

TIKTOK APP MARKETING

DIVING APP PERFORMANCE ON TIKTOK

Preface

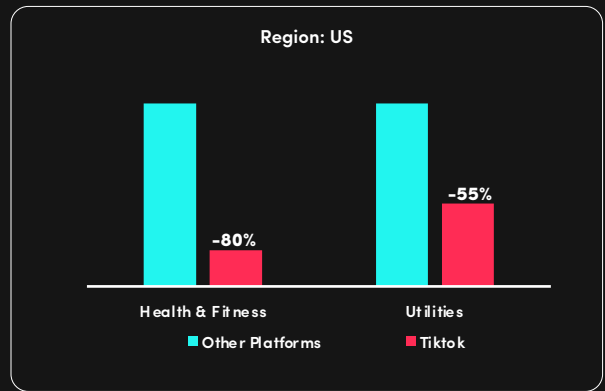
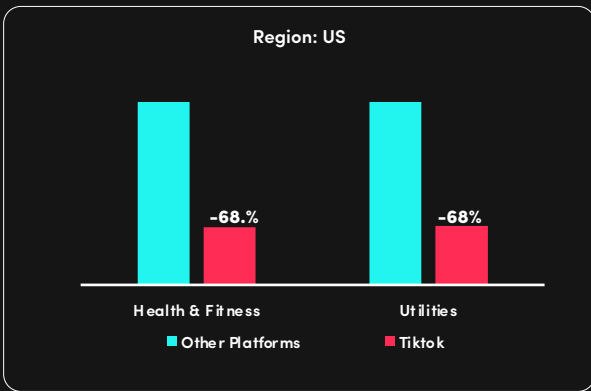
Mobile continues to be at the heart of the digital expansion, making app marketing increasingly important. To enable app advertisers to realize their opportunities, drive app performance and make informed decisions, we collaborated with [Adjust](#) to deep dive into TikTok's user performance data and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

TikTok brings more retained and engaged users than other networks across vertical

TikTok users have lower uninstall rates across verticals and countries compared to other channel

Uninstall Rate, Android

Uninstall Rate, iOS

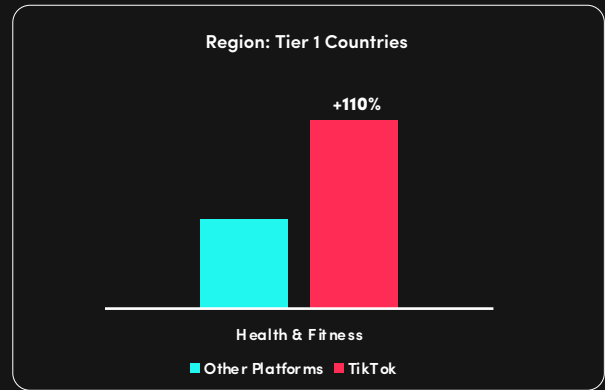
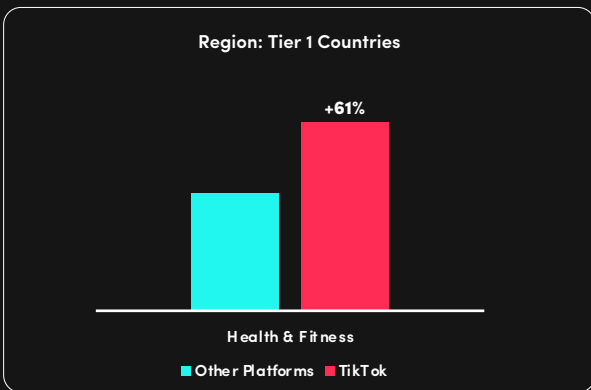


TikTok brings more paying users than other networks

TikTok users have higher Monthly Revenue per User across verticals and countries compared to other channels

