

Christmas in July

8 July 2026 | Brisbane

How to win Peak Season on the engine
that multiplies every "Watch it. Love it.
Want it." moment.





**Welcome to TikTok
Incubator!**



SECTION COMPLETE

Amy Bradshaw

General Manager, Global Business Solutions
TikTok ANZ

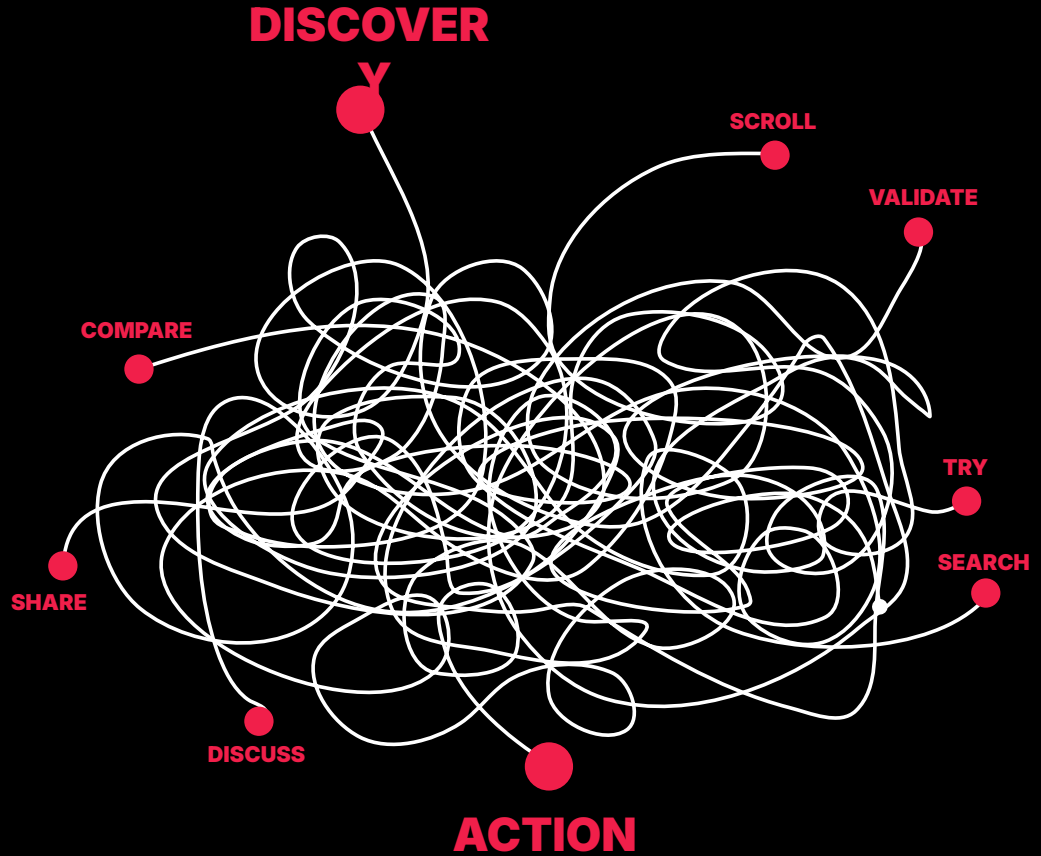




PEAK SEASON

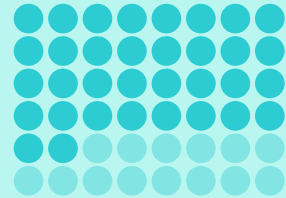
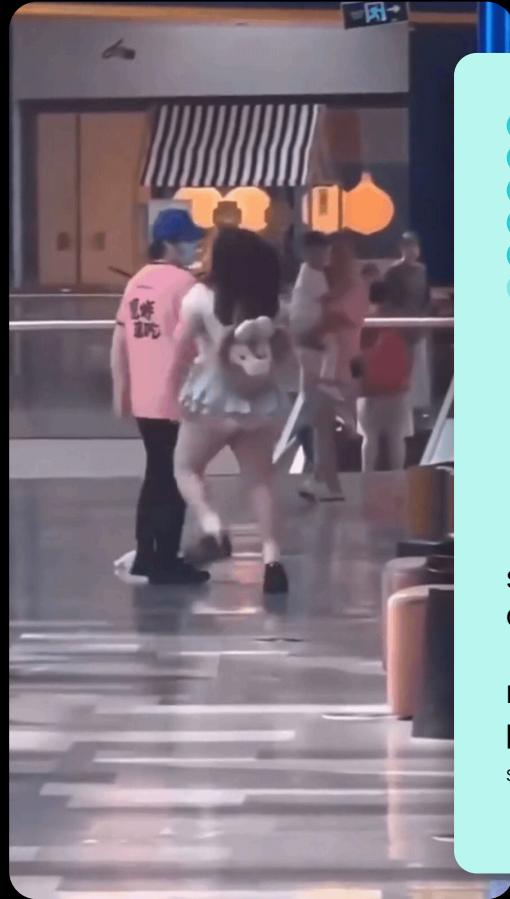
The journey got messy.

The path-to-purchase has become more fractured and that's made things harder.



It's harder, not easier.

Commerce has become *frictionfull*,
not *frictionless*.



71%

see **no improvement**,
or even an increase,
in the time and effort
required **to make a
purchase** decision.

Source: Joyfull Utility, IPSOS x TikTok, 2025



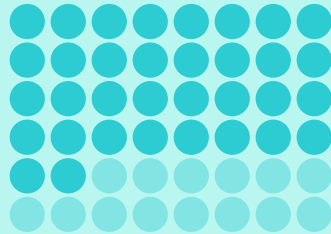
1 in 5



Consumers started their
holiday shopping this month.

1 in 4

Users start searching within **30 seconds** of opening the app.



85%

Say TikTok helps them learn more about products they're considering and **speeds up decision-making**.

73%

Of TikTok users are likely to purchase a brand because of content seen on TikTok.

**Watch it. Love it. Want
it.**

TikTok is the #1 platform for attention

1B⁺ users

Millennials 35.5%
Gen Z 34.8%
Gen X 27.2%
Boomers 2.5%

1.5x

Users find TikTok ads **1.5x more engaging** than other platforms

3-in-4

Shoppers on TikTok agree that **TikTok is the go-to place to discover new brands and products**

**Watch it. Love it. Want
it.**



Bouggie

Windows is one of the best companies I have ever seen. I love them and their work.



Windows

What an honor! 😊



Lalajam

I always smell good with glossier 💕😊



Glossier

Because it smells like you 😊



2 in 3

TikTokers would **progress** a brand in their **consideration** after **seeing their ad**

Thought Leadership
From Query-To-Cart
with Deloitte

**Watch it. Love it. Want
it.**



42%

say shoppable content and ads on TikTok make them want to **purchase a brand, product or service**

Thought-Leadership

Joyful Utility in the
Age of Consideration
Burnout with IPSOS

Watch it. Love it. Want it.

BUY IT.





Annika Kemp

Industry Lead, Fashion
TikTok



This year has
been shaped by
rapid change.



The Squeeze is Real.

People are acutely aware of the ongoing cost-of-living pressures heading into peak season.

Global Uncertainty, Week to Week.

This shift is particularly evident in non-essential categories.

AI continues to transform the way we work & shop.

AI is changing how people discover, decide, and buy, often faster than brands can react.



2025

Was a recording breaking year.

Shoppers spent record amounts, but now, they are guarding every dollar; Focus on driving emotional ROI and value



\$24 Billion

Australians spent \$23.8 billion during the two-week Black Friday 2025 sales period (Nov 17–Dec 1)^[2]

Winning the International Dollar

Shoppers are spending more.
But every purchase needs a
reason.



\$1
Trillion

Holiday 2025 crossed the trillion dollar ceiling for the first time ^[1]

78%

Plan to aggressively shop deals in 2026, being very intentional with their budgets

^[2]

The checkout has moved to TikTok Shop



\$500 M

in four days sales on TikTok Shop during last year's Black Friday

50%

more shoppers bought on TikTok Shop during BFCM 2025 than the year before

The opportunity isn't more shoppers. It's **more intentional shoppers.**

80%

Of shoppers expect higher prices on goods, indicating they will be **very intentional with their budgets** [2]



What unlocks additional holiday spending

% of TikTok holiday shoppers who say this would motivate them to spend more during the holiday season.

42%

See in context

Want in a real-life gifting situation

41%

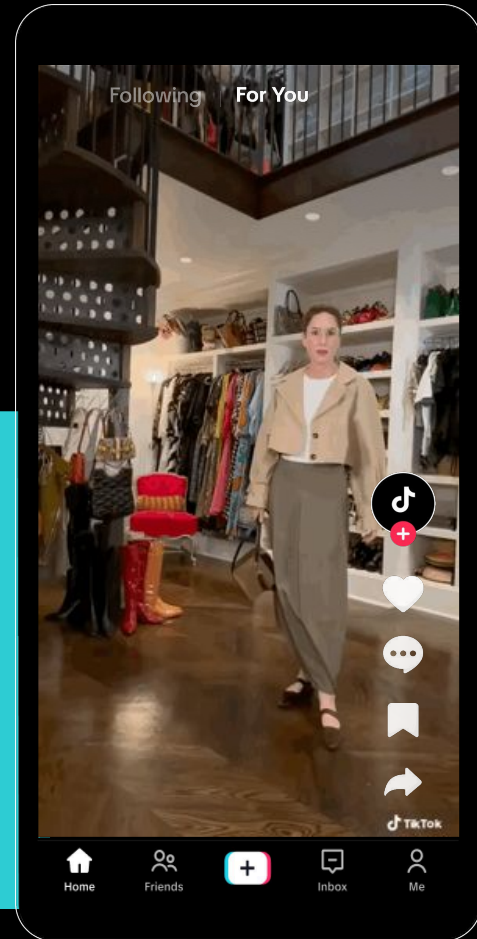
Feel the emotion

Want to see real reactions to receiving the gift

36%

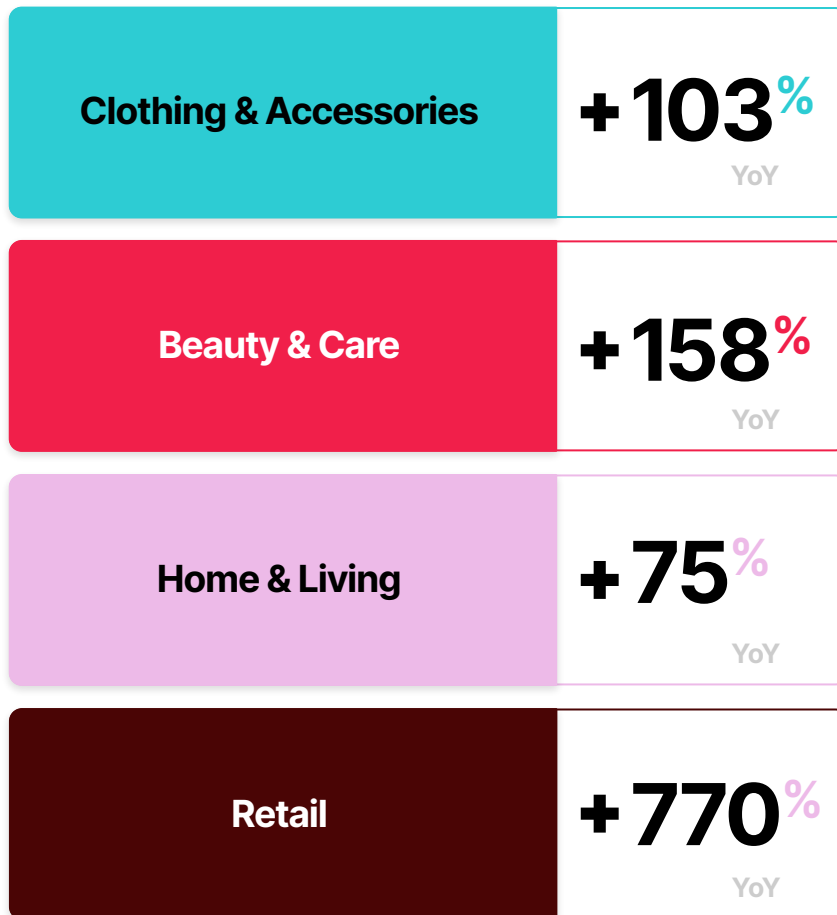
Make it easy

Want curated bundles and gift sets





What users are
WATCHING
LOVING
WANTING
BUYING
this season



AI Can Hunt Deals but TikTok Closes the Sale

1 in 2

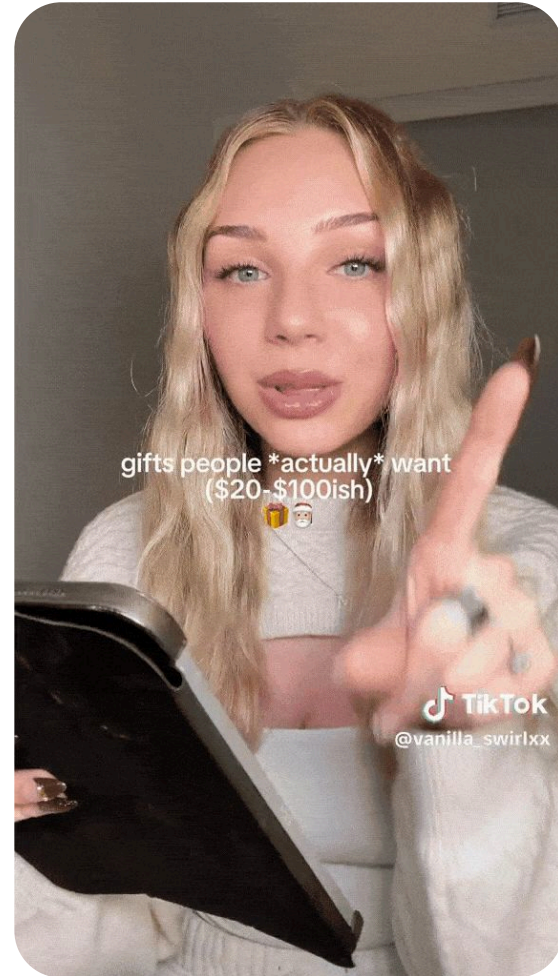
AU shoppers actively use
AI for product inspiration
^[1]

