TOK

PLATFORM

INTRO

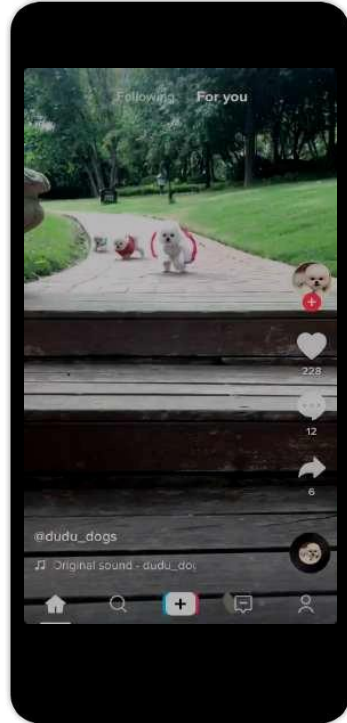
ABOUT

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

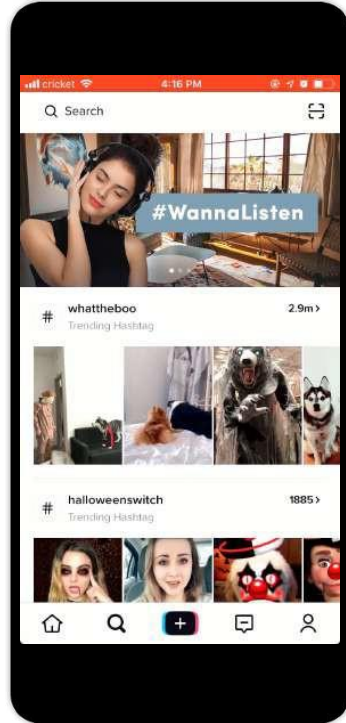
Our mission is to capture and present the world's creativity, knowledge, and moments that matter—directly from the mobile phone.

