



# Seizing the

*hello!*



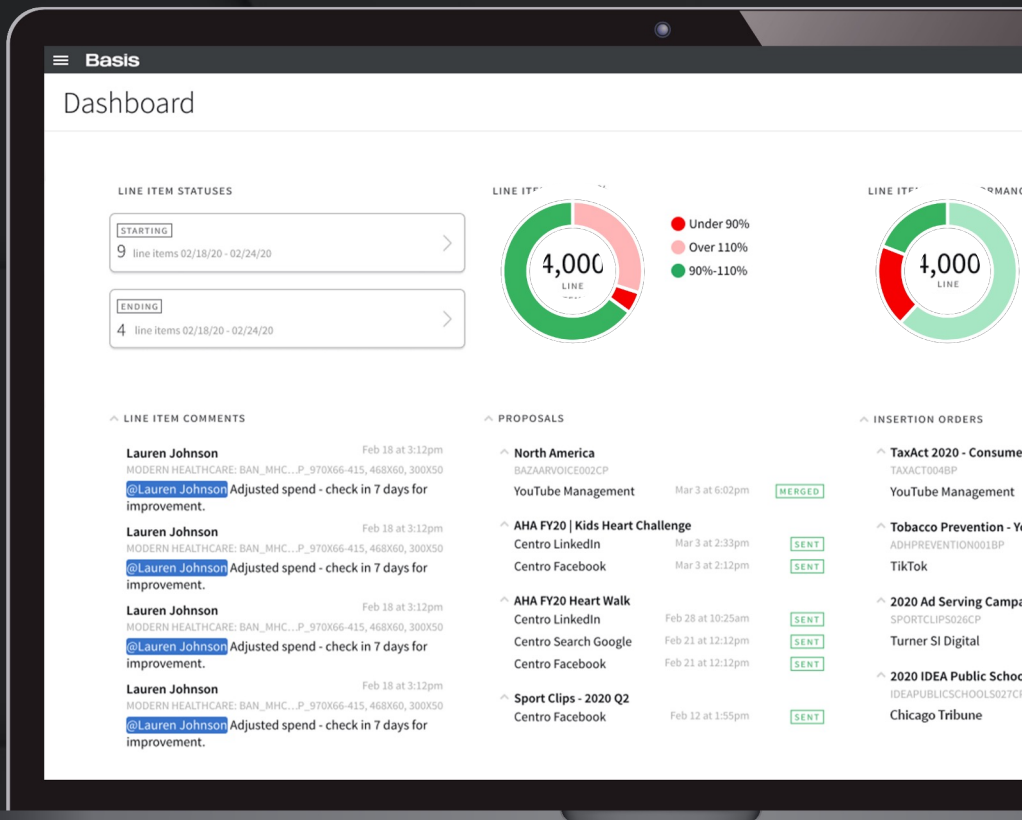
# Opportunity

April, 2023

# Basis<sup>®</sup>

Technologies

The industry's **most comprehensive**  
and **automated** digital media platform.





**Justin Liut**  
Agency Partnership Manager  
**TikTok**



**Yangdi Li**  
Measurement Partner  
**TikTok**

# Today's Topics

1. Introduction
  2. The TikTok Opportunity
  3. Data Security
  4. Creative or Creators
  5. Measurement
  6. New on TikTok
- 

**in a new era of Video**



# TikTok is a video platform for everyone

**1B**

global monthly users

Global monthly active users<sup>1</sup>

**6T**

Video views in a single month

Among TikTok's global community there were approximately 6.4 trillion video views on the platform in a single month\*<sup>3</sup>