46%

hunt deals,
compare prices &
gift ideas ^[2]

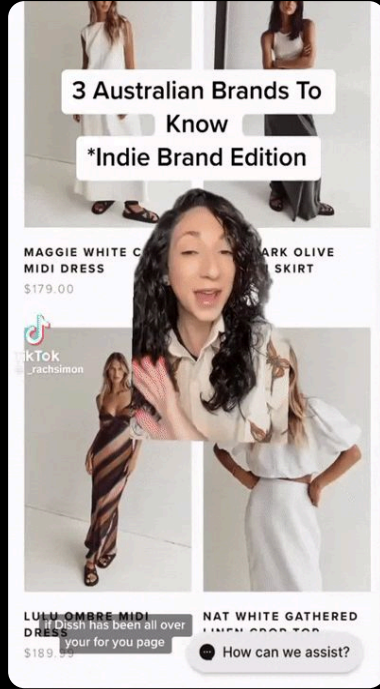
But, efficiency needs reassurance

52% want AI combined with **real reviews from real people** and 77% find real videos more **trustworthy** and return to TikTok for the ultimate **validation** ^[2]





31% Reviews on stores and retailers



38% Customers reviews and testimonials



33% Clothing Hauls

Fashion & Accessories

Shoppers are looking for

Quick visual demos



44% Skincare routine and tips

Show me
How to do it and
Show me quick



35% Product reviews and testimonials



34% Makeup tutorials



39% Recipes and cooking tips



33% Cooking Hacks

Make sure to take

grocery shoppers

behind the scenes



27% Reviews and recommendations on grocery stores

CYBER
GIFTS
CHRISTMAS



BLACK FRIDAY

BOXING DAY

BCFM

PEAK SEASON



Where the shopper mindset meets the TikTok feed

46%

Peak Season related
search volume jumped by
46% in Oct.

June 25

Oct 25

Nov 25

Dec 25





“ TikTok was the efficiency outlier of the season. ”

Triple Whale, BFCM Report 2025



While other platforms got more expensive, TikTok got more efficient

Platform Performance Snapshot (YoY Change)

| Platform | CPA | CPM | AOV | ROAS |
|---------------|-------------|-------------|-------------|-------------|
| Meta | +2% | +8% | +4% | +3% |
| Google | +34% | +11% | -2% | -21% |
| Amazon | +4% | +52% | +6% | +3% |
| TikTok | -29% | -27% | +12% | +28% |
| AppLovin | -10% | +53% | -3% | -4% |
| Pinterest | +82% | -3% | +1% | +61% |

Peak Season Mindset

01

Maximise the Opportunity

Peak season is getting bigger and bigger every year.

02

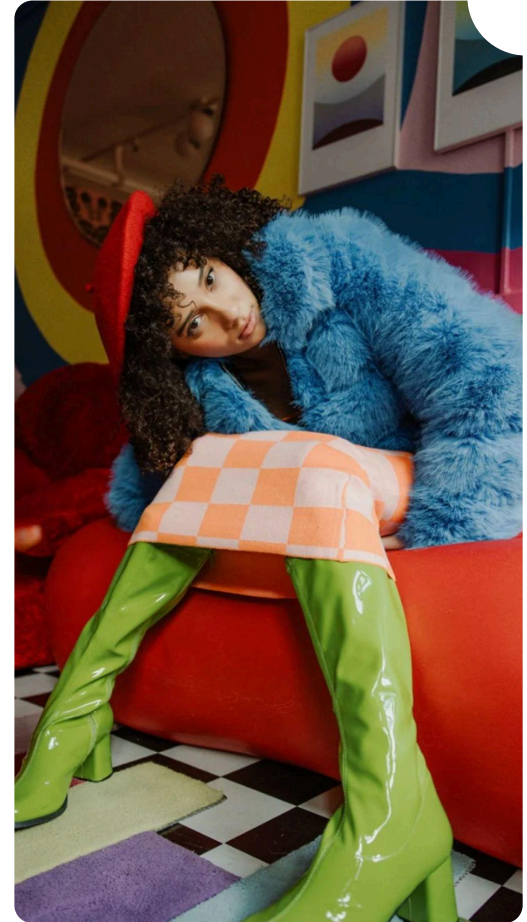
Start Now

Shoppers are intentional and they have already started their wishlist. Plan now in order to win.

03

TikTok drives Strong Efficiency

Make sure it's a core part of your marketing mix to help acquire new customers and lift average order value.







Jemma Stevens

Client Partner, Fashion
TikTok



David Bradley

Client Partner, Lifestyle
TikTok

Get their
attention

Watch it.



Love it.



Want it.



BUY IT.

Scale your
creative

Capture
conversion

Secret Sauce =



Get their Attention

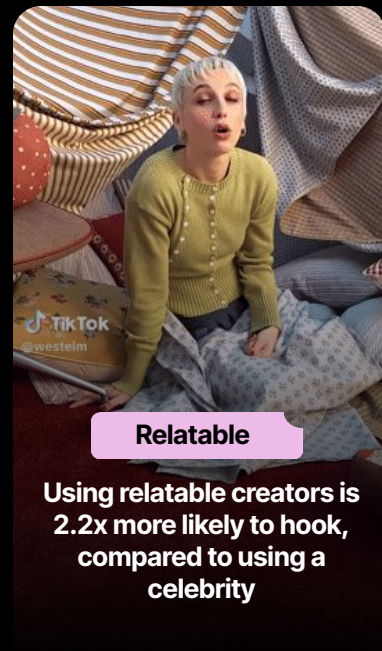
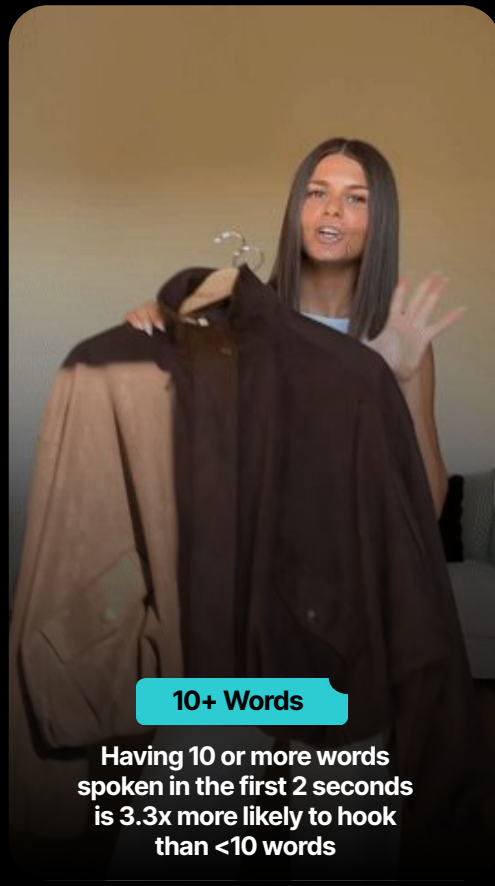
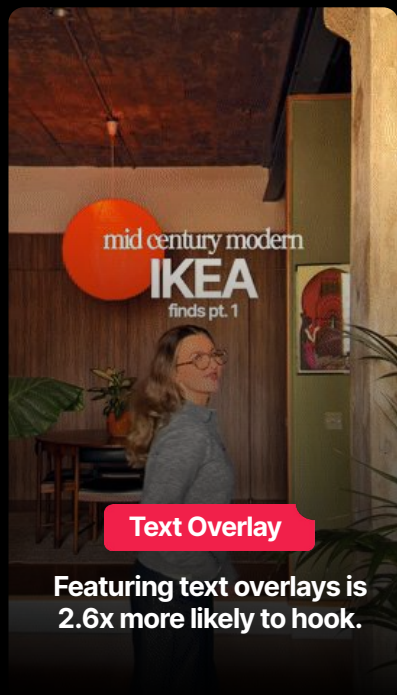
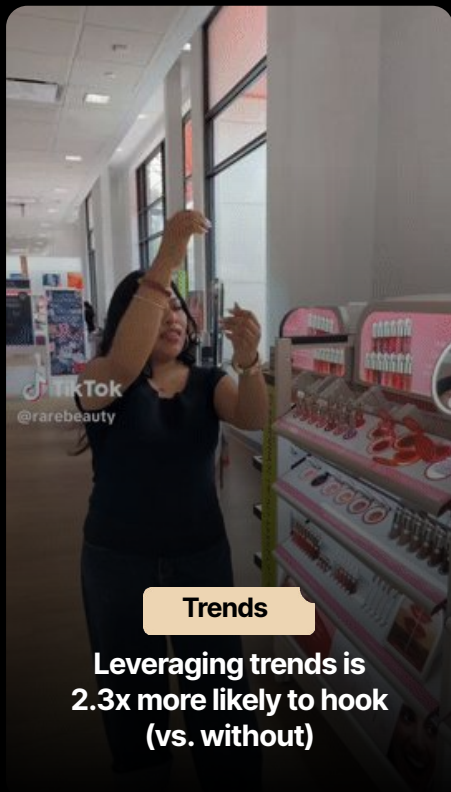


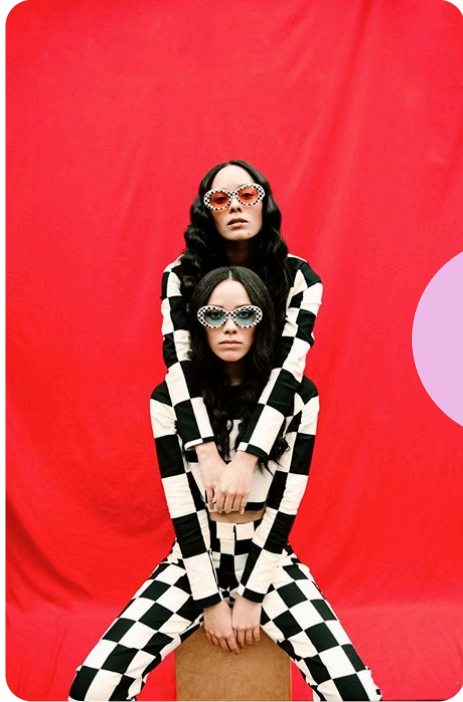
Get their attention

01

The Hook

How To Hook





02

Get their attention

Partner with Creators

Creator marketing drives performance across the funnel

By naturally exemplifying TikTok's **Creative Codes**, creators drive creative quality which delivers results at every stage of the customer journey

Awareness
Discovery at Scale

1 in 3

TikTok users who follow brands followed them after seeing a Creator post about them.¹

Consideration
Trust & Relevance

58%

of users trust brands more when introduced by TikTok creators vs. traditional feed ads²

Conversion
Action & Purchase

64%

of users buy the product (online, in-store, or on TikTok) after watching creator advertising²

