



J TikTok

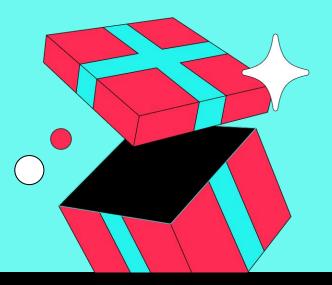
You're Invited To:



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



of all product discoveries begin on TikTok¹



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

2023 is kicking off earlier than ever to maximize the celebrations



of shoppers are likely to start shopping earlier this year³ 66

Consumers prioritize spending on shared experiences and gifts.

Deloitte Holiday Retail Survey, 2022

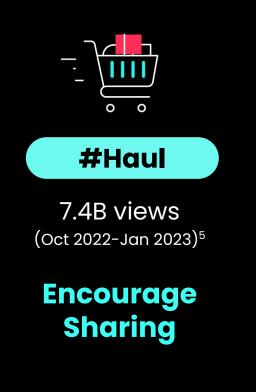
Join the conversation early to inspire holiday purchases across



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

...

gifting, hosting & more



1.5x increase in views during key December holidays⁵



#Hosting

149M views (Oct 2022-Jan 2023)⁵

Provide Tips & Tricks



#GiftIdeas

4.8B views (Oct 2022-Jan 2023)⁵

Inspire Thoughtful Gifting

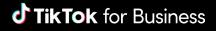
3.25x increase in views during key shopping time period (Nov)⁵

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.

Sources: 1. TikTok Marketing Science Post-Purchase Analysis conducted by Fairing, 2022 **2.** TikTok Marketing Science [US/CA] Holiday Purchasing Research 2022 conducted by Material **3.** Deloitte Holiday Retail Survey, 2022 **4.** TikTok Global Retail Path to Purchase, 2021 **5.** TikTok Internal Data, Global, Oct 2022-Jan 2023



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



higher conversion rate for impressions from matched events vs. non-matched events¹



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 <u>here.</u>



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



greater ROAS for campaigns that run for the **full CPG purchase cycle**²

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 <u>here.</u>

Sources: 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/Cosmetrics (~90-100 days), Soda (~50 days), Snacks/Candy (~60-70 days).



Choose the holiday solutions for your campaign goal

Full Funnel Solutions

Connect & convert audiences for your holiday product launches and key initiatives

Branding Solutions

Boost awareness of your holiday messaging and break through the holiday chatter

Commerce Solutions

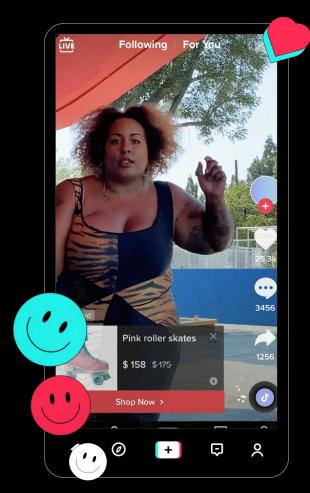
Drive sales during key holiday shopping periods like Black Friday, Cyber Monday and post-holiday sales

Taking Your HolidayFull- Funnelwith 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!



more conversions (vs. non-Shopping Ads campaigns)¹

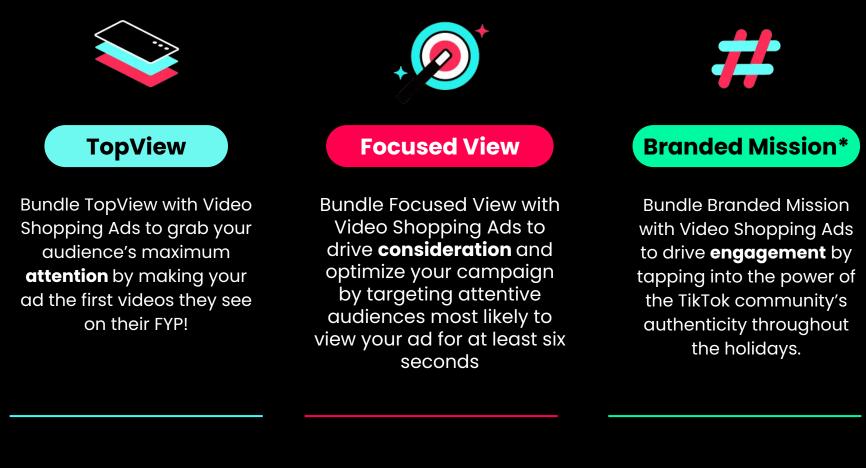


Decrease in CPA (vs. non-Shopping Ads campaigns)¹



Activate full-funnel holiday campaigns by bundling with our Branding Solutions

Pair Video Shopping Ads with our Branding Solutions by leveraging two or more ad-products matched to your campaign objectives - whether that's attention, consideration or engagement.