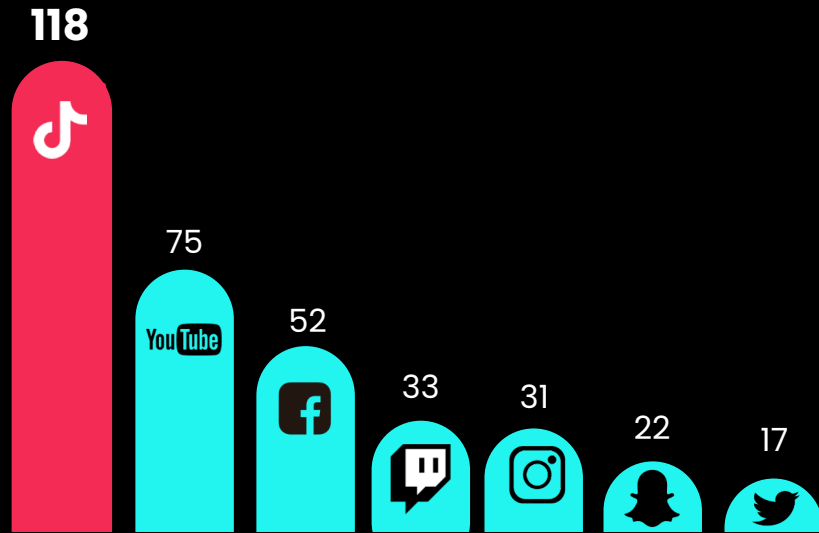
**a movie's  
length of  
time**

is spent on TikTok

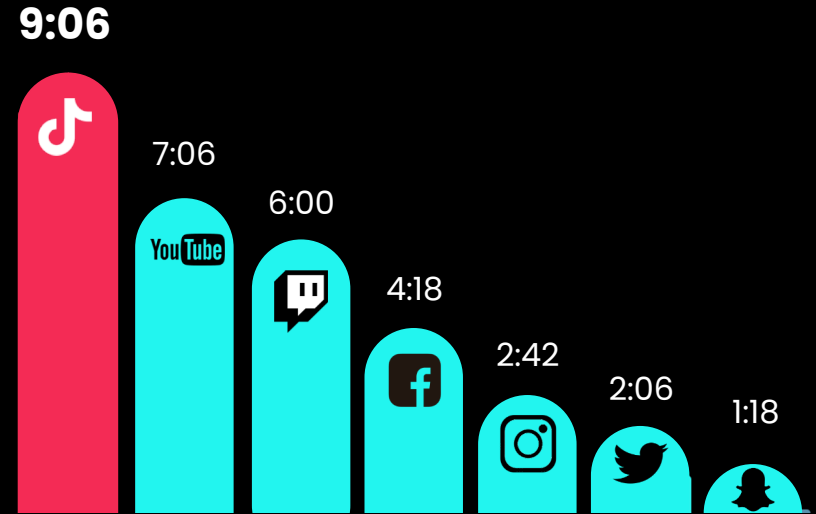
Globally users' spend a movie's length of time on TikTok every day<sup>2</sup>

# ... and spend the **most time** on our platform

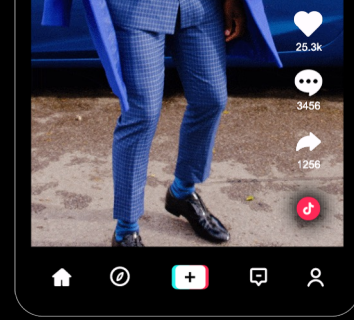
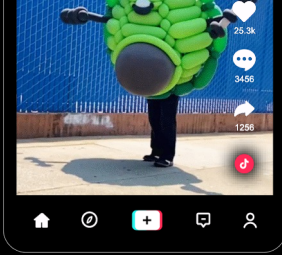
Daily time spent (mins)



Time spent per session (mins)



