TikTok Introduction
Today’s Agenda

1. Platform Intro
2. TikTok Audience
3. Ad Products
4. Brand Examples
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
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
  - 20 years old
  - College
  - Student
  - Male

- Search Interests
  - Extreme Sports
  - Travel
  - Comedy
User Interface Snapshot

- Homepage
- Discovery Page
- Video Shooting
- Notification
- Profile
We don’t spark trends, we set them on fire...
Most Downloaded App In The World In 2018

Top Social Networking Apps Worldwide for Q1 2019 by Downloads

<table>
<thead>
<tr>
<th>Overall Downloads</th>
<th>App Store Downloads</th>
<th>Google Play Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 TikTok</td>
<td>1 TikTok</td>
<td>1 TikTok</td>
</tr>
<tr>
<td>2 Facebook</td>
<td>2 Instagram</td>
<td>2 Facebook</td>
</tr>
<tr>
<td>3 Instagram</td>
<td>3 Facebook</td>
<td>3 Instagram</td>
</tr>
<tr>
<td>4 LIKE</td>
<td>4 Snapchat</td>
<td>4 LIKE</td>
</tr>
<tr>
<td>5 Snapchat</td>
<td>5 Twitter</td>
<td>5 Snapchat</td>
</tr>
<tr>
<td>6 Twitter</td>
<td>6 Pinterest</td>
<td>6 Helo</td>
</tr>
<tr>
<td>7 Helo</td>
<td>7 Little Red Book</td>
<td>7 Sharechat</td>
</tr>
<tr>
<td>8 Pinterest</td>
<td>8 WeChat</td>
<td>8 Twitter</td>
</tr>
<tr>
<td>9 Sharechat</td>
<td>9 QQ</td>
<td>9 HAGO</td>
</tr>
<tr>
<td>10 HAGO</td>
<td>10 Discord</td>
<td>10 Pinterest</td>
</tr>
</tbody>
</table>
Global Audience

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%

Female: 60%
Male: 40%

Source: APP Annie
Age Breakdown

- Age 13-17: 27%
- Age 18-24: 42%
- Age 25-34: 16%
- Age 35-44: 8%
- Age 45-54: 3%
- Age 55+: 4%

Source: Internal, March 2019
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
What is it?
A Brand Takeover ad appears upon opening TikTok and it’s the first interaction users will have (pre-stitial). It can be a 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
To better connect advertisers to consumers, we’re bringing the Auction model to TikTok.

Available for In-Feed Video only
TikTok Targeting

- **Gender**
  - Male
  - Female

- **Location**
  - US
  - JP
  - IN

- **Age**
  - 13-17
  - 18-24
  - 25-34
  - 35-44

- **Language**
  - English
  - Japanese

- **Operation System**
  - iOS
  - Android

- **Network Type**
  - Wifi
  - 4G
  - 3G

- **Interest**
  - *Interest category (Testing)*
  - Blacklist
  - Whitelist
  - Lookalike audience (Testing)

- **Custom audience**
How We Will Bid

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

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

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.

We can potentially feature a branded song on the music page.

Clicking the “record” button can join the challenge and pick a song.
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
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**
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
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

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

Ads displayed

Reduce most of the unsafe content
Accurate and scalable content analysis
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

<table>
<thead>
<tr>
<th>Brand Takeover</th>
<th>In-Feed Video</th>
<th>Hashtag Challenge</th>
<th>Branded Lenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Impressions</td>
<td>• Impressions</td>
<td>• Banner clicks</td>
<td>• Total number of videos featuring the lens</td>
</tr>
<tr>
<td>• Clicks</td>
<td>• Clicks</td>
<td>• Impressions</td>
<td>• Total video views of posts featuring the lens</td>
</tr>
<tr>
<td>• Unique reach</td>
<td>• Video views</td>
<td>• Hashtag page views</td>
<td>• Engagement (total likes, comments and shares of all</td>
</tr>
<tr>
<td></td>
<td>• Video views for over 3 seconds</td>
<td>• Number of user-generated videos</td>
<td>posts featuring the lens)</td>
</tr>
<tr>
<td></td>
<td>• Video views for over 10 seconds</td>
<td>• Total video views</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Likes</td>
<td>• Likes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Comments</td>
<td>• Comments</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Shares</td>
<td>• Shares</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Unique reach</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Measurement Partners

- Impression Tracking
- Brand Lift Study
- App Download Tracking

Logos:
- AppsFlyer
- adjust
- kochava
- TUNE
- nielsen
- Millward Brown
- DoubleClick by Google
- Sizmek