



 TikTok



You're Invited To:

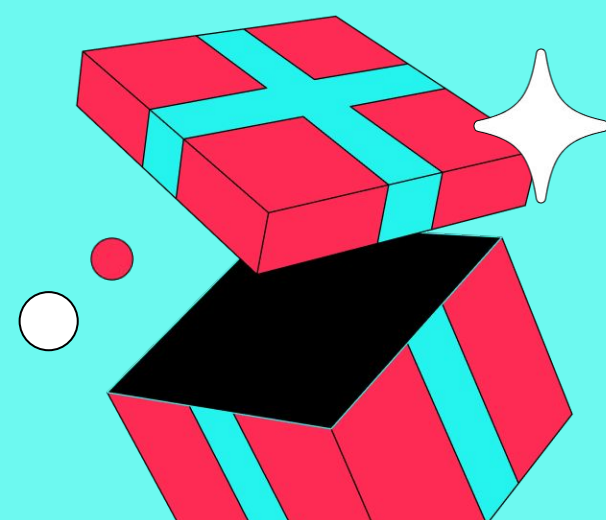
# The Holidays For You

Inspire shoppers from **discovery** to **purchase** with TikTok ads





# The For You page is the go to destination for holiday entertainment



## Discovery on TikTok can add your brand to the top of shoppers' wishlists

**15%** of all product discoveries begin on TikTok<sup>1</sup>

**1 in 2** TikTok users turn to the FYP for Holiday & Shopping Events content<sup>2</sup>

## 2023 is kicking off earlier than ever to maximize the celebrations

**38%** of shoppers are likely to start shopping earlier this year<sup>3</sup>

“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 platform<sup>4</sup>



**#Haul**

7.4B views  
(Oct 2022–Jan 2023)<sup>5</sup>

**Encourage Sharing**

1.5x increase in views during key December holidays<sup>5</sup>



**#Hosting**

149M views  
(Oct 2022–Jan 2023)<sup>5</sup>

**Provide Tips & Tricks**

3.25x increase in views during key shopping time period (Nov)<sup>5</sup>



**#GiftIdeas**

4.8B views  
(Oct 2022–Jan 2023)<sup>5</sup>

**Inspire Thoughtful Gifting**

2.6x increase in average weekly views from Oct – Dec<sup>5</sup>



**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<sup>1</sup>



**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**<sup>2</sup>

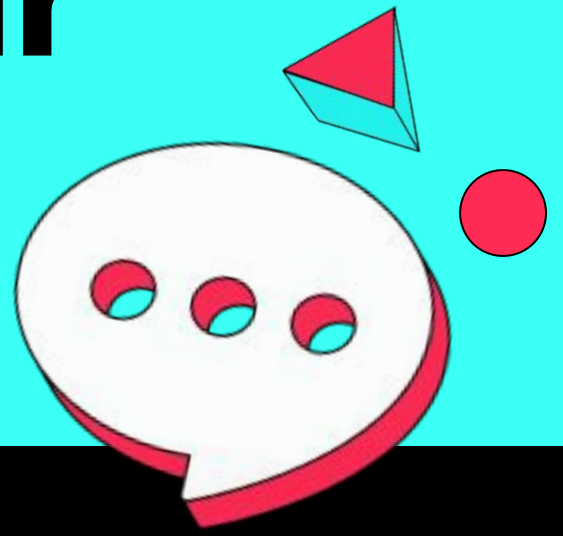
Aligning flight lengths to the purchase cycle increases chances of an incremental purchase occasion.



**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](#).

# 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





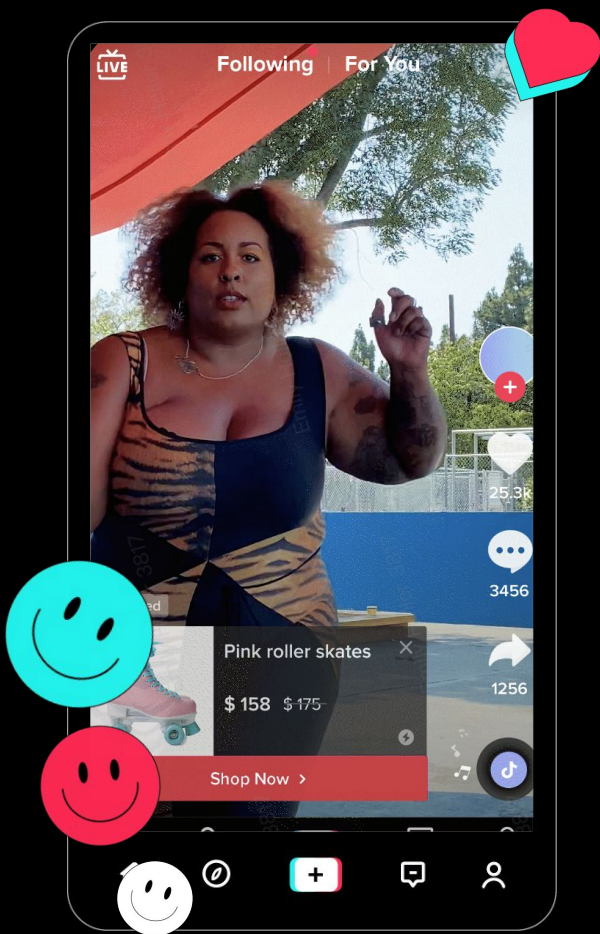
# Taking Your Holiday Full-Funnel with TikTok



