



TikTok Introduction

Today's Agenda



- 1 Platform Intro
- 2 TikTok Audience
- 3 Ad Products
- 4 Brand Examples

About TikTok



TikTok is the premier global destination for short-form mobile videos—where audiences make every second count.

Our mission is to capture and present the world's creativity, knowledge, and moments that matter—directly from the mobile phone.

TikTok **enables everyone to be a creator**, and encourages users to share their passion and personal creative expression through their videos.



Platform Introduction

Building an experience, 'For You'



TikTok creates a video experience **unique to you**, the consumer.

Powered by ByteDance's Machine Learning technology, TikTok provides personalized video recommendation, all fed by key 1st-party behavioral cues on platform:

Preference & Personality

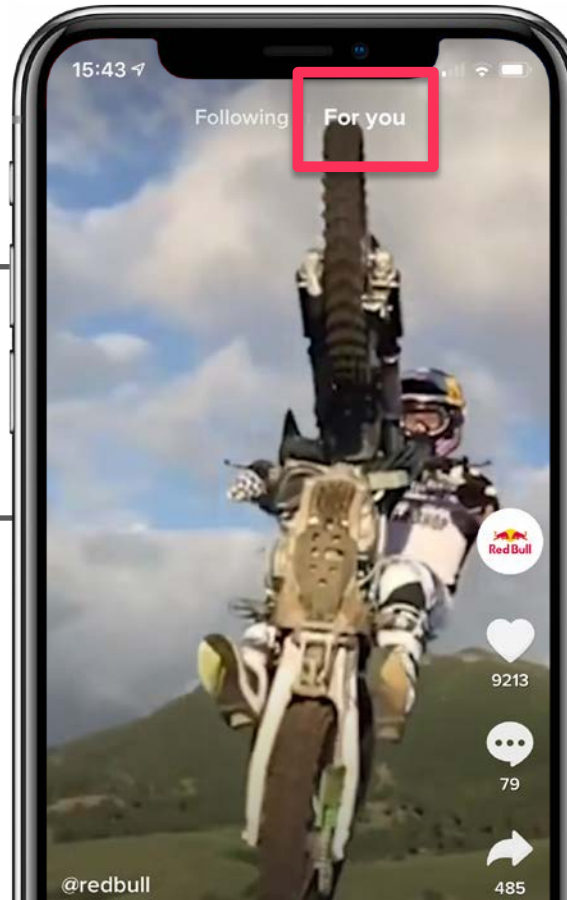
Behavior on platform
Content Preference

Cold Brew **Dogs** **Comedy**
Extreme Sports **Travel**

Location & Environment

Geo-location
Virtual World Environment

Seattle **2:00pm**
PST **Thursday**

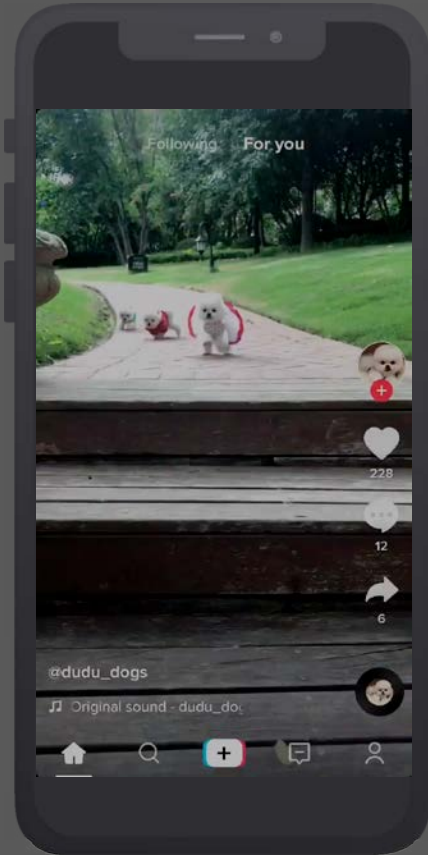


Similar User Interests

Demographic Data
Search Interests

20 years old **Student**
College **Male**

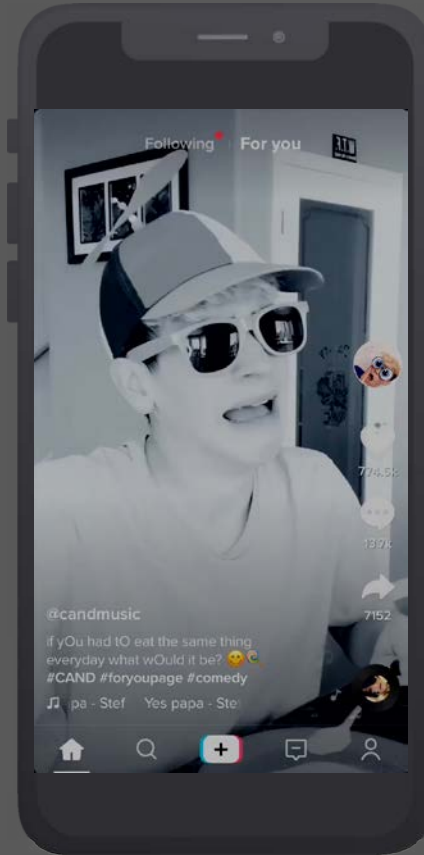
User Interface Snapshot



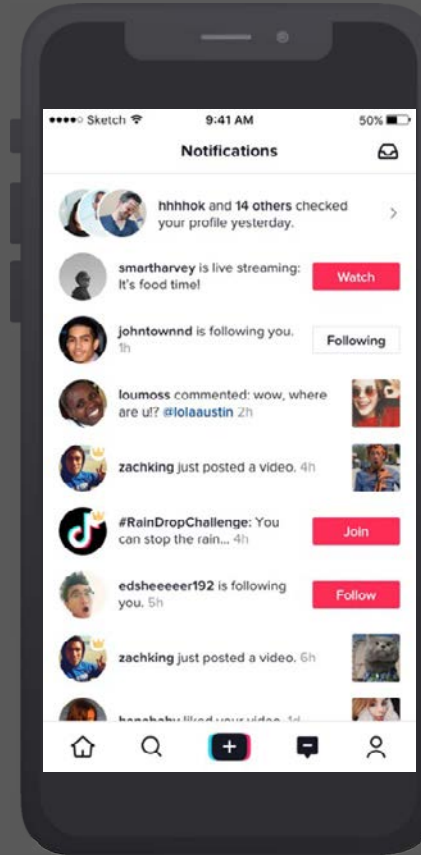
