

TIKTOK APP MARKETING

DRIVING PERFORMANCE ON TIKTOK

Preface

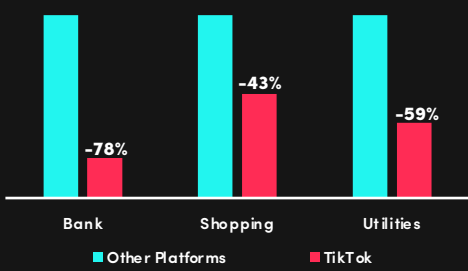
Mobile continues to be at the heart of the digital expansion in Türkiye, making app marketing increasingly important. To enable app advertisers to realize their opportunities, drive app performance and make informed decisions, we collaborated with [Adjust](#) to deep dive into TikTok's user performance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

TikTok drives higher engagement and lower uninstall rates across verticals

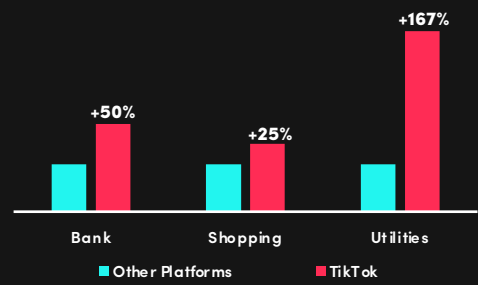
TikTok users have lower uninstall rates & they spend more time on avg on the apps across verticals compared to other channels

TikTok users spend more time on average compared to other channels across verticals

Uninstall Rates, Android



Avg Daily Time Spent Per User, Android

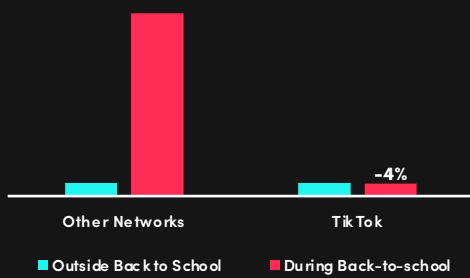


During Back to School & November Shopping season with high clutter TikTok keeps driving high quality traffic compared to other media channels

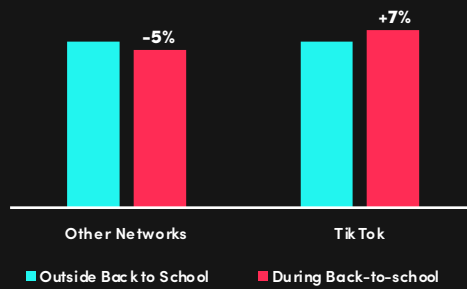
For users coming from TikTok, Uninstall rate and Daily time Spent are improving during Back-to-school, while other networks are demonstrating drop in performance

Back To School Period

Uninstall rate, Android



Avg Weekly Time Spent Per User, Android

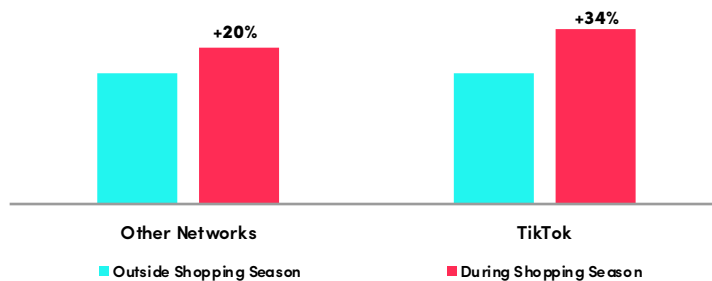


During November shopping season users tend to engage more with shopping apps and ones, which come from TikTok, spend more time in shopping apps compared to ones from other networks