Our community of 1B+ users is home to countless shoppers who are turning to TikTok to be inspired and shop all the seasonal shopping moments

## 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)<sup>1</sup>

**-14%**

Decrease in CPA (vs. non-Shopping Ads campaigns)<sup>1</sup>

### 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.

## 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!

**54%**

of TikTok users say TopFeed ads catch their **attention**<sup>2</sup>



### Focused View

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

**↑7.8%**

Campaigns leveraging Focused View see a 7.8% lift in ad **recall**<sup>3</sup>



### 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.

**↑38%**

Campaigns bundled with Branded Mission see a nearly 38% increase in **purchase intent**<sup>4</sup>

Sources: 1. Internal Global TikTok Campaign Data, 2023 2. TikTok Marketing Science US Ad Placement Research 2022, conducted by Material 3. Absolute Brand Lift, Meta-Analysis 1P TikTok Brand Lift Studies, Global Focused View Campaigns Nov 2022–March 2023 4. Branded Mission BLS Data, 2022

\*see glossary for regional availability

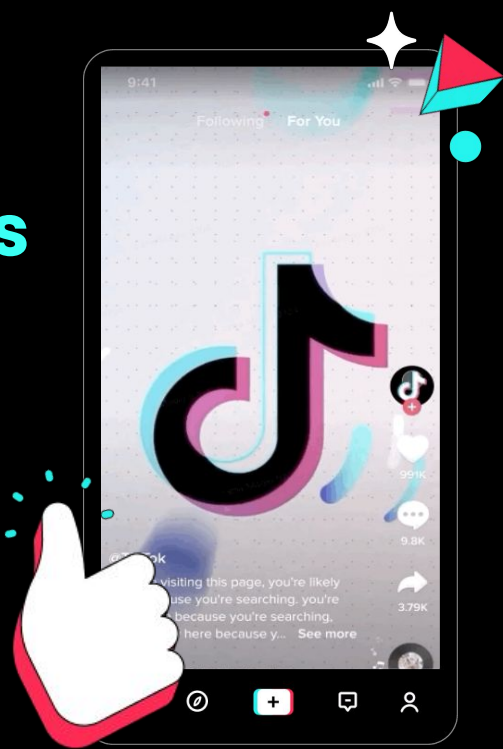
# Ignite the holidays with our Branding solutions

Our community of 1B+ users is home to countless shoppers whos 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.



**+11 pts**

Lift in net trust score after ads are shown on TikTok (141 index)<sup>1</sup>

**1.5x**

increase in net trust score for CPG brands who have advertised on TikTok steadily over time (150 index)<sup>1</sup>

## Bundle solutions to your holiday campaign goals and supercharge your results<sup>2</sup>

When you bundle, In-Feed Ads get better results

**↑ 15%**

Awareness

**↑ 14%**

Intent

**↑ 15%**

Ad Recall

## Amplify engagement with seasonal storytelling and entertaining content



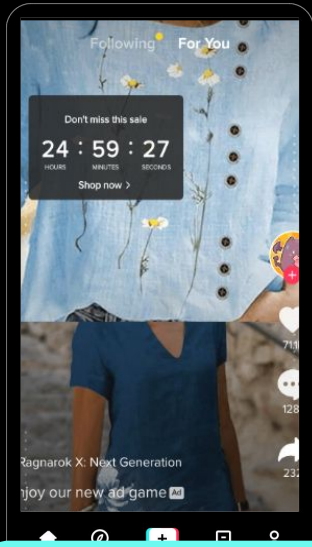
### Branded Mission\*

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.

Sources: 1. TikTok Marketing Science Global TikTok Drives Brand Trust Report, 2023