of users say TopView grabs their **attention**² **7.8**%

Campaigns leveraging Focused View see a 7.8% lift in ad **recall**³



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

Sources: 1. Internal Global TikTok Campaign Data, 2023 **2.** TikTok Global Business Marketing, TopView & Ad Format Study, January, 2021, conducted by Kantar **3.** Absolute Brand Lift, Meta-Analysis IP 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 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 sustain consumer connections with consumers during key holiday moments.

Combined with **Focused View**, you'll reach audiences most likely to consume and interact within the first six seconds.



Lift in net trust score after ads are shown on TikTok (141 index)

increase in net trust score for CPG brands who have advertised on TikTok steadily over time $(150 \text{ index})^1$

Bundle and leverage two or more ad products aligned to your holiday campaign goals and maximize your results

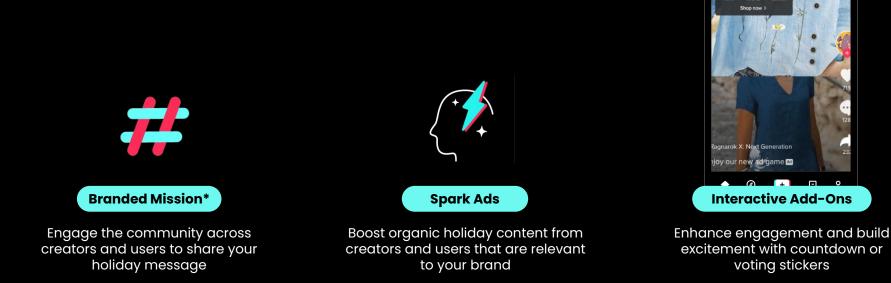
When you bundle, In-Feed Ads get better results²



Amplify engagement with seasonal storytelling and entertaining content







Drive attention and stand out with high impact solutions



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



Drive reach with the first in-feed ad spot for major shopping moments like Black Friday or Cyber Monday



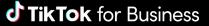
Build maximum awareness with the first video on TikTok through a full screen, sound on experience



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

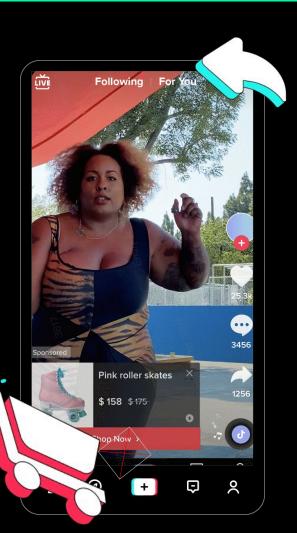


Make the most out of your key shopping moments

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!



more conversions (vs. non-Shopping Ads campaigns)¹



Decrease in CPA (vs. non-Shopping Ads campaigns)¹



Bundle Video Shopping Ads with smart features and optimizations



Utilize to **Countdown Stickers** to drive engagement with key brand moments, and **Gift Code Stickers** to capture demand during Black Friday and Cyber Monday