November Shopping Period

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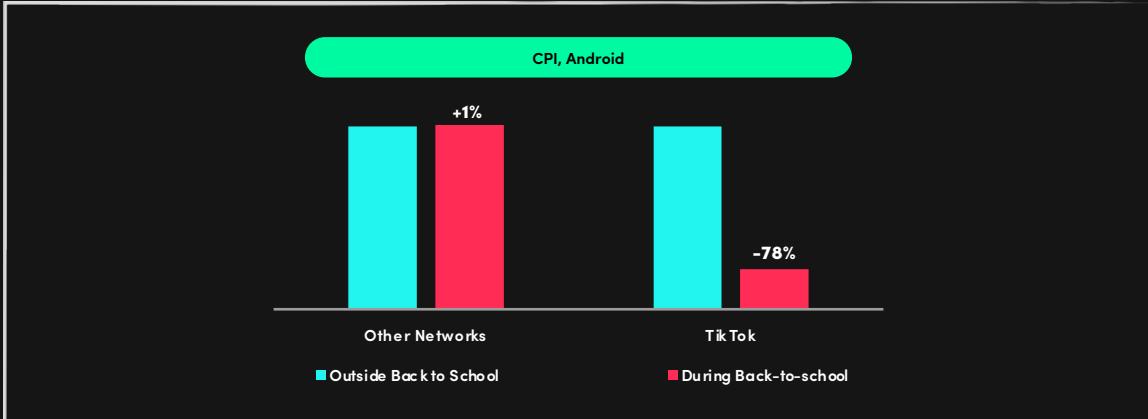
Avg Weekly Time Spent Per User, Android



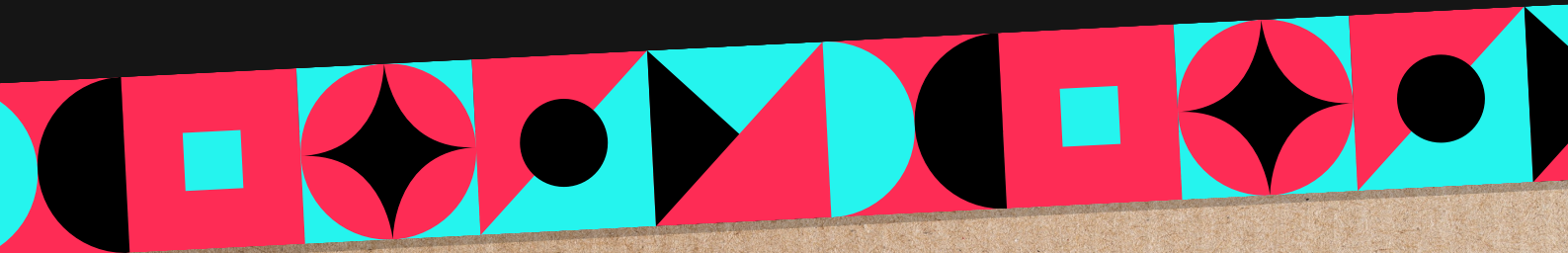
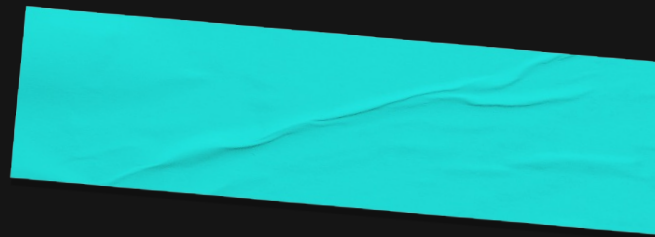
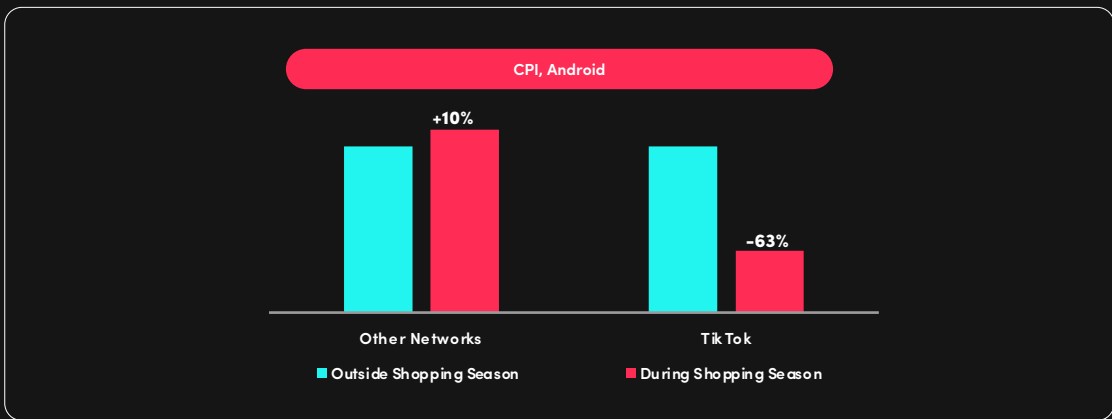
In both peak seasons (BTS & November), TikTok achieved a much more efficient CPI compared to other channel