Homepage



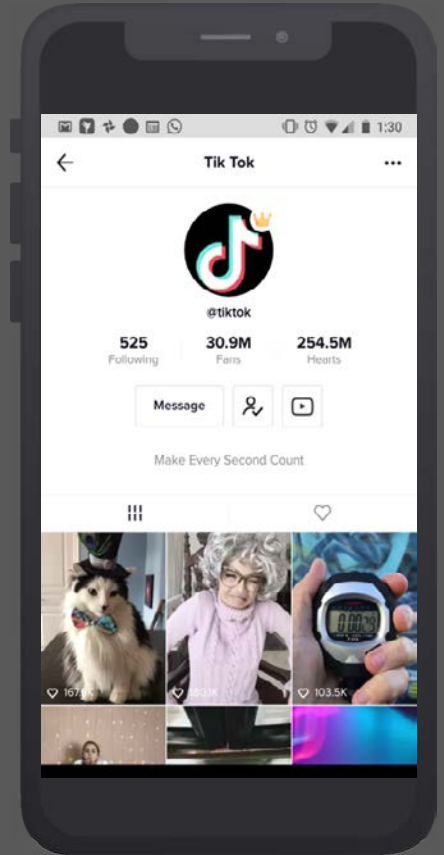
Discovery Page



Video Shooting

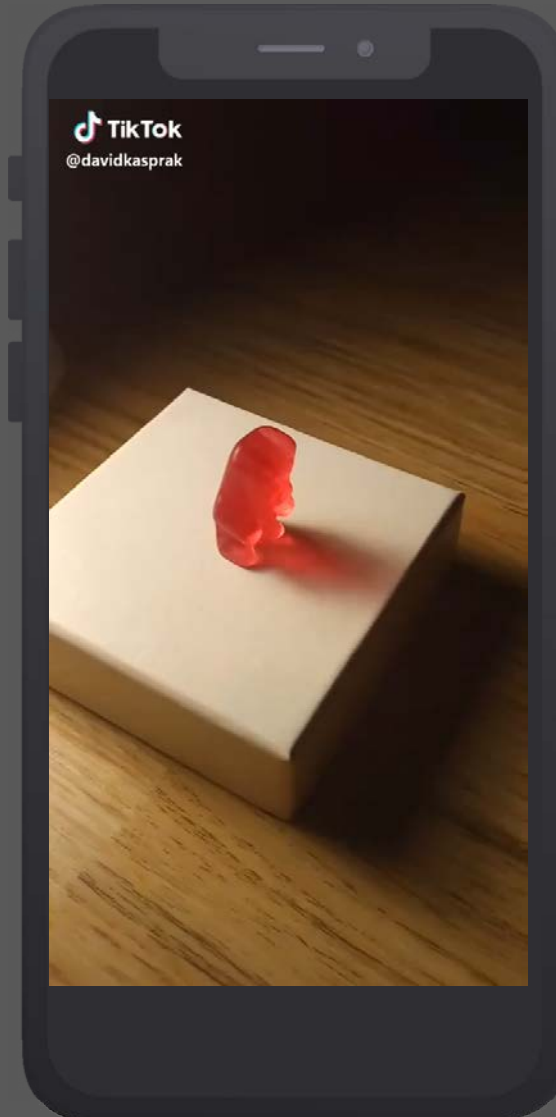
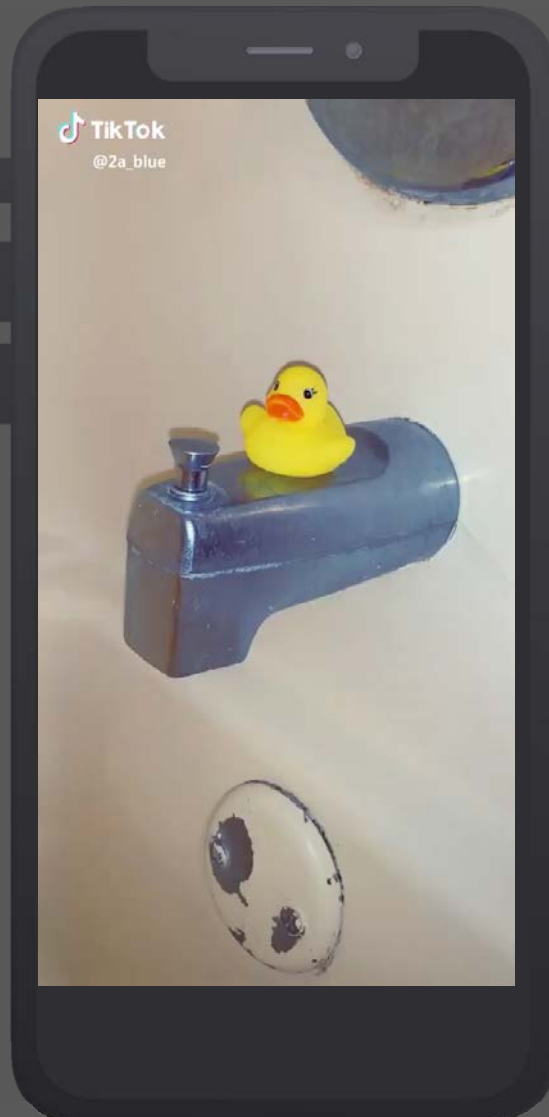


Notification



Profile

We don't spark trends, we set them on fire...




































TikTok Audience

Most Downloaded App In The World In 2018



Top Social Networking Apps Worldwide for Q1 2019 by Downloads  SensorTower

Overall Downloads	App Store Downloads	Google Play Downloads
1  TikTok	1  TikTok	1  TikTok
2  Facebook	2  Instagram	2  Facebook
3  Instagram	3  Facebook	3  Instagram
4  LIKE	4  Snapchat	4  LIKE
5  Snapchat	5  Twitter	5  Snapchat
6  Twitter	6  Pinterest	6  Helo
7  Helo	7  Little Red Book	7  Sharechat
8  Pinterest	8  WeChat	8  Twitter
9  Sharechat	9  QQ	9  HAGO
10  HAGO	10  Discord	10  Pinterest





800M Global

Monthly Active Users

30M+ US

Monthly Active Users

500M China

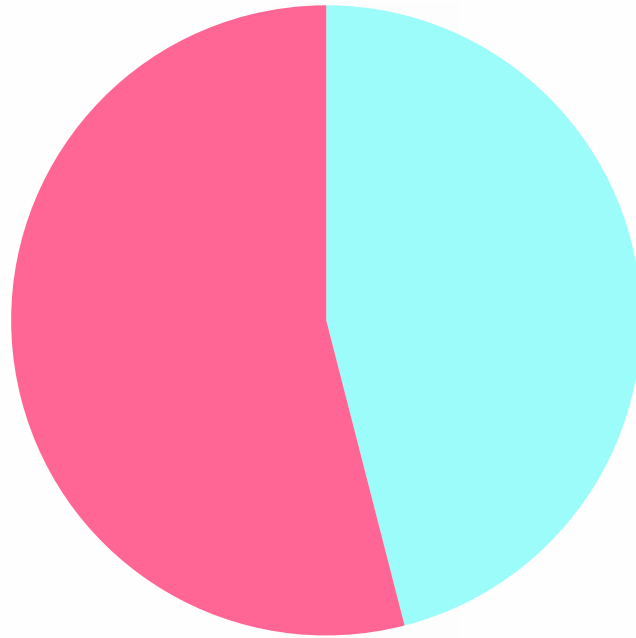
Monthly Active Users

Generation Z Focused



Age 16-24
69%

Age 25+
31%



54%



46%



Female
60%



Male
40%

Age Breakdown



Our Engagement in the US



8+ TIMES

A user opens the app per day



46+ MINUTES

Spent on the app/user/day



37 BILLION

Average monthly video views



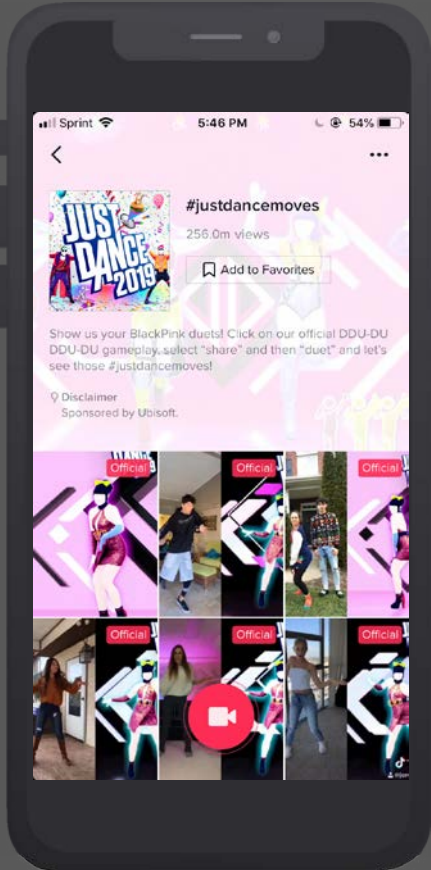
34%

of our DAUs shoot daily.