2. TikTok Internal Data, August 2022

\*see glossary for regional availability

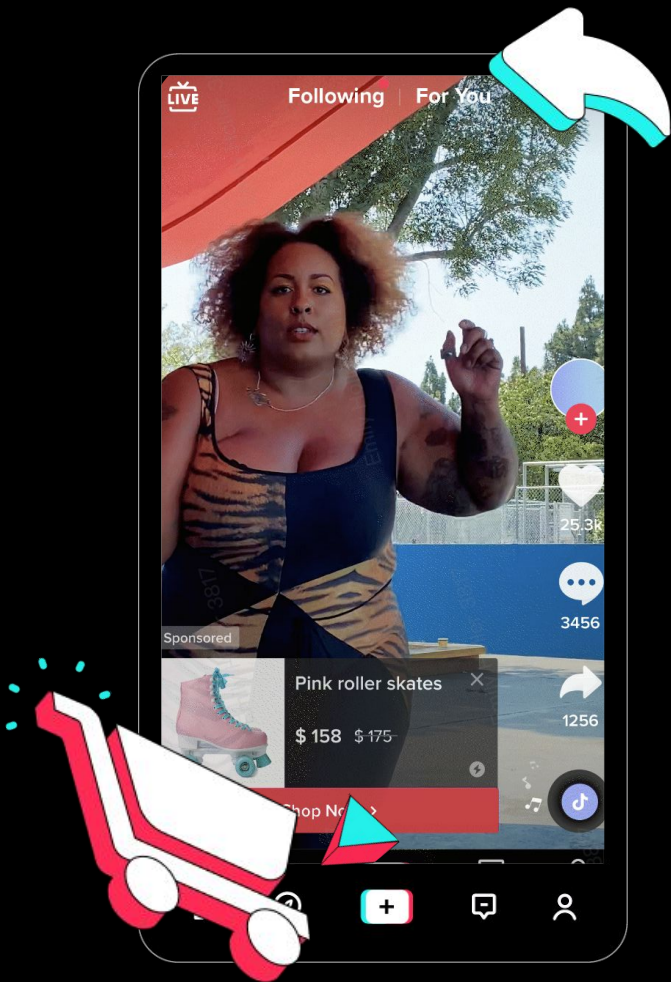


# Make the most out of your key shopping moments

Capture demand and convert audiences ready to shop with Video Shopping Ads—shoppable videos that take users seamlessly from the FYP to checkout.

## 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.



And it works!

