Provide Tips & Tricks
3.25x increase in views during key shopping time period (Nov)⁵

#GiftIdeas
4.8B views (Oct 2022 - Jan 2023)⁵

Inspire Thoughtful Gifting
2.6x increase in average weekly views from Oct - Dec⁵

Pro Tip: The comments are bustling with real-time holiday conversations. Start there for easy ways to jump in and engage with your brand and product.
How to get started: Holiday Must-Haves

Unlock the full potential of TikTok and achieve results at scale. These are must-have practices when creating and optimizing The Holidays For You.

1. Connect **catalogs** and safe, reliable data connection to run smart campaigns and maximize your ROAS

   ![2x higher conversion rate for impressions from matched events vs. non-matched events](image)

2. Start early with **TikTok Fundamentals** to build campaigns that follow repeatable, reliable results across products, creative, trends, and creators

   **Tip:** Scale your media investment by following the TikTok Fundamentals framework [here](#).

3. Take an **always on** approach for efficiency and effectiveness with audiences primed to shop

   ![2.3x greater ROAS for campaigns that run for the full CPG purchase cycle](image)

   Aligning flight lengths to the purchase cycle increases chances of an incremental purchase occasion.

4. Build creative with value and variety to be ready to optimize from the start

   **Tip:** Leverage the Creative Center and ecosystem of tools. Learn more about creative best practices [here](#).

Source: 1. Internal Campaign Data 2. Source: TikTok Marketing Science, CPG Meta-Analyses, US, Conducted by NCSolutions, 2021-2022. NCS Benchmark for Total CPG: $1.11. Campaign length is compared to the product's purchase cycle, which is defined by NCS data. Example Purchase Cycle lengths: Personal Care/Cosmetics (~40-60 days), Soda (~50 days), Snacks/Candy (~40-70 days).
Choose the holiday solutions for your campaign goal

**Full Funnel Solutions**
For advertisers to consistently connect & convert with branding & performance products

**Branding Solutions**
For branding-only advertisers without a catalog

**Commerce Solutions**
For performance advertisers to capture sales
Leverage retargeting and dynamic features to reach qualified shoppers with the products and gifts they're most likely to purchase.

Drive Traffic
Use gift guides to take prospective shoppers from the FYP to your website to discover and learn more.

Engage Your Customers All Season
Build buzz and boost conversion with product cards or Interactive Add-Ons like Countdown and Gift Code stickers.

Convert Ready to Shop Audiences
Leverage retargeting and dynamic features to reach qualified shoppers with the products and gifts they're most likely to purchase.

Taking Your Holiday Full-Funnel with TikTok

It all starts with Video Shopping Ads
From promoting holiday gifts to retargeting the presents left in cart—Video Shopping Ads is your always-on foundation to deliver across your commerce goals.

And it works!
+15% more conversions (vs. non-Shopping Ads campaigns)
-14% Decrease in CPA (vs. non-Shopping Ads campaigns)

Bundle Branded Mission with Video Shopping Ads to drive brand love by tapping into the power of the TikTok community’s authenticity throughout the holidays.

Bundle TopFeed with Video Shopping Ads to grab your audience’s attention by making your ad one of the first videos they see on their FYP!

Bundle Focused View with Video Shopping Ads to drive consideration and optimize your campaign by targeting attentive audiences most likely to view your ad for at least six seconds.

Supercharge your holiday campaigns by bundling with our Branding Solutions
Pair Video Shopping Ads with our Branding Solutions to complete your full-funnel strategy and drive holiday magic (like ROAS!)

TopFeed
Bundle TopFeed with Video Shopping Ads to grab your audience’s attention by making your ad one of the first videos they see on their FYP!

Focused View
Bundle Focused View with Video Shopping Ads to drive consideration and optimize your campaign by targeting attentive audiences most likely to view your ad for at least six seconds.

Branded Mission*
Bundle Branded Mission with Video Shopping Ads to drive brand love by tapping into the power of the TikTok community’s authenticity throughout the holidays.

54% of TikTok users say TopFeed ads catch their attention*
7.8% Campaigns leveraging Focused View see a 7.8% lift in ad recall*
38% Campaigns bundled with Branded Mission see a nearly 38% increase in purchase intent*


*see glossary for regional availability
Ignite the holidays with our Branding solutions

Our community of 1B+ users is home to countless shoppers who are turning to TikTok to be inspired by seasonal shopping moments.

Make your brand the catalyst to celebrating their holiday traditions and build lasting memories.

Break through the clutter with an always on In-Feed Ads base

In-Feed ads build your branding base as the perfect solution to create a sustained emotional connection with consumers during key holiday moments.