Ad Offerings

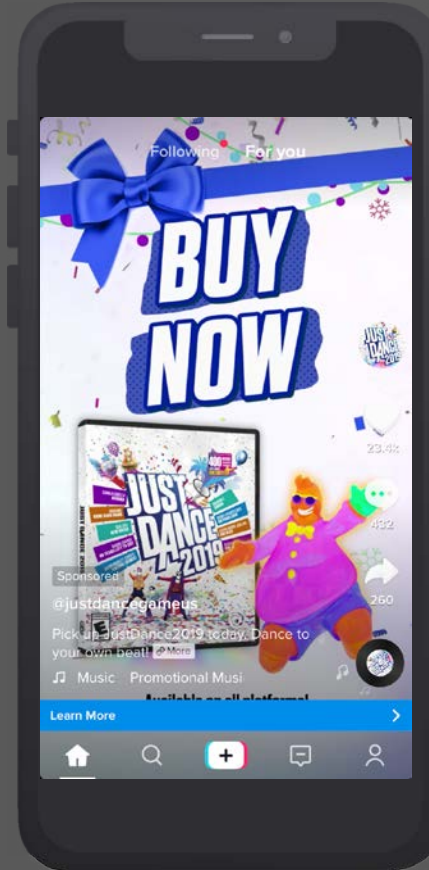
Five Core Ad Products



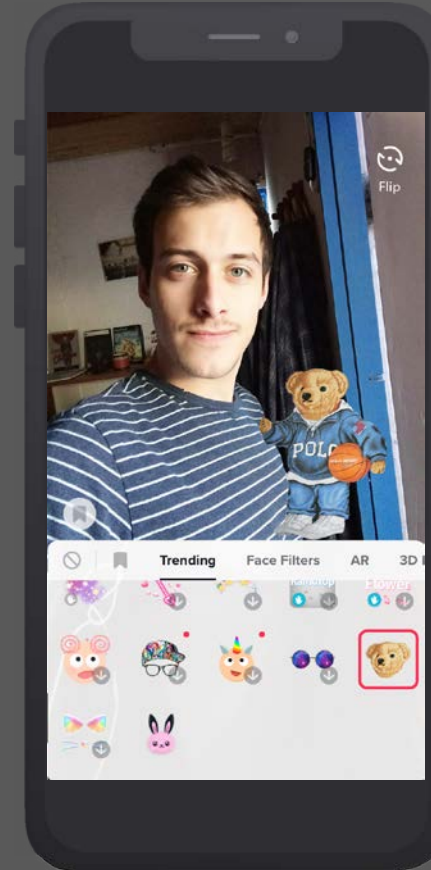
Hashtag Challenge



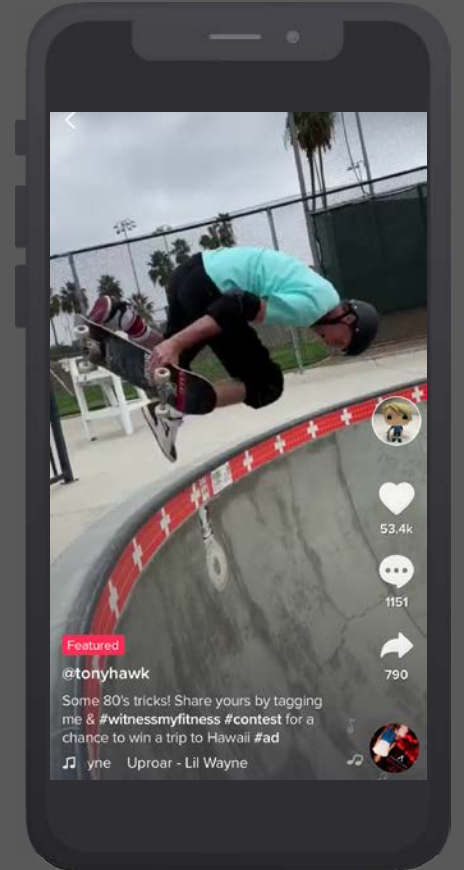
Brand Takeover



In-Feed Video

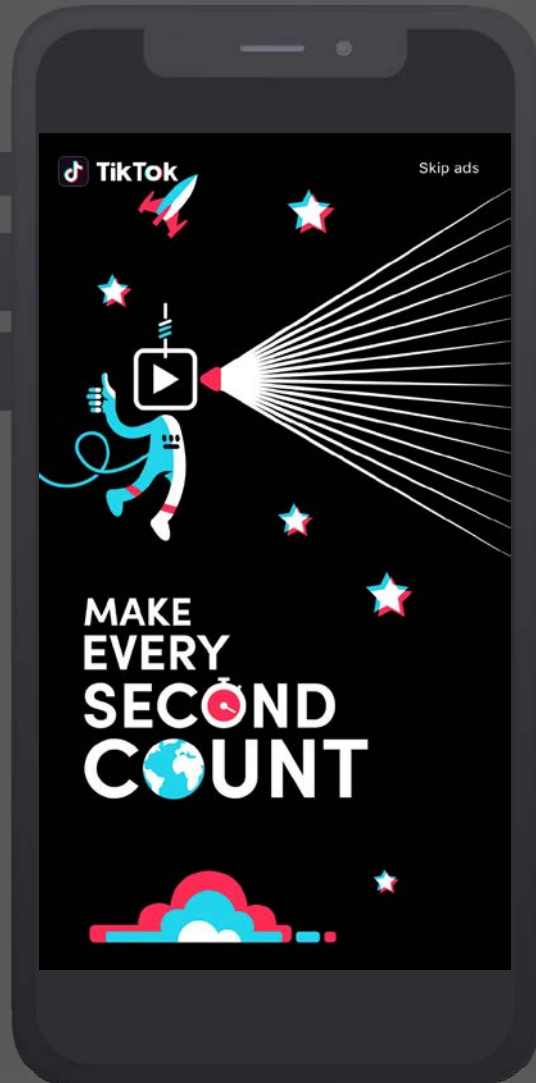


Branded Lenses



Top View

Brand Takeover



What is it?

A **Brand Takeover ad** appears upon opening TikTok and it's the first interaction users will have (pre-stitial)

It can 3-5-second long GIF, JPG or Video!

Why this ad format?

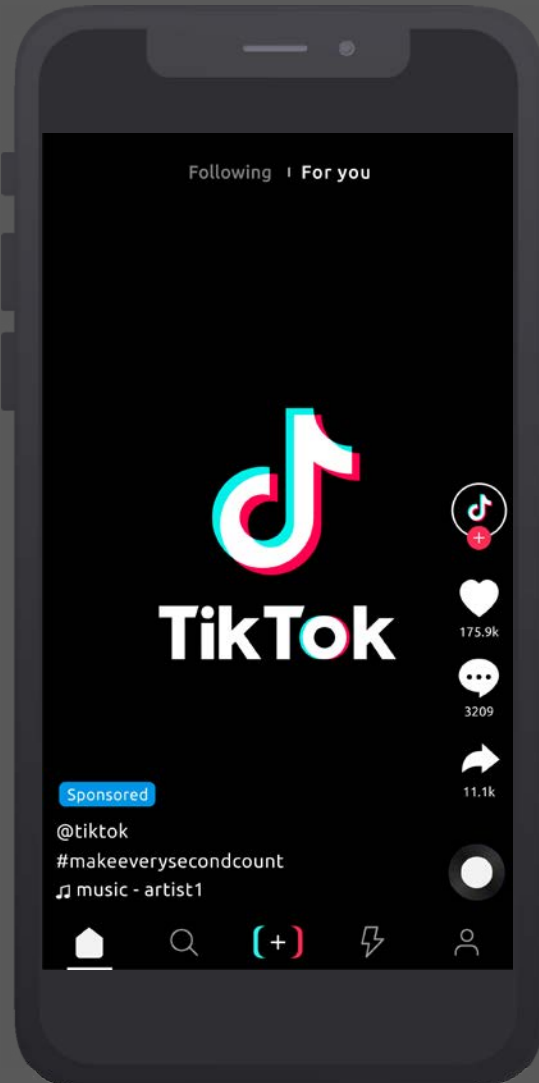
Can drive users to click through to an external or internal destination

Category exclusivity – we only allow one advertiser per day

Guaranteed 5,000,000 impressions per day

- **Affordable eCPM**
- **Low cost reach / unique reach**

In-Feed Video



What is it?