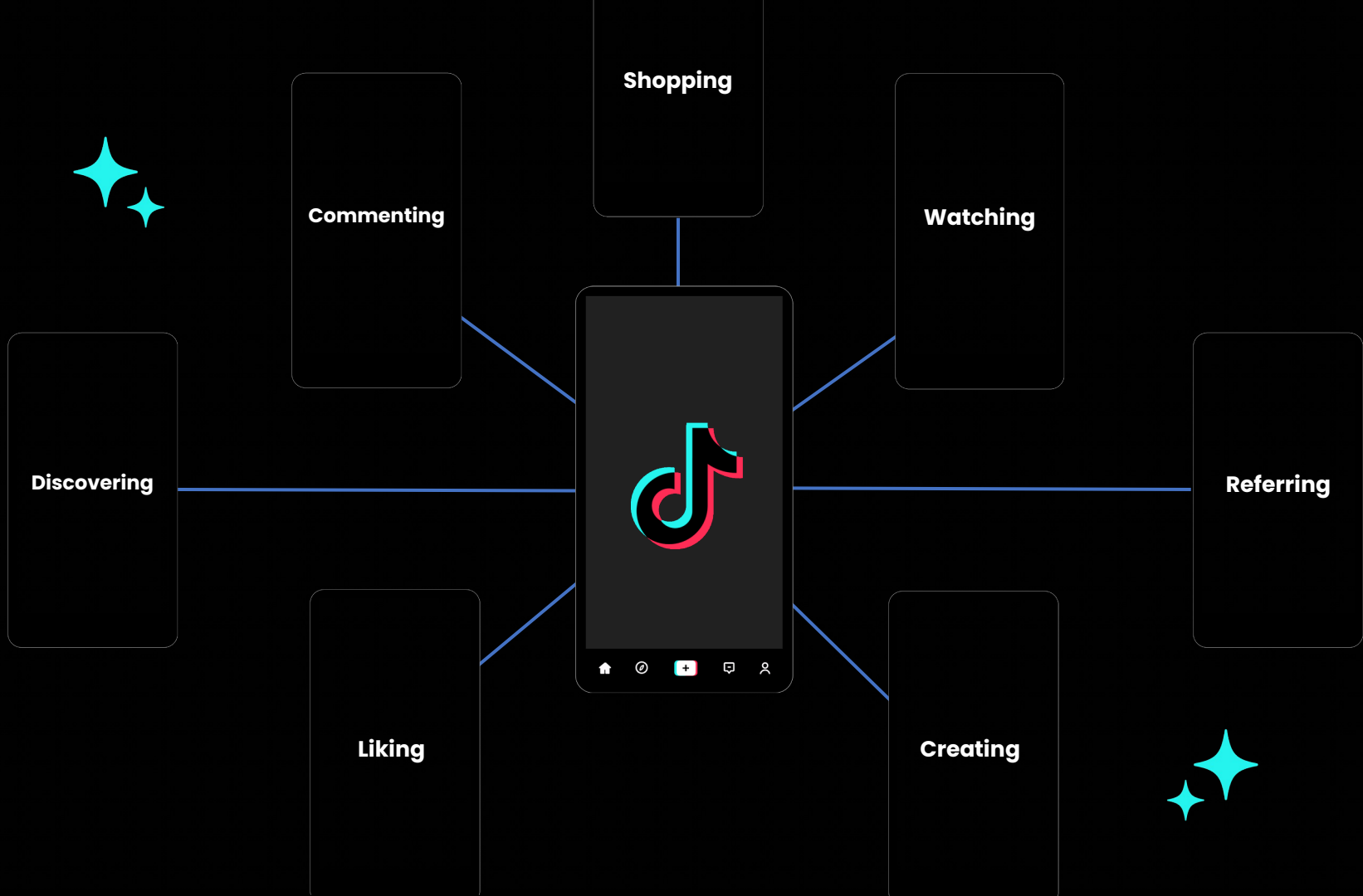
Source: data.ai, Jun 2022, US audience



On TikTok **video**  
can do more







# Delivering Across Marketing Objectives

**We're helping brands get discovered**

of TikTok users globally **discover new brands and products** on the platform.

**61%**

**We're boosting consideration of their products**

say TikTok **inspires me to buy** or try new products

**77%**

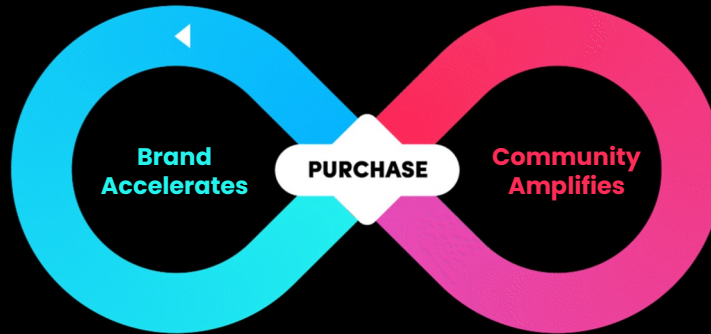
**We are driving tangible actions**

say they've **purchased a product** or a service because of TikTok

**49%**

# TikTok is redefining how products & services are being discovered & purchased

TikTok audiences say that they regularly **discovered new products and brands** on the platform.