Bundle solutions to your holiday campaign goals and supercharge your results

When you bundle, In-Feed Ads get better results

- 15% Awareness
- 14% Intent
- 15% Ad Recall

Amplify engagement with seasonal storytelling and entertaining content

- Branded Mission*
  - Engage the community across creators and users to share your holiday message

- Spark Ads
  - Boost organic holiday content from creators and users that are relevant to your brand

- Interactive Add-Ons
  - Enhance engagement and build excitement with countdown or voting stickers

Drive attention and stand out with high impact solutions

- Pulse*
  - Build contextual relevance with the top 4% of holiday content through our seasonal line-ups

- TopFeed
  - Drive reach with the first In-Feed ad spot for major shopping moments like Black Friday or Cyber Monday

- Focused View
  - Optimize In-Feed Ads & Spark Ads to reach audiences most likely to consume and interact within the first six seconds

Pro Tip: Tap into creators for authentic storytelling & full-funnel Impact

Partner with a range of creators to create a full-funnel content strategy. Top-tier creators can drive awareness and demand, while niche creators can hone in on driving purchase.

*see glossary for regional availability

Sources:
1. TikTok Marketing Science Global TikTok Drives Brand Trust Report, 2023
2. TikTok Internal Data, August 2022
3. Lift in net trust score after ads are shown on TikTok (141 index)
4. 1.5x increase in net trust score for CPG brands who have advertised on TikTok steadily over time (150 index)
Make the most out of your key shopping moments

Video Shopping Ads built to perform

From promoting holiday gifts to retargeting products left in cart—Video Shopping Ads is your always on solution for the biggest brand moments and sale periods this Holiday.

Drive Traffic
Use gift guides to take prospective shoppers from the FYP to your website to discover and learn more.

Engage Your Customers All Season
Build buzz and boost conversion with product cards of Interactive Add-Ons like Countdown and Gift Code stickers.

Convert Ready to Shop Audiences
Reach qualified shoppers who are likely to buy, and retarget from your brand’s landing page.

Supercharge performance with smart features and optimizations

Interactive Add-Ons
Utilize to Countdown Stickers to drive engagement with key brand moments, and Gift Code Stickers to capture demand during Black Friday and Cyber Monday.

Dynamic Features
With features like Dynamic Destination, your ads will automatically optimize to the landing page most likely to convert shoppers.

Value Based Optimization
Utilize Video Shopping ads with Value-Based Optimization to find high value customers who are likely to buy your products and are willing to spend.

Bundle with Lead Generation Ads to fuel your holiday marketing

Grow your audience and make your holiday campaign work harder by capturing qualified leads with Lead Generation Ads and marketing to them throughout the holiday.

Pro Tip: Capture leads early to drive newsletter subscribers, announce early access to sales and share discount codes in time for Black Friday and Cyber Monday.

Source: Internal Global TikTok Campaign Data, 2023

And it works!

+15% more conversions (vs. non-Shopping Ads campaigns)

-14% Decrease in CPA (vs. non-Shopping Ads campaigns)
Your **Holiday Campaign in Action**

Flight your campaign to capitalize on key shopping moments and consumer mindsets across pre-holiday, planning, shopping, celebration and post-holiday.

### Full Funnel Campaign

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<thead>
<tr>
<th>AUG</th>
<th>SEPT</th>
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<tr>
<td>Video Shopping Ads: Always On Prospecting via Product Sales Objective</td>
<td>Engage the community</td>
<td>Countdown Slicker</td>
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<tr>
<th><strong>Focused View</strong></th>
<th><strong>Optimize for engagement</strong></th>
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<tr>
<td>TopFeed: Create impact</td>
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<tr>
<td>Branded Mission*: Engage the community</td>
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### Branding Campaign

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<tr>
<td>In Feed Ads: Learning</td>
<td>In Feed Ads: Always on Reach Optimized for Consideration with Focused View</td>
<td>In Feed Ads: Retargeting</td>
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<td>TopFeed: Drive impact</td>
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<td>Interactive Add-On: Voting Slicker</td>
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<td>Interactive Add-On: Countdown Slicker to build anticipation</td>
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<td>Optimize engagement with Focused View and/or boost Branded Mission content</td>
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### Commerce Campaign

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<tr>
<td>Video Shopping Ads: Always On Prospecting via Product Sales Objective</td>
<td>Capture Qualified Leads</td>
<td>Countdown to Sale</td>
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*see glossary for regional availability
Soar to the top of a billion wish lists by leveraging the value of Creative Codes

Engage and entertain audiences by bringing the holiday spirit to life through our creative guidelines—specially tailored for the merriest shopping season of them all.

1. TIKTOK-FIRST
Create holiday content that's seamless and feels organic to the For You Page

2. STRUCTURE
Focus on grabbing attention, building value and driving action with your holiday storytelling

3. STIMULATION
Harness attention with editing techniques that put your brand at the forefront of the holidays

4. SOUND
Explore the sounds that are already a part of the holiday conversation. How can they add to your story?

5. TRENDS
Put your own spin on the season's holiday trends to connect with new communities of shoppers

6. PRODUCTION
Combat creative fatigue by refreshing creative. Often be sure to go hi-res with your holiday content to improve performance

Unwrap the gift of TikTok's Creative Solutions to diversify your content

Throughout the holidays, leverage our ecosystem of creative tools to capture the attention of a wide range of shoppers who are tuned in to every moment of the holidays on TikTok.

