

TikTok



Q5



For You



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



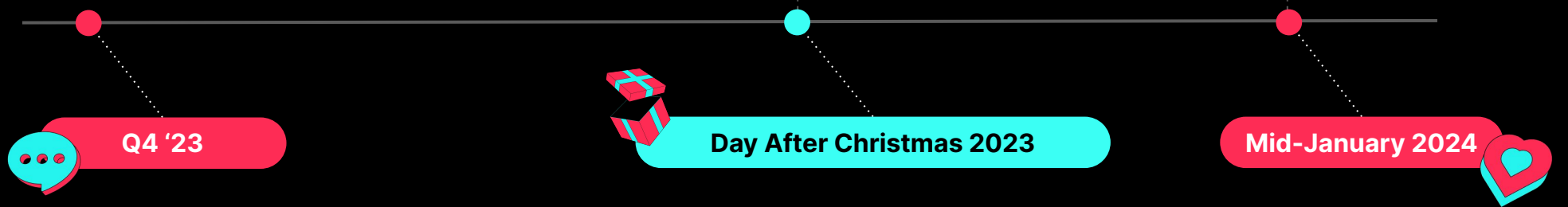


# Q5 on TikTok:

## For Checking 2023 Boxes and Ringing in 2024 Goals

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

#### The Holidays For You



#### What is Q5?

Q5 is a small but mighty time period that creates **growth opportunities for marketers**. It's also a cost efficient route for achieving end of year goals with decreased competition in the auction post-holiday.

#### Why Does Q5 Marketing Matter on TikTok?

As **engagement and purchase intent remain high**, Q5 is a time for marketers to lean into extending holiday sales and/or getting a head start on brand building for 2024 with TikTok Ads.

### The TikTok community never takes a holiday from the FYP

**81%** say they plan to spend the same or more amount of time using TikTok in Q5<sup>2</sup> vs. a typical week

### TikTok Audiences are More Engaged in Q5

**+25%**

Increase in video views of top 100 hashtags<sup>1\*</sup>

#Haul

+70%

#Sale

+76%

\*vs. Q4 average globally

### TikTok Audiences are Shopping More in Q5<sup>2</sup>

**79%**

are likely to continue shopping in Q5

**51%**

are likely to shop in Q5 to treat themselves

**50%**

plan to shop in Q5 to take advantage of post-holiday sales

### TikTok Audience are Reflecting More on Themselves in Q5

Pay attention to what the **96% of TikTok users working towards specific goals in 2024<sup>2</sup>** are focusing on in Q5.

Personal Finances

**39%**

Healthier Lifestyle

**43%**

Personal Values

**46%**

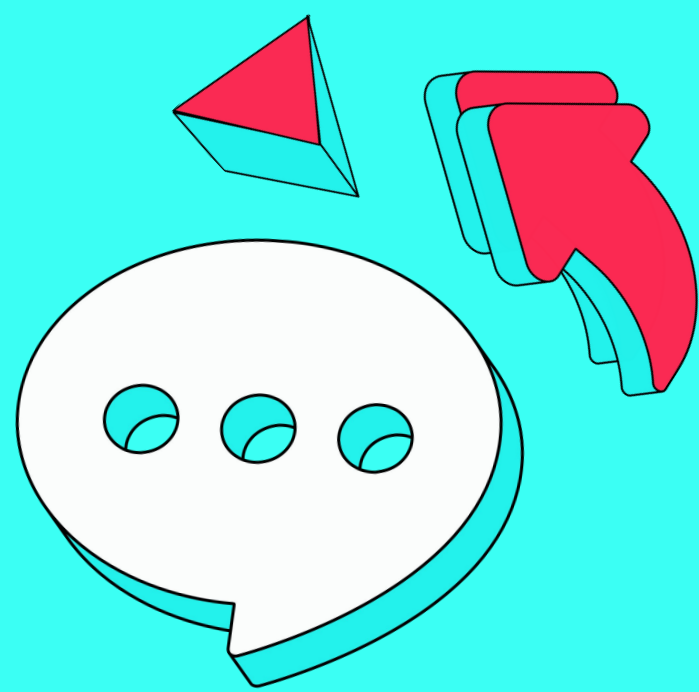
Traveling More

**40%**

Career Change

**29%**

# Activating on TikTok is Easy: Choose Your Own Q5 Adventure



## 1: Turn Q4 Gifting into Q5 Shopping

Extend your holiday campaign to further capitalize on holiday sales, shopping, and even returns!