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

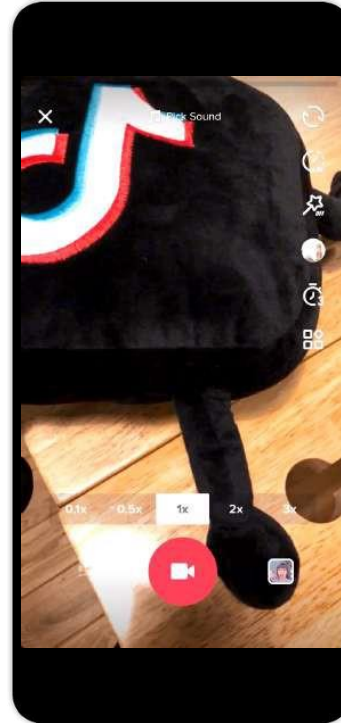
USER JOURNEY



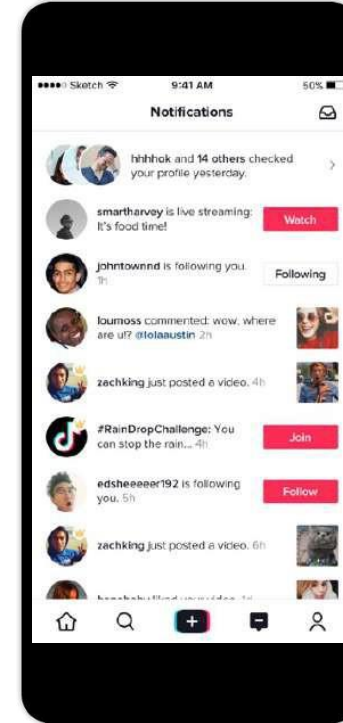
Homepage



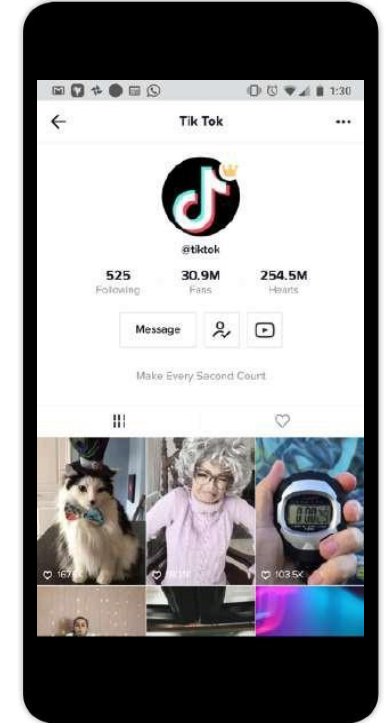
Discover Page



Video Shooting


































Notification




Profile

MOST DOWNLOADED APP IN THE WORLD

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

 SensorTower Data That Drives App Growth sensortower.com



EXPLOSIVE GROWTH IN GLOBAL MARKET

150

Countries and regions

75

Languages

800M

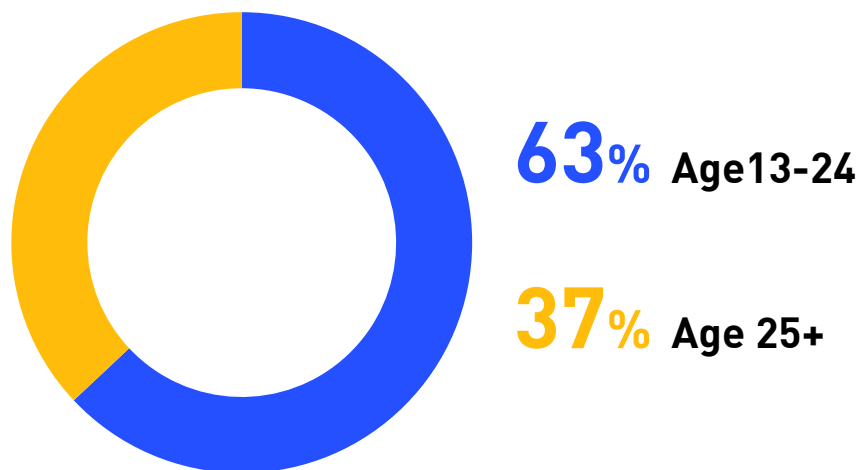
Global MAU