TikTok audiences **purchase products in the moment they see it.**

**The path to purchase on TikTok is not linear.  
It's an infinite loop.**

Data  
Security &  
User  
Privacy



At TikTok,



# TikTok Creative

- Best Practices
- Creator Partnerships
- TTCX

# A new era of storytelling

TikTok has become a transformative destination for today's entertainment

**79%**

of users say TikToks are more unique than content on any other platform

# The definition of Video is fluid & ever-evolving

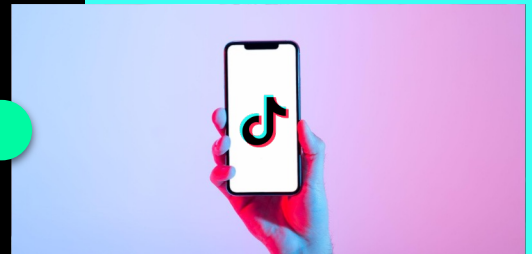
Mobile First



Fragmented



Ad Savvy



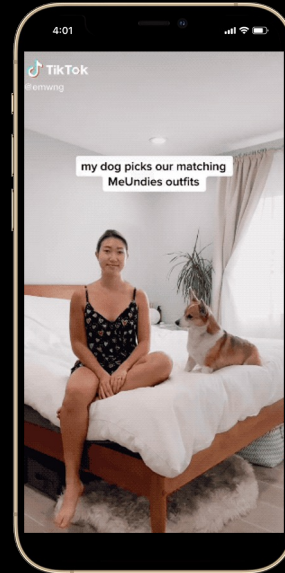
This evolution has shaped the way brands can share their messages on the platform



Chobani



El Pollo Loco



MeUndies



**The Basics**

# Effective Creative Tactics

Attributes that stand out in stronger performing creative content on TikTok

**01**

Frame vertically

**02**

Leverage the power of sound

**03**

Overlay concise and informative text

**04**

Get your key message out early

**05**

Give them something to do or say

**06**

Break the fourth wall

**07**

Keep your story real and entertaining

**08**

Ride the latest trends

**09**

Let TikTok creators take the lead

# 6 tips for making effective DR-creative

**say it direct**

Speak to camera and break the fourth-wall

**see it fast**

Let viewers see the product upfront

**show it off**

Show the product and how it works

**shoot it lofi**

Don't make creative that feels overly polished

**sub it**

Use captions to feel more native

**send 'em off**

Have a CTA for viewers to follow

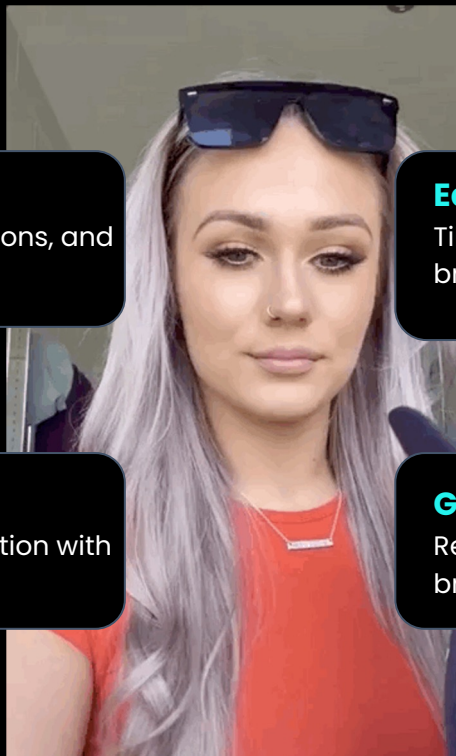
## speechify



## hello fresh



# Creator-led content provides **authentic connections** into **valuable TikTok communities**



## **Experts**

Capitalize on trends, conversations, and happenings on the platform

## **Eager collaborators**

TikTok creators are storytellers that can bring messaging to the masses.

