

TIKTOK APP MARKETING

DRIVING APP PERFORMANCE ON TIKTOK

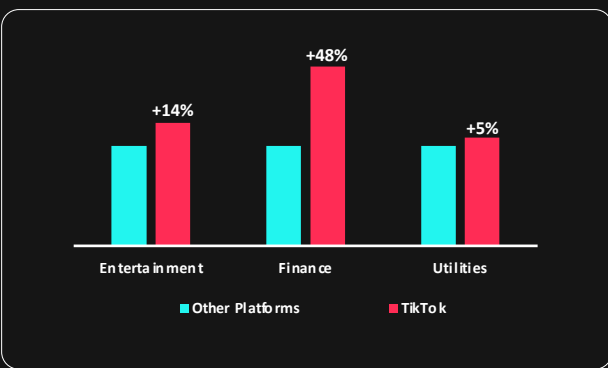
Preface

Mobile continues to be at the heart of the digital expansion in the MENA region, making app marketing increasingly important. To enable app advertisers to realize their opportunities, drive app performance and make informed decisions, we collaborated with 'Adjust' to deep dive into TikTok's user performance data and uncover optimization strategies to maximize marketing effectiveness.

TikTok drives higher engagement across most verticals

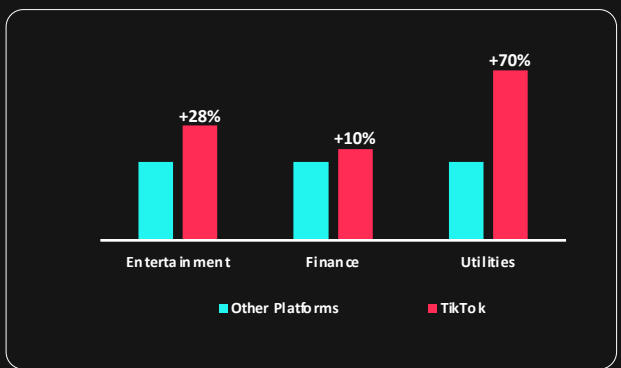
TikTok users have higher retention rates across most verticals compared to other channels

Avg 7-Day Retention Rate, Android



On average, TikTok users spend more time compared to other channels across most verticals

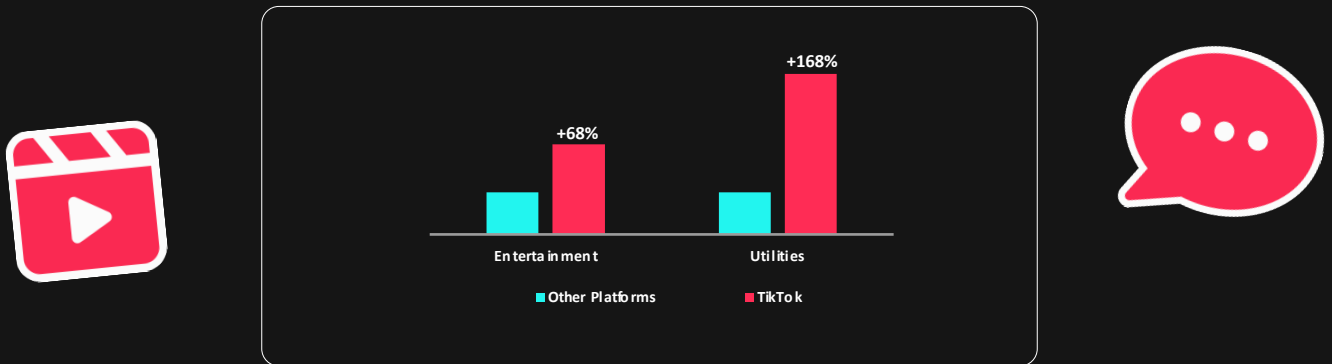
Avg Daily Time Spent Per User, Android



TikTok drives more valuable users across most verticals

On average, TikTok users spend more compared to other channels and organic across verticals

Avg Weekly Revenue Per User, Android



RAMADAN

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* BASED ON A TRUE STORY *

During Ramadan, a highly cluttered period, TikTok brings higher quality users compared to other media