Internal data 2019.2

Naïvex

OUR AUDIENCE IN THE US



Source: Internal, Sep 2019, US audience only

SUSTAINED ENGAGEMENT IN APP - US

12

Times a user opens
the app per day

60

Minutes spent on
the app/user/day

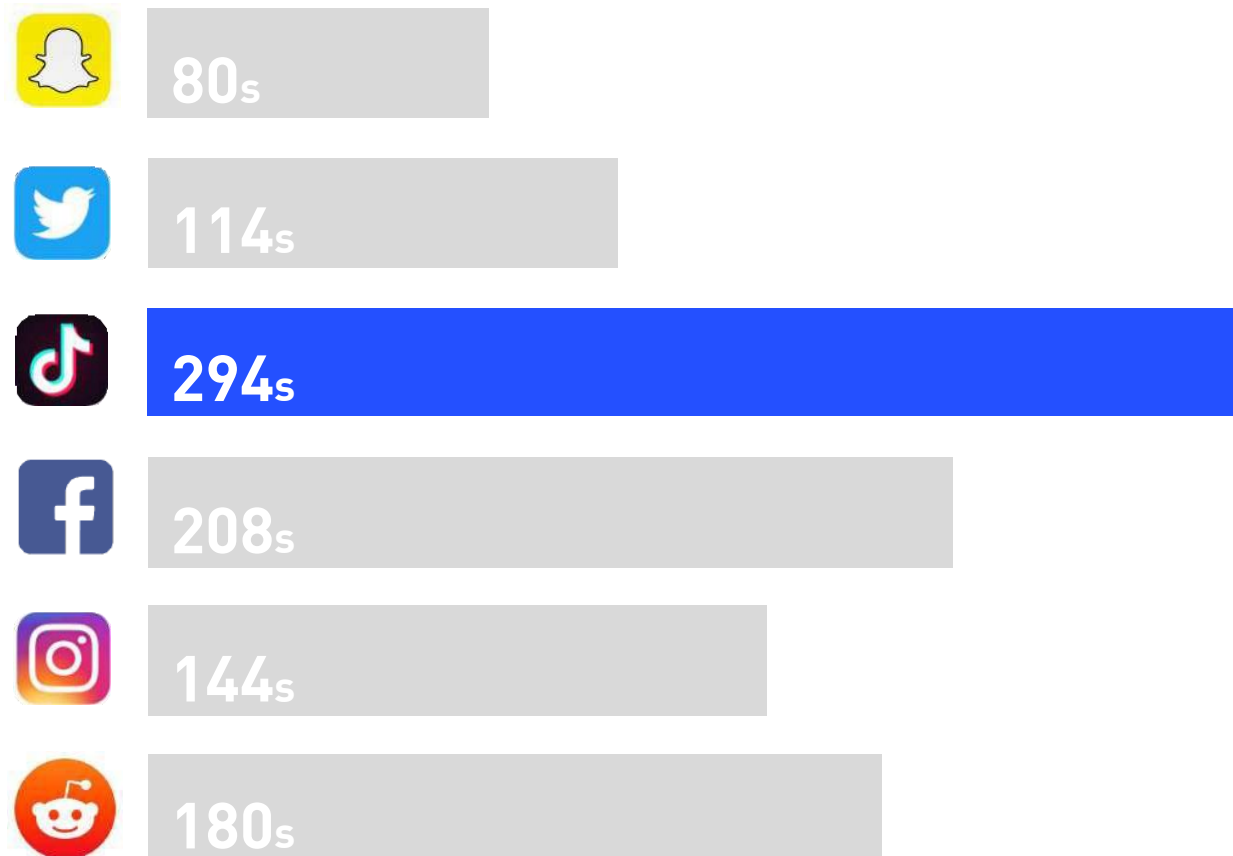
76B

Average monthly
video views

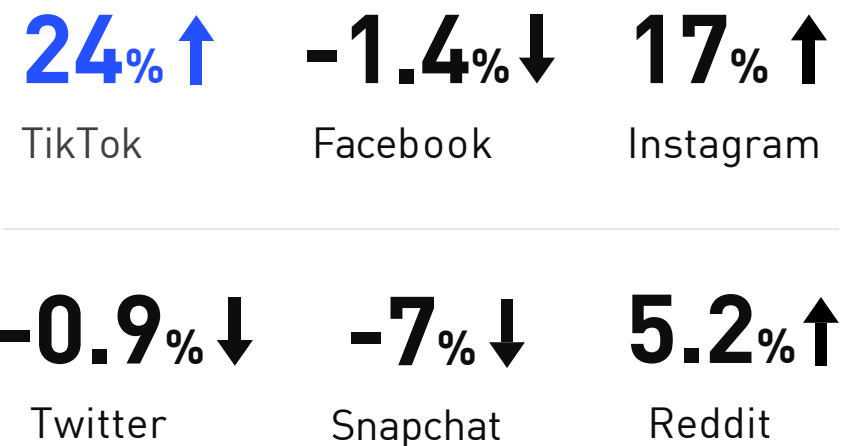
Source: Internal, Sep 2019, US audience only

Nativex

COMPARISON: AVERAGE SESSION DURATION



Year-over-year Change

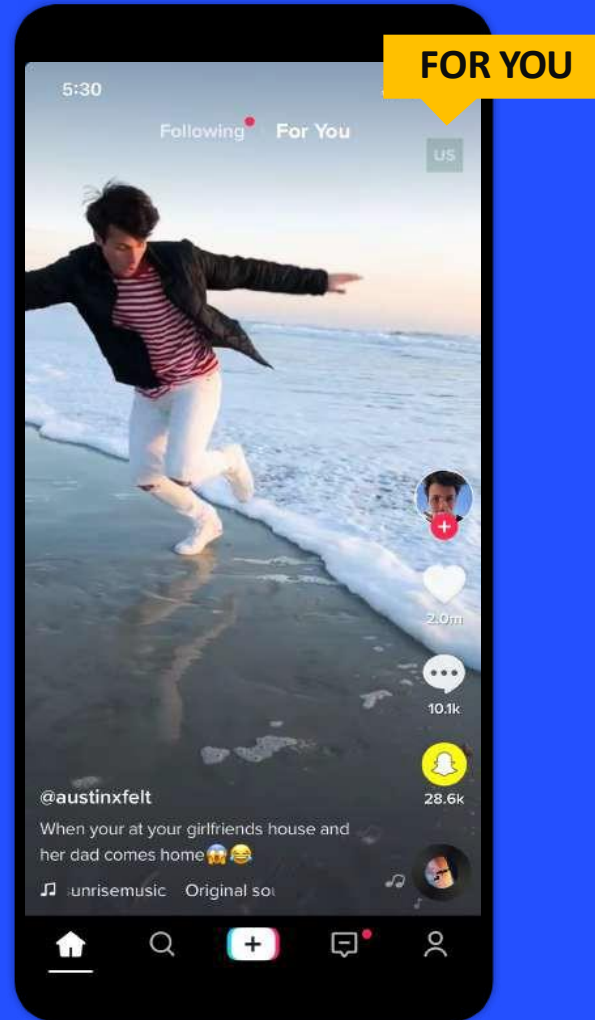


Source: Monthly Avg Session Duration, App Annie, Oct, 2018

WHY “FOR YOU” IS SPECIAL?

