

TikTok x Effie



NICE



Hello!



Ludwik Puczyłowski
Client Solution Manager
TikTok

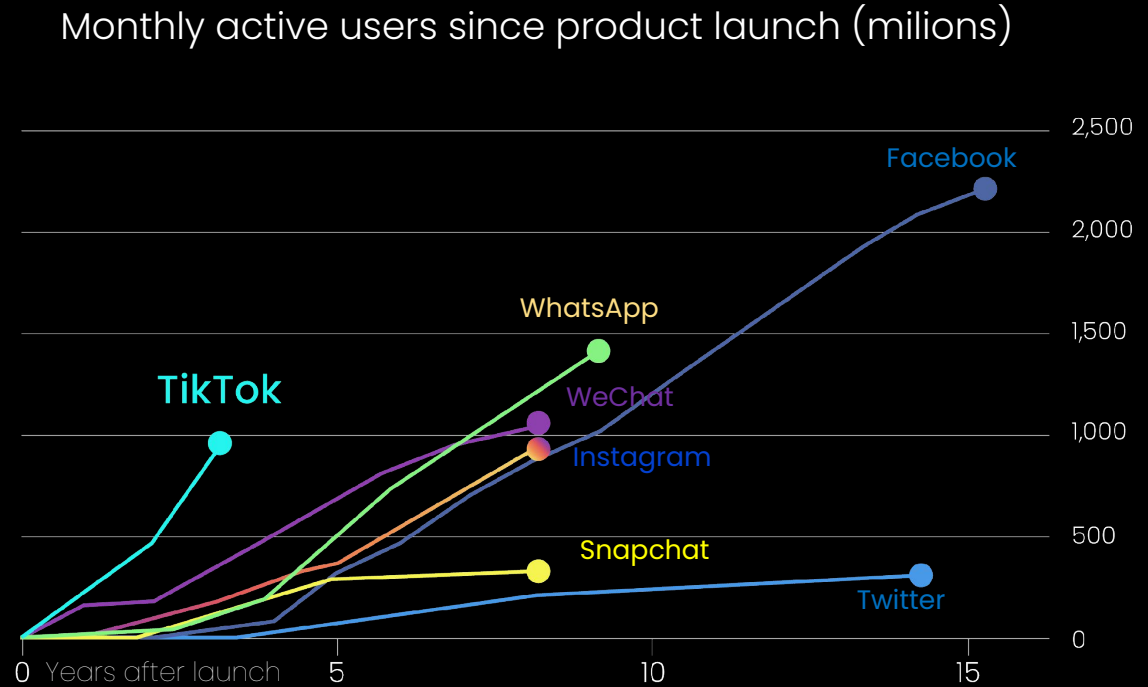
...what is TikTok?



NICE



**Community
growing
faster than
any one
before us**



We are **Video First** Platform

We are first platform on the market with video in our heart. It's easy to watch video, it's easy to create it on your own because we are **Real**, **Mobile First** tool for the People.



Full Screen

Each and every TikTok video is played in Full Screen on mobile phones of our users. There is no exception.

Sound On

Remember those times when every video ad played with Sound On? Now those times are back! Every video on TikTok is loaded with sound & music.

Vertical

We think that now is a time for the Year of Mobile right? That's why our videos are created and published in Vertical orientation to address needs of our users.

We are **Video First** Platform

We are first platform on the market with video in our heart. It's easy to watch video, it's easy to create it on your own because we are **Real**, **Mobile First** tool for the People.



Personal

Every user feed is unique, while sound-on experience means focus on the content

Relevant

Content is delivered based on users' engagement with content.

Discovery & Community

No one needs to tell you there is something you should watch!
Our users upload new videos every day, and every day they discover hidden gems.
The better the video, the more community likes it, the more views it gets