## 2: Ignite Q5 to Soar in Q1

Start your Q1 campaigns early by testing and learning to set your brand up for success in 2024.



## 3: Put Q5 in the Palm of Your Hand

Lean in to increased mobile and app activity in Q5 for efficient and effective performance campaigns.



## Choose the Right Measurement Solution Before Launching Your Campaign

Review how your Q4 and holiday ads performed using our measurement solutions to apply your learnings in Q5!

### Attribution Analytics

Gain insights beyond current attribution settings to determine future measurement strategy.

Learn more [here](#)

### Post Purchase Survey

Hear from customers directly to reveal top sources of brand discovery or site visit.

Learn more [here](#)

### Conversion Lift Study

Determine how many conversions occurred as a direct result of your TikTok ad.

Learn more [here](#)

### Brand Lift Study

See how your Q5 ads performed in lifting awareness, perception, intent, and more.

Learn more [here](#)

Strategy 1:

# Turn Q4 Gifting into Q5 Shopping

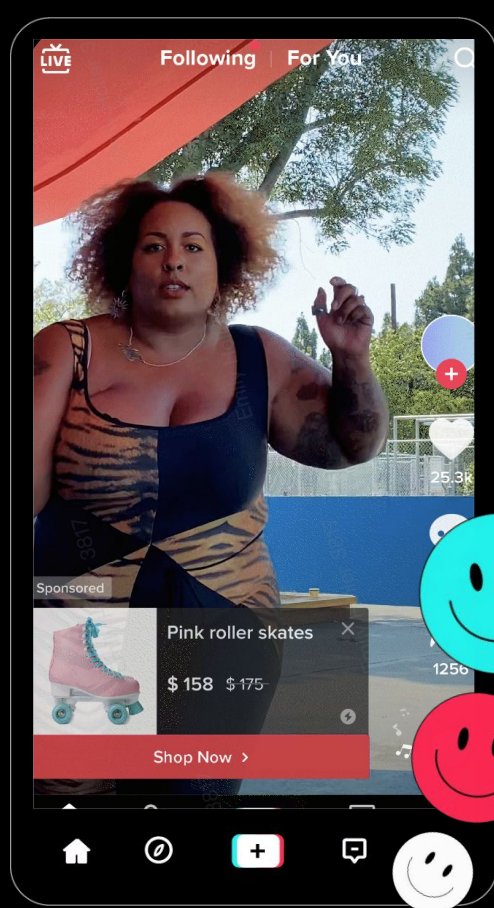


## Extend the Impact of your Holiday Campaign to Drive Sales

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.**

**Video Shopping Ads** is your always-on foundation for driving post-holiday sales. And, by driving purchases after a major gifting season, you're also capturing an audience of **high-intent shoppers.**

Note: For non-catalog advertisers, sub Web Conversion for VSA



Video Shopping Ads' impact:

**+15%**

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

**-14%**

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

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

## 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 theirs on.

**32%**

Of TikTok users are likely to shop in Q5 to spend cash and gift cards they received over the holidays<sup>3</sup>

## Take Advantage of App Activity on New Devices

After users unbox smartphones, tablets, and more during the holidays, target users most likely to trigger valuable, in-app events by leveraging **App Event Optimization.**

**10-20%**

Increase in **deep conversions** when implementing **App Event Optimization**

## Drive Traffic to Full Product Suite

For gifts like gaming consoles that inspire additional purchases in Q5, **Catalog Campaigns** allow you to sell your full suite of products to users looking for the right complement to their favorite gifts.

**64%**

Of TikTok users shopping for **Gaming** products in Q5 plan to purchase console games<sup>3</sup>

## Plus up Video Shopping Ads with **creative** and **performance** optimizations

### Spark Ads

Add a spark of authenticity to Q5 marketing by leveraging the best of users' holiday **#hauls** and **#unboxings.**

**+43%**

Increase in conversion rate when using Spark Ads<sup>5</sup>

### Value Based Optimization

By targeting consumers likely to spend more, you'll see your ROAS continue to thrive in Q5.