53.62%

of video views consumed
in for you feed*



More Personalized

Based on unique intelligent machine learning technology, you can see personalized content recommended for you.

More Accurate

It constantly learns your preference through video viewing and interaction behaviors; The longer you spend time with TikTok, the better it understands you.

More Diversified

Compared to subscription, you can enjoy broader and more diversified content you may be interested in.

AD PRODUCTS OVERVIEW

TikTok

Naïvex

BRAND TAKEOVER

What is it?

- A Brand Takeover appears upon opening TikTok and it's the **first interaction** users will have (pre-stitial).
- 100% SOV, full day takeover to capture the attention of all users for a specific time period.

Why this ad format?

- Can drive users to click through to an in-app destination or a landing page.
- Only one advertiser per day.



TOP VIEW

What is it?

- A premium version of 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.
- Only one advertiser per day, 100% SOV.
- Auto play, sound-on experience.
- Can direct users to an in-app or external destination.



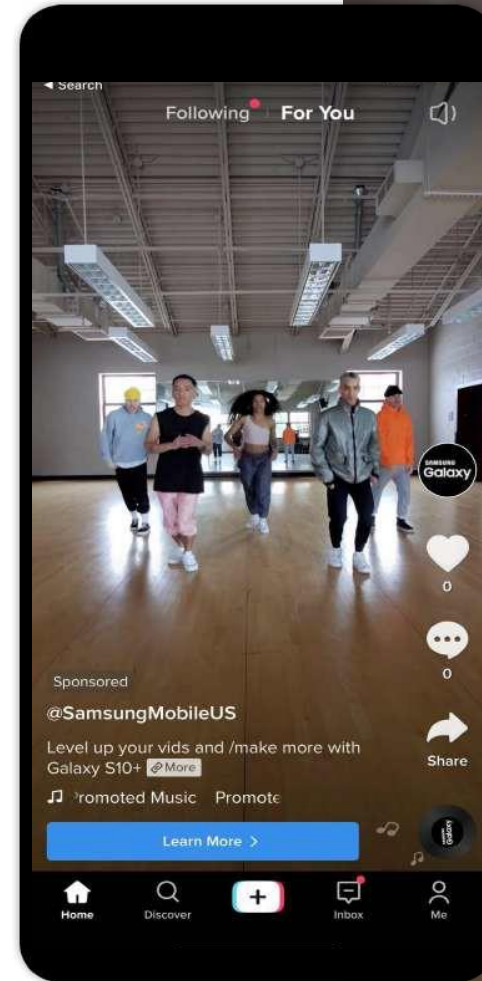
IN-FEED VIDEO

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 a landing page or an app download page.
- Available on auction ads platform with multiple bid type (CPM, CPV, CPC, oCPC).



ONE DAY MAX (PREMIUM IN-FEED UNIT)

What is it?

- A full one-day takeover of the For You feed with uncapped impressions.
- Ensures that the **first in-feed ad** that users will see for that day will be an ad.

Why this ad format?

- Still allows for the longer narrative format (5-15 secs) that appears natively within the For You feed.
- Guaranteed to drive much higher visibility, impressions, and reach with its premium placement.
- An opportunity to “own” the For You feed for an entire day, where users spend most of their time on TikTok.