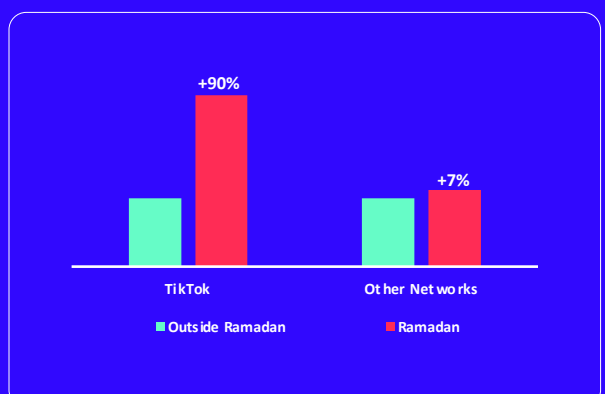
During Ramadan, users tend to engage more with shopping apps and customers which come from TikTok, spend more time on shopping apps compared to ones from other networks.

During Ramadan, the average revenue per user for shopping apps is higher for users who come from TikTok compared to other networks.

Avg 14-D Retention Rate, Android



Avg Daily Revenue Per User, Android



Maximize app performance on TikTok

1. Build, Expand and Grow App's User Base via Always-On

TikTok users feel more connected to the communities and brands they interact with on the platform compared to other apps and sites. Often, this is cultivated as brands show up consistently on TikTok, with an Always-On presence to help drive greater credibility and demand among existing users as well as reach new customers in the discovery phase.

NEXT STEPS

Start by building an organic brand presence with your TikTok Business Account (TTBA). Scale up content production with TikTok's creative tools to enable regular posting cadences. Find out what works best with business analytics tools on TTBA and boost content to extend your reach and effectiveness.

Leverage App Ads to scale app downloads and usage, especially among nurtured audiences; go further and segment and profile users who engage with the brand organically.

2. Re-engage Users by Utilizing a Full Funnel Approach

TikTok users are more engaged, spending more and bringing higher quality traffic, which makes it an ideal opportunity to leverage a full funnel approach and engage with high quality users.

NEXT STEPS

Create dedicated campaigns to drive app install and be ready to scale budgets as user adoption grows. Test and learn with App Retargeting campaigns to yield stronger revenue growth among users.

3. Re-engage Users beyond Seasonal Moments

By re-engaging users in the periods immediately after seasonal moments, brands are more likely to reduce churn and increase stickiness. Further, TikTok is able to retarget users efficiently and effectively, allowing your brand to continue the momentum it has created.

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Conclusion

With these strategies as a guiding principle, it is important to build a structured learning agenda to understand what works best for your brand. To measure the impact of TikTok ads more accurately, we recommend integrating Self-Attributing Network (SAN) with engaged view-through attribution (EVTA). Find out more [here](#).



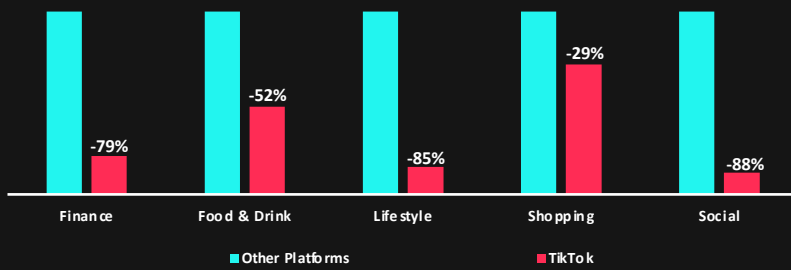
Appendix



TikTok drives higher engagement and lower uninstall rates across most verticals

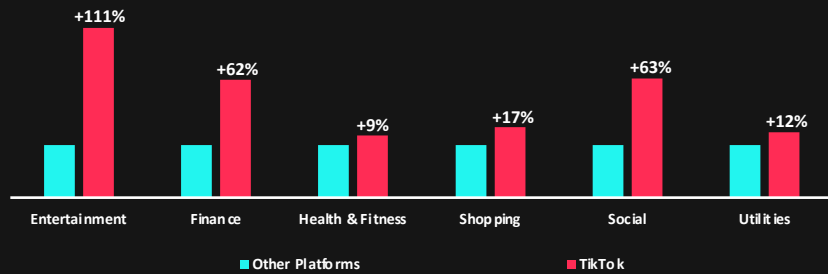
TikTok users have lower uninstall rates across verticals compared to other channels