@shan.kerr



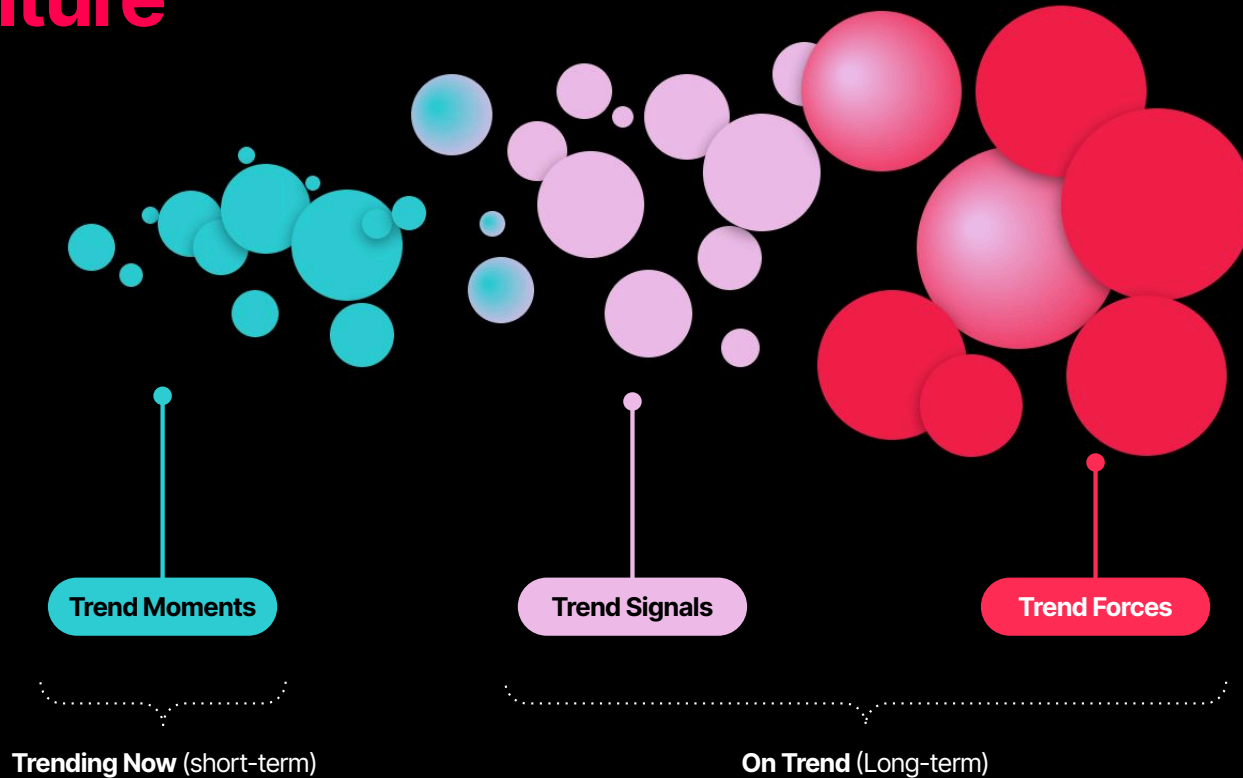


03

Get their attention

Ride the Trends

TikTok Speeds of Culture



@lifeofnikki_o

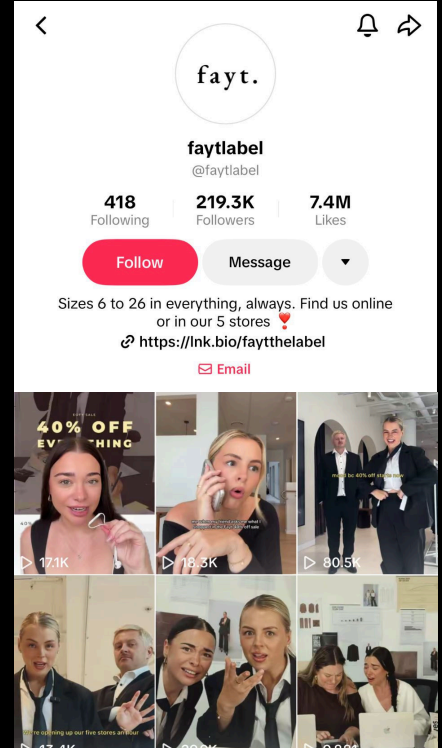
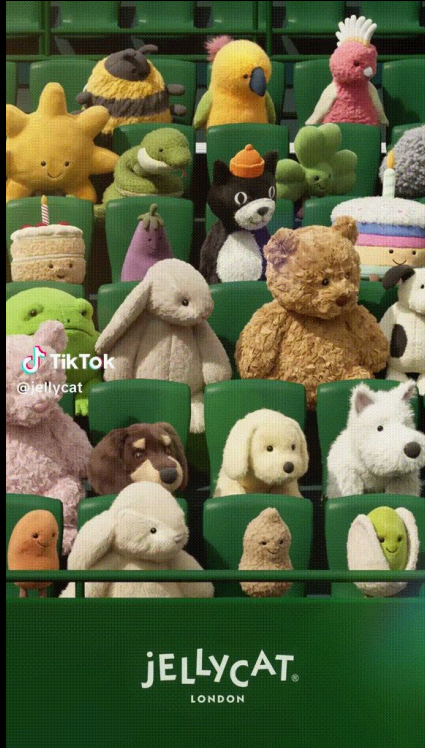




04

Get their attention

Layer in Brand Voice



@faytlabel



Capture their Conversion



01

Capture Conversion

Product Demo

@beis





Capture Conversion

Call to Action

Right Place, Right Time

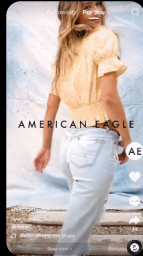
MARRY CTAs ADDITIVELY TO YOUR CONTENT

Hook CTAs are powerful but grabbing attention first is a *priority* (or face being disregarded)



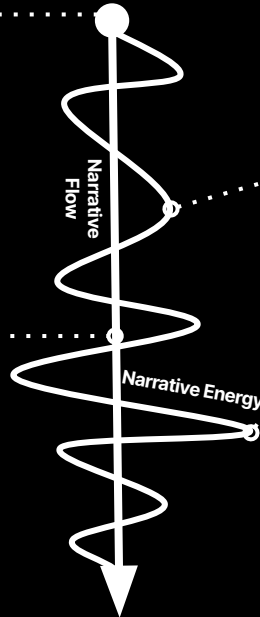
HOOK CTAs

PRODUCT CARDS



Product Cards are a constant prompt that sets your visuals free

START OF TIKTOK

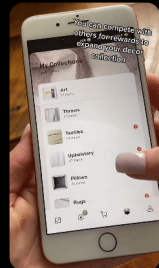


END

ROAMING CTAs



END CARDS



Supercharge strong CTAs with price points

Adjust CTA examples

moments

@caydences

Find related content Search

30.3K

427

2,800

7,146

Book that flight, book that hotel,
BOOK THAT FLIGHT 🤔

CapCut · Add captions, boost views

caydences · 2025-7-31

Part 166 | Omg these deals are amazing
Icons USE THEM TO TRAVEL NOW... more

Paid partnership

Playlist · Collabs/Ads

Perfect your Peak Creative

Match your content along their shopping journey

Planning and inspiration

Shoppers begin planning for the Holiday season—saving gift ideas, researching wish lists, and browsing while building early baskets ahead of major Oct sales. Early birds share inspiration, hosting tips and gift guides while starting to stock up.

Peak Shopping and Deals

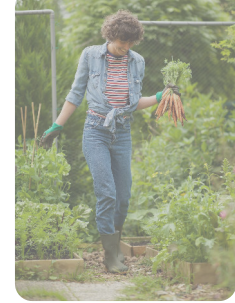
Promotions kick off and shopping accelerates. Audiences across the board begin converting, checking off their gift lists, purchasing big-ticket items, and sharing where to find the best holiday deals.

Social proof and sharing

Shoppers showcase their holiday hauls and purchases while seeking validation and feedback. Community content fuels continued inspiration and shopping, with users heavily emphasizing unboxings, gift reactions, and festive outfit trends.

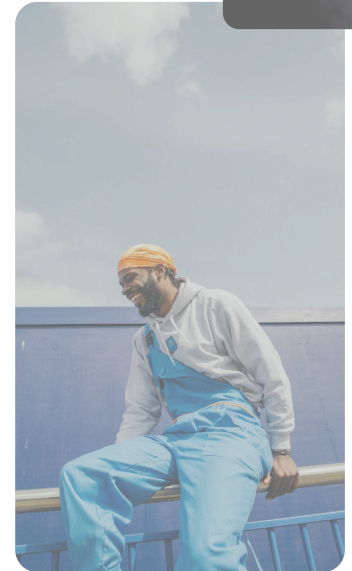
Final deals

Shoppers fill remaining gaps on their lists, while sharing seasonal routines like holiday party prep, winter styling, and wrapping hacks. Retailers push a final wave of last-minute deals in mid-to-late December, and shoppers take full advantage.



So what does this look like in practice?

Let's look at the **creative patterns** we saw
across top-performing **Peak Season ads**
in 2025.





Discovery

Spark Awareness



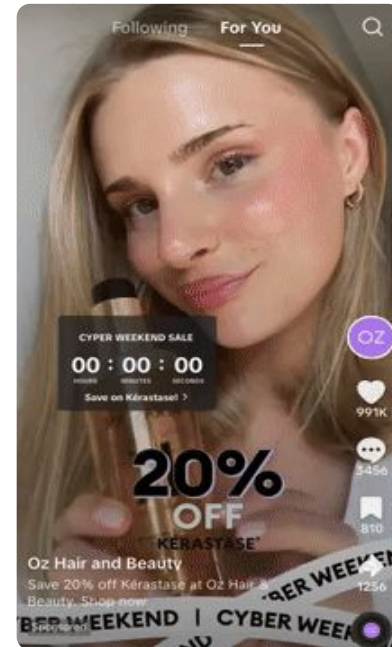
Consideration

Build Trust & Relevance

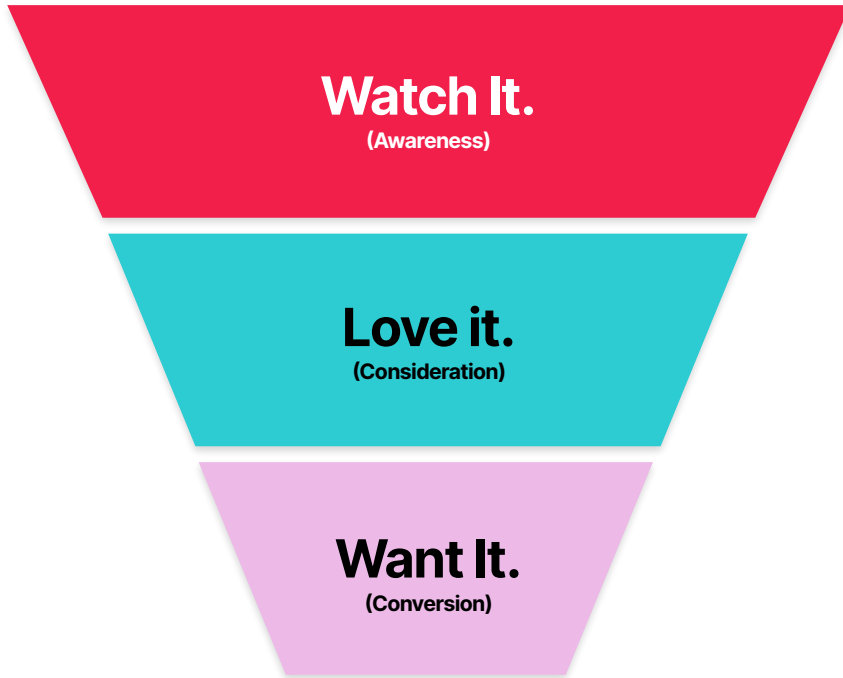


Conversion

Drive Action



With **Content Best Practices** that resonate



Authentic, TikTok First. Brand is present but not aggressive.