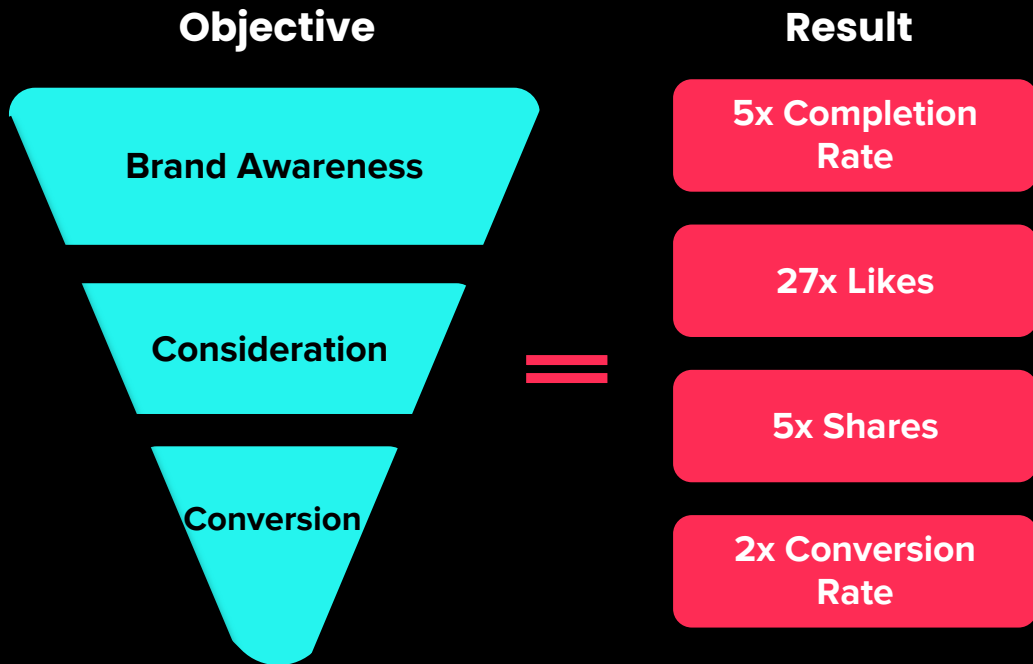
## **Realness to message**

Drive resonance and consideration with credible partnership

## **Gateway to new audiences**

Reach new audiences beyond typical branded content.

# Creator-led content can supercharge your paid performance.



# TikTok Creator Marketplace

The official all-in-one platform for brand and creator collaborations on TikTok. Through the TikTok Creator Marketplace, brands can get connected with our community of 500 000+ TikTok creators who are expert storytellers to promote their products and services on TikTok.

## First-party Insights

Tap into TikTok's **exclusive first-party insights** on audience, trends, best-performing videos and much more **to discover and recruit the right creators.**

## Optimised workflow

Manage and execute your campaign on **one single platform.**

## Performance analytics

Leverage our **detailed analytics reports** to analyze and optimize your performance of your branded content.

## TikTok Ads Manager linkage

Sync your TikTok Creator Marketplace account with your TikTok Ads Manager account and easily boost your best-performing creatives for the targeted audiences on TikTok.



To help marketers take up these challenges, we're introducing

“ **TikTok Creator Marketplace Starter Packs.** ”

**Starter Packs**

are a TikTok Creator Marketplace **'one-stop-shop' solution** for brands who want to get working with **our community of TikTok creators** to promote their products and services on the app.



# TikTok Creative Exchange (TTCX)







# Let's meet!

**TikTok Creative Exchange** is a one-stop shop that enables fast, scalable video production and delivers large volumes of high-performing ad creatives specifically designed for TikTok.

The platform gives advertisers instant access to a selection of the industry's best creative partners that understand how to succeed on TikTok, provide end-to-end support from concept creation to video production and facilitate efficient collaboration at scale



# Introducing our 2023 TTCX Packages

	Basic	Standard
Package Type offerings	Net New, Remix	Net New, Remix
Minimum Campaign Spend Requirement	<b>\$20k USD</b> minimum campaign spend on in-feed formats in the auction platform, in 30 calendar days upon receipt of creatives	<b>\$35k USD</b> minimum campaign spend on in-feed formats in the auction platform, in 30 calendar days upon receipt of creatives
Creatives	4 Total (1 concept, 4 unique videos)	8 Total (2 concepts, 4 unique videos)
Turnaround Time	~20 Business days for Net New ~10 Business days for Remix	~20 Business days for Net New ~10 Business days for Remix

\*\* Advertisers who do not meet the minimum campaign spend requirement will be charged the 'TTCX Affiliated Media Services' fee via invoice.