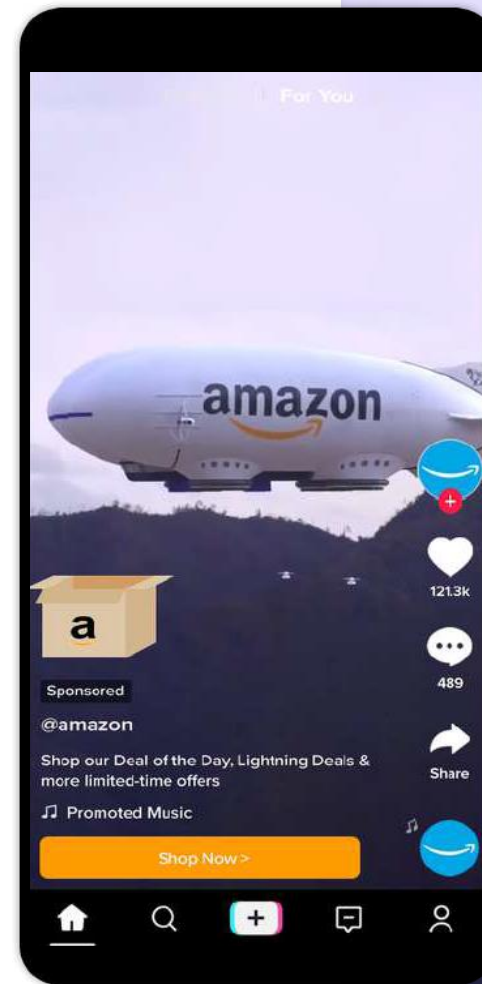
IN-FEED WITH BIG DAY (A BRANDED BADGE)

What is it?

- A highly customized badge shows up on brands' in feed videos.
- **Clickable** icon on branded videos to drive traffic to e-commerce.
- Available to direct users to a landing page to elaborate on your brand Big Day.

Why this ad format?

- Powerful ad unit that immediately catches people's attention.



IN-FEED WITH INTERACTIVE VOTING CARD

What is it?

- This new In-Feed ad unit allows advertisers to ask one question and provide two answers to poll users.
- Polling message will pop up a few seconds into the In-Feed.
- Overall length is within 15 seconds.

Why this ad format?

- A more creative way than standard In-Feed to interact with people.
- A great format to survey TikTok users.



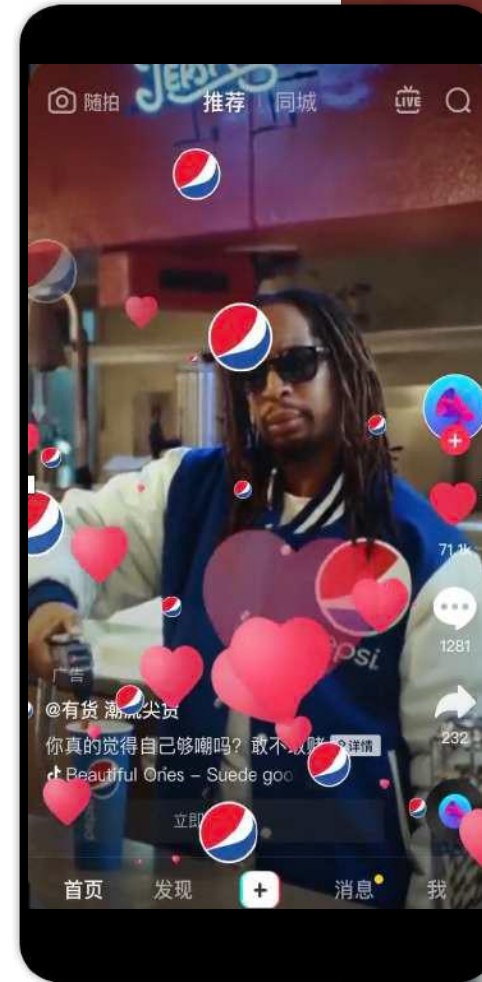
IN-FEED WITH SUPER LIKE

What is it?

- Special effects appear on the video when users click on the “Like” button or double-clicking the screen.
- Additional touchpoint to reinforce brand message.

Why this ad format?

- Delight and surprise users with “Super Like” to deepen engagement.
- Reward “Like” related engagement behavior.