- Engaging & Participatory
- Viral Sounds & Trends
- Humor
- Natively Shot

Show up as a member of the community

“Edutainment” - Now that they’re listening, *lean in.*

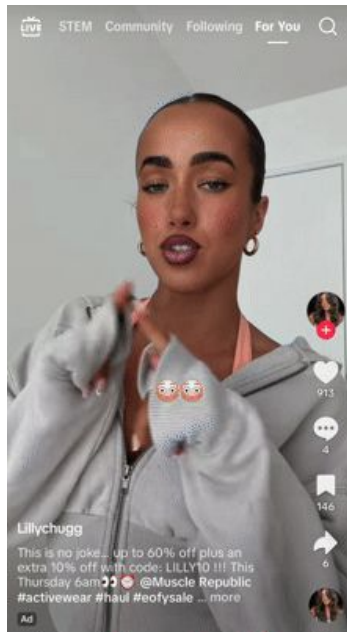
- Product Review/Demo
- Tips and Tricks
- Hacks
- Captions

Teach (y)our community something new

Inspire action to drive action

- Urgency
- Sales/Promos
- How to Buy/Clear CTA
- Why It Matters Now

Muscle Republic



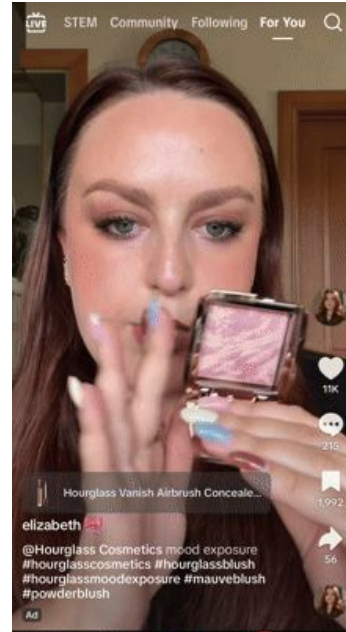
Display Card

Motel Rocks



Countdown Sticker

Hourglass



Display Card

How to drive urgency?

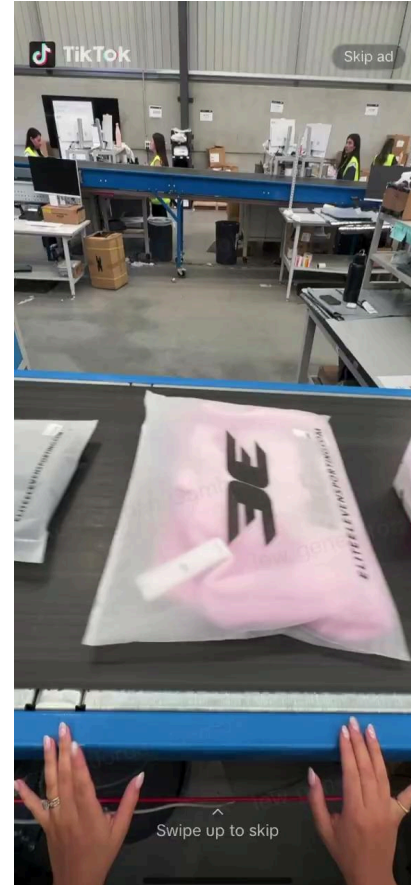
Harness TikTok's Unique **Interactive Add-Ons** to amplify your offer

Don't forget our

Premium Add-ons

Personalise the TikTok UI to increase engagement and click-through.

Super Like



Shake Surprise

Balancing global consistency with local relevance

Localise messaging and collaborate with local creators to be relevant, build trust, and creates content that resonates quickly.



AU

Local Creator & Store
Location



USA

Text Callout, Localised
Soundtrack & Location



UK

Local Creator &
Market-Specific Language

A woman wearing a white swim cap and sunglasses is smiling broadly while holding a pink drink with a straw and a lime wedge. She is wearing a dark swimsuit with a floral pattern. The background is a clear blue sky. A light blue outline of a speech bubble or callout box surrounds her head and shoulders.

More Content =

More chances for your
campaign to perform

Better creative variety drives 24% lower CPA

Pro Tip:

'We look at our best-performing Q4 content and ask: can we re-run it through paid? That's how we found one of our best-performing ads last year.'

Shaina Rainford,
Bask and Lather



More creative variety:

23%

more brand
engagement¹.

25%

more time
watched¹.

Better creative variety:

24%

lower CPA.
Same audience.
Same bids².

Scale your Peak Creative

TikTok Symphony

A suite of generative AI tools that helps you create TikTok content, solve creative fatigue, and scale your own workflows for creativity.



01 Image generation



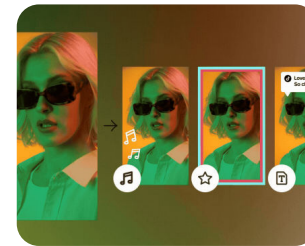
02 Image to video



03 Reference to video



04 Translate and dub



05 Remix



06 Text to video



07 Product Avatar



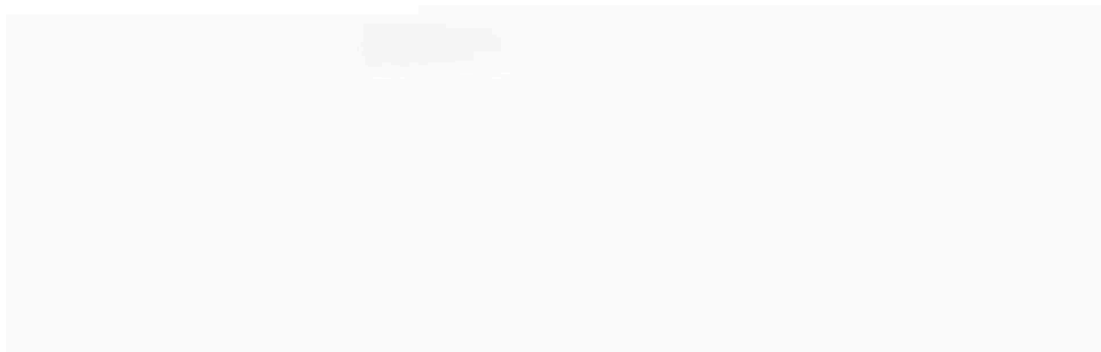
08 Voiceover Avatar

Now enhanced with Dreamina Seedance 2.0
Faster AI-powered video generation for more consistent, TikTok-first creative storytelling.

Dreamina Seedance 2.0 Now in TikTok Symphony

ByteDance's next-gen AI video model, **Dreamina Seedance 2.0**, is now integrated into TikTok Symphony, so you can spend less time editing, more time creating.

Simply upload product images, enter your prompt, select Dreamina Seedance 2.0, set your desired video length, and create instantly.



**Consistent
Storytelling**



**Faster
Production**



**Content that Feels
TikTok-First**

TikTok One

Produce more high-performing creative, faster with TikTok's all-in-one creative platform for creator marketing.



Content Suite

Creator Content at Scale

Creator Marketing

TikTok Creative Exchange

Get their attention

Hook

Creators

Trends

Brand Voice

Capture conversion

Product Demo

Call To Action

Interactive Ad Ons

Scale your creative

TikTok One

Content Suite

Symphony AI

Watch it. Love it. Want it



TikTok

Section Not
finished

TikTok

Jordan Gamble

Client Solutions Manager, Commerce
TikTok



Your Goals for the Season

Discovery at Scale

Be the first spark of inspiration on every holiday wish list.

Breakthrough through the Clutter with Efficiency

Outshine the seasonal noise and capture high-value shoppers you won't find anywhere else.

Cultural Relevance and Trend Acceleration

Ensure your products don't just follow the trends; ensure they *are* the trends

Creator-Driven Trust & Product Validation

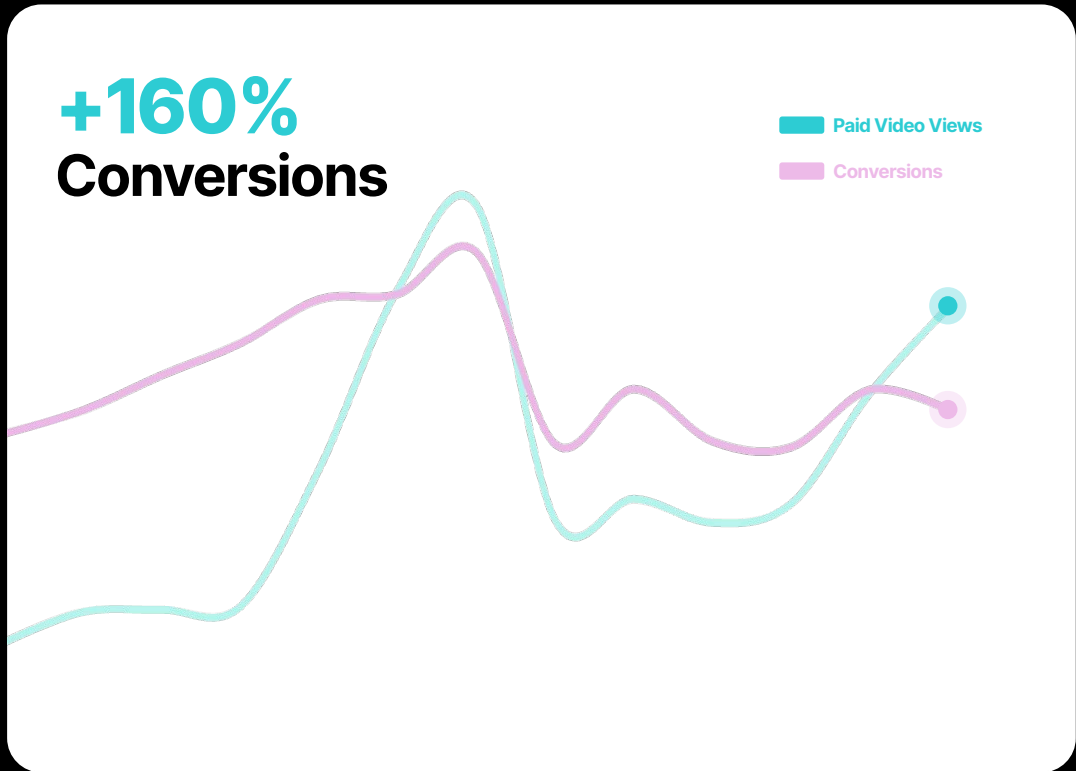
Turn creator-led authenticity into your biggest "must-have" sales driver.

Full Funnel Commerce Engine

The shortest path from discovery to action, from crafting the wishlist to unboxing the gift

Overall Peak Season Strategy - how to execute that on TikTok





Discovery

Brands grow awareness with ad solutions & For You Feed

Review

Users shop & tell, creating organic content that sparks joy

A performance-only strategy ignores how real decisions are made

Brand Accelerates

Community Amplifies

Consideration

With entertaining content, users increase purchase intent & willingness to buy

Participation

More users are inspired and join in the conversation, growing excitement about the brand and products

A performance-only strategy ignores how real decisions are made

Discovery

Brands grow awareness with ad solutions & For You Feed

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Users shop & tell, creating organic content that sparks joy

Brand Accelerates

Community Amplifies

Users inspired to buy & sales grow

Consideration

With entertaining content, users increase purchase intent & willingness to buy

Participation

More users are inspired and join in the conversation, growing excitement about the brand and products