**+60%**

Increase in ROAS in the US when targeting with VBO<sup>6</sup>

Sources: 1. Internal Global TikTok Campaign Data, 2023 2. TikTok alpha & beta test, Dec 2021-Jan 2022 3. Source: TikTok Marketing Science Global Custom Q5 Survey via AYT, September 2023. (n= 2240) 4. TikTok Internal Data 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



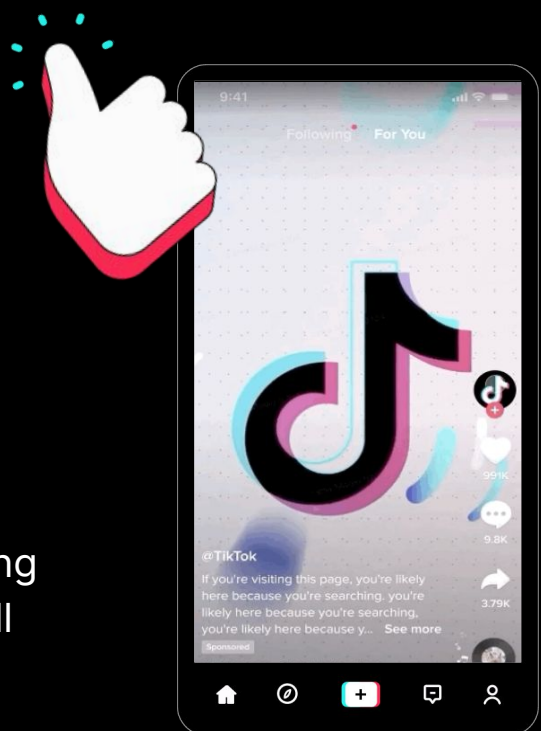
# Ignite Q5 to Soar in Q1



## Test and Learn for Impactful Branding Campaigns

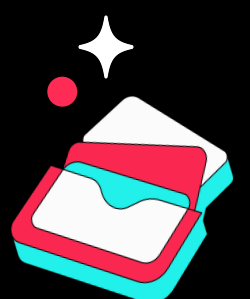
With a new year on TikTok comes new audiences, new products, new engagement, and new celebrations.

Take advantage of Q5 with a test and learn approach to supercharge your video spend ahead of the Q1 buzz. By leveraging TikTok Ad solutions and our suite of measurement products, you'll see what really works. So why not get a head start?



### Example A: Build buzz around upcoming brand and product launches

Bundling **In-Feed Ads** using the **Reach objective** with **Interactive Add-Ons** drives awareness at scale alongside enhanced engagement ahead of your launch.



Voting Stickers drive a **443%** increase in engagement<sup>1</sup>

Countdown Stickers drive a **13%** increase in comments<sup>1</sup>

Gift Code Stickers drive a **208%** increase in clicks<sup>1</sup>

**LAUNCH TIP:** When moving your launch further down the funnel, bundling **In-Feed Ads** with **Focused View** effectively and efficiently drives consideration.

### Example B: Capture incremental audiences ahead of seasonal moments

Keep your brand and products top-of-mind throughout Q1's seasonal moments moments by bundling **In-Feed Ads** using the **Reach objective** with **TopFeed** to build buzz and drive awareness.

**TopFeed + In-Feed<sup>2</sup>**

**+16%**

Increase in ad recall compared to using one product alone

**+17%**

Increase in awareness compared to using In-Feed alone

**Q1 Seasonal Moments in Video Views<sup>3</sup>**

#ValentinesDay	→	18.7B
#SuperBowl	→	10B
#LunarNewYear	→	416M

### Creative Optimization Turns Q5 Authenticity into Q1 Buzz

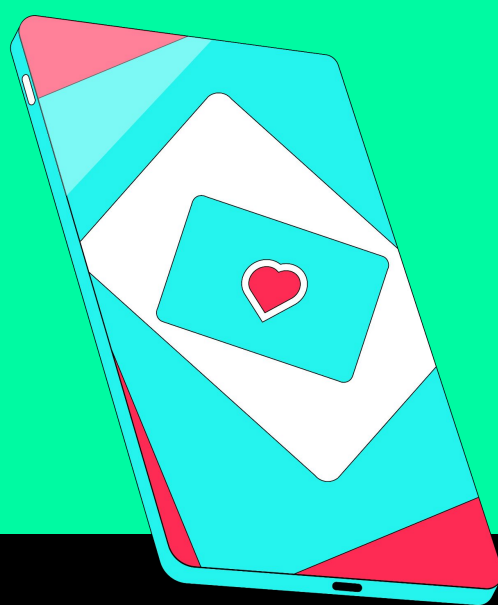
Plus up your In-Feed Ads with **Spark Ads** to turn creator-made content into a plug for your brand's ethos and messaging. Authentic content from creators hypes up your mission and values, showing the TikTok community who your brand truly is.