Avg Weekly Time Spent Per User, Android

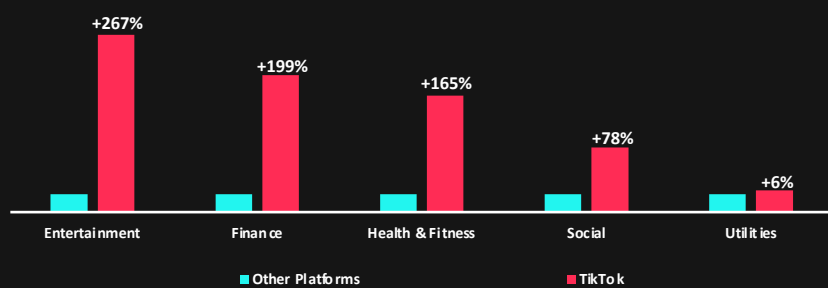


TikTok users have higher retention rates across most verticals compared to other channels

Avg 14-Day Retention Rate, Android



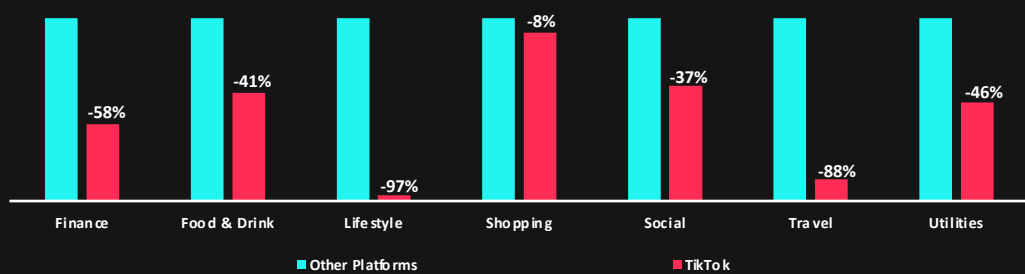
Avg 30-Day Retention Rate, Android



TikTok drives higher engagement and lower uninstall rates across most verticals

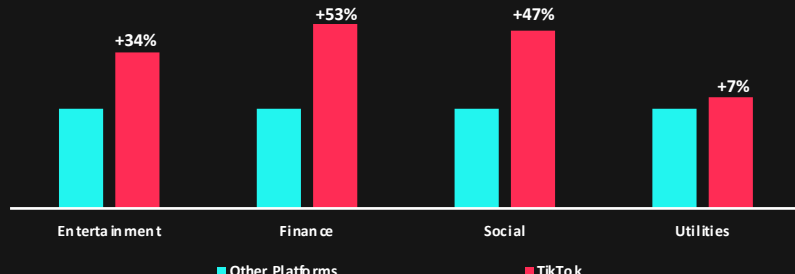
TikTok users have lower uninstall rates across verticals compared to other channels

Uninstall Rate, Android



TikTok users have higher retention rates across verticals compared to other channels