Branding

Performance



Branding

87%

**The Undecided
Majority**

Performance

Emphasise MOF

Identify your key dates



OCT
20th

Diwali

NOV
27th

Thanksgiving

NOV
28th

Black Friday

NOV
29th

Small Business Saturday

DEC
1st

Cyber Monday

DEC-JAN
14th-22nd

Hanukkah

DEC
24th-25th

Christmas Eve & Christmas Day

DEC-JAN
26th-1st

Kwanzaa

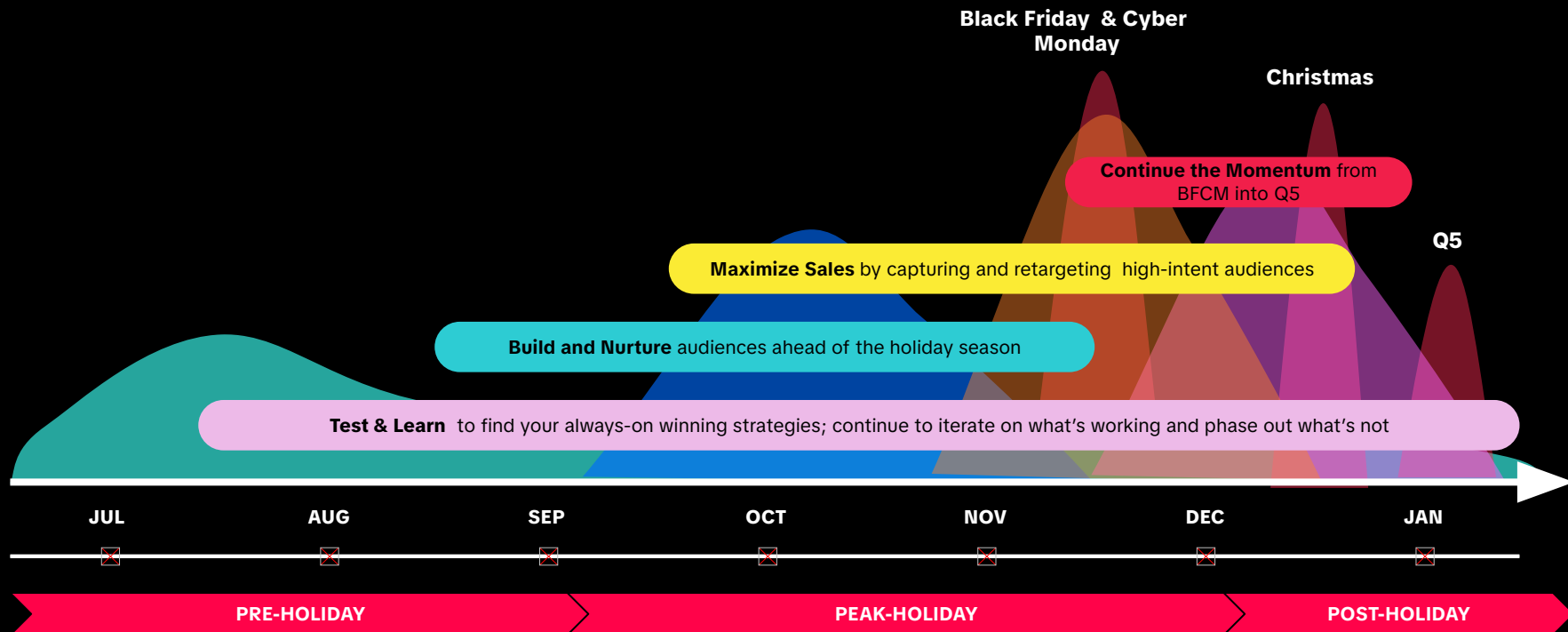
JAN
1st

New Year's Day

JAN
1st-30th

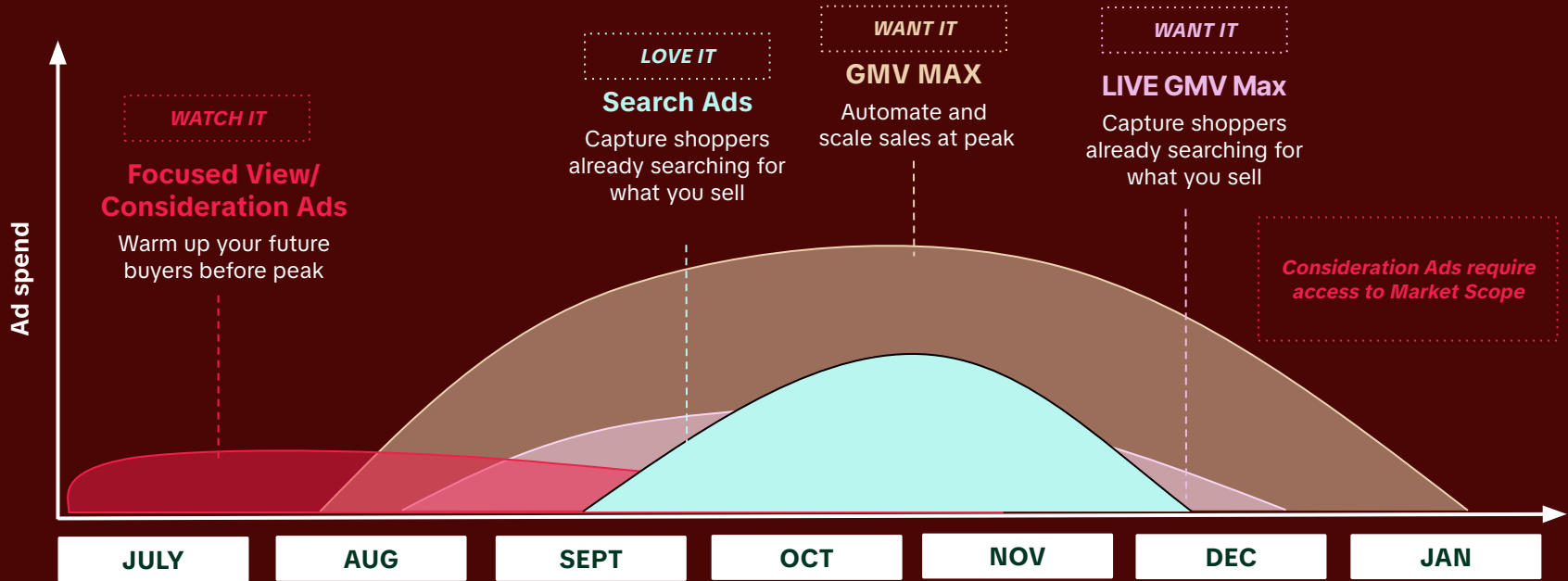
Q5/Post-Holiday Shopping

Win every moment from July to January



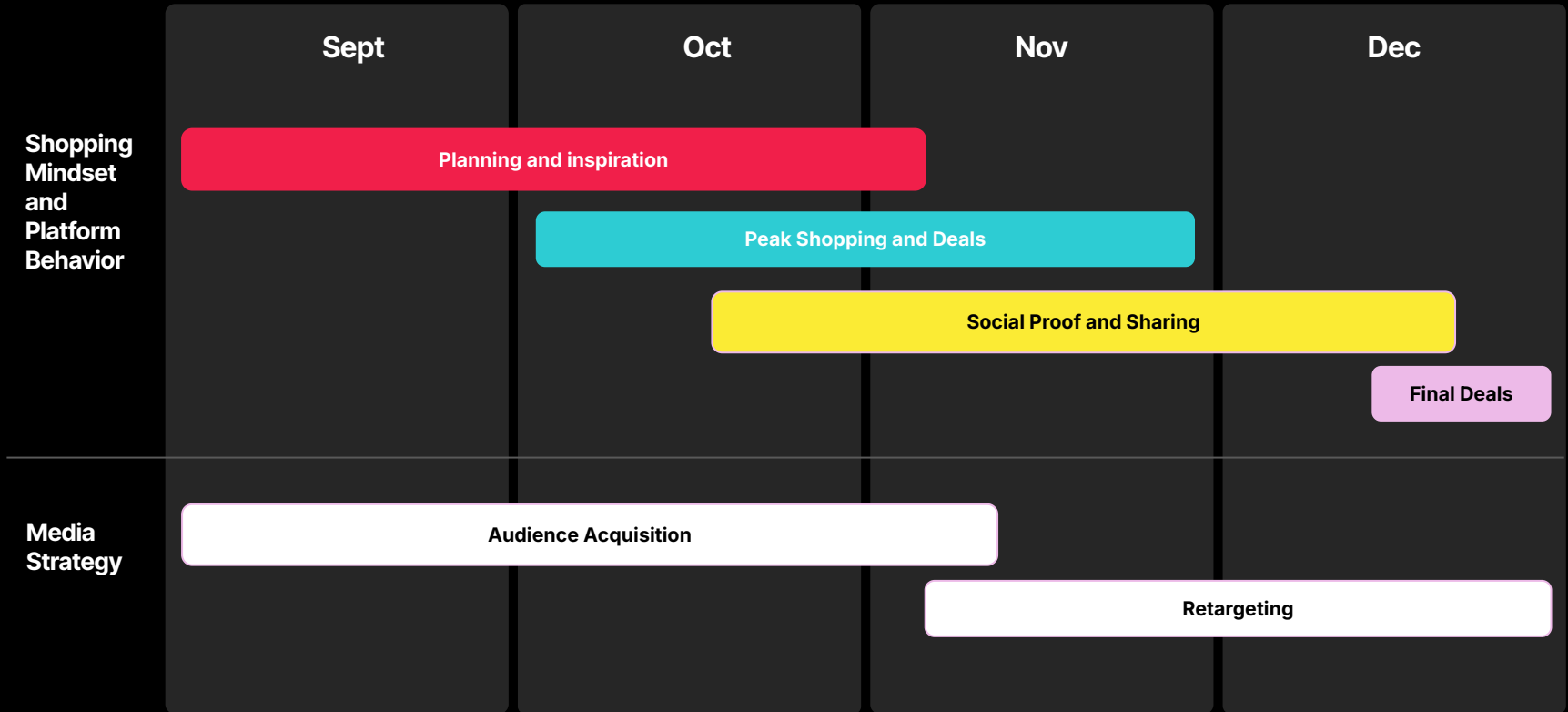


Build demand before peak. Capture it when shoppers are ready.



Recommendation is directional only. Consult with your TikTok rep for more guidance.

This Peak Season, Timing is Everything



Summary

Add title section.

Topic One

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Topic Two

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Topic Three

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.





Terrence Zheng

Client Solutions Lead, Commerce
TikTok





Angus McFarlane
Product Marketing
Manager



Terrence Zheng
Client Solutions Lead
Commerce

PRODUCTS THAT MAKE USERS

Watch it.

High-impact solutions built to meet brand growth goals

TopView



Show up **first** and command attention.

TopReach



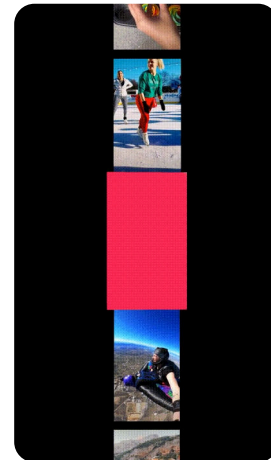
Efficiently **maximise** one day reach.

TopFeed



Show up **early** with intent.

Pulse Suite



Alignment with the **best of TikTok**

Amplify your BFCM message with high- impact **branding** formats

Adding these formats into your mix has proven **short- and long-term effects.**

50%

Capture attention

High-impact formats deliver +50% more "Attentive Views" relative to Brand Auction and Standard In-Feed (BAU).

3x

Drive incremental impact

Bundling High-Impact with BAU drives up to 3x higher intent versus BAU alone.





TopView

TopView

First video

75%

of users say **TopView grabs their attention** more than the ad formats on other platforms¹.

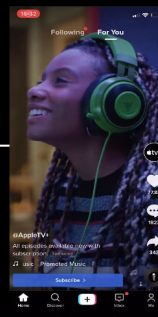
Sound on, full-screen

99%

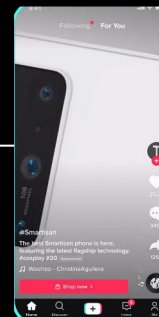
TikTok users are **actively watching 99%** of the time, and sound-on campaigns are 2.2x better in driving brand awareness².



Organic content



Creator videos...

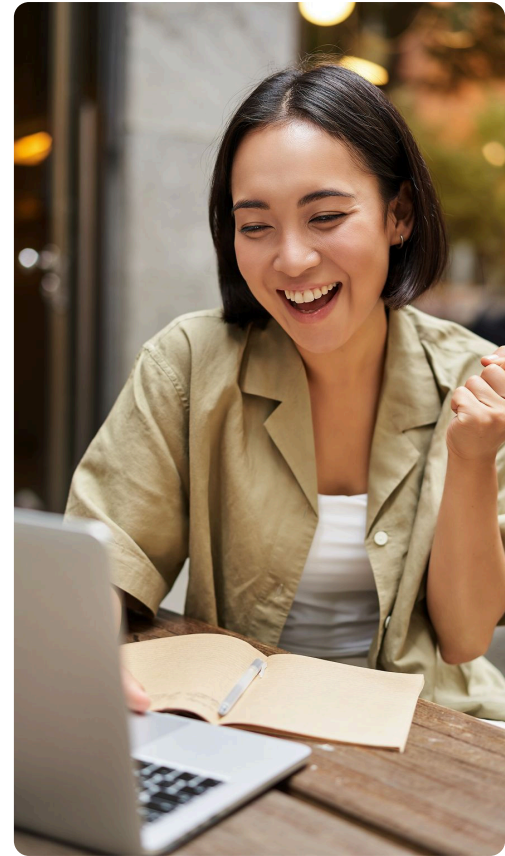


For You feed

CONFIDENTIAL & PROPRIETARY

High-impact formats go beyond campaign metrics, influencing your bottom line

Despite price point, TopView generate up to 3-4x higher revenue per 1000 impressions compared to standard in-feed





TopView

PRINCESS POLLY

Driving Awareness and Conversions in the United States During Black Friday.