5-15 seconds long, full-screen, auto-play, audio-on immersive video experiences

We make these ads appear as native as possible (profile pic, user name, all functions that organic content has, like, share, comments).

Why this ad format?

Can drive users to click through to an external or internal destination

Opportunities for amplification and earned impressions via sharing functions

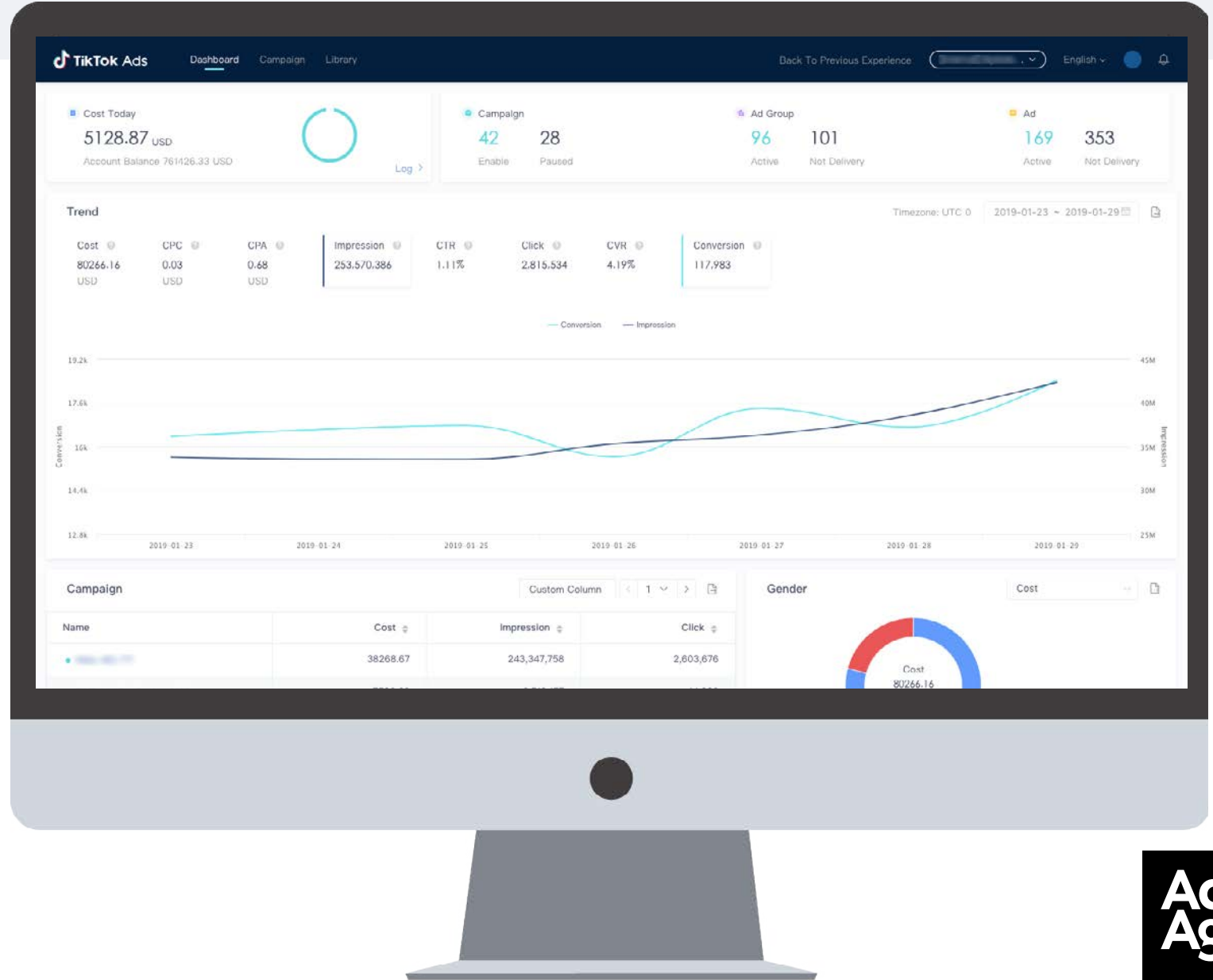
Available in auction ad format

Auction Ad Sneak Peak

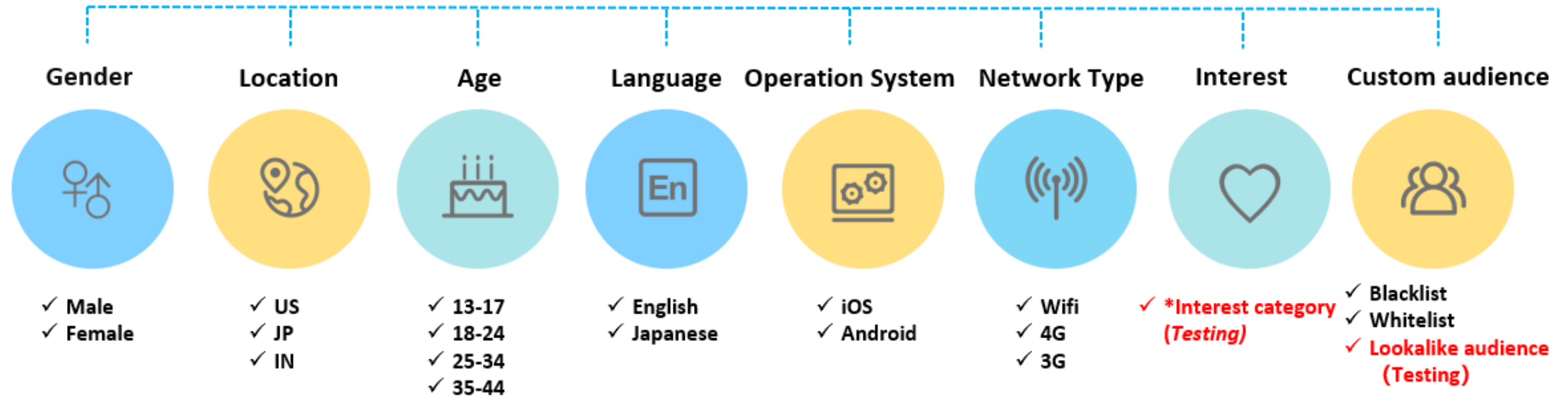


To better connect advertisers to consumers, we're bringing the Auction model to TikTok.

Available for In-Feed Video only



TikTok Targeting



How We Will Bid



TikTok Ads will support multiple conversion goals
We will introduce **oCPC** - Smart optimization of bidding increases the ROI of ads

ads.tiktok.com / home

Bidding & Optimization

Optimization Goal: **Conversion** ⓘ Click ⓘ Impression ⓘ

Conversion Goal: Install

Conversion Name: Please Select ⓘ Create New

Billing Event ⓘ: Click(CPC)

Smart Optimization ⓘ: ☒ Conversion as the optimization goal, optimizing the CPC price automatically based on conversion bid.

Bid: USD/Conversion

3 Auction Models

CPC

CPM

oCPC

Smart
Optimization

*Note, not all capabilities may be available at launch of Beta.