## Talent Guidelines

For net new projects, you will receive up to 2 actors based on the creative concept. If you have any actor preferences, please make sure to include this detail in the project brief. Partners will provide a shortlist of actors based on your preferences.

**Note:** Partners will select talent within the set budget who will produce video assets (not a part of TikTok Creator Marketplace). Our program does not cover requests for specific creators, creators with a certain follower count, or organic posting from creator accounts.

## Music Guidelines

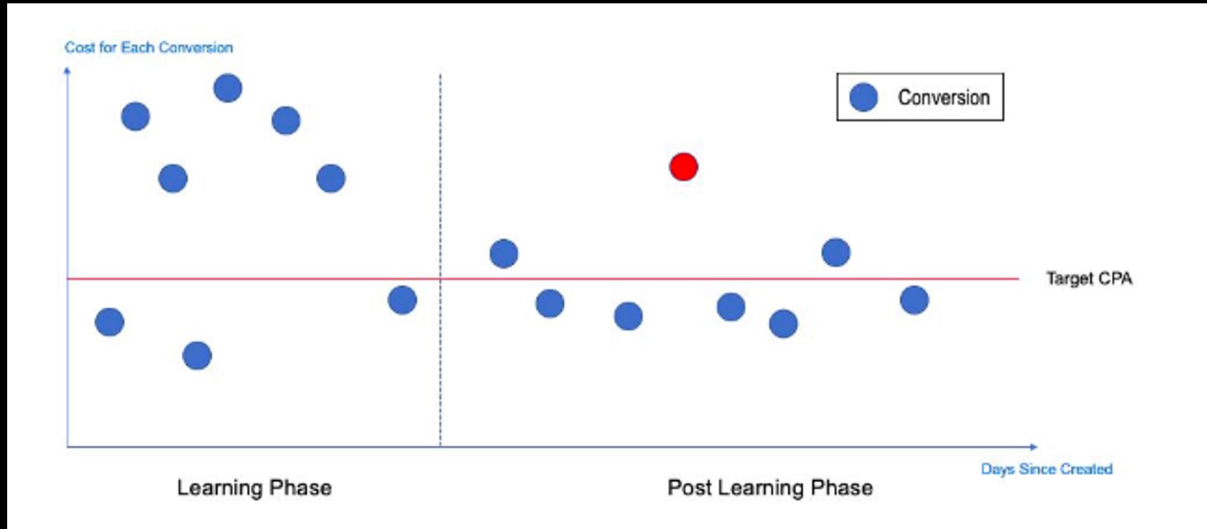
Creative partners will use music from TikTok's Commercial Music Library for all projects. The Commercial Music Library, or CML, is a collection of 150,000+ songs and sound effects from around the world, sourced from emerging artists and top-tier music houses across a variety of styles and genres. All songs in the CML are pre-cleared for commercial use, so businesses don't have to go through the lengthy process of obtaining licenses on their own.



# Measurement

- Auction Best Practice
- Success Measurement
- Incrementality Solutions
- Post Purchase Survey

# Newly created ad groups will go through “Learning phase”



- Occurs at the **Ad Group**, not campaign level
- New CPA ad groups are considered to be in the 'learning phase' during their **first 50 conversions**
- During this process, **delivery can be slow** and **day-to-day CPA will fluctuate** as the system is learning how to optimize delivery within the broader market

# Auction Best Practices



## Bidding Strategy

### Lowest Cost

Fully utilize budget spending & obtain most conversions

## Targeting

### Broad Audience

Allow algorithm to learn & explore

## Budget

### Clears Learning Phase

New ad groups are considered to be in the 'learning phase' during their first 50 conversions

## Objective

### Start Mid Funnel

Select an event that can drive at least 50 conversions per week to ensure full budget delivery.