**+15%**

more conversions  
(vs. non-Shopping Ads campaigns)<sup>1</sup>

**-14%**

Decrease in CPA  
(vs. non-Shopping Ads campaigns)<sup>1</sup>



### 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

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



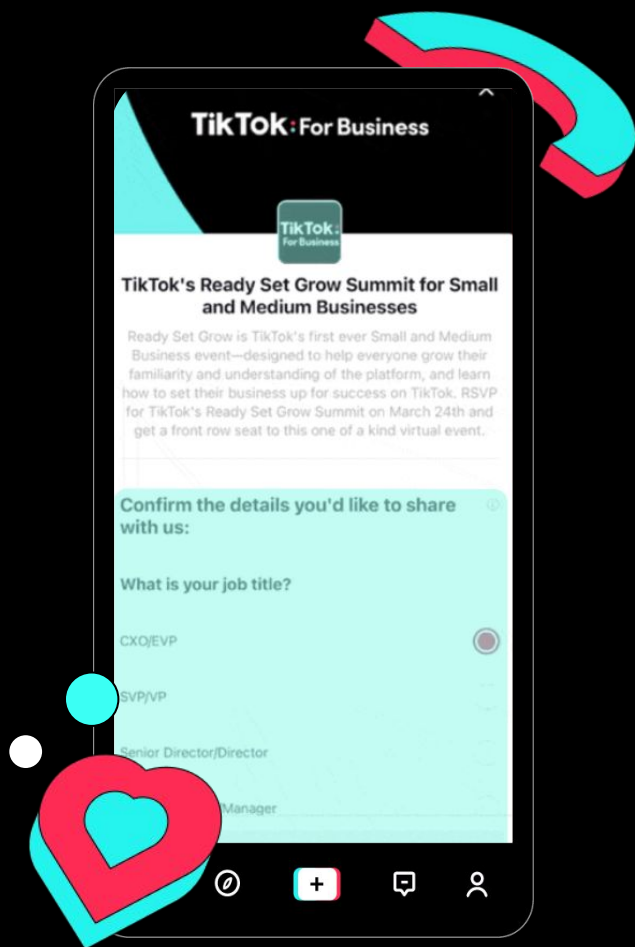