TikTok

the map of **cultural
pulse & entertainment**

Map of
intention

Google

Map of
passion

Instagram

Map of
connections

Facebook

Map of
conversation

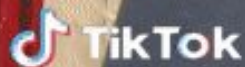
Twitter

We are an
Ultimate
Entertainment
Platform

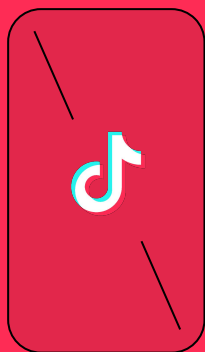
powered
by the



community



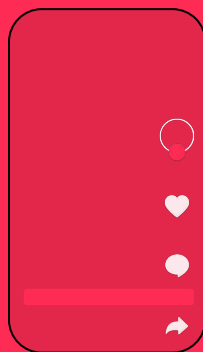
Open
TikTok



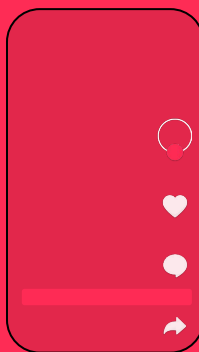
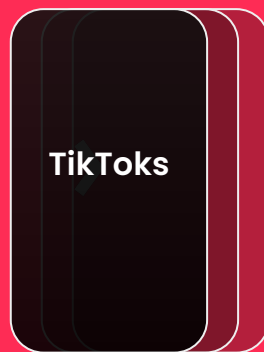
TopView



In-Feed Ad

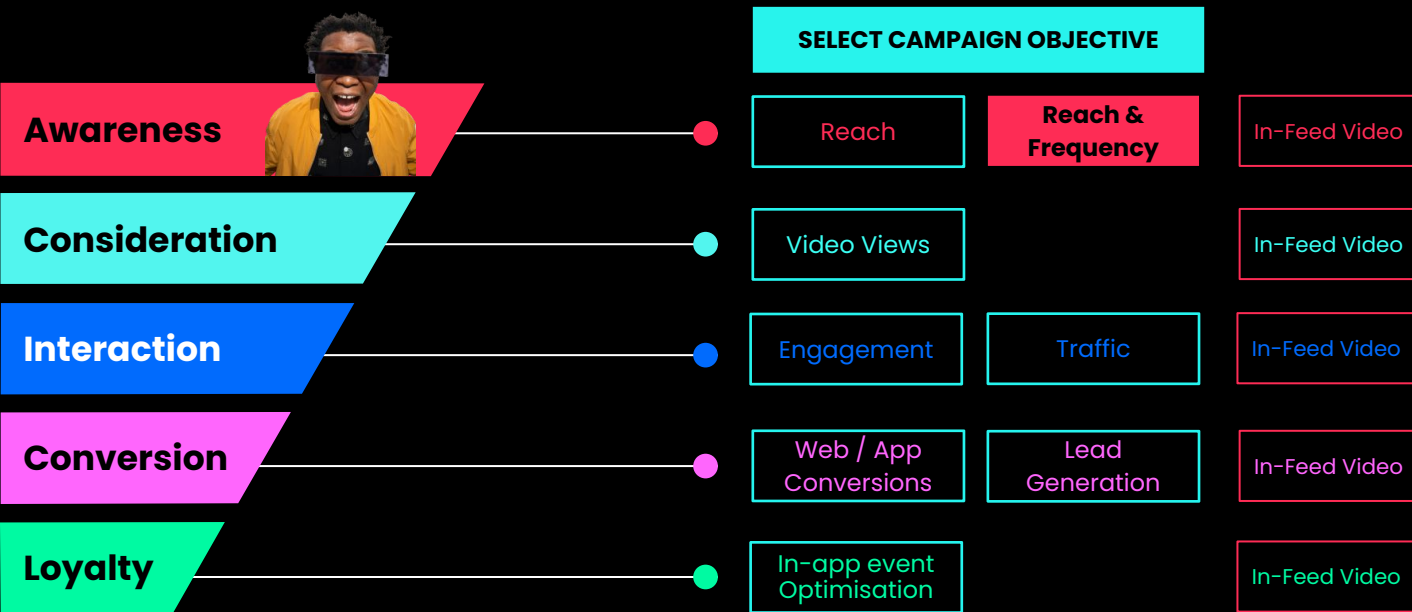


For You Feed



In-Feed Ad

Full funnel marketing with one video format



How can you
measure results on
TikTok?

“ You can’t **improve**
what you don’t
measure. ”

W. Edwards Deming



What can you improve

01 Media buying

What scale the campaign achieved?

What media objective works best?

What is the optimum frequency?

What is optimum campaign length?

02 Brand & comms

Did the ad cut through?

Did people remember the product?

Does use of creators boost brand metrics?

What is the effect of native feel creatives vs product creative?