How We Will Track

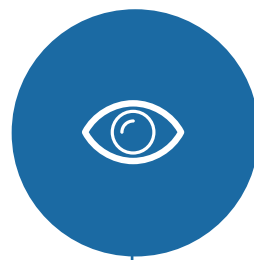


To enhance how TikTok can track performance & conversions (however those are defined), we apply the following solutions:



TikTok Pixel

- ✓ One-click download
- ✓ Fully connect to Google Tag Manager
- ✓ Pixel Helper: Help advertisers check whether Pixel code is correctly installed on landing pages, to ensure conversions are triggered successfully



Customize rules to define conversion

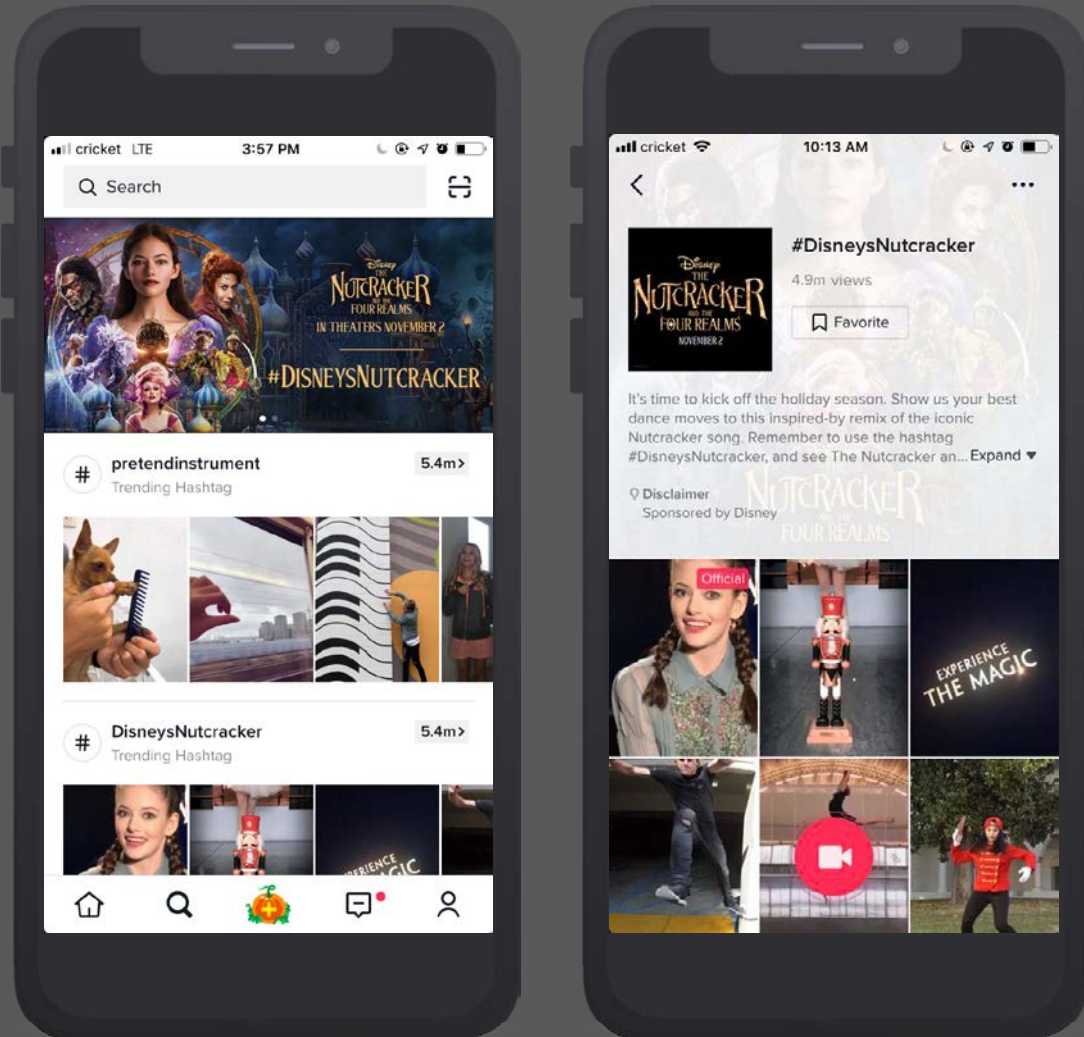
- ✓ Select conversion elements from the landing page to define rules of clicks
- ✓ Manually add conversion rules of page view/clicks



Performance Tracking

- ✓ Preview Conversions
- ✓ Delivery Conversions
- ✓ Non-related Conversions

Hashtag Challenge



What is it?

Hashtag challenges capitalize on our audience's natural tendency to create and share content

They encourage UGC by asking users to record themselves completing a specific action or following a set of directions to participate in the "challenge"

Why this ad format?

High potential for the baked-in virality features to increase brand awareness and engagement

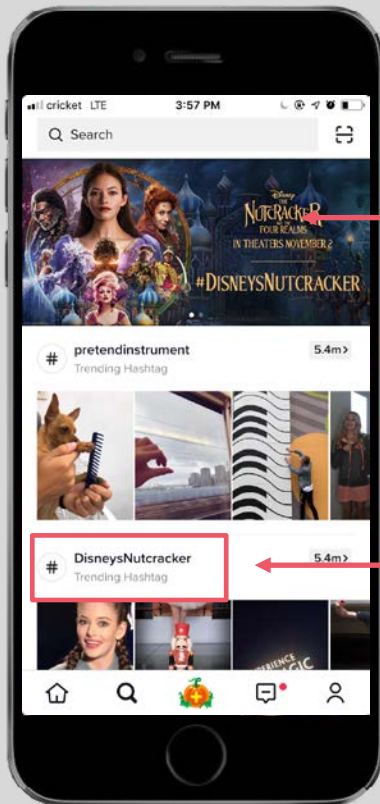
35% of users participate in challenges

16% of all videos on the platform are tied to challenges

Hashtag Challenge Ecosystem



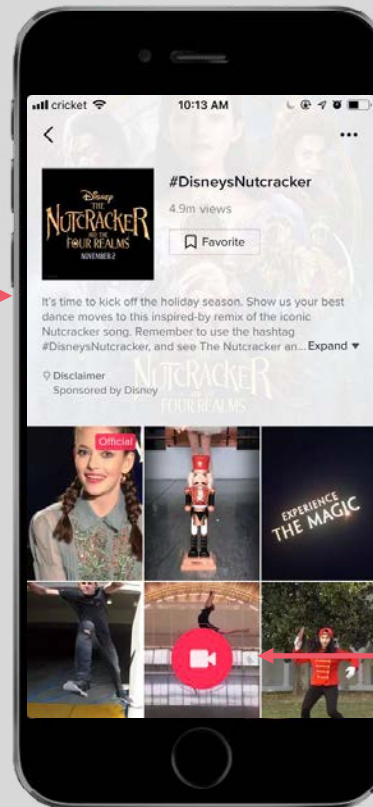
Discover Page



Challenge (part A): Branded banner is featured as No. 1 banner for **first 3 days of the 6-day challenge** package. The banner directs traffic to the challenge page.

Challenge (part B): Sponsored hashtag is displayed as No. 2 hashtag for **first 3 days of the 6-day challenge** package. It directs users to the challenge page.

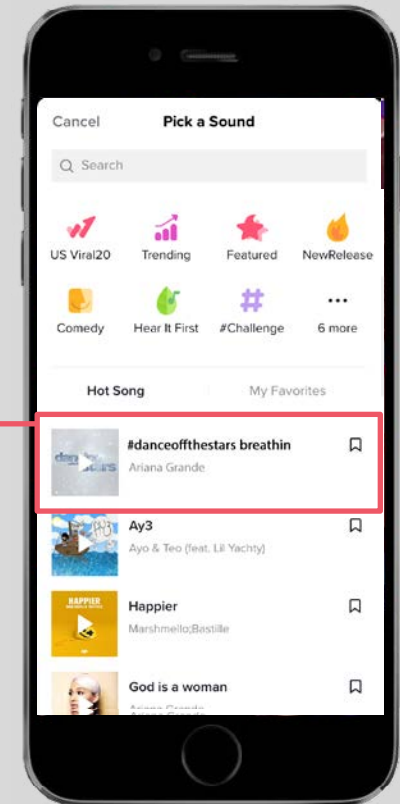
Challenge Page



We can potentially feature a branded song on the music page

Clicking the "record" button can join the challenge and pick a song

Pick a Song Page



Branded Lens



 click to play

What is it?