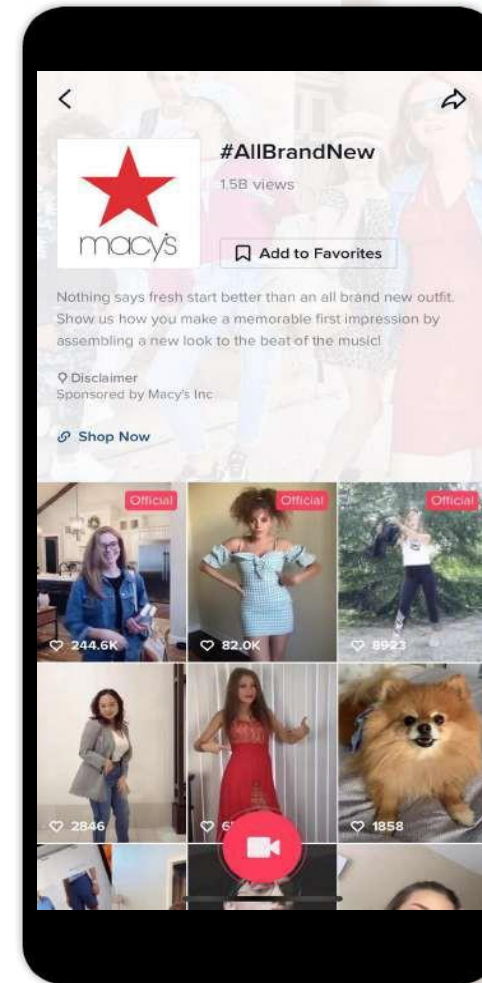
HASHTAG CHALLENGE

What is it?

- **TikTok's Signature Ad Product** – a User Generated Branded Content Machine.
- Invite audiences to follow a prompt and film themselves participating in the “Challenge” – using the assigned #Hashtag.

Why this ad format?

- **35%** of users participate in challenges. Tap directly into GenZ's creativity & self-expression.
- **16%** of all videos on platform is tied a Challenge.



HASHTAG CHALLENGE PLUS

An upgraded engagement solution that drives brand awareness and UGC, as well as sales potential.