### Value Based Optimization

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

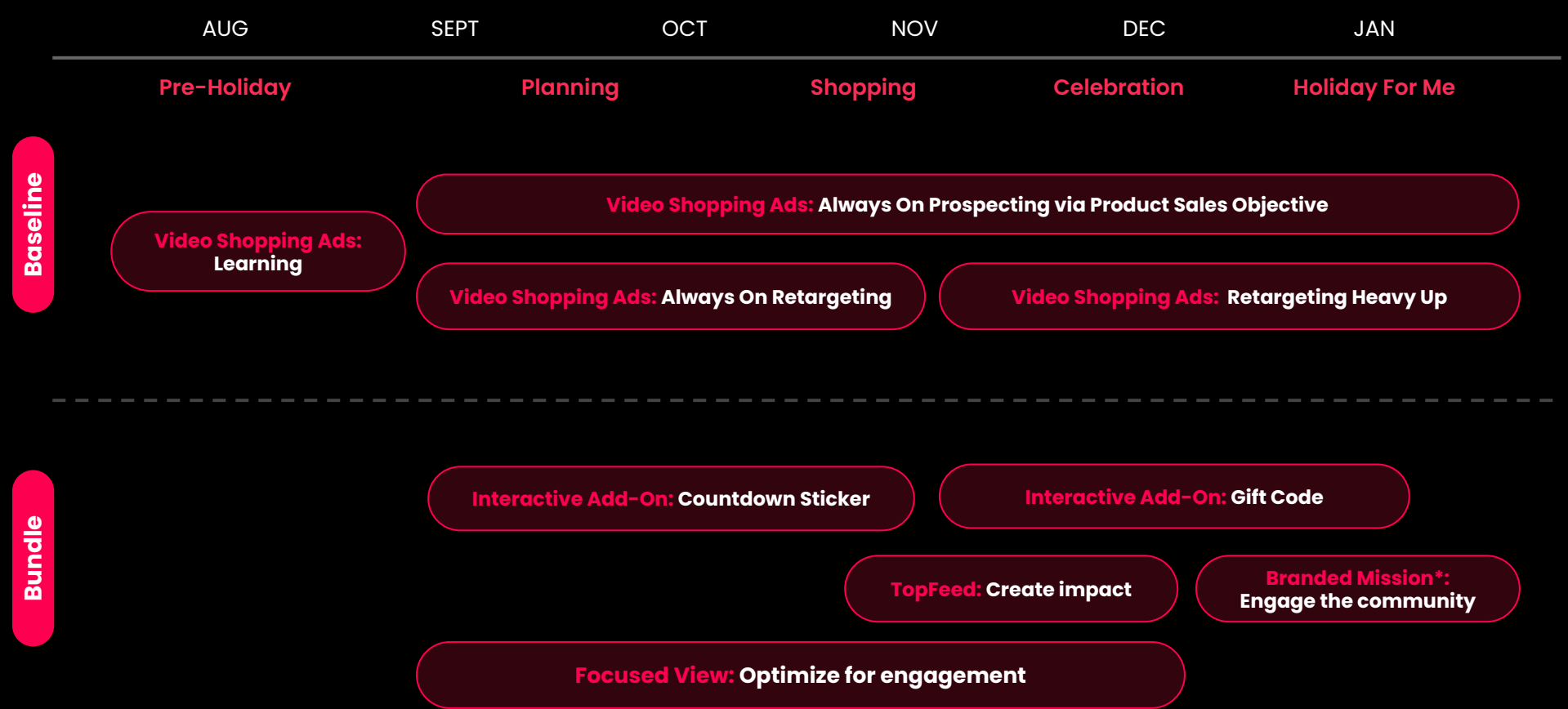


# Your **Holiday** Campaign in Action

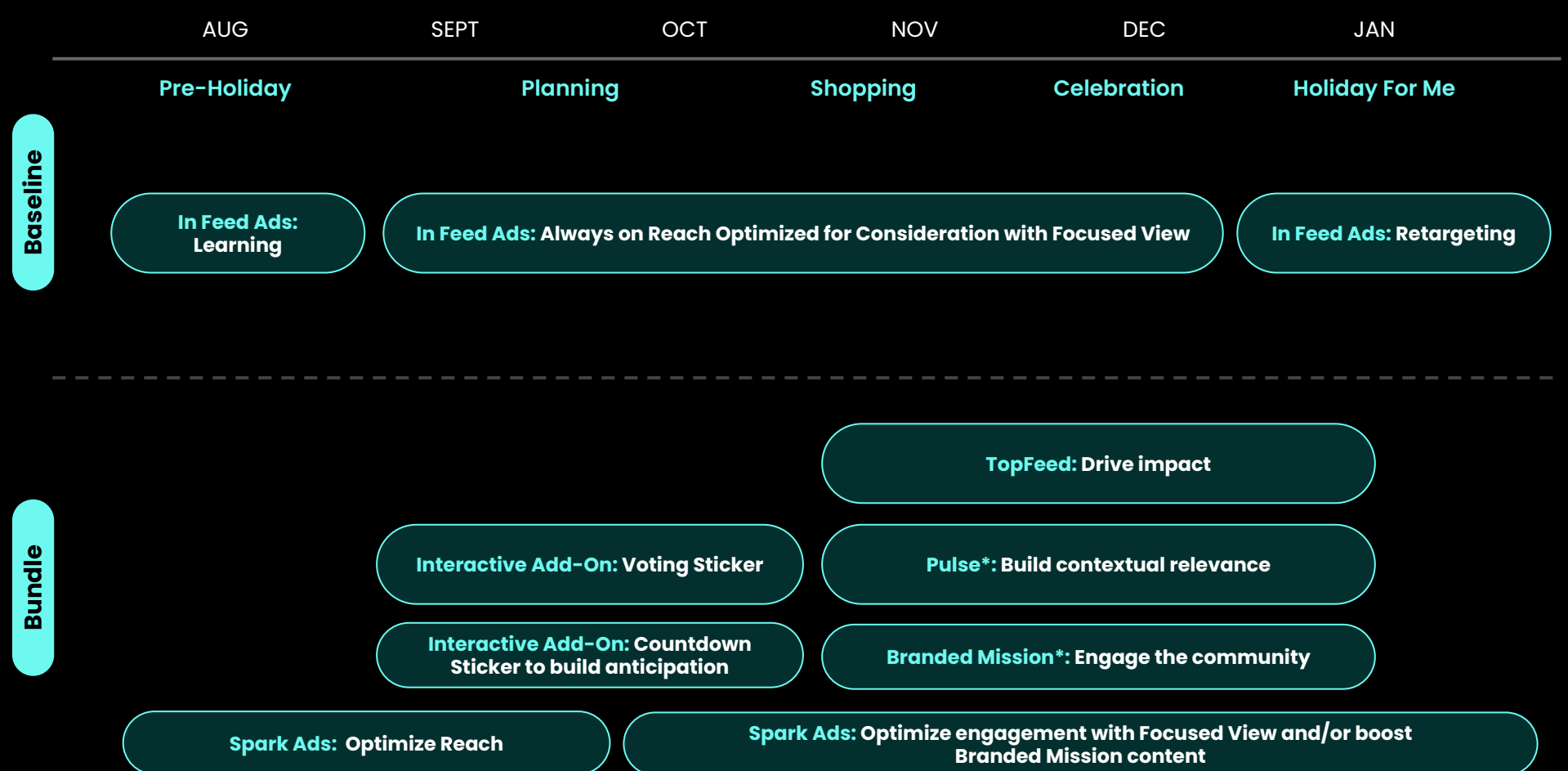
Flight your campaign to capitalize on key shopping moments and consumer mindsets across pre-holiday, planning, shopping, celebration and post-holiday.