03 Business

What is the impact of campaign on business?

Is the media mix optimal?

What is ROAS?

What can you measure?

Media metrics

Media buying – KPI examples



Awareness



Media

—
Reach
Reach % in TG
Frequency

—
2-sec Video Views
6-sec Video Views
100% Video Views
Engagement*

Consideration

Media

—
2-sec Video Views
6-sec Video Views
100% Video Views
Traffic

—
Qualified entry
Leads

Conversion

Media

—
2-sec Video Views
6-sec Video Views
100% Video Views
Actions: sales, leads, app installs

Troublesome metrics in auction ads

	Metric	Depends on:
Impressions	CPM	Budget; Targeting; Timing
Videos	100% Video View Through Rate (VTR 100%)	Impressions > see CPM
	Cost per Video View (CPV)	Depends on VTR >
Traffic / Conversion	Click Through Rate (CTR)	Impressions > see CPM
	Cost per Click (CPC)	CTR > see CPM
	Conversion Rate (CR)	CTR > see CPM
	Cost per Action	CR > see CPM
Engagement	Likes, Comments, Shares, Followers	People :)

Quality metrics, not success metrics

In auction-based advertising system some metrics depend on multiple factors. For example, CPM depends on:

- Budget (high / low)
- Targeting (broad / narrow)
- Timing (short / long / season)
- Bidding (ad ability to win auction)

This means cost results are volatile. And since other metrics depend on impressions, they also might be impacted.

CPM

Cost per Mille

VTR

View Through Rate

CPV

Cost Per View

CTR

Click Through Rate

What can you measure?

Media metrics

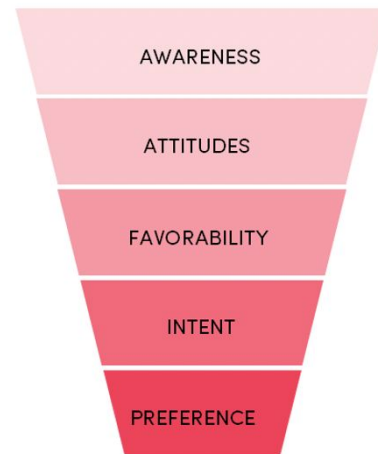
Brand Lift Study

What is Brand Lift Study?

Brand Lift Study (BLS) is a survey-based service that helps advertisers measure and optimize advertising resonance on TikTok.

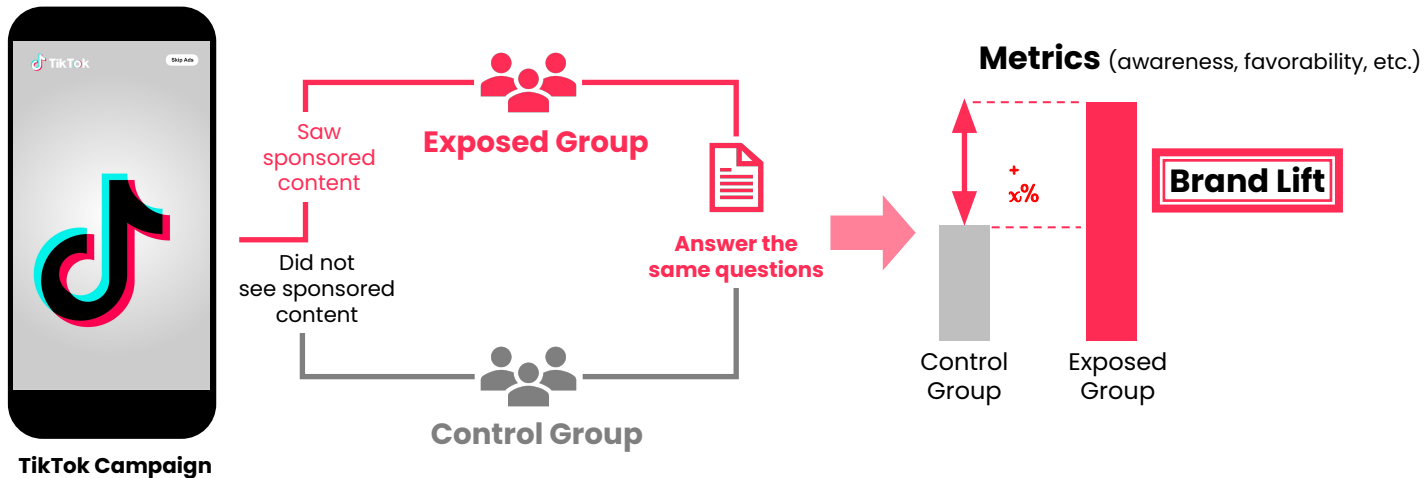
Survey metrics are designed against the marketing funnel to measure key brand indices, such as awareness, favorability and intent.

