TikTok
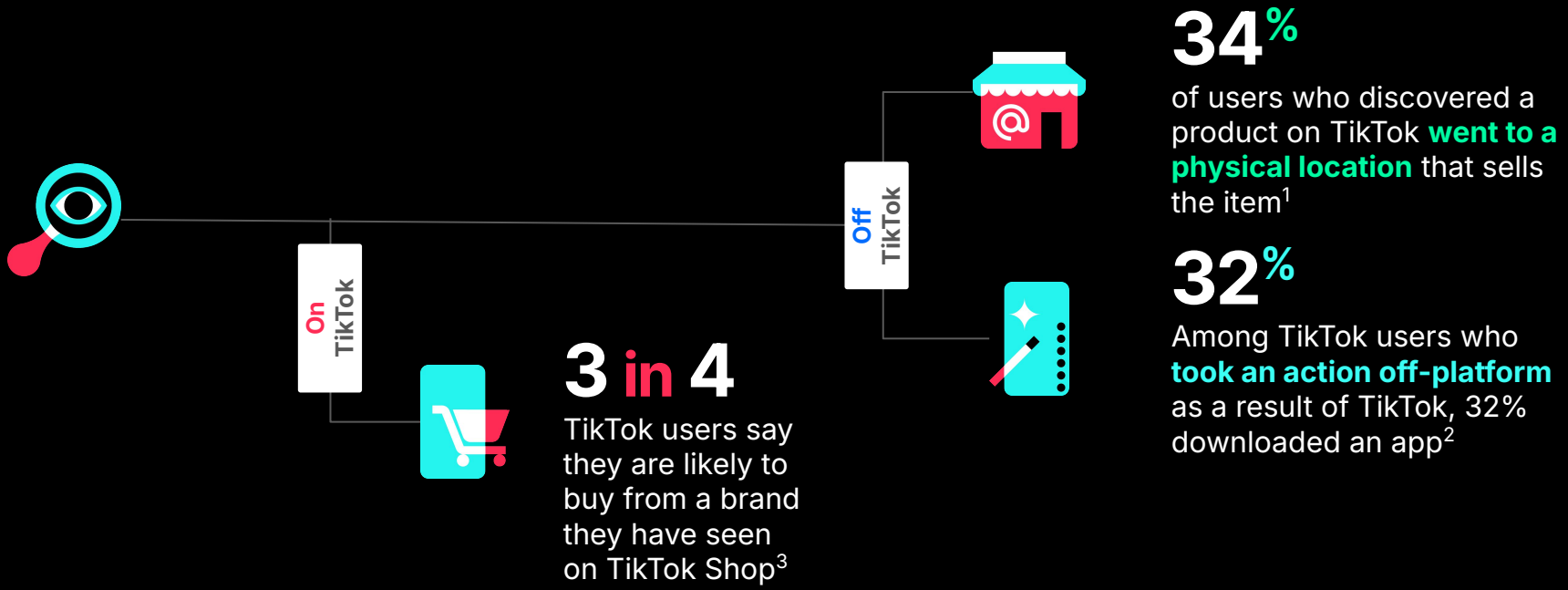# Thank you for joining today's webinar!
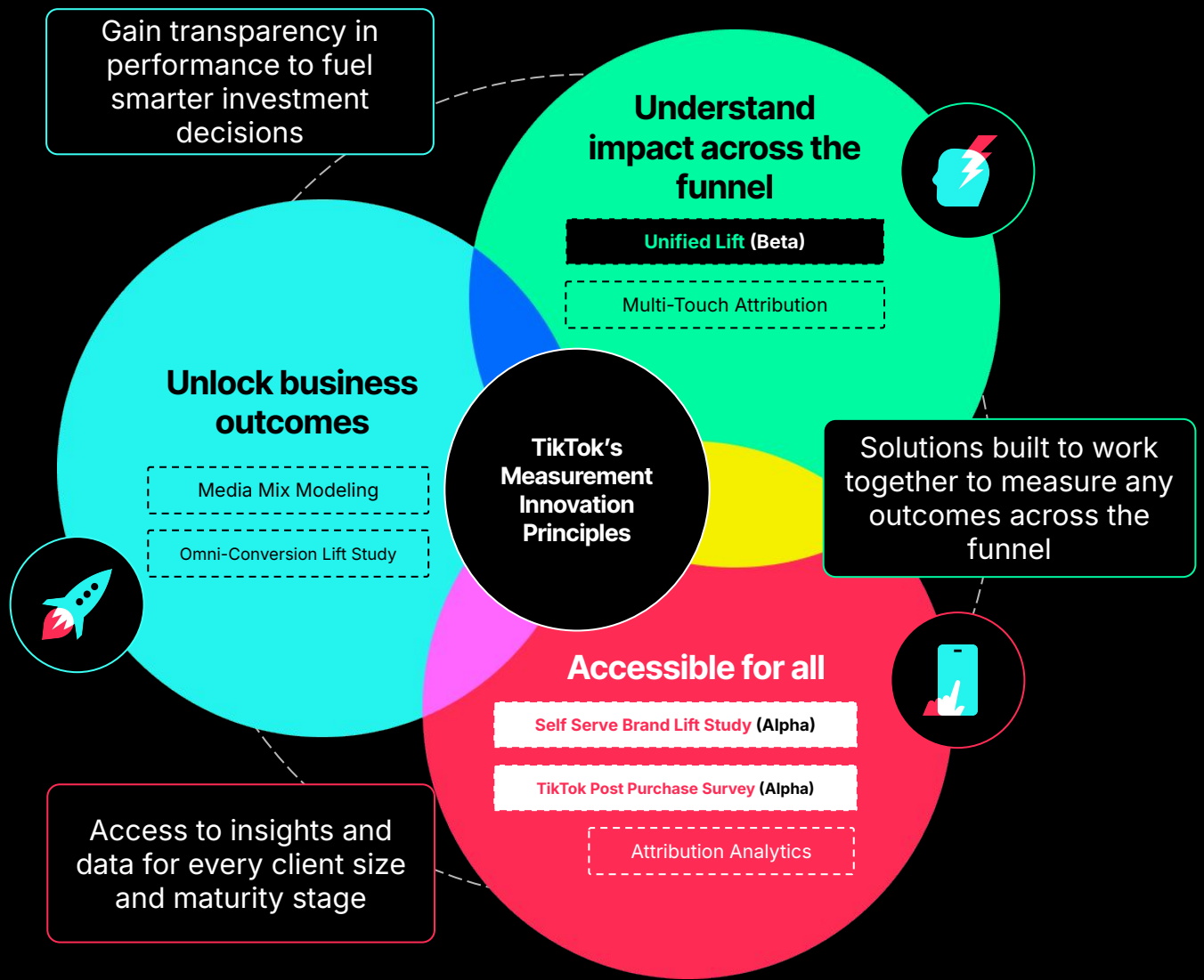
TikTok is where discovery drives outcomes, everywhere
A ripple effect of consumer behavior on TikTok and beyond our platform