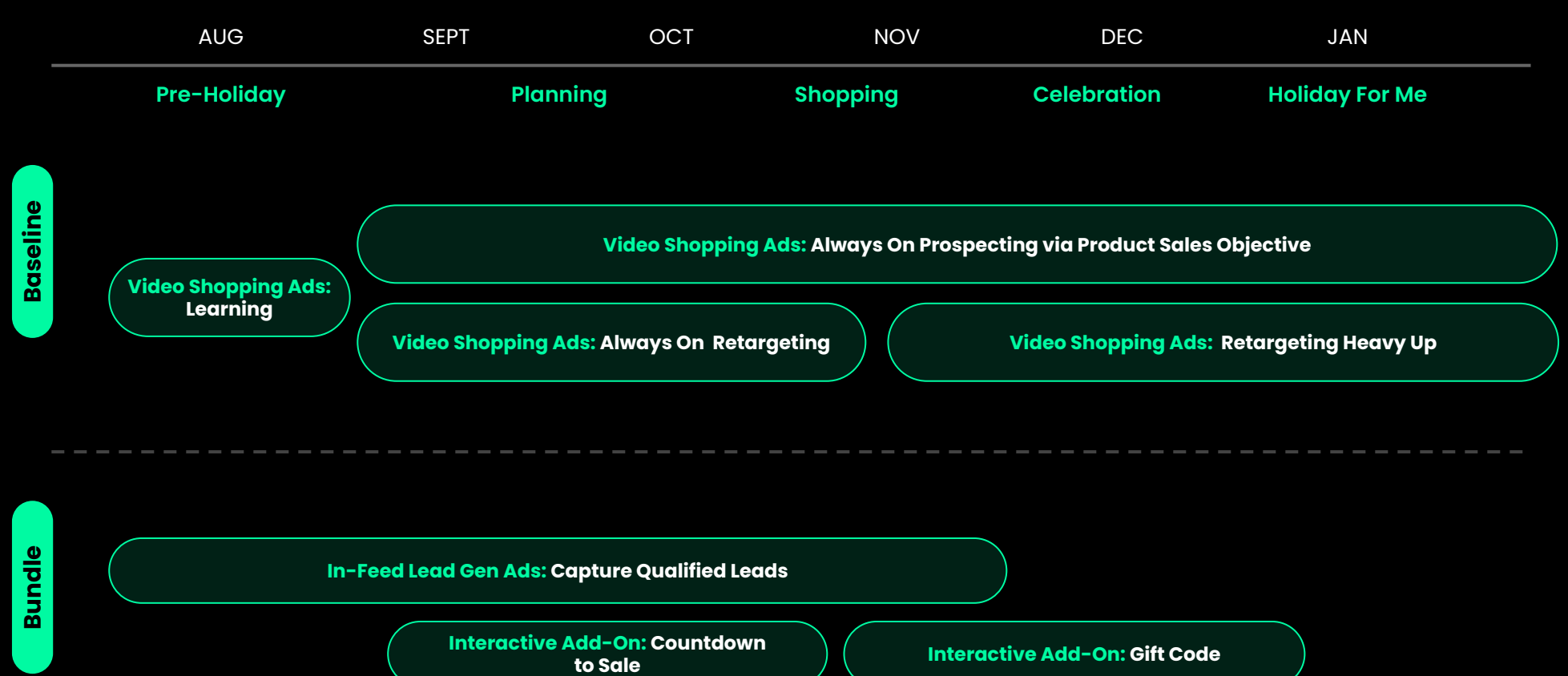
## Full Funnel Campaign



## Branding Campaign



## Commerce Campaign



\*see glossary for regional availability

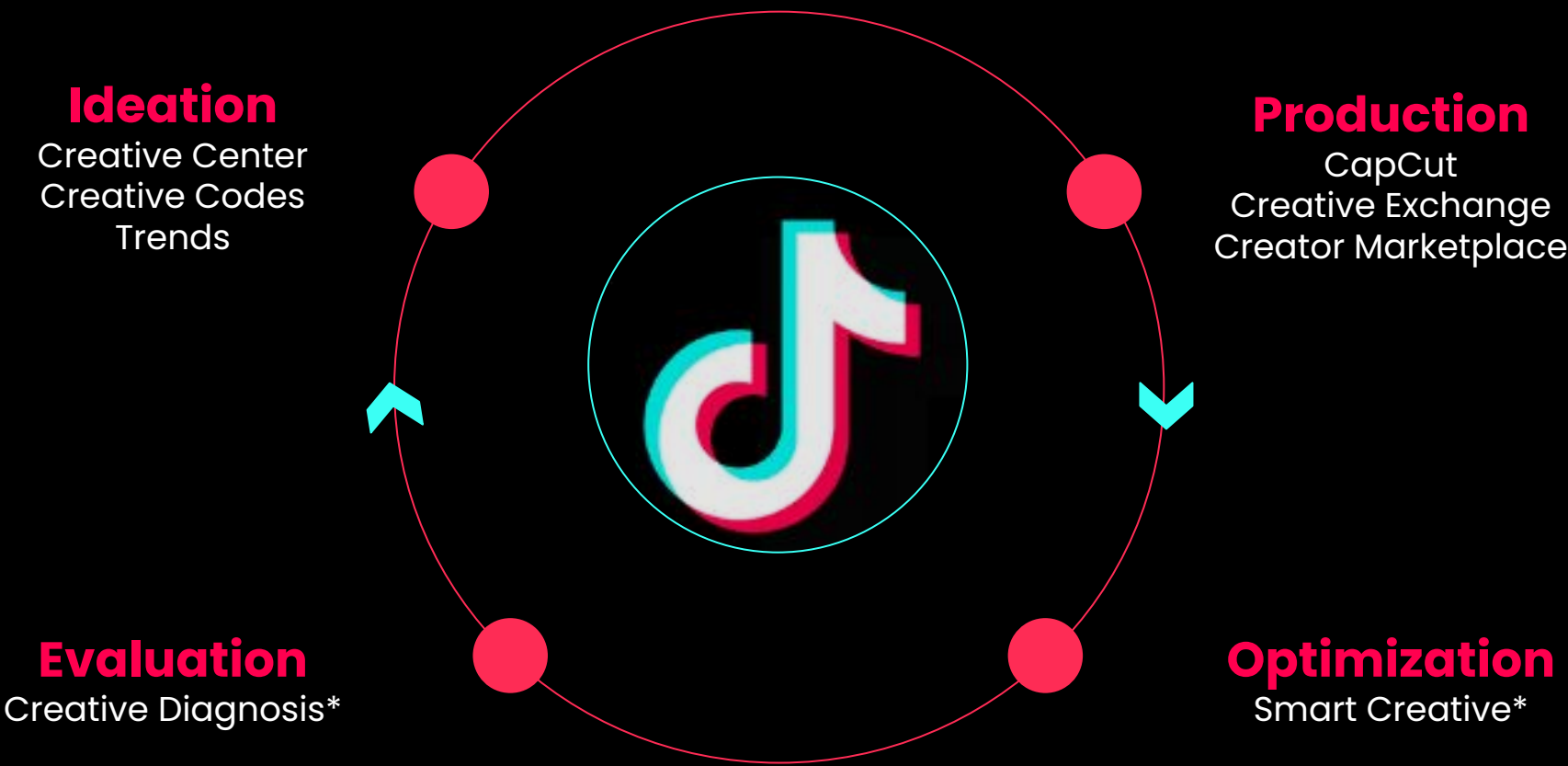


# Build creative with value and variety to maximize your holiday strategy



## 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.



\*coming soon in 2023

## 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



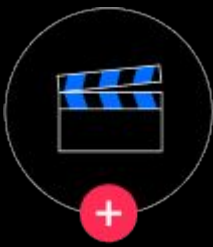
### 4. SOUND

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

# 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, as they create [curated gift lists](#), tie in your brand to [personal holiday traditions](#), and share their tips and tricks for [holiday hosting](#)! Creators' storytelling superpower inspires immediacy and purchase, creating a full-funnel-in-one solution for your brand during the holiday shopping season.