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



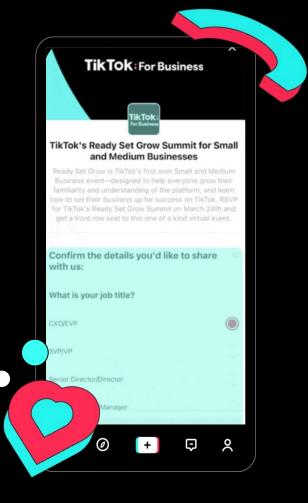
Value Based Optimization

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

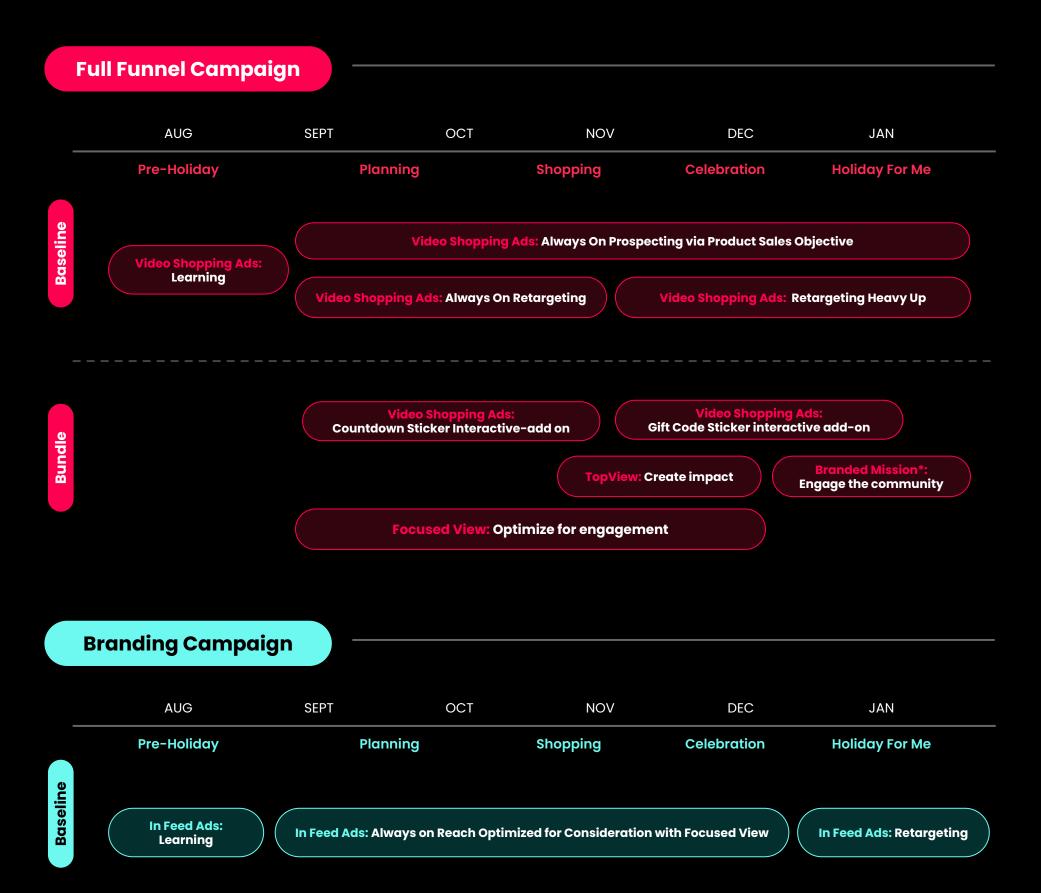
Grow your audience and make your holiday campaign work harder by capturing qualified leads with **Lead Generation Ads** and marketing to them throughout the holiday.

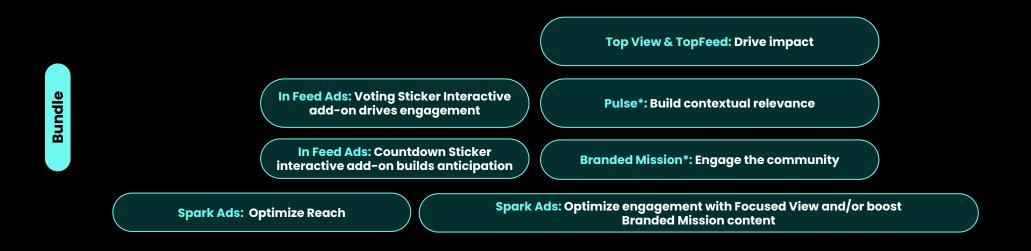
Pro Tip: Capture leads early to drive **newsletter subscribers**, announce **early access to sales** and share **discount codes** in time for Black Friday and Cyber Monday