On TikTok

Off TikTok

34% of users who discovered a product on TikTok **went to a physical location** that sells the item[1]

32% Among TikTok users who **took an action off-platform** as a result of TikTok, 32% downloaded an app[2]

3 in 4 TikTok users say they are likely to buy from a brand they have seen on TikTok Shop[3]

Product innovation that unlocks the true impact of TikTok

Gain transparency in performance to fuel smarter investment decisions

Understand impact across the funnel
Unified Lift **(Beta)**
Multi-Touch Attribution

Unlock business outcomes
Media Mix Modeling
Omni-Conversion Lift Study

TikTok's Measurement Innovation Principles

Solutions built to work together to measure any outcomes across the funnel

Accessible for all
Self Serve Brand Lift Study **(Alpha)**
TikTok Post Purchase Survey **(Alpha)**
Attribution Analytics

Access to insights and data for every client size and maturity stage

Last-click alone misses long-term value for businesses

79% of conversions were misattributed by last-click attribution model[6]

58% of users delayed visit to brand website/app instead of disrupting content browsing[5]

44% of purchasers take more than 28 days to click on a TikTok ad[4]

Learn more via TikTok Academy
Dive into this Measurement 101 course at TikTok Academy to understand TikTok's range of solutions, including viewability and brand safety partners.
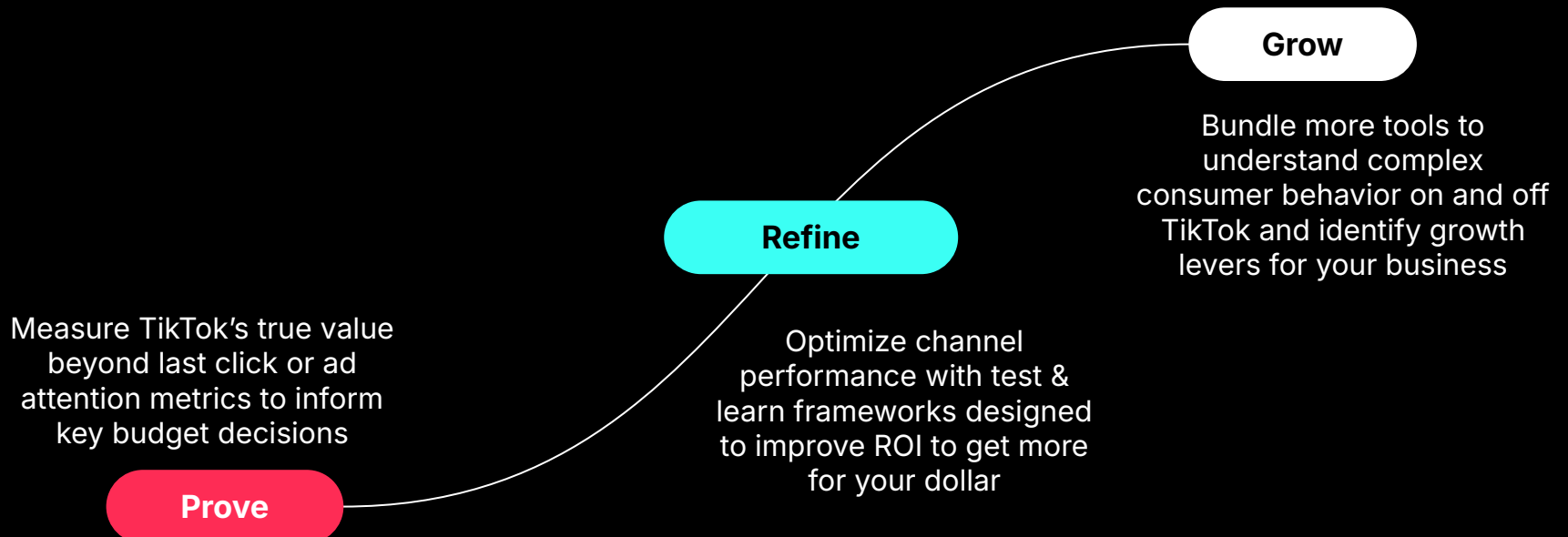
TikTok for Business

♪ TikTok

How do you **measure the full impact** of your ad?

A simple formula for success

Solutions designed to give you **choice**, **control** and **transparency** into your ad impact

Grow
Bundle more tools to understand complex consumer behavior on and off TikTok and identify growth levers for your business

Refine
Optimize channel performance with test & learn frameworks designed to improve ROI to get more for your dollar

Prove
Measure TikTok's true value beyond last click or ad attention metrics to inform key budget decisions

What are your marketing goals?

Full Funnel
Reach new prospects and nurture down the funnel towards consideration and conversion

Performance
Reach in-market consumers and drive short-term conversions

Brand
Increase brand awareness, consideration and intent due to limited signals

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Full Funnel

Use insights to drive business growth

Measurement Objectives		Prove TikTok works	Refine and optimise your strategy	Grow your business effectively
		Understanding TikTok's efficacy to influence business outcomes	Test and learn with ads to enhance brand perception or conversions	Evaluate user conversion journey to identify opportunities for growth
Advertiser Maturity	Advanced	**Unified Lift (Beta)** *Make decisions based on incremental returns*	**Multi-Cell Conversion Lift** *Test & learn strategies that increase incremental returns*	**Media Mix Model** *Evaluate long-term impact to identify growth levers* (Sales)
	Intermediate	**Multi-Touch Attribution** *Make decisions based on upleveled cross-channel attribution*	**Split Testing** *Test & learn strategies that increase TikTok Ads Manager ROAS*	**Unified Lift (Beta)** *Compare incremental growth to MTA results to identify levers*
	Beginner	**Post Purchase Survey** *Make decisions using a turnkey solution that captures TikTok value*		**Attribution Analytics** *Understand TikTok conversion journey to identify opportunities*

Reliable data connections are essential for measuring outcomes.

Build sustainable data connections to deliver high performance ads. Data collections allow our system to measure and optimize your ad campaigns based on your desired business outcomes.

Web Data Connection
- TikTok Pixel
- Events API
- Partner Pixel

App Data Connection
- Mobile Measurement Partners
- Events API & SDK (Beta)
- Self Attribution Network

Experiment and see for yourself!

Learn more about Attribution Analytics, our first-party measurement solution that enables web advertisers to go beyond the last-click model and truly understand the customer journey on TikTok.

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