Evaluation
Creative Diagnosis*
Production
CapCut
Creative Exchange
Creator Marketplace

Ideation
Creative Center
Creative Codes
Trends

Optimization
Smart Creative*

*coming soon in 2023

Build creative with value and variety to maximize your holiday strategy
Tap into the power of TikTok’s community created holiday trends

Add your own spin on the holiday conversation by tapping into key holiday trend signals

Creators as Holiday Helpers

As the voices of our platform — TikTok creators are true masters of introducing your brand to their loyal communities of shoppers, and they create content that lets be in your brand to "holiday mood" and share their tips and tricks for online holiday hosting. Creators’ storytelling superpower inspires immediacy and purchase, creating a full funnel of influence for your brand during this holiday shopping season.

Creative Recommendation

Find authentic on-brand creators to bring your brand through TikTok Creator Marketplaces to build TikTok-first content.

Leverage creators to engage audience to drive conversations through storytelling and conversion through curated gift lists.

The Gift of a Little Luxe

Holiday sales and special occasions create perfect opportunities for shoppers to add a little luxury to their lives. And whether it’s showing audiences gift-giving opportunities from the comfort of their home or an ultimate set of luxe mugs that elevate your brand, TikTok is the go-to destination to matter the price point.

Creative Recommendation

Utilize TikTok Creative Exchange to craft creative messaging that resonates seamlessly with all of our niche communities.

Partner with our trusted creators to streamline video assets with high production value.

Shoppable Community Aesthetics

TikTok communities decide what’s trending year-round, and the holidays are no exception. The holiday season is the time to really turn up the heat on trending product sets and aesthetics within communities. Whether it’s how to achieve a TikTok Winter or the ultimate holiday fashion look, trends pop up through the TikTok community to cater to your audience’s holiday experience on TikTok.

Creative Recommendation

Explore the TikTok Platform that powers the editing functions that help brands build stimulating, engaging, and effective creative.

Leverage CapCut to add an extra layer of creativity to your content and to easily jump in on existing trends on the platform.

Joy that Keeps on Giving

TikTok Creators love to share their holiday meals, gifts, and other holiday themed videos with their followers. TikTok fans love engaging in conversations and exploring new products and sharing a new layer of CBF engagement for brands.

Creative Recommendation

Leverage the TikTok Creative Center’s Trends Hub to explore what hashgrams, trends, and creators are most trending in your region.

Experiment with ties into other popular verticals like entertainment and music to be discovered by new communities.

Key takeaways for marketers

Partner with creators to bring every moment of holiday prep, celebrating, and Q3 sharing to life.

Leverage creative tools like CapCut to make TikTok-first content easily. Learn more here.

Tap into the conversations across different communities to show up authentically with audiences old and new.

Sources:
1. TikTok Marketing Science Global Creators Drive Commerce Study 2022 conducted by Nielsen & TikTok scientific research (Global Commerce study conducted in July 2022 from global data). February 2023. TikTok Marketing Science US Path-to-Purchase Part 2 Research 2022, conducted by Nielsen & TikTok scientific research.
Success Stories

Don’t just take our word for it; check out these success stories from brands who leveraged TikTok solutions throughout the holidays and other key shopping events.

Good American

The Objective: Aiming to drive product sales during its largest shopping event of the year, apparel brand Good American turned to TikTok to promote its annual Friends and Family markdown sale using Video Shopping Ads.

The Solution: Good American used Video Shopping Ads to reach new customers and drive sales, achieving 3.4x return on ad spend. The videos featured the brand’s promotional items via UGC and Creator content, successfully driving potential customers to its online store.

- Higher ROAS vs. account average: 34%
- More efficient CPA vs. account average: 20%

Monos

The Objective: Monos is a Canadian travel and lifestyle brand offering timeless, premium goods for the mindful traveller at reasonable prices. Seeking to boost their Black Friday and Cyber Monday sales, Monos looked to TikTok to drive enhanced, lower-funnel conversions with TikTok’s broader North-American travel community.

The Solution: Monos took an always-on approach by leveraging Video Shopping Ads, In-Feed Ads, and Spark Ads, allowing the brand to effectively showcase product details to significantly boost engagement rates and purchase intent. Creatively, the brand utilized both TikTok creators and a trusted creative partner via TikTok’s Creative Exchange Program to create native content that was bolstered by an array of Interactive Ad-Ons.

- ROAS vs. Target: +205%
- CPA vs. Target: -45%

Source: TikTok Internal Campaign Data
Thank You!

TikTok
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