Peak seasons lead to more competition on ads platforms with usually higher cost for app installs - it's not relevant for TikTok: CPI is improving compared to other networks

Back To School



November Shopping Period



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.

NEXT STEPS

Sustain seasonal marketing efforts with retargeting campaigns to prevent churned users. Retarget high value users with conversion optimization and value-based optimization to increase loyalty.

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](#).

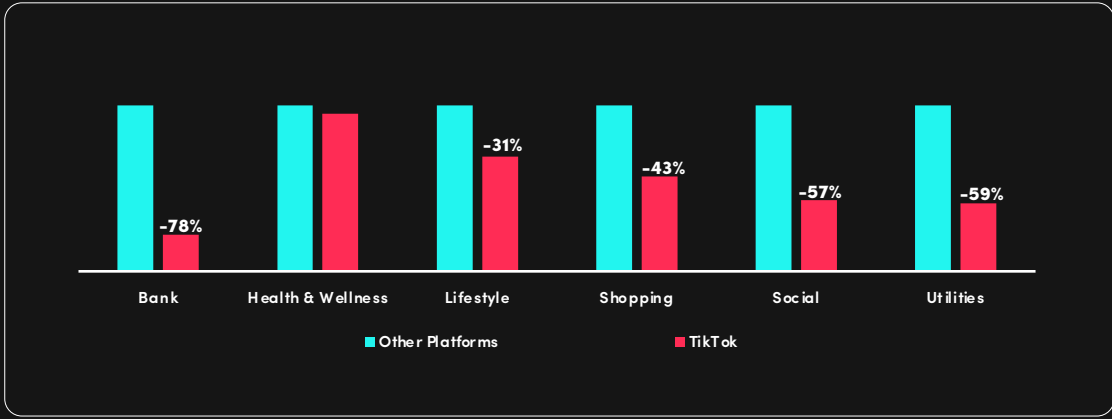


Appendix

TikTok drives higher engagement and lower uninstall rates across verticals

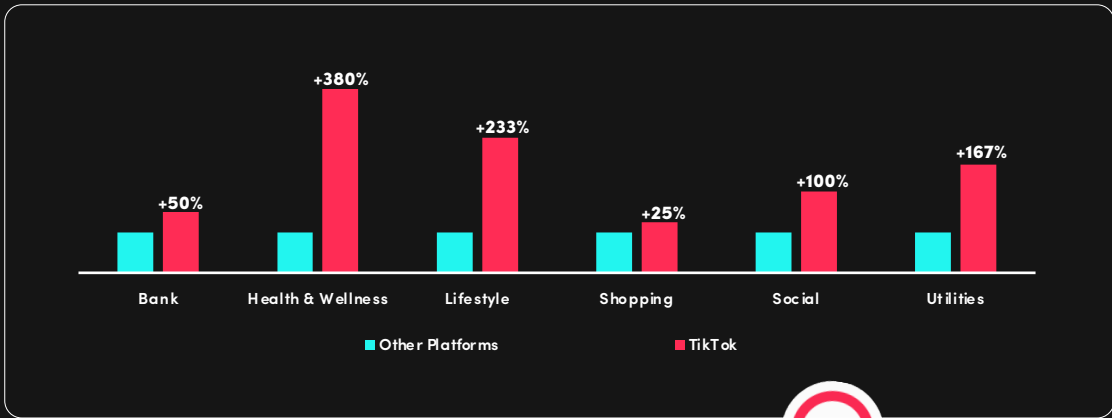
TikTok users have lower uninstall rates across verticals compared to other channels

Uninstall Rates, Android



TikTok users spend more time on average compared to other channels across verticals

Daily Time Spent Per User, Android. * - IOS



TikTok App Marketing

Türkiye