The Objective

Princess Polly aimed to dominate the **US Black Friday** landscape, pairing **TopView** and **Smart+ Catalog** to supercharge conversion potential.

The Impact

TopView delivered a significant uplift in awareness, reaching **10 million unique users** and generating **1 million clicks** at a **4% CTR**. That high-intent traffic converted into **25.6K incremental purchases** across Black Friday and Cyber Monday; the brand's highest on-site traffic moment on record.

The Results

10.3M

Unique Reach

↑25k

Additional Purchases

1M

Clicks to site

PRODUCTS THAT MAKE USERS

Love it.



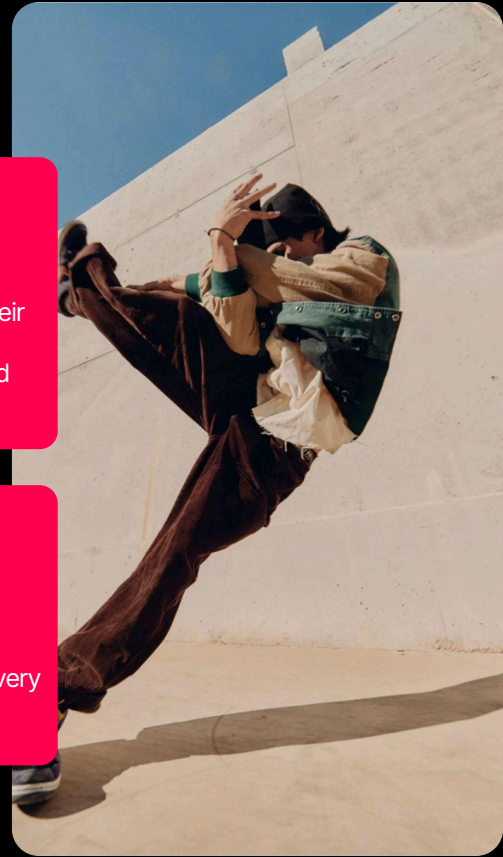
Modern-day audiences are overwhelmed with choices.

16%

People spend on average 16% of their waking hours scrolling social and video feeds.

650

Australians see around 650 advertisements every day.



Maximise the potential impact of consideration through TikTok

Short-form video is key in bridging the gap

45%

Informed choice

34%

Prompted the buy

Attributing to

46%

of total purchases

When you optimise for consideration audiences, the entire funnel benefits.

Consideration audiences drive **higher BLS results** when compared to the awareness audience alone

1.4x

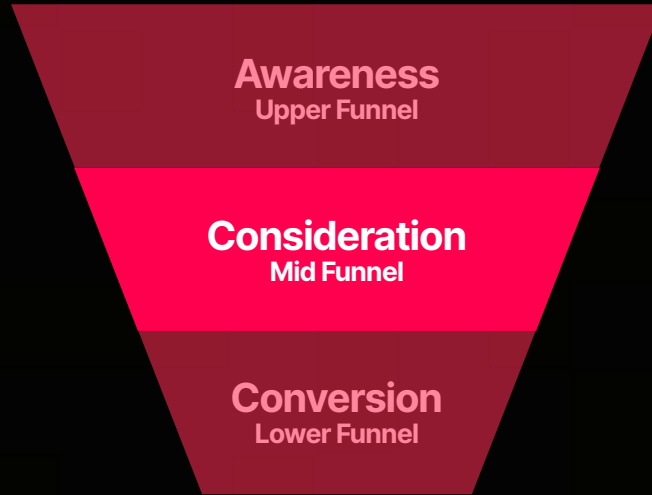
Higher ad recall

1.6x

Higher Brand Awareness

1.6x

Stronger Intent



Consideration audiences boost **lower funnel events** compared to the awareness audience alone

6.4x

More likely to initiate an order

7x

More likely to Add to Cart

5x

More likely to view Product Details

The full picture

TikTok helps you understand and activate against a **more complete view of the mid-funnel**

Before

Metric-based buying

Clicks

Traffic

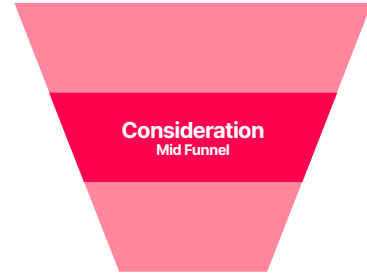
Video views

Profile visits

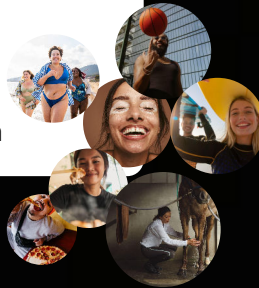
Fragmented insights

Now

Building a full-funnel audience strategy unique to TikTok, first in market



Full-funnel understanding and activation



Mid-funnel solutions built to **turn attention into intent**

VTR Optimization Model

Grow **high-intent consideration audience** while delivering competitive VTR versus the Video Views objective.



Speak to your Client Partner about TikTok Marketscope.

Traffic Enhancement Model

Enhanced Traffic optimisation with consideration signals to grow high intent Consideration audiences



New Product

New Buyer Model

The model actively seeks out and **serves ads to new users** who have not purchased from your brand in the last 180 days.



PRODUCTS THAT MAKE USERS

Want it.

The product we all know & love

Smart+ Catalog Ads





Automate execution

Manual campaign building can only take you so far. As commerce gets more complex and culture moves faster than ever, keeping up with what's working becomes harder to do by hand.

Our AI-powered solution, **Smart+ Catalog Ads**, makes it easier to keep up. Designed to help you reach the right shoppers with the right products, it automatically surfaces the most relevant products to high-intent shoppers using formats that perform best.

41%

lower CPA for sales campaigns (E-commerce) with Smart+ setup* vs fully manual setup¹.

29%

lower CPA when compared to manually created campaigns.²

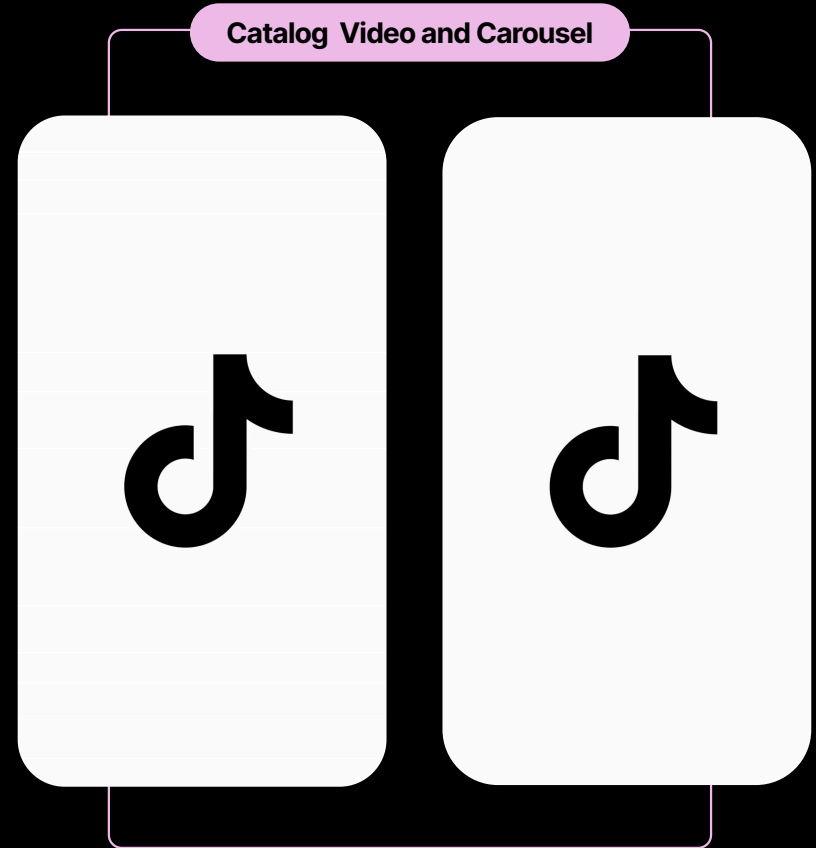
1. Beta tests (Sep 30 - Oct 14, 2025). *The Smart+ setup is a campaign setup where all Smart+ solutions are enabled to deliver superior performance through automation.

2. Q1 2024 Catalog Ads Beta studies from the Catalog Ads Beta tests.

Formats for Smart+ Catalog Ads

Smart+ automatically creates
carousel for you using your catalog
driving return on creative

+16% higher ROAS when
Carousel & Video are
used together compared
to video alone.¹



Catalog Video

Dynamic Add-ons

to optimise performance, showcase more product details, and boost engagement with specific SKUs



Product Card



Product Tiles



Showcase Tiles

Carousel Collage
improves performance
compared to traditional
carousel

+56%

CTR Uplift

Up to

18%

CPA Reduction

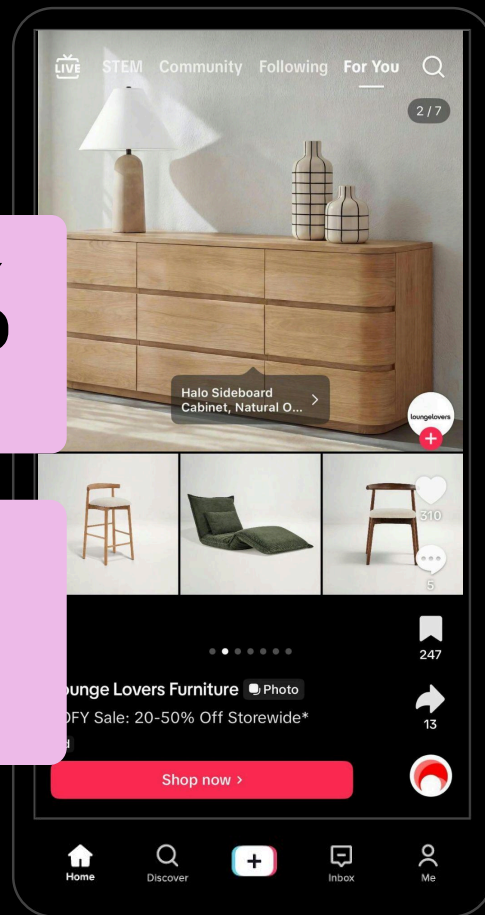


Image Background

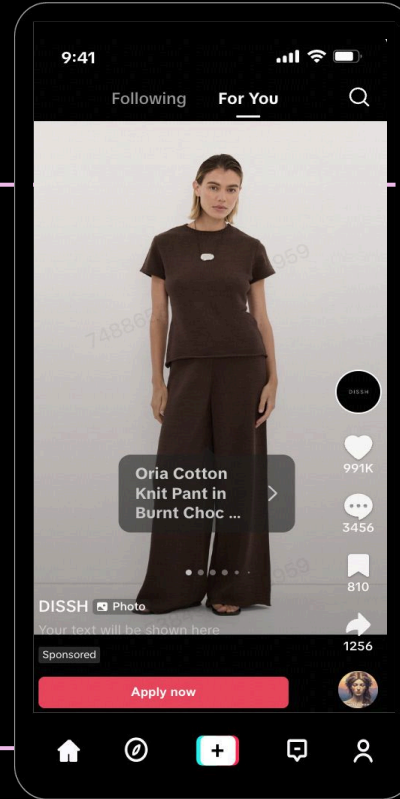
Carousel Imagery enhancements

Resize

Resize catalog images and make them fit the TikTok native style to create a consistent viewing experience.

Auto Template

Generate high-converting promotional templates based on catalog images and information (price, discount, etc). Edit flexibly to the background color, text and decorations.



ORIGINAL

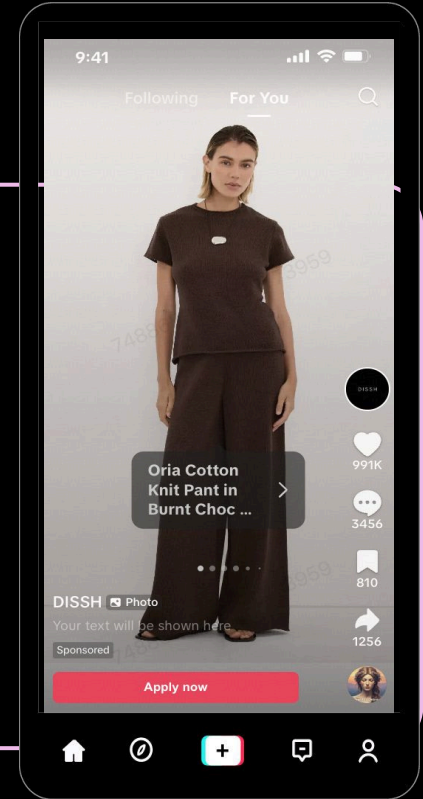


Image Background



Optimise with confidence

The goal

Optimise and Measure TikTok in the areas that matter most to you



Google Analytics

Connect and authorise Google Analytics in TikTok Ads Manager

Google Analytics integration for Sales campaigns makes it easier to optimise TikTok performance to the measurement tools your team already relies on.