#### Creative Recommendation

- Find authentic creators for your brand through **TikTok Creator Marketplace** to build **TikTok-first** content
- Leverage creators of all audience sizes to drive awareness through storytelling and conversion through curated gift lists

11.4B

#giftideas

global hashtag views<sup>2</sup>

[Gifts For...](#)

[#BlackFridayHaul](#)

65%

of TikTok users agree that when shopping online, they **always rely** on online reviews and Creator recommendations to decide what to buy<sup>1</sup>

### The Gift of a Little Luxe



Holiday sales and celebrations create perfect opportunities for shoppers to add a little luxury to their lives. And whether it's showing audiences gift-giving opportunities from the [affordable side of your luxury brand](#) or unboxing a set of [glass mugs](#) that elevate your #CoffeeTok station, luxury is accessible and joyful on TikTok no matter the price point.

#### Creative Recommendation

- Utilize **TikTok Creative Exchange** to craft creative messaging that blends seamlessly in with all of our niche communities
- Partner with our trusted creative collaborators to streamline scalable video assets with high **production value**

49M

#luxurygifts

global hashtag views<sup>2</sup>

[Holiday Drinks](#)

[Luxe Gift Giving](#)

41%

of TikTok users are motivated to buy for joy (to lift spirits/ as a treat/reward)<sup>1</sup>

### 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 recs and aesthetics within communities. Whether it's how to achieve a [Pink Winter](#) or the [ultimate holiday foodie wishlist](#), lean into what's trending within the community to tailor your audience's holiday experience on TikTok.

#### Creative Recommendation

- CapCut** is our easy but powerful suite of editing functions that helps brands build **stimulating** productive, and effective creative assets.
- Leverage **CapCut** to add an extra layer of creativity to your content and to easily jump in on existing trends on the platform.

1.1B

#giftguide

global hashtag views<sup>2</sup>

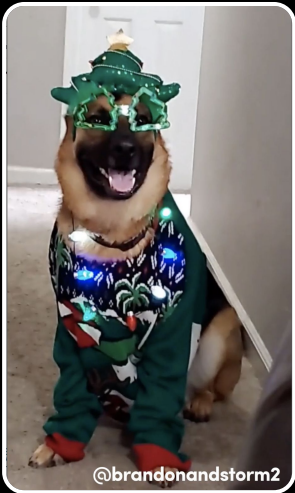
[Gifts x AstrologyTok](#)

[Gifts x HairTok](#)

41%

of TikTok users are motivated to buy for connection<sup>1</sup>

### Joy that Keeps on Giving



TikTok Creators love to share their holiday [#hauls](#), [#gifts](#), and [#unboxings](#) even after the Holidays! In these videos, the comments section transforms into conversations inspiring new purchases and unwrapping a whole new layer of Q5 engagement for brands.

#### Creative Recommendation

- Leverage the **Creative Center's Trends Hub** to explore what hashtags, sounds, creators, and more are trending in your region
- Experiment tie-ins to other popular verticals like entertainment and music to be discovered by new communities

1.3B

#holidayhaul

global hashtag views<sup>2</sup>

[#HolidayCollection 80M<sup>2</sup>](#)

[#HolidayHacks 3B<sup>2</sup>](#)

1.7x

more likely to create a post showing off something they bought and follow a brand account.<sup>3</sup>

## Key takeaways for marketers



Partner with **creators** to bring every moment of holiday prep, celebrating, and Q5 sharing to life.



