



TikTok Works

Let's unpack what drives **creative performance on TikTok**

It's no secret that creative is one of the most important components of a successful marketing campaign.

Like baking a cake, the outcome is largely determined by the ingredients. Just like any other platform, there are **5 known fundamental levers** that brands must follow in order to build effective performance creative on TikTok. By using these 5 core elements together in lower funnel creative, we see a **2.3x** lift in conversion rate.¹

1000%



1. Brand Cues Integrated Early

To drive conversion, we need to build **memory linkage between the ad with your brand**. TikTok creative that utilizes one to two brand cues see +56% significant conversion lift vs. no brand cues.²

2. Call To Action

Call To Actions drive multiplier effects across all other effectiveness elements. Combining with a price point supercharges performance, and nearly doubles conversion rate; we see an +87% conversion lift when these 2 comes together.³

3. Product Demo ✨

Make sure you show your product, use it in the creative to create an authentic experience that encourages trials. We see a +175% lift in conversion when you illustrate the use the product in your TikTok creative.⁴

4. Show Features & Benefits

Another powerful ingredient is illustrating product features and benefits. Talk about what is unique about your brand and why it's useful to your audience. Ensure you communicate the value of your product or service.

5. Price your Product

Make sure to price your product to success; tell the audience how much it's gonna cost, to ease the decision making! When you include a clear price point, demo the product and mention a promotion - this creates a substantial +149% conversion lift.⁵

NICE

Additional creative tip #1

Voice Over

Voiceovers are such a powerful tool that acts as a vehicle to get all of the 5 fundamentals across; from brand to product demonstration, to your CTA and even price!

Additional creative tip #2

Text Overlay

Use text overlays to highlight relevant information. By incorporating concise and visually appealing text overlays, you can capture the attention of the viewer and communicate your message effectively.

Additional creative tip #3

Try Creators

Creators are platform experts so they can communicate promotions and products highly effectively. Creators can bring your ideas to life while adding realness to your messages to drive relevance with your audience.