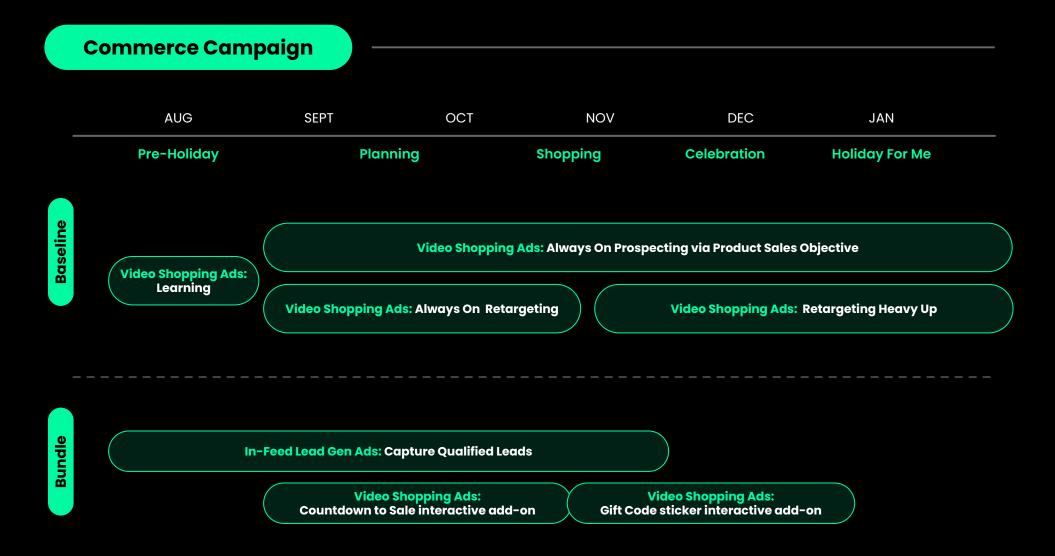


Your Holiday Campaign in Action

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





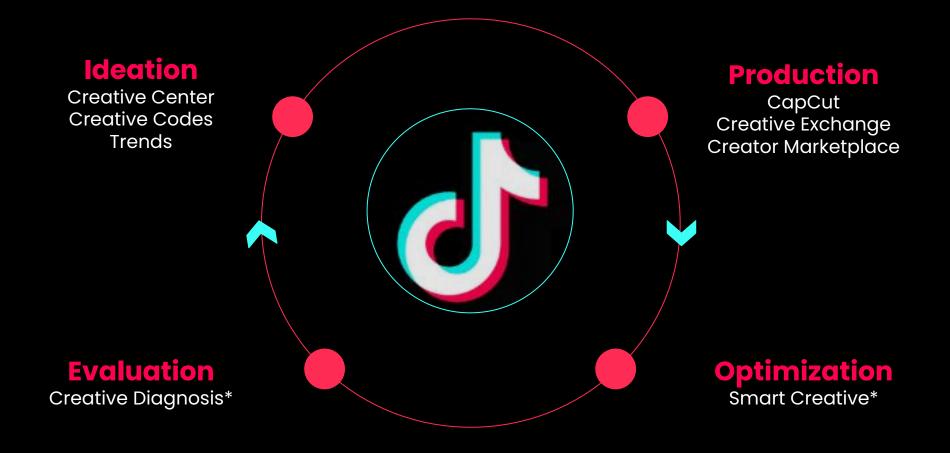


Build creative with value and variety to maximize your holiday strategy



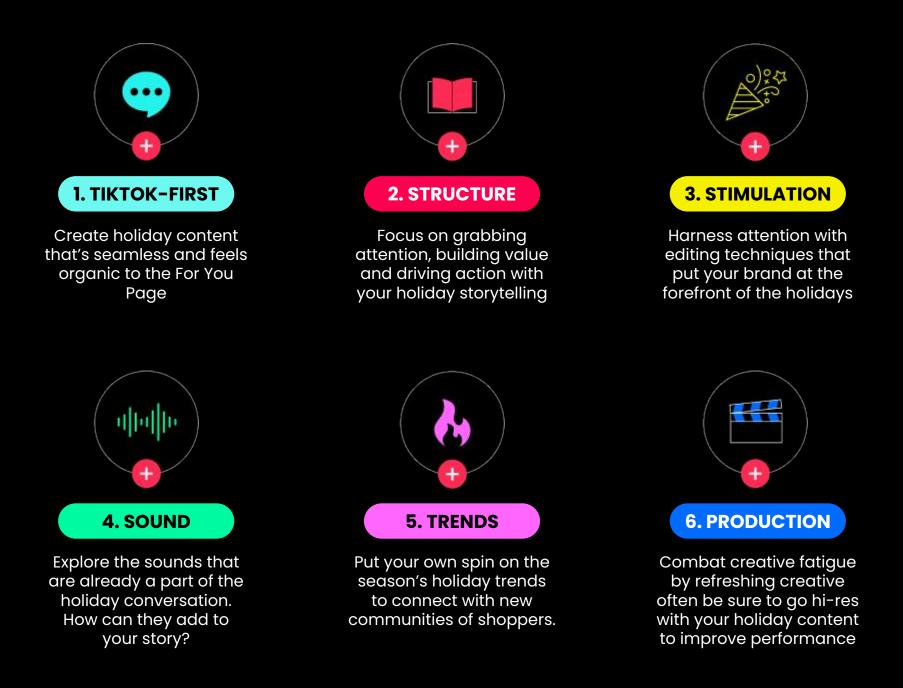
Unwrap the gift of TikTok's Creative Solutions to diversify your content

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.