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

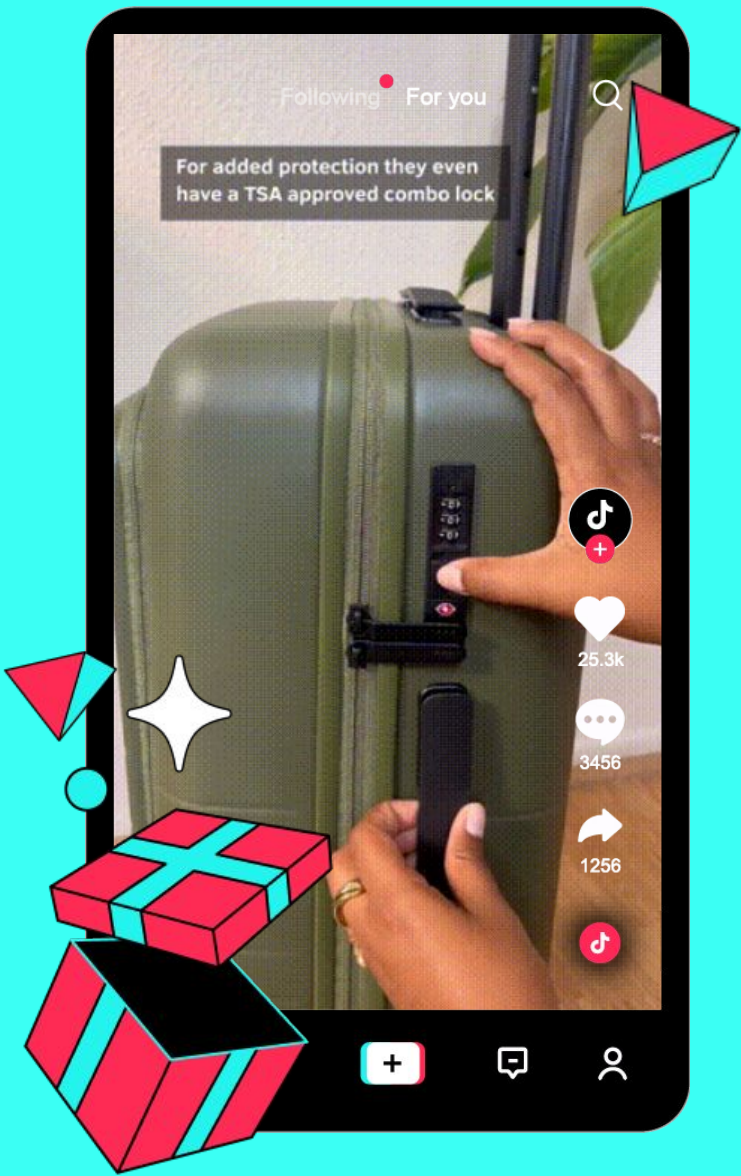


Tap into the conversations across **different communities** to show up authentically with audiences old and new.



# 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.



## 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**.

+205%

ROAS vs. Target

-45%

CPA vs. Target

## 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.

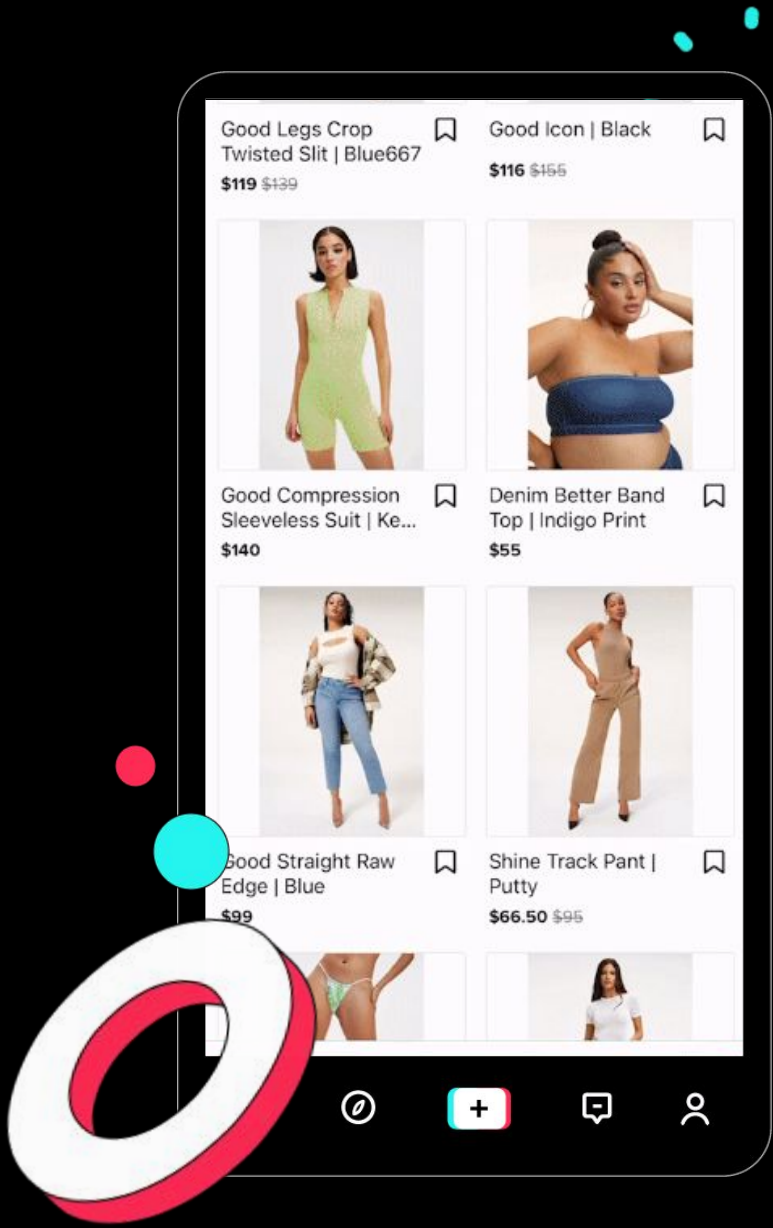
**The Solution:** Good American used **Video Shopping Ads** to reach new customers and drive sales, achieving 3.4x return on ad spend. The videos featured the brand's promotional items via UGC and Creator content, successfully driving potential customers to its online store.

34%

Higher ROAS vs. account average

20%

More efficient CPA vs account average







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