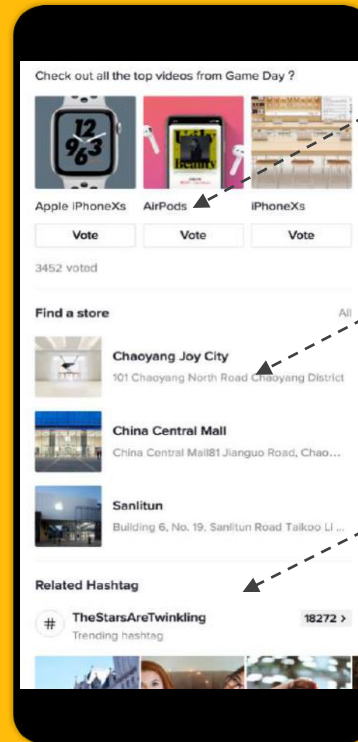
1. Discover Banner

2. Product Carousel

3. Instant Survey

4. Offline Store

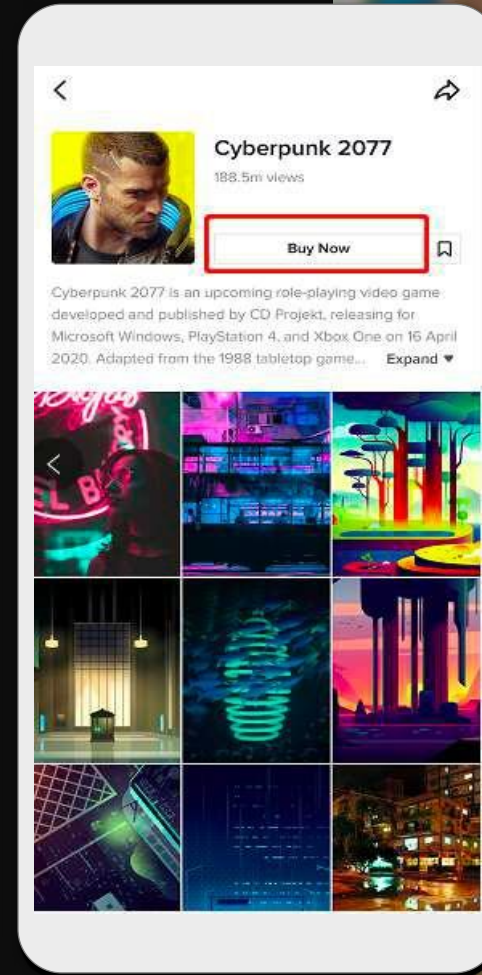
5. Related hashtags



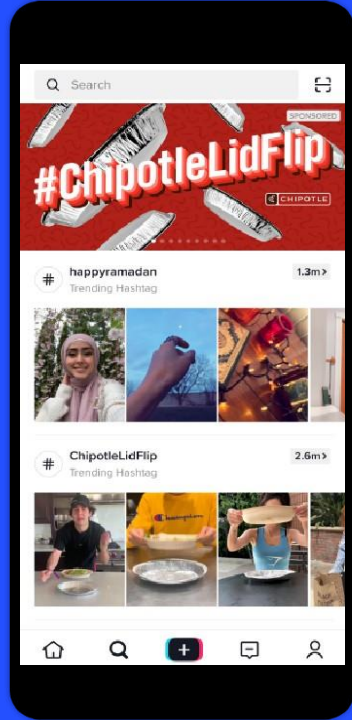
Nativex

HASHTAG CHALLENGE+ SHOPPABLE CTA BUTTON (BETA)

New CTA button option placed in the hashtag challenge page.
The CTA button supports the multi-language setting.
Customizable CTA text (within 16 English characters)
Available from Oct 2019.



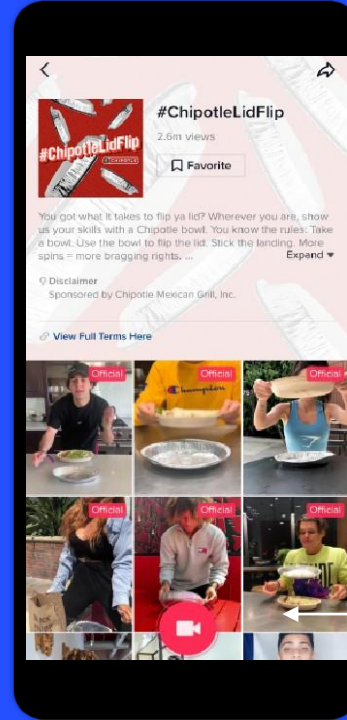
HASHTAG CHALLENGE ECOSYSTEM



Discover Page

Challenge (part A): Branded banner is featured as **No. 2 banner** for first 3 days of the **6 day challenge** package. The banner directs traffic to the challenge page.

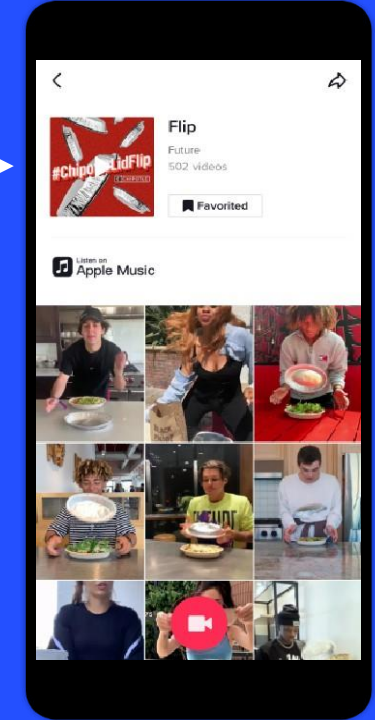
Challenge (part B): Sponsored hashtag is displayed as **No. 2 hashtag** for first 3 days of the **6-day challenge** package. It directs users to the challenge page.



Challenge Page

Potential to feature a branded song on the 'Pick a Sound' page.

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



Pick a Song Page

BRANDED EFFECTS

What is it?

From creative face filters to fully animated 3D/AR objects, users can radically transform their current environment with just their mobile devices.

Why this ad format?

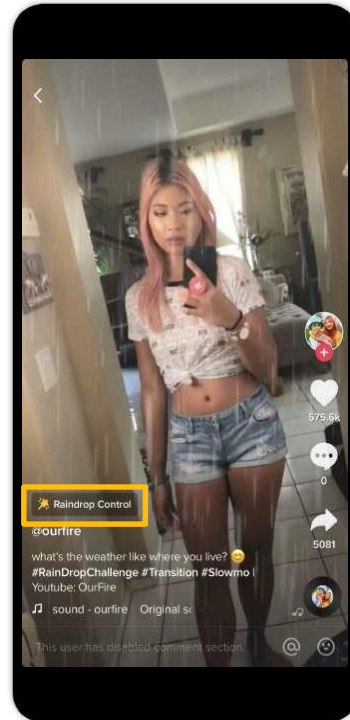
- Encourages a deeper level of user engagement.
- 64% of our users have used face filters or lenses.