Produced in-house, we can create 2D & 3D lenses, to radically transform our audience's environment

We'll partner with brands to curate their own experience, granting them a top spot in our 'Trending' tab for 10 days

Why this ad format?

64% of our users have used face filters or lenses

Encourages deeper engagement, with longer time spent, sampling and product discovery.

Pair with a Challenge, to encourage continued use and exposure.

New Ad Unit – Top View



What is it?

- A Brand Takeover ad naturally fades into an In-Feed video ad
- Overall length is within 15 seconds
- Direct traffic to a desired destination

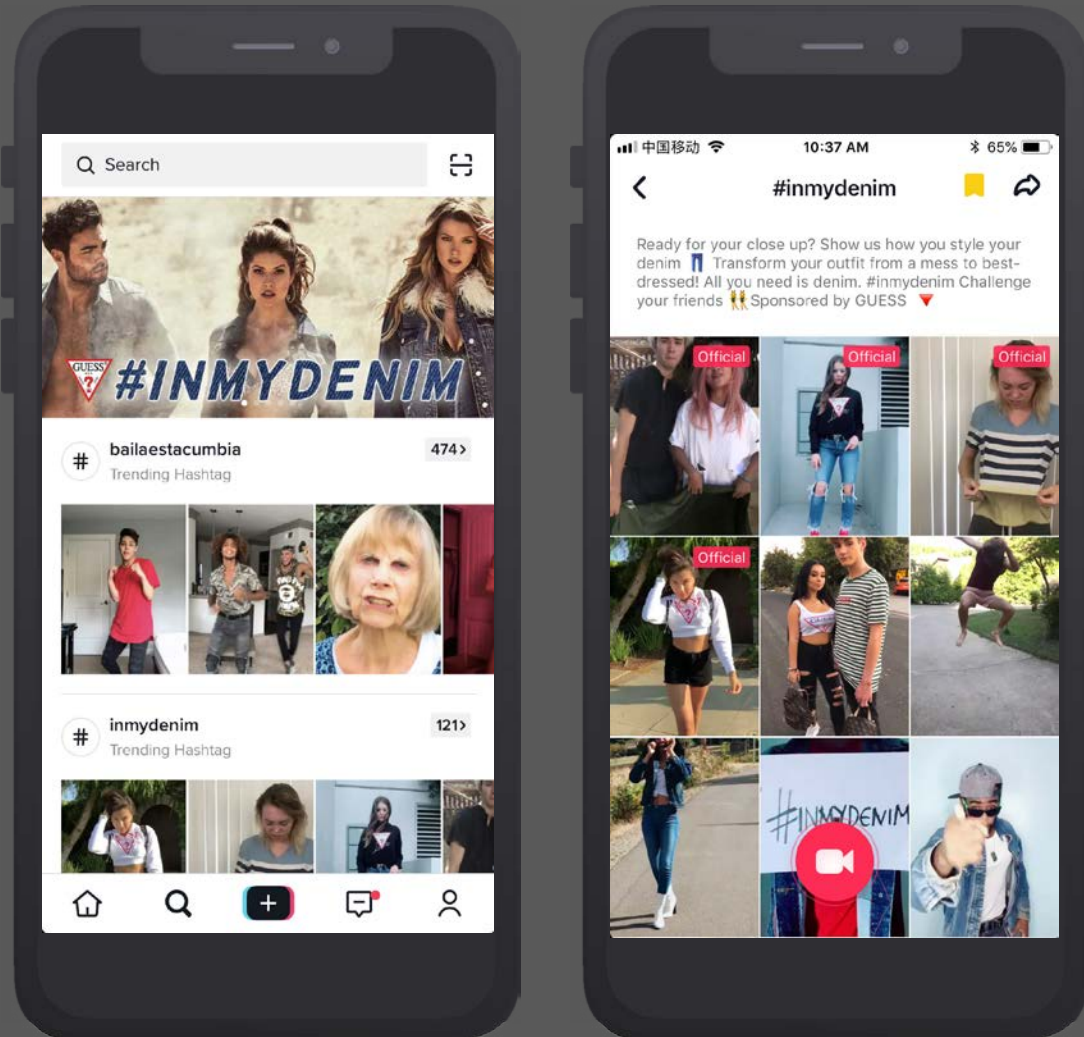
Why this ad format?

- High impact video ad unit, the first thing that users see
- Category exclusivity – we only allow one advertiser per day
- First-to-market opportunity – will come out on TikTok US in May



Case Studies

Guess #inmydenim Hashtag Challenge

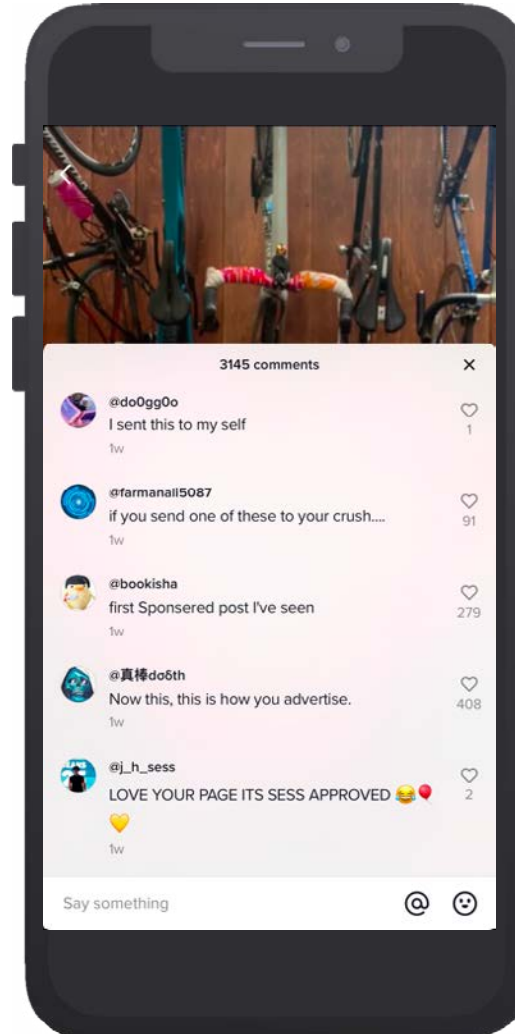


- **Goal:** GUESS sought to embrace TikTok's younger audience, and use the platform's native consumer behavior to fuel unique, engaging content and integrated participation across the platform.
- **Execution:** They took advantage of the TikTok Hashtag Challenge to encourage consumers to show how they wear their denim. Additionally, they ran a brand takeover on the first day of the challenge to maximize traffic on the challenge page
- **Result:** The hashtag challenge generated 10.4MM video views and had over 6k participants. #inmydenim was the best-performing hashtag in the US that week, surpassing all organic hashtags