### Cheat Sheet:

Suggest Daily Budget =  $(50 * \text{goal CPA} * 1.5) / 7$



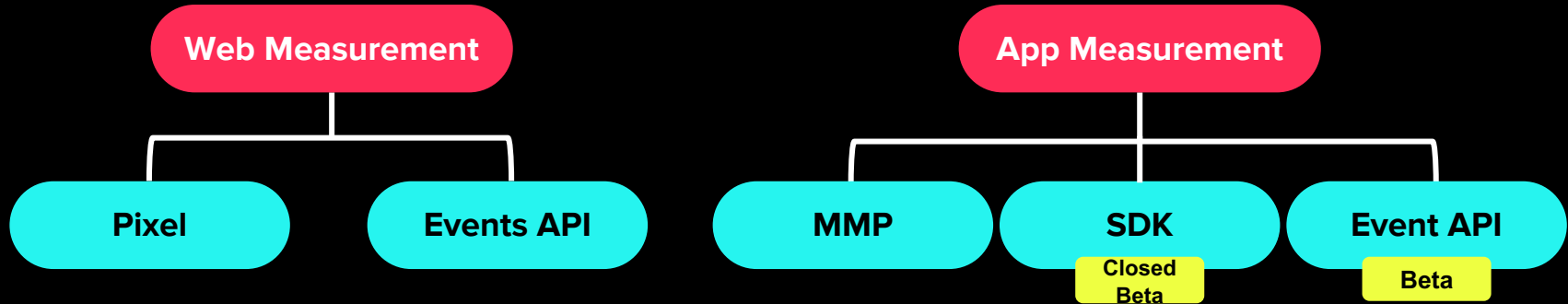


Understanding performance is not a one-size fits all solution. **Every brand has different objectives.**

Our growing roster of measurement solutions can **help brands see the impact TikTok has in its campaign**, whatever these objectives might be



**Even though TikTok is a newer platform, we've been hard at work building out performance measurement solutions for all advertisers.**





# Solutions built to **measure** TikTok Ads



Analyze impact

## Brand Lift Study

(TikTok, Kantar, Nielsen)

Business question:

- Are my TikTok ads effective in increasing brand awareness?

Ideal candidate:

- All brands

## Sales Lift\*

(NCS Sales Effect)

Business question:

- Are my TikTok ads effective in driving in-store sales?

Ideal candidate:

- CPG brands

## Store Visit Attribution

(Foursquare)

Business question:

- Are TikTok ads effective in improving traffic to the physical store?

Ideal candidate:

- QSR, Retail, Tech/Telco

## Media Mix Modeling

(Nielsen, Neustar, IRI, Ekimetrics, Analytic Partners)

Business question:

- What's TikTok's impact as a whole in my overall media mix?

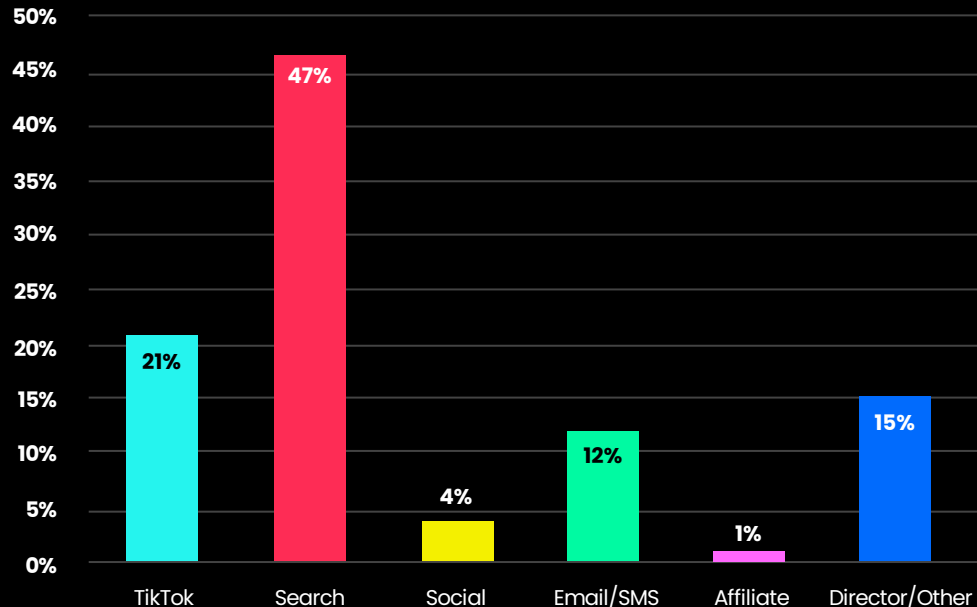
Ideal candidate:

- Experienced brands

# Discovery does not mean Clicks

According to KnoCommerce, TikTok is currently only getting 21% of its fair share of clicks