Based on quantitative survey results, specific case analysis and optimizing suggestions are provided to advertisers.



How Brand Lift Study works

Brand Lift Study uses a survey-based approach to measure the differences between control vs. exposed groups of consumers to determine the media effects delivered



Brand & Comms – KPI examples

Awareness



Brand

—

Ad recall
Product awareness

Consideration

Brand

—

Ad recall Lift
Product awareness
Familiarity Lift
Favourability Lift

Conversion

Brand

—

Purchase Intent Lift
Preference Lift
Recommendation Lift

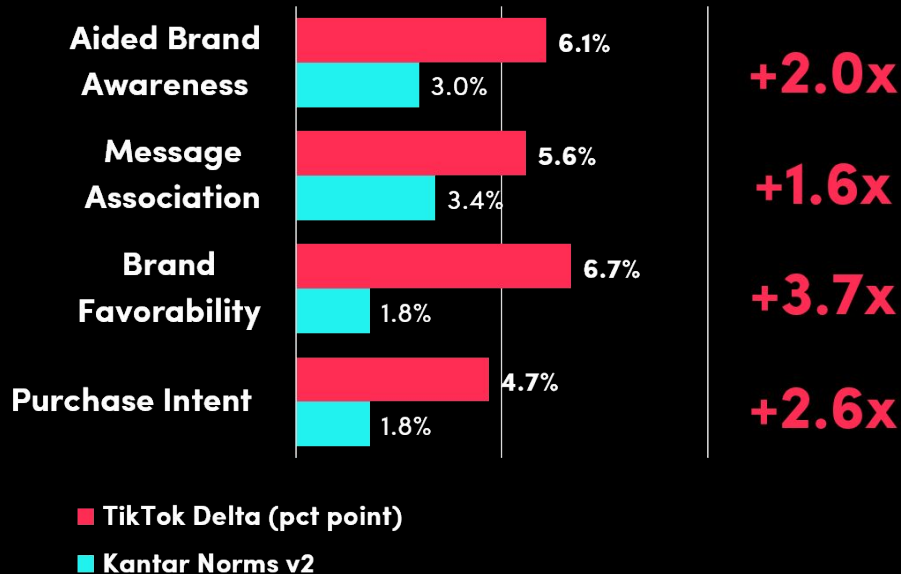
Brand Value

Created to drive real business results.

When You combine some of our products together, You'll be able to deliver **significant uplifts** in all measured indicators vs. Kantar Norms v2.



Kantar Brand Lift vs. Norms



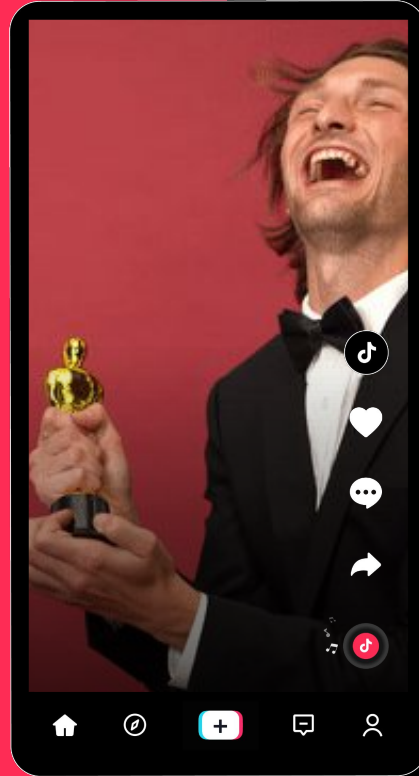
What can you measure?

Media Metrics

Media Mix Modelling

Brand Lift Study

TikTok equals effectiveness



2-3 x

higher sales effectiveness

on average than other media

30 %

Paid media ROAS higher than other media

No.1

In the world on Ad Equity

Proof that ads on TikTok lead the industry on ad receptivity

What can you measure?