Advertisers who tested GA4 optimisation saw:

-27%

reduction in CPA for TikTok campaigns

+54%

Increase in conversions

Custom Conversion Optimisation

Custom Conversion Optimisation allows advertisers to optimise toward **exactly what matters** by creating pixel / events API based custom rules.

| Use Case | Key Rules | What it Unlocks |
|-------------------------------|-----------------------------|--|
| High-value order optimization | value > 150 | Focus spend on customers most likely to make premium purchases |
| New customer acquisition | customer_type = "new" | Optimize specifically for first-time buyers |
| Brand specific campaigns | content_name = "brand_x" | Isolate performance for a specific brand or product line |
| Category level targeting | content_category = footwear | Drive category-specific revenue without cross-category noise |

Ad
sec

Summary slide showing July-Dec plan from Jordan's section with products from this section added in

eiusmod tempor.





Andres Pascoe

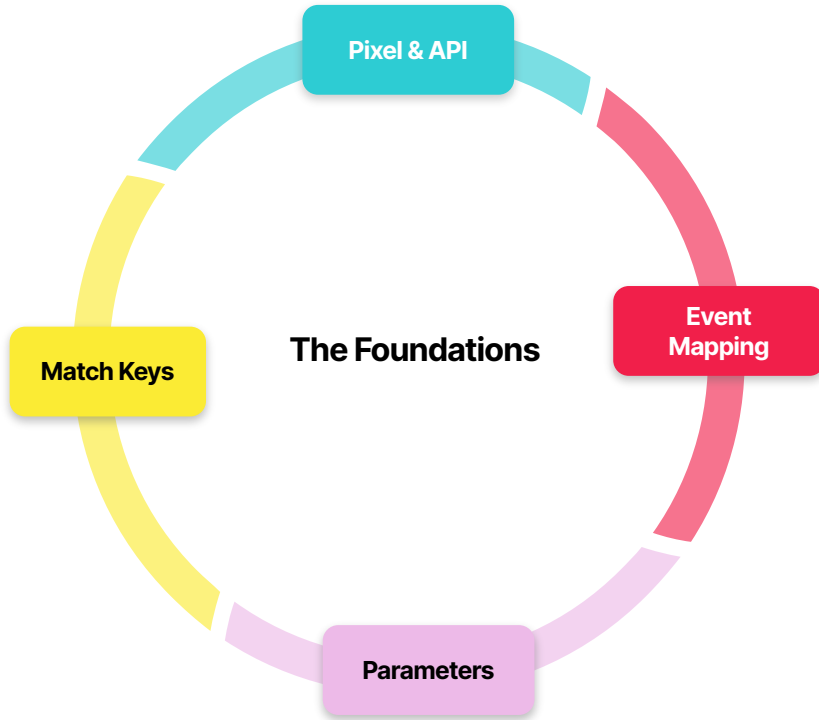
Measurement Partner,
TikTok



**The customer journey during peak season
has evolved ...**

**Your measurement approach needs to
transform alongside it.**

Measurement starts with **strong data connections**

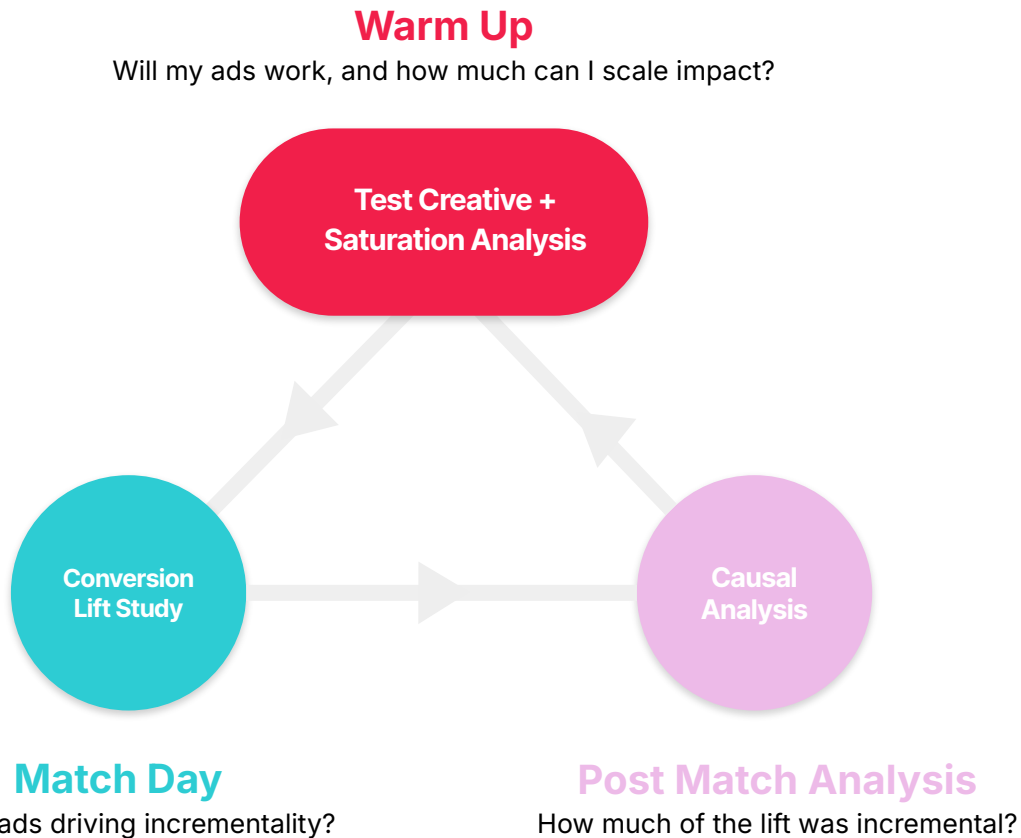


The Essentials: Signal Postback

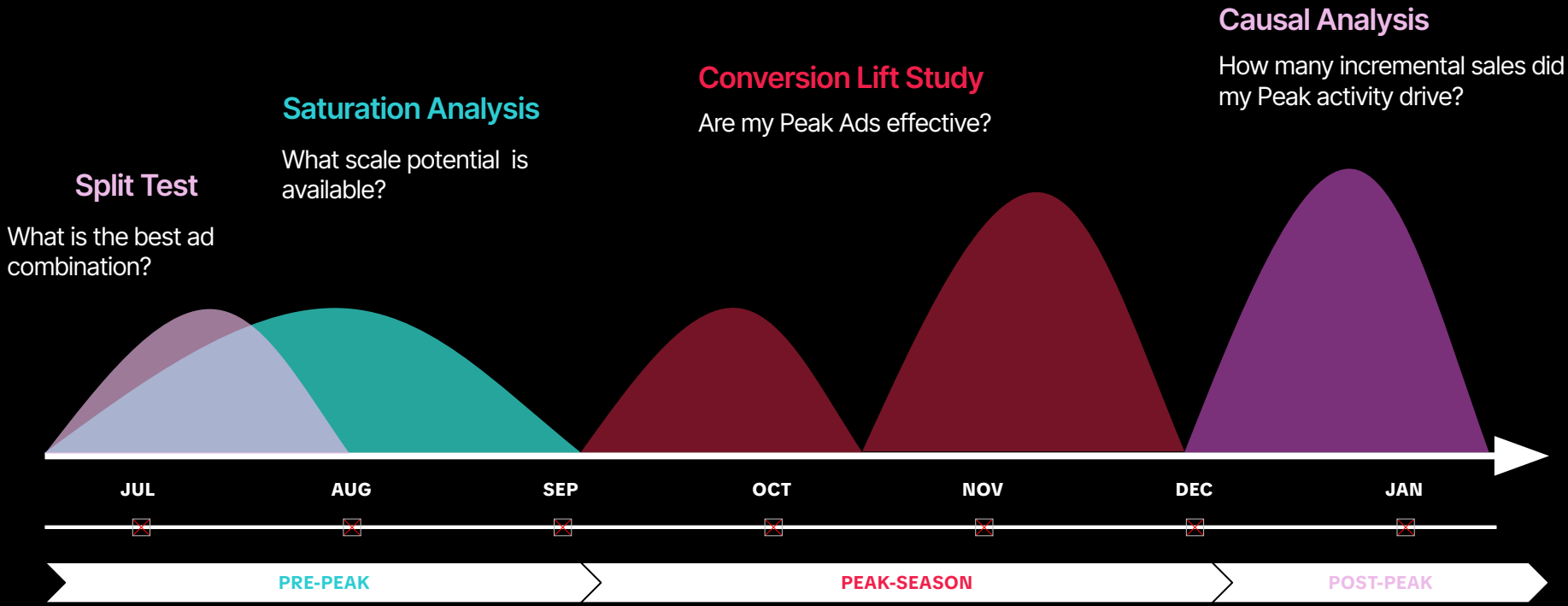
- Pixel + eAPI set-up
- Key events set-up
- Content ID, Value & Currency Parameters >90%
- Advanced Matching (Email & Phone)
- Identifiers Coverage >90%

Measure & Maximise TikTok's Link to Value

No single measurement solution is perfect. The strongest proof comes from combining all three.



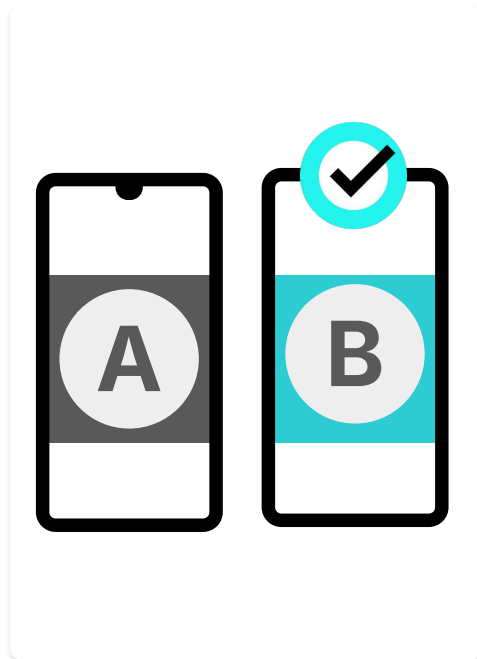
Prepare for Peak Measurement Plan



CONFIDENTIAL & PROPRIETARY

Split Testing

What is my winning ad combination?



Test to find your optimal ad settings

Test different versions of ads to learn which ad settings are the most effective and drive higher return on ad spend.

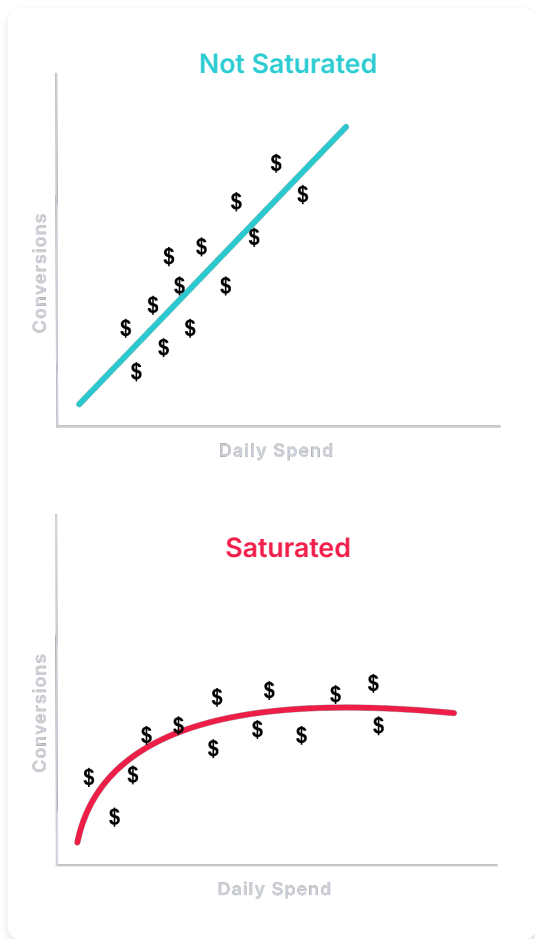
Stat Sig Validation

Run scientifically designed A/B tests with a 90% confidence rate to determine which ad group performs better. The model selects and verifies a winning version only if the results are statistically significant.