**+43%**

Increase in engagement rate when using Spark Ads<sup>5</sup>

Strategy 3:

# Put Q5 in the Palm of Your Hand



## Lean in to the Q5 performance opportunity for your mobile app on TikTok



Q5 is a key time when consumers **unwrap new devices** and tech from phones to tablets and more.

Combined with high customer attention, Q5 on TikTok can **unlock consumers who are primed and ready** to interact with and download your apps.

Plus, decreased competition in the auction serves as a **cost efficient route** for achieving end of year performance goals in Q5.



### Drive app downloads

Capitalize on new devices and increased downtime in Q5 to drive app downloads via the **app install objective**. Plus, **app retargeting** drives existing users to take action in your app.

# 67%

of TikTok users are likely to spend the same amount or more time **downloading apps in Q5<sup>1</sup>**

### Drive app engagement

Target users most likely to trigger valuable, in-app events like opening an account in your financial app, adding products to a wishlist within your retail app, scheduling an appointment within your health app and more with **App Event Optimization**.

# 10-20%

Increase in **deep conversions** when implementing **App Event Optimization**

### Drive higher value in-app purchases

Target users likely to spend more in your app from selecting the high speed food or grocery delivery option, buying gaming plus ups, opting for the luxury transportation option and more with **Value Based Optimization**.

# 1 in 3

Nearly 1 in 3 TikTok users who plan to continue shopping in Q5 plan to **shop through a brand's app<sup>1</sup>**

### Drive trial & incentives

Help consumers meet their 2024 goals and gain incremental customers via **lead generation ads** that can drive trials of your streaming apps, fitness & wellness services, premium versions of dating apps and more.

# 57%

of TikTok users are **likely to purchase** from an advertised business after viewing a lead generation ad<sup>2</sup>

## Make every click count and transition to SAN

TikTok's Self-Attributing Network (SAN) is a new, separate Mobile Measurement Partner (MMP) network integration with improved functionality that gives advertisers better visibility of TikTok's true contribution to app performance campaign outcomes.

Learn more [here](#).

# 79%

Of all conversions attributed to TikTok were missed by Last Click attribution models<sup>3</sup>

## Case Study: Cleo AI

Cleo is an AI Powered Financial Assistant App that uses artificial intelligence to help users manage their finances in a fun and easy way. **By transitioning to SAN, Cleo saw<sup>4</sup>:**

# +34%

Increase in CVR

# -46%

Decrease in CPA



Sources: 1. TikTok Marketing Science Global Custom Q5 Survey via AYT, September 2023. (n= 2240) 2. TikTok Marketing Science Global Shopping Ad Products Study 2022 conducted by Material 3. TikTok Marketing Science Post-Purchase Analysis conducted by KnoCommerce, 2022 4. TikTok Internal Campaign Data.



# 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 relevance<sup>1</sup>**

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

### 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 videos<sup>1</sup>

### Smart Creative

Smart Creative is our next-gen automated creative solution that 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 conversions<sup>3</sup>

**-59%**

Decrease in purchase CPA<sup>3</sup>

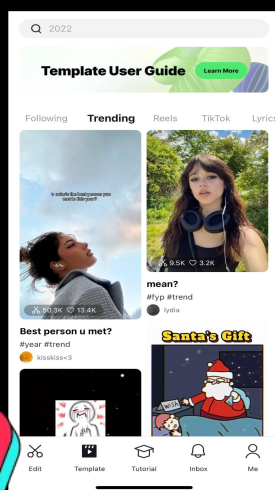


# Put your own spin on trends in Q5 to keep audiences entertained



**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 views<sup>1</sup>

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

45%

6 second View Through Rate for a January 2023 case study with Misayk Tokyo<sup>2</sup>

## 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, and 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 views<sup>1</sup>

[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 year<sup>3</sup>

## 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 views<sup>1</sup>

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

67%

Of TikTok users plan to shop for themselves in Q5<sup>3</sup>

## 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 views<sup>1</sup>

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

53%

Of TikTok users want to see shopping content from creators in Q5<sup>3</sup>

## Key takeaways for marketers



Partner with **creators** to bring every moment of Q5 to life—from post-holiday 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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