

TikTok Ads Break Through Better Than TV And Drive Greater Audience Engagement

An independent study conducted by Neuro-Insight shows that brands on TikTok see higher receptiveness of brand messaging, calls-to-action, and ad breakthrough.

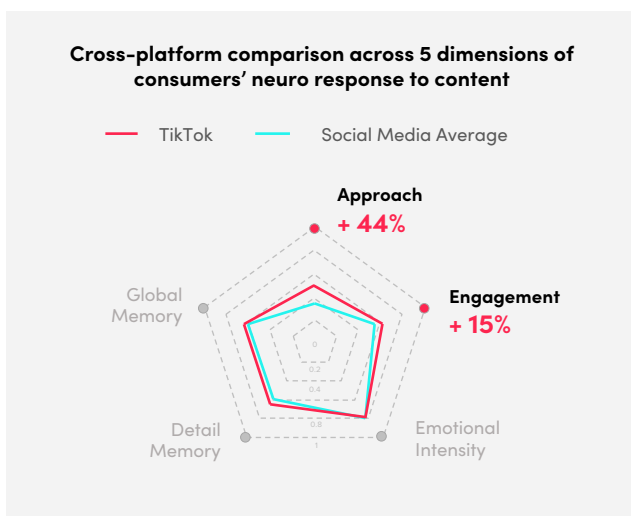
What was the study? Neuro-Insight is a neuroanalytics company that uses unique in-lab, privacy-safe brain-imaging technology to measure how the brain responds to communications. This provides state-of-the-science consumer insights on how advertising affects consumers on both an emotional and sub-conscious level. The neuro research was conducted in the US with 57 in-lab respondents 18-35 years old and included 24 minutes of TikTok browsing experience per respondent, including the overall platform experience and exposure to 26 ads.

TikTok ads are hyper-relevant and more engaging

Our audience is more receptive to brand messaging and calls-to-action based on two big wins in this study:

Approach shows the content's emotional valence. It correlates with the likeability of what was seen and with the in-the-moment action (e.g. paving the way for unplanned purchases).

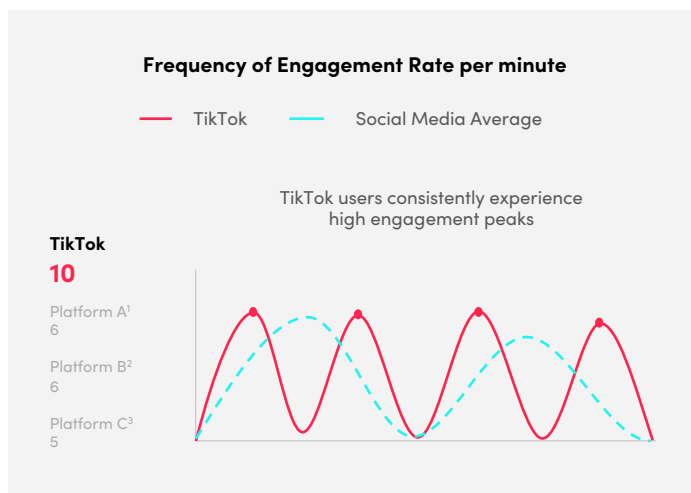
Engagement shows personal relevance of the content and has the highest correlation to memory. This determines whether someone is going to act on the information in the future (e.g. buy a product in store).



TikTok is more consistently engaging given the immersive, relevant experience compared to other leading platforms

Our algorithm and shorter video formats create continuous cycles of engagement, making TikTok the leading platform for **Information Density**.

This further suggests that the TikTok audience is fully leaned in and immersed compared to other platforms.



Putting this study to work for your brand

With just a few key shifts in how your business approaches TikTok, you can create engaging content that pulls in an eager and motivated audience.

Embrace the format

Our ad formats are new, exciting, and different from both our peers and traditional ads.

The immersion advantage

Short-form, sound-on video gets the audience to fully lean in versus other formats where they can tune out.

Make some noise

Sound is an emotional tool as well as a key engagement mechanic that delivers attention on TikTok.

TikTok ads break through more than TV and digital video

For advertisers, TikTok provides a platform where brands on TikTok are more memorable (linked to in-market sales).

Average Detail Memory: TikTok Ad Formats vs Media type		
TikTok Ads	vs. TV	vs. Digital Video
TopView	+ 40%	+ 29%
In-Feed Ads	+ 23%	+ 13%

Testimonials

"TikTok's **unique engagement signature** gives it an edge to be able to deliver ads and branded content in a way and at a moment when consumers are most open to receiving that messaging – and while all such signatures change over time, it is a **golden opportunity for brands** to use TikTok to their advantage right now."

Pranav Yadav,
US & Europe CEO Neuro-Insight

"Understanding Engagement and how it can **drive advertiser breakthrough** is a research topic that has seen a lot of foundational validation in the industry. As we begin our own ads research learning journey at TikTok, we are happy to share one of our first findings around "information density" that is starting to help us see what makes a TikTok tick."

Jorge Ruiz,
Head of Marketing Science, TikTok