Act on insights

Use the insights gained from the tests to inform future campaign strategies, scale winning variations, and continuously improve the overall ad performance.

How much can I scale spend for Peak?



Where scaling stops paying off

Ad returns diminish as spend climbs & each extra dollar buys fewer conversions - usually with no obvious signal that you've crossed it.

Saturation analysis, not guesswork

Saturation Analysis maps spend against conversions and shows which phase you're in: **room to scale or saturated**.

Scale where there's headroom

Not saturated means room to grow. Increase spend and capture it.

Saturated means pivot the budget to other levers: bundling, upper-funnel, or new audiences.

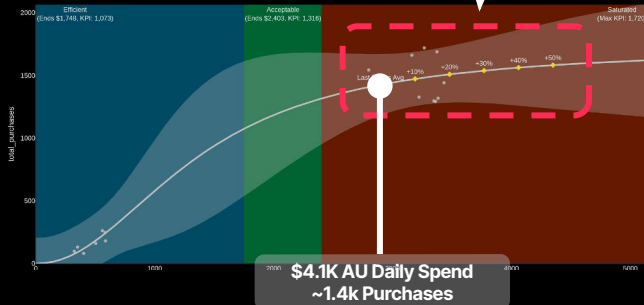


Saturation Proved Consideration ads Unlocks Downstream Efficiency

Results: Daily purchase opportunity **increased 4x** after running 2x TopViews creating a large potential to increase spend to take advantage of said opportunity

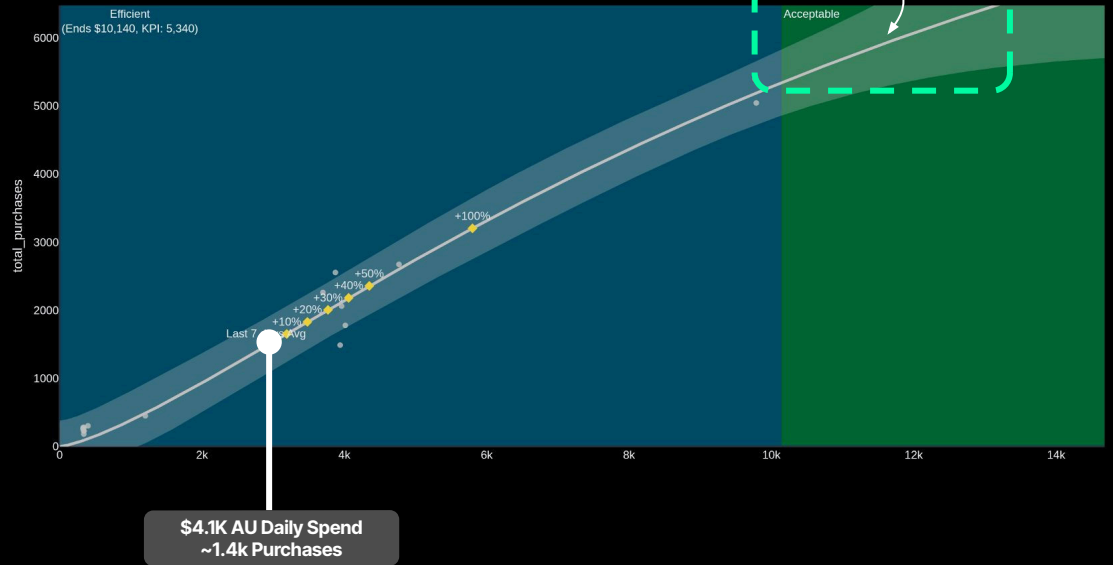
2024 W/ 1x TOPVIEW

2024 spend/conversions pattern was **Saturated**



2025 WITH 2x TOPVIEW

New scaling point:
Expanded to +6k
Purchases



Are my ads driving incrementality?

The Problem

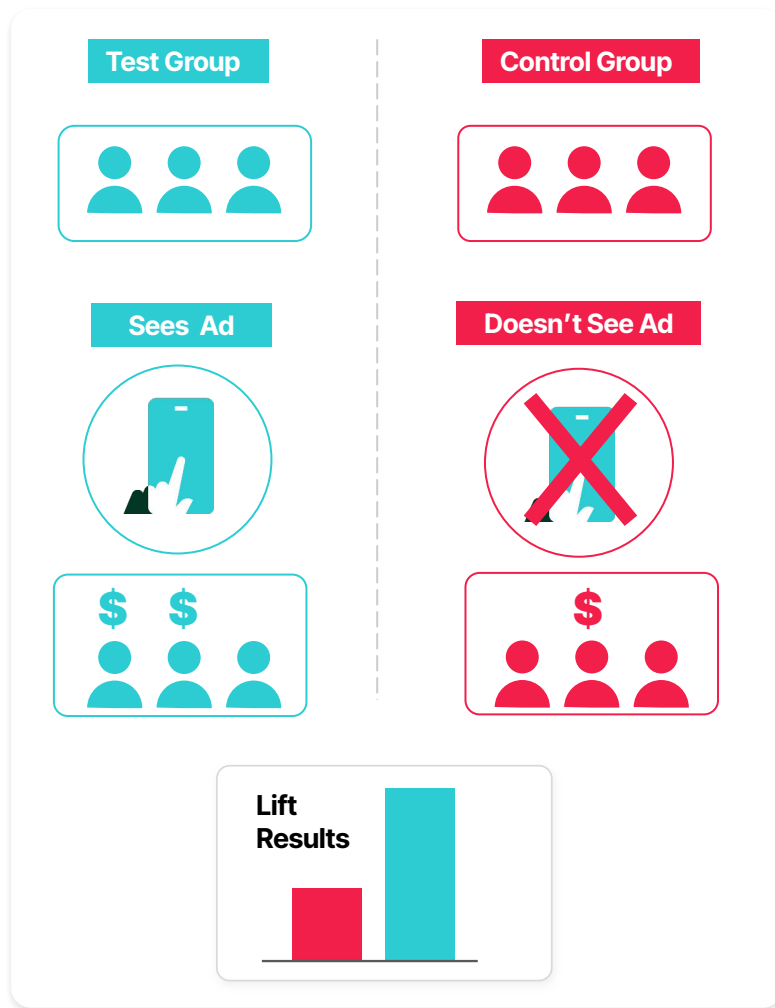
Attribution matches ad exposure to outcomes, it can't prove the ad caused them. An ad shown to users about to buy anyway looks effective, without driving any new business.

How it works

CLS runs a randomised controlled trial. Eligible users are split into treatment (ad served) and control (ad withheld); comparing conversions reveals the lift TikTok actually caused.

See Past Standard Metrics

Last-click buries TikTok's role in discovery. An independent read on incremental value lets you justify budget, reallocate spend, and sharpen attribution windows beyond platform metrics & last-click





TopView

MUSCLE REPUBLIC

Using the power of branding to build demand early and convert at scale during Black Friday.

The Objective

Muscle Republic took a TikTok-first, full-funnel approach - activating two premium TopView placements to rapidly build awareness and scale high-intent demand throughout Black Friday.

The Impact

Muscle Republic's BFCM campaign drove **+13% lift in Ad Recall**, **+17% in Awareness**, and **+5% in Purchase Intent** - upper-funnel momentum that translated directly into revenue, delivering an **incremental purchase ROAS of \$3.84** and strong lift across all conversion events.

The Results

17.5%

Lift in Brand Awareness

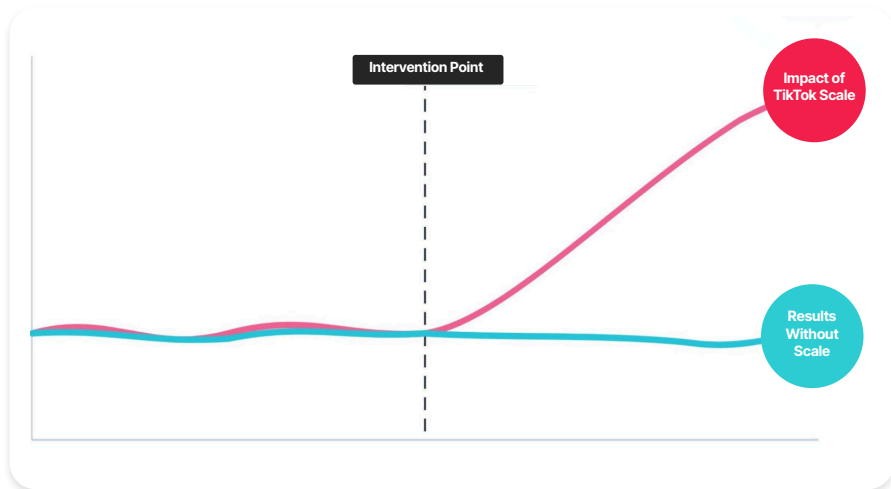
20%

Purchase Lift over BFCM

13.6%

Lift in Ad Recall

What was the incremental impact of my ads across the business?



From Attributed to Incremental Results

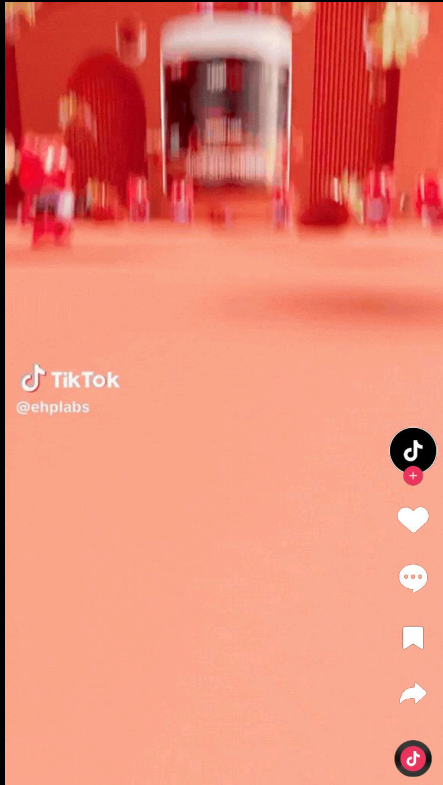
Advances the question from "did sales go up?" to "did they go up more than they would have anyway?"

Learn the Rhythms

Learns how your purchase behaviour moves alongside BAU campaign executions, and builds an accurate BAU prediction.

Measure Lift

Map the predicted trajectory after new campaign mix launches, and compare this to actual results = incremental lift isolated to new TikTok lever



TikTok Shop

EHPlabs

How EHPlabs drove incremental revenue on TikTok Shop & Amazon

The Solution

To isolate the true impact of their ad spend, they deployed rigorous causal modelling. By controlling for organic brand demand, product discounting and natural weekly seasonality, they were able to measure the actual incremental lift driven by TikTok across both platforms.

The Results

+71%
TikTok Shop Revenue

+30%
Amazon order volume

+14%
Amazon revenue

Bringing it all together

Prep



Creative Testing

Test different ads to learn which formats are the most effective.

Plan



Saturation Analysis

Start your measurement now and apply learning before November.

Test



Conversion Lift Study

Apply your new headroom and test the impact prior to peak.

Scale



Causal Analysis

Understand the true business impact of your Peak Season activity.



Sarah Witherspoon

Client Partner, Fashion
TikTok





Shelby McQueen

Performance Marketing Lead

TWO SVGE



Sam Chadwick

Head of Marketing

Muscle Nation



Nikki Strover-Wood

Client Solutions Manager

TikTok



Katie Lin

Senior Digital Marketing Manager

MESHKI



Nicola Ramsey

Performance Marketing Lead

McoBeauty



Nikki Strover-Wood

Client Solutions Manager

TikTok



Nikki Strover-Wood
Client Solutions Manager

TikTok

Nicola Ramsey
Performance Marketing Lead

McoBeauty

Shelby McQueen
Performance Marketing Lead

TWO SVGE

Key Takeaways

01 **Headline One**

- Lorem ipsum dolor sit eleifend turpis amet
 - Lorem ipsum dolor sit eleifend turpis amet
-

02 **Headline Two**

- Lorem ipsum dolor sit eleifend turpis amet
 - Lorem ipsum dolor sit eleifend turpis amet
-

03 **Headline Three**

- Lorem ipsum dolor sit eleifend turpis amet
- Lorem ipsum dolor sit eleifend turpis amet

Thank You!



 TikTok