Retention Rate Day1, Android



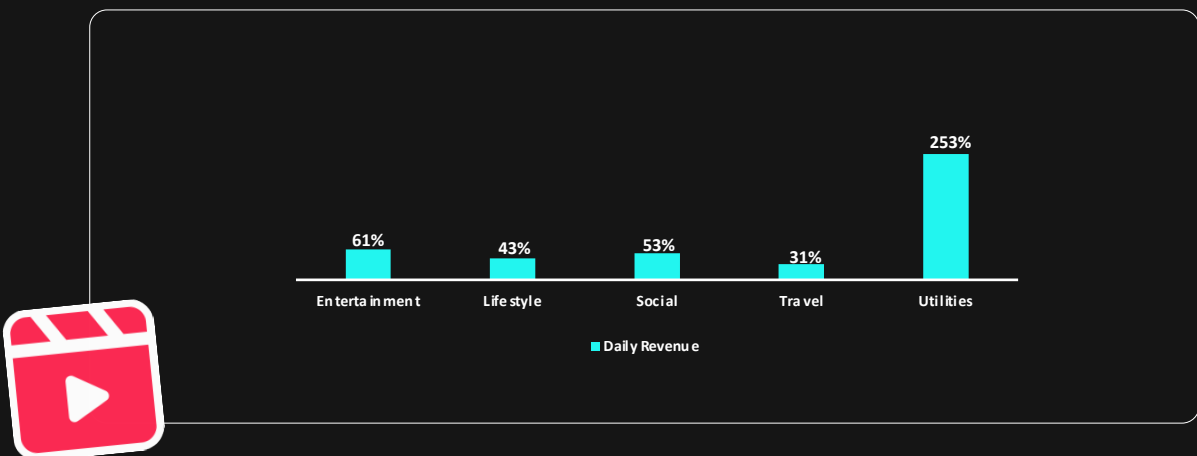
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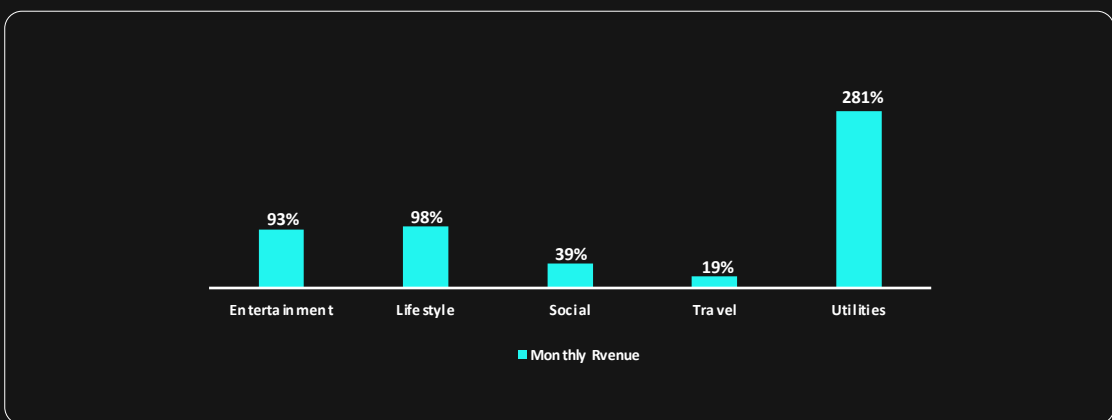
TikTok drives more valuable users across most verticals

TikTok users pay more on average compared to other channels and organic across verticals

Daily Revenue Per User, Android



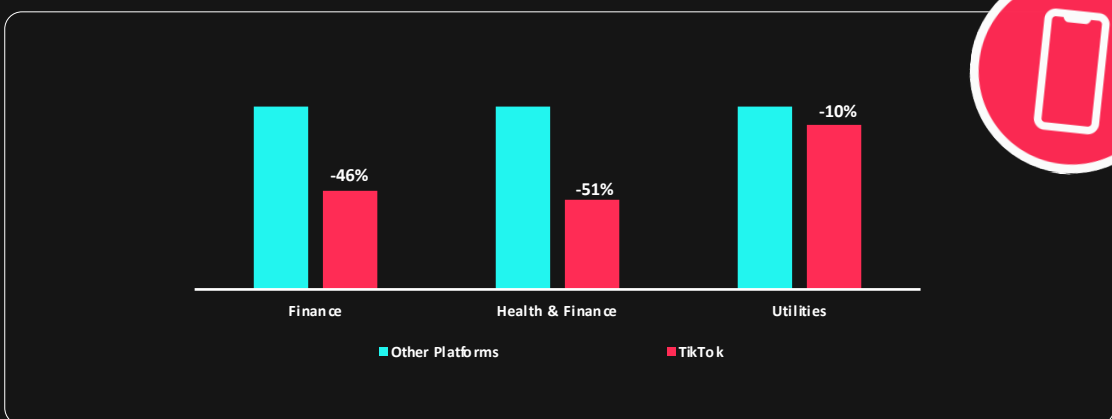
Monthly Revenue Per User, Android



TikTok drives a more efficient CPI across most verticals

TikTok drives a lower CPI on average compared to other channels across verticals

CPI, Android



CPI, IOS