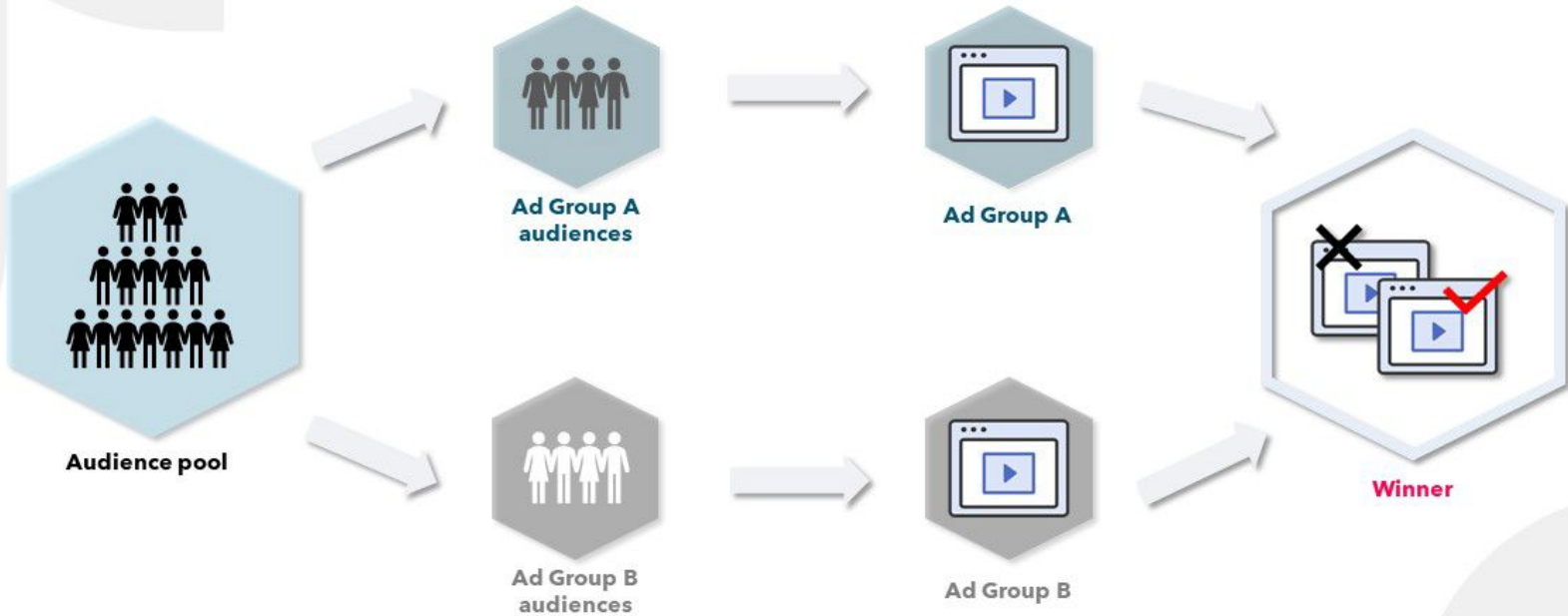
Media Metrics

Media Mix Modelling

Brand Lift Study

A/B tests

Product Methodology: To ensure a scientific result



Split test – hypothesis & metrics



Awareness



Hypothesis

TikTok native look&feel vs repurposed creative
Reach vs Video View objective

Metric

2-sec Video Views
6-sec Video Views
100% Video Views

Consideration

Hypothesis

Broad Interests targeting vs narrow
Interests Targeting

Metric

2-sec Video Views
6-sec Video Views
Traffic
Web View Content

Conversion

Hypothesis

Ad with product in use vs Product
benefits

Metric

6-sec Video View
100% Video View
Web View Content



01

We are Ultimate Entertainment Platform

Thanks to our **unique connection between entertainment and culture driving community** we are able to gather giant amounts of attention!

02

1 video format = full funnel advertising

It's easy to start. We all know how to make great video ads, only difference is video aspect ratio: it's **vertical**.

03

Always focus on what you can improve

... and not only what you can measure. Focus on metrics that impact your **business objectives**. Quality metrics are great, but they depend on too many factors you cannot control.



Thank you!

 **TikTok** for Business