Organic + Advertiser Example - Specialized Bikes

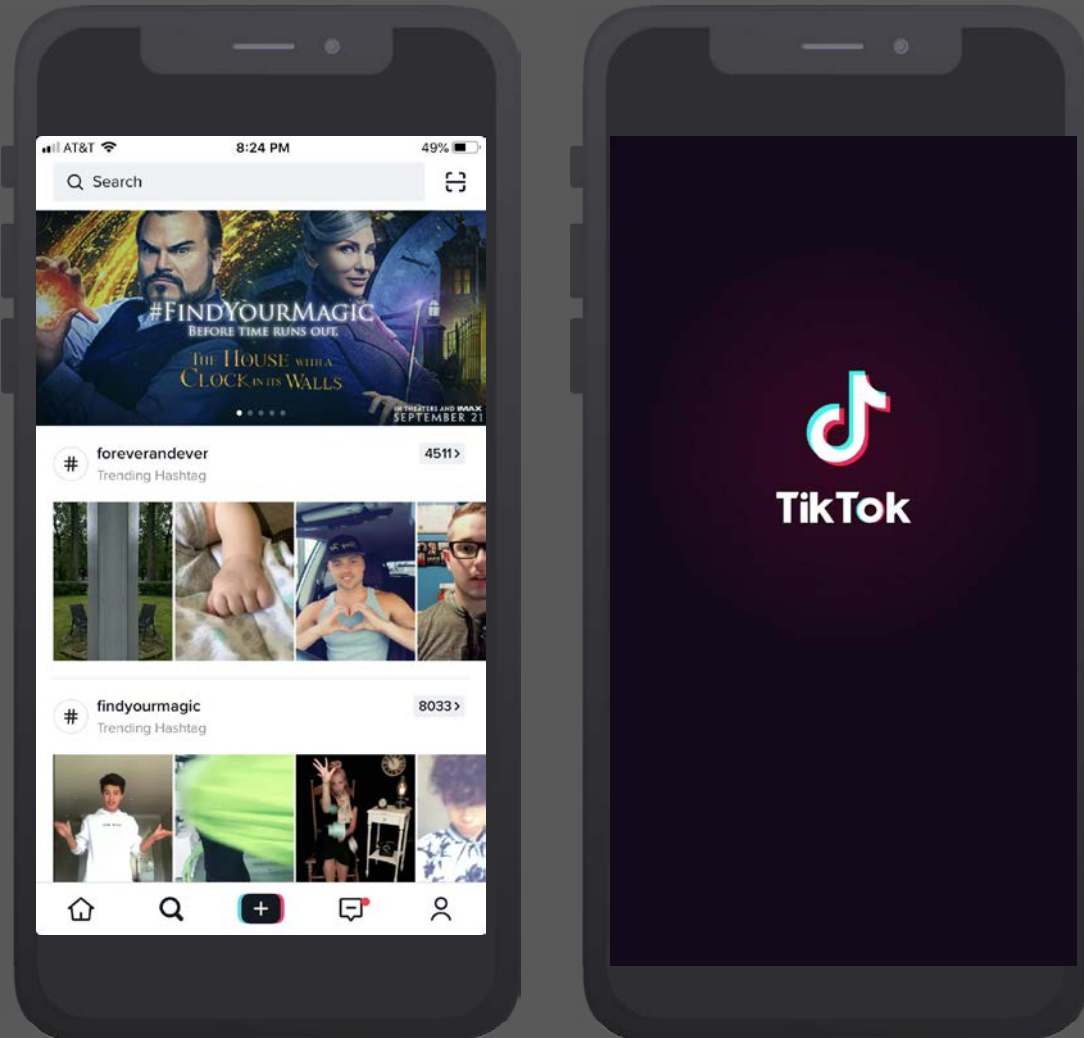


- **Goal:** Specialized Bikes only recently created a profile page and their goal was to increase engagements and followers throughout the next few weeks
- **Execution:** Their content was native to the platform, plus they participated in several organic challenges, such as #someonelikeyou and also used paid promotion to drive traffic to their profile page.
- **Result:** Increased their TikTok fans from **0 to 94k** in just one month



click to play

Universal Pictures #FindYourMagic



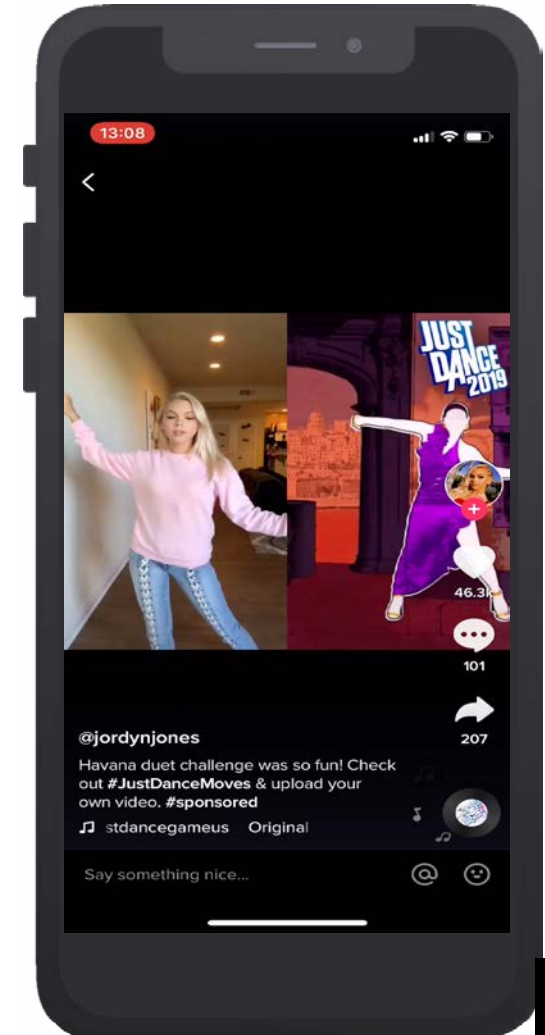
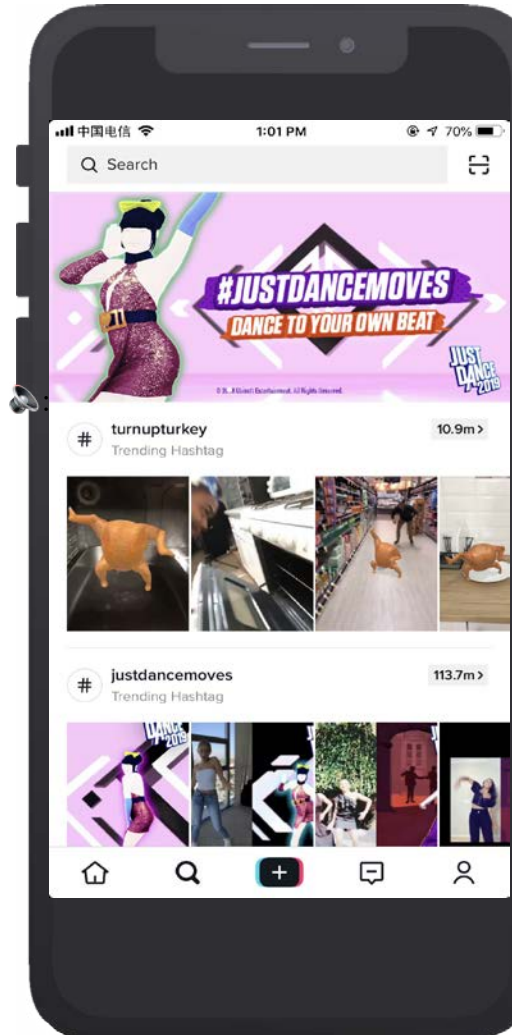
 click to play

- **Goal:** Universal Pictures leveraged the Hashtag Challenge format to promote their movie, “A House with a Clock in Its Walls,” where magic was the major theme
- **Execution:** They worked with 10 influencers to create official videos and encourage user participation
- **Result:** Millions of video views and over 20K video submissions throughout the challenge. Drastically outperforming our benchmark of 5,000 pieces of UGC content created!