Click Source Getting Credit for TikTok

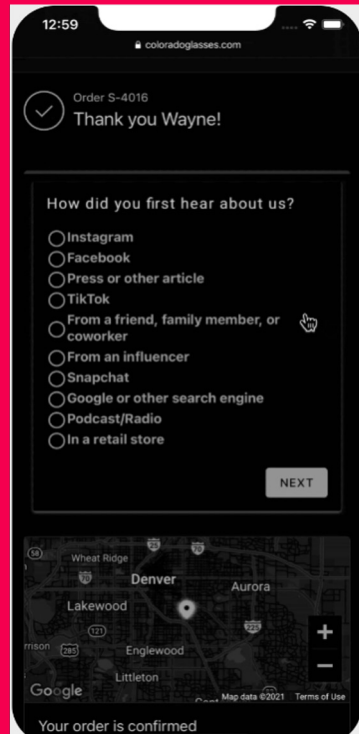


# Post Purchase Surveys

UNDERSTAND AUDIENCE CONSUMPTION BEHAVIORS

Use the voice of the customer to reveal the top sources of brand discovery or site visit

Provide a more comprehensive & nuanced view of brand's media effectiveness



This can help DTC advertisers:



Diversify sources of insights & attribution for optimization



Side-by-side analysis of last click & zero-party attribution



Focus on connecting with their customers

According to KnoCommerce:

**79%** of purchases driven by TikTok are not captured through common attribution methods

# How it works

TikTok has partnered with two leading Post Purchase Survey providers:



to help DTC advertisers implement surveys on their e-commerce sites. Advertisers can earn up to \$5,000 in ad credits

**1**

## Advertiser Enrolls using this link

TikTok & PPS Partners are informed when advertisers enroll or expresses interest

**2**

## Choose Post Purchase Survey Partner

- TikTok will connect advertisers with PPS partners to help facilitate PPS set up
- For Existing PPS users, we will confirm your account with partner

**3**

## Add Survey to your Checkout page

Ask real purchasers where they discovered your brand & what drove them to your site?

**4**

## Begin to use PPS as a source of attribution

Get a more complete view of attribution by integrating PPS data with Google Analytics or other third party measurement system

**5**

## Get Paid

TikTok will pay out your ad credit incentive of up to \$5K within two months of your enrollment.

The background is a solid black field scattered with various geometric shapes. These include small solid circles in cyan, pink, and white. There are also larger hollow circles in cyan and white. Some shapes are partial, such as arcs and segments. A white 'x' mark is located in the upper left, and a pink 'x' mark is in the lower right. A white dash is in the upper right, and a pink dash is in the lower right. The text 'New on TikTok' is centered in a bold, pink, sans-serif font.

**New on TikTok**

# What's Popular Right Now?

## Staying on Top of Trends w/ TikTok Creative Center

### Trends Discovery

- Hashtags
- Songs
- Creators
- TikTok Videos
- Content Hub

### Inspiration

- Top Ads Dashboard
- Keyword Insights
- Creative Insights
- Creative Strategies
- Showcases

### Creative Tools

- Tools Overview
- Video Editor
- Video Templates

## 2023 Platform Priorities

### Automation

- Smart Performance Campaigns
- Automatic Targeting
- Automatic Generation & Refresh

### Commerce & Discovery

- TikTok Shop
- Video Shopping Ads
- TikTok Search Ads

# Why TikTok Works

## Personalized Discovery

8 Billion People on Earth.  
8 Billion Different ForYouPages.  
It's *That Good*.

**Product Discovery  
Happens on TikTok**

## Ads That Add Value

It's not **just** an ad if it's  
a TikTok.

**Sound On Videos Resonate  
with consumers on TikTok**

## Culture in Action

The Everyday Person Can  
Create Culture on TikTok -  
And So Can Brands.

**Authenticity Drives Brand  
Performance**

# Join the Evolution

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COMING SOON!

# BASIS SOCIAL MEDIA CONNECTORS

UNITING PLATFORMS + CAMPAIGN MANAGEMENT



A person's hands are shown typing on a laptop keyboard in a dark setting. The laptop is open, and the person is wearing a red shirt. The background is dark with a pattern of light-colored hexagons on the right side.

**Thank You.**

**Q & A**