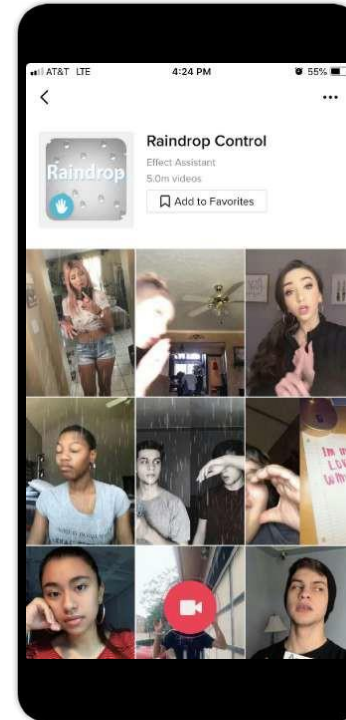
HOW TO ACCESS EFFECTS



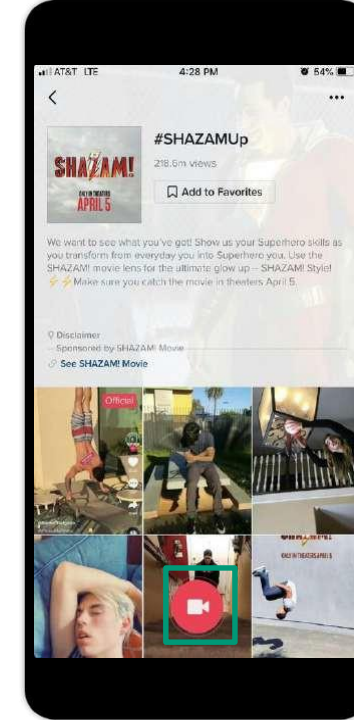
“Effects” in Camera



Lens Icon in Video



Lens Page



Ad Products (Brand Takeover, In-Feed and Hashtag Challenge)

Q4 RATES – HASHTAG CHALLENGE (US)

Ad Product (Hashtag Challenge)	Deliverables	Rate
Mini (Basic) Hashtag Challenge	3-day in-app promotional placements + 1 Brand Takeover during campaign period	\$180,000
Standard Hashtag Challenge	6-day in-app promotional placements + 1 Brand Takeover during campaign period	\$230,000
Hashtag Challenge Plus	6-day in app promotional placements + Shoppable features + 1 Brand Takeover during campaign period	\$280,000

Q4 RATES – BRANDED EFFECTS (US)

Ad Product (Brand Effects/Lens)	Deliverables	Rate
Standard (Filter, 2D Hand, 2D Foreground, 2D Facial)	6-day in-app promotional placements + effects/lens production	\$90,000
Premium (Facial Distortion, Cosmetics, Hair Dye, Raindrop Control)	6-day in-app promotional placements + effects/lens production	\$105,000
Deluxe (3D Head, AR)	6-day in-app promotional placements + effects/lens production	\$125,000
Express (2D Foreground)	3-day in-app promotional placements + effects/lens production	\$45,000

BENCHMARKS (US Q2 2019)

Brand Takeover

Average CTR: 9-14%

TopView

Average CTR: 13.42% - 20.12%

Engagement Rate: 15.74% - 23.62%

In-Feed

In-Feed (Without a TikTok Account) CTR: 1.42%-2.12%

Engagement Rate: 4.50%-6.74%

In-Feed (With a TikTok Account) CTR: 1.13% - 1.69%

Engagement Rate: 4.29%-6.43%

3 Second Video Views: 31.14%-46.72%

Video Watched at 100%: 10.37%-15.55%

BENCHMARKS (US Q2 2019)

Hashtag Challenge – 3 days

Video Creation: 150-200K

Video Views –250-300M

Engagement Rate – 14%-15%

Hashtag Challenge – 6 days

Video Creation: 300-400K

Video Views –500-600M

Engagement Rate – 14%-15%



Nativex

MEASUREMENT PARTNERS

Brand Lift Studies

nielsen
.....


Millward
Brown

Impression Tracking

 DoubleClick
Campaign Manager

Sizmek®

flashtalking“”

App Download

 AppsFlyer

 adjust

KOCHAVA★

TUNE

THANK YOU

A series of horizontal stripes in blue and yellow colors, extending from the right side of the word 'YOU' across the entire width of the slide.

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