Ubisoft - Just Dance #JustDanceMoves Hashtag Challenge

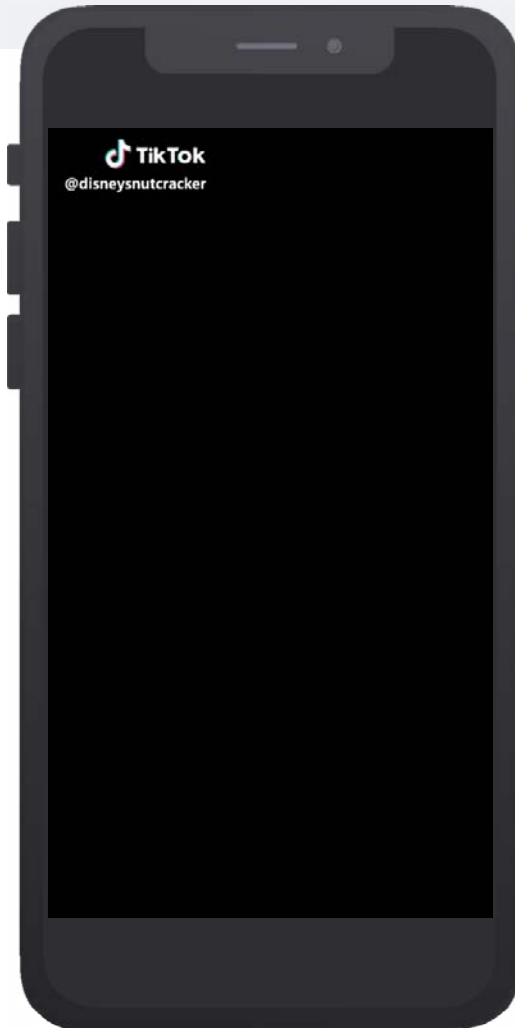


- **Goal:** Ubisoft recently debuted #JustDanceMoves – a new Hashtag Challenge, encouraging consumers to “duet” with their ‘Just Dance’ persona to promote the new game launch
- **Execution:** Ubisoft tapped into leading Dance influencers on the platform, and integrated the challenge within TikTok’s ‘Duet’ feature – a very popular native behavior amongst our audience
- **Result:** Within the first 36 hours, the Challenge drove **22.7K video creations** and to date, the challenge has **105K total video creations** and **100M video views**



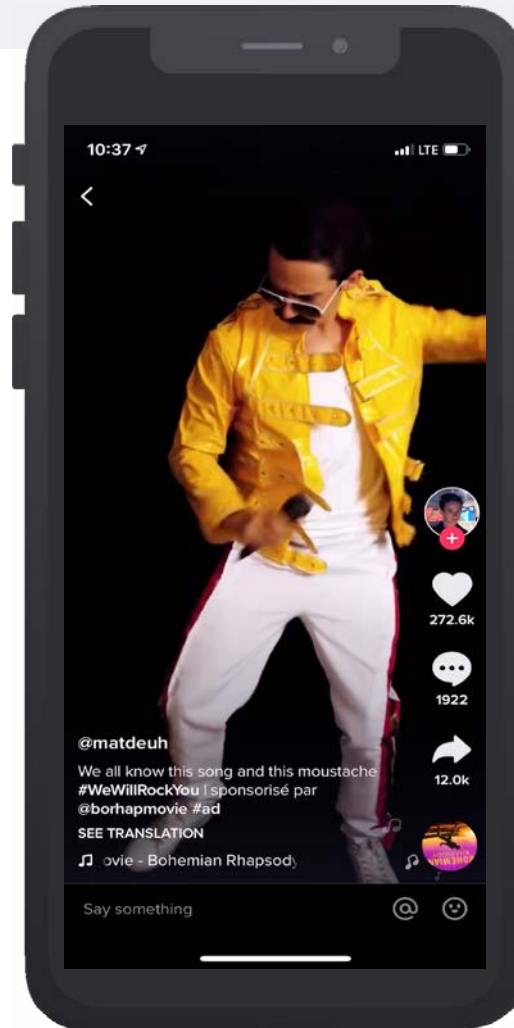
click to play

Branded Influencer Activation - Video Examples



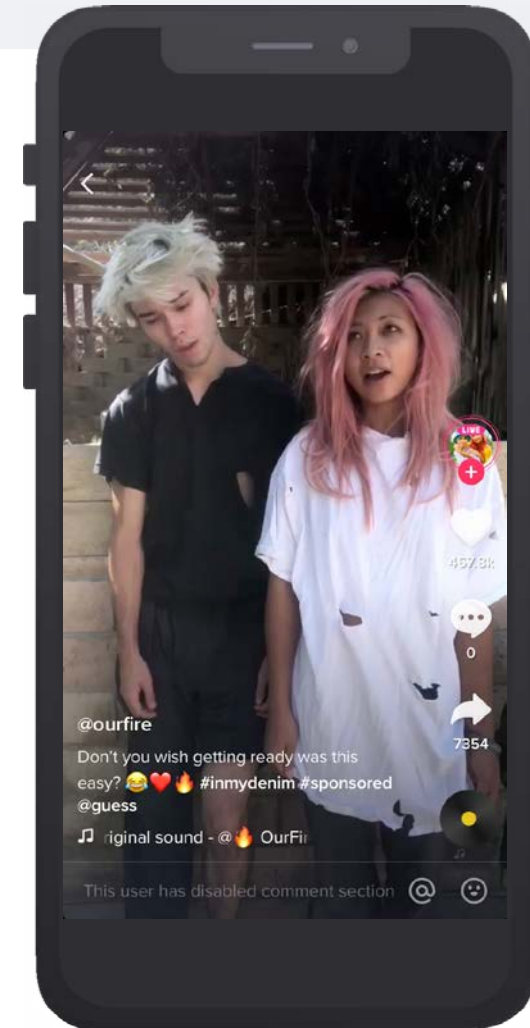
Disney's Nutcracker

Celebrity Talent with Promotional Message
(no challenge participation)



Bohemian Rhapsody

Official Video with TikTok Influencer



Guess Jeans

Standard official video with TikTok Influencer
(no promotion)



Thank You

June 2019



Appendix

Keeping Brands Safe in 2019



Videos uploaded to our platform

Machine
Detection

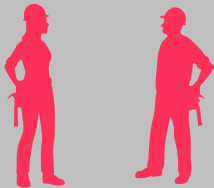


Remove or flag the questionable contents based on all-round monitoring by AI-powered machine learning algorithms according to community guidelines and other safety policies.

- Review potential violations 24/7
- Multi-dimensional analysis

*Reduce most of the
unsafe content*

Dedicated
Monitoring
Queue



International moderation team (in other words, actual humans) quick review and respond to all flags

- Typically respond to flags in < 1 hour
- Multi-language support in 100% monetization open markets

*Accurate and scalable
content analysis*

Ads displayed

Q2 2019 Pricing



****Packages across multiple products are customizable**

1

In-Feed Video:

- Minimum **\$25,000 for campaign entirety**
- Maximum **\$30,000 per day**
- Priced on fixed **\$10 CPM**. Minimum 1M impressions. Maximum (per day) 3.3M impressions.

2

Brand Takeover: \$50,000 for 1-day buy.

- Priced based on a \$10 CPM, but very possible to surpass. Guarantee 5M impressions.

3

Hashtag Challenge: \$150,000 – includes 6-day package, as outlined in deck.

- Challenge Page, Discovery Page placements

4

Branded Lenses: 2D / 3D lens, priced at \$80,000 - \$120,000

- Price will vary based on complexity of build.

5

Custom Influencer Package: Will vary based on need and tier of influencer.

Pricing reflects Jan 2019 values, subject to change.



Measurement

Campaign Metrics



Brand Takeover

- Impressions
- Clicks
- Unique reach

In-Feed Video

- Impressions
- Clicks
- Video views
- Video views for over 3 seconds
- Video views for over 10 seconds
- Likes
- Comments
- Shares
- Unique reach

Hashtag Challenge

- Banner clicks
- Impressions
- Hashtag page views
- Number of user-generated videos
- Total video views
- Likes
- Comments
- Shares

Branded Lenses

- Total number of videos featuring the lens
- Total video views of posts featuring the lens
- Engagement (total likes, comments and shares of all posts featuring the lens)

Measurement Partners



Impression Tracking



Brand Lift Study



App Download Tracking