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.





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 tie in your brand to 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 ator 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 65%



global hashtag views²) jifts For.. <u>ackFridayH</u>

of TikTok users agree that when shopping online, they **always rely** on online reviews and Creator recommendations to decide what to buy¹

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



#luxurygifts

global hashtag views² <u>Holiday Drinks</u> Luxe Gift Giving

%

of TikTok users are motivated to buy for joy (to lift spirits/ as a treat/reward)³



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.

I B

#giftguide

global hashtag views²

Gifts x AstrologyTok Gifts x HairTok

of TikTok users are motivated to buy for connection³

Joy that Keeps on Giving



TikTok Creators love to share their holiday <u>#hauls, #gifts</u>, and <u>#unboxings</u> 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



global hashtag views²

#HolidayCollection 80M² <u>#HolidayHacks 3B²</u>

more likely to create a post showing off something they bought and follow a brand account.⁴



Key takeaways for marketers

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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 <u>here.</u>



O 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 Material 2. TikTok Marketing Science Global Ecommerce Study 2022 conducted by Material 3. TikTok Internal Global Data, February 2023 4. TikTok Marketing Science US Path-to-Purchase Part 2 Research 2022, conducted by Material

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

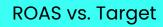
The Objective: Monos is a Canadian travel and lifestyle brand offering timeless, premium goods for the mindful traveller at reasonable prices. Seeking to boost their Black Friday and Cyber Monday sales, Monos looked to TikTok to drive enhanced, lower-funnel conversions with TikTok's broader North-American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









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.

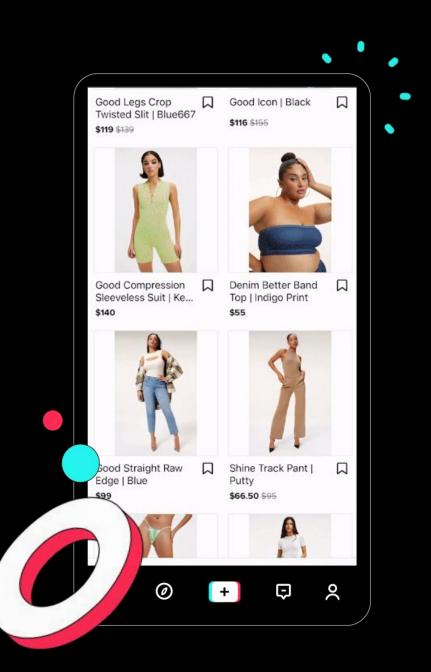
The Solution: Good American used **Video Shopping Ads** to reach new customers and drive sales, achieving 3.4x return on ad spend. The videos featured the brand's promotional items via UGC and Creator content, successfully driving potential customers to its online store.



Higher ROAS vs. account average



More efficient CPA vs account average









TikTok Shop for the Holidays

TikTok Shop is an e-commerce solution integrated within TikTok. Powered by TikTok's unique discovery engine, it enables brands and creators to showcase and sell products directly on TikTok, through a complete in-app shopping experience.

of TikTok users have bought something

Your customers are already shopping here



66%

more likely for TikTok users to buy products from a brand if they can access the community built around them

they saw on LIVE¹

A commerce ecosystem matched to your holiday campaign objectives



Conversion and Purchase Seamless in-app integration



Powerful Affiliate Tools Leverage TikTok creators at sell-to-earn commission rates



Algorithmic Recommendation Place your products in front of interested audiences



Real-time Data Sharing Track and act on sales, views, and interaction data for your content in real-time



Campaigns and Promotions Drive leads, sales, and engagement by letting you natively run discounts, flash sales, and more

Holiday shoppers can <mark>experience the full</mark> purchase journey on TikTok as <u>easy as 1, 2, 3</u>

1. Discover 2. Select 3. Purchase Browse shoppable Learn more about Place orders and products on the content through short checkout, without videos and LIVE Product Detail Page ever leaving TikTok! Product Detail Page In-app **LIVE Shopping** Checkout PRODUCT **Store Page** Selection DETAIL PAG **Product Link** 0 + ē 00 00 + Ģ

Bundle with Video Shopping Ads to qualified traffic and increase sales

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!



more conversions (vs. non-Shopping Ads campaigns)²



more efficient CPA (vs. non-Shopping Ads campaigns)²



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