Revenue (\$) per User, Monthly, Android

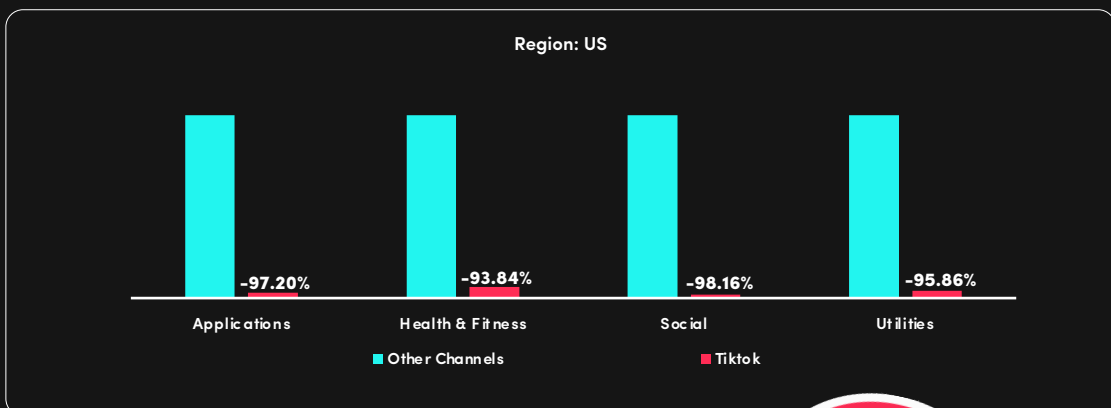
Revenue (\$) per User, Monthly, iOS



TikTok brings more cost-efficient installs than other networks

TikTok users have lower CPI across verticals and countries compared to other channels

CPI (\$), iOS



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

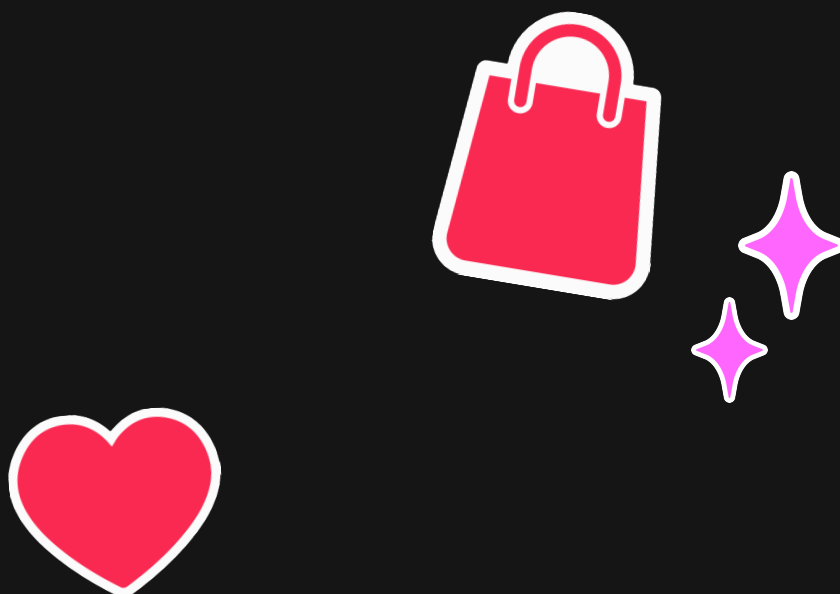
TikTok users are more engaged, spending more and bringing higher quality traffic, which makes it an ideal opportunity to leverage a full funnel approach and engage with high quality users.

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.

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 brings more retained and engaged users than other networks across vertical

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

Uninstall Rate, Device: Android



Region	Finance	Health & Fitness	Utilities
US	-55%	-69%	-68%
EUI	-84%	-28%	-100%
TIER 1 ENG	-100%	-100%	-51%



Uninstall Rate, Device: IOS



Region	Finance	Health & Fitness
Overall	-50%	-20%
US	-22%	-80%

TikTok users have higher Retention Rate across verticals compared to other channels

Avg 14-Day Retention Rate , Android

Region	Finance	Utilities
US	87%	9%
EUI	15%	25%



Avg 30-Day Retention Rate , Android



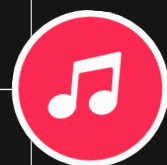
Region	Health & Fitness	Social	Utilities
EUI	12%	33%	31%

TikTok brings more paying users than other networks

TikTok users have higher Revenue per User across verticals and countries compared to other channels

Avg Weekly Revenue (\$) Per User , Android

Region	Health & Fitness	Social
US	166%	43%



Appendix

Avg Monthly Revenue (\$) Per User, Android

Region	Health & Fitness
US	117%
TIER 1 ENG	56%



Avg Weekly Revenue (\$) Per User, iOS

Region	Health & Fitness	Social
EUI	34%	93%
TIER 1 ENG	116%	81%



Avg Monthly Revenue (\$) Per User, iOS

Region	Health & Fitness	Social
EUI	113%	54%
TIER 1 ENG	110%	55%



TikTok brings more cost-efficient installs than other networks

TikTok users have lower CPI across verticals and countries compared to other channels

CPI (\$), Android

Region	Social
Overall	-2%
US	-28%



CPI (\$), iOS

Overall	-97%	-94%	-98%	-96%
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