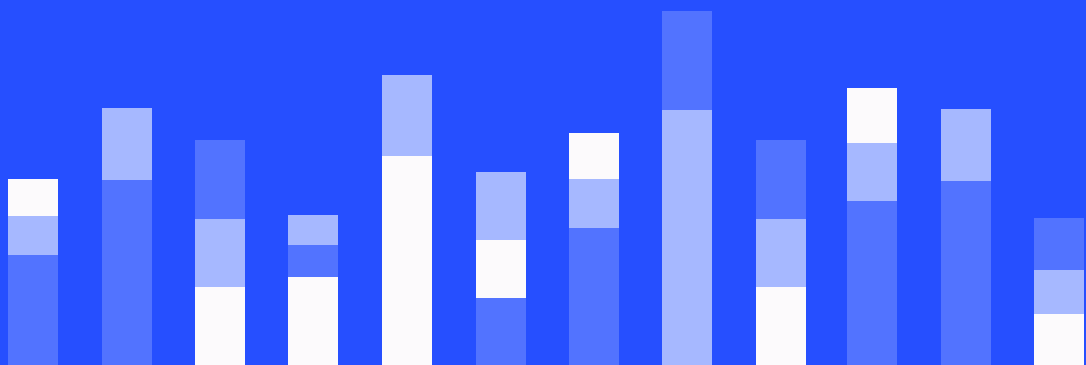


Nativex

www.nativex.com

BOOST YOUR GROWTH ON TIKTOK



CONTENT

01	The Short-form Video Landscape	1
02	Media-buying & Advertising	8
03	Influencer / Creator Marketing	11
04	Our Solutions	15
05	Case Studies	18

01

The Short-form Video Landscape



TikTok **vs.** Other Platforms

TikTok was the No. 1 mobile app downloaded worldwide in Q1 of 2022.



Beyond the charts

Monthly Active Users (MAU):

1 Billion+
globally

Consumer Spending:

\$2.3 Billion
in 2021, up 77% YoY

Engagement rates on TikTok are drastically higher than other platforms

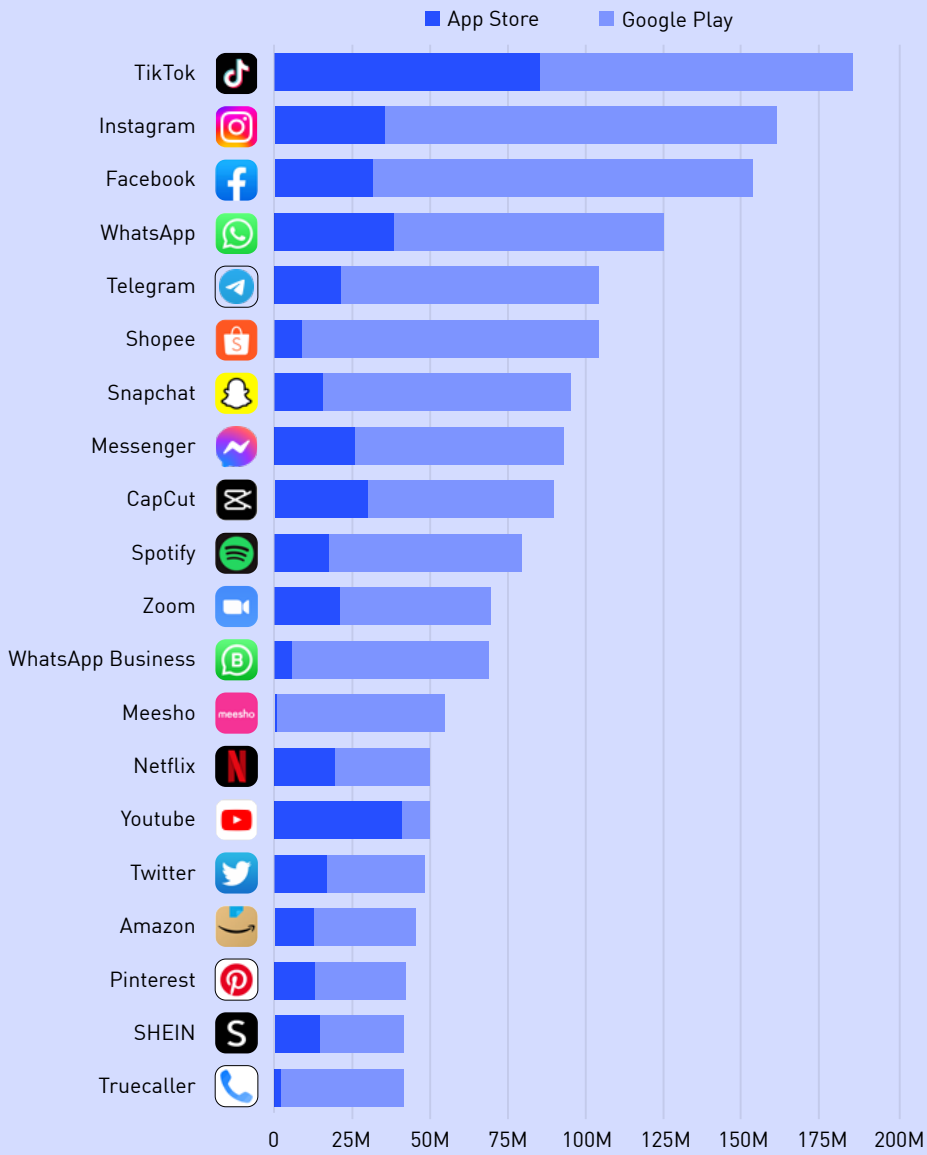
Micro-influencer engagement:

17.96%

Macro-influencers engagement:

4.96%

Top Downloaded Apps Worldwide (Q1 2022)



Source: sensortower.

TikTok Stats for Marketers



**3
Billion**

There are over **3 billion** TikTok downloads worldwide, making it just the fifth non-gaming app to reach this achievement.



41.7% 31% 20%

41.7% of TikTok's audience base is from the age group of 18–24, **31%** are from the age group of 25–34, and **20%** are within the 35–54 age group.



**740
Million**

There were over **740 million** new users in 2021 alone.

In-app Engagement



29%

TikTok has one of the most engaged audiences with **29%** of active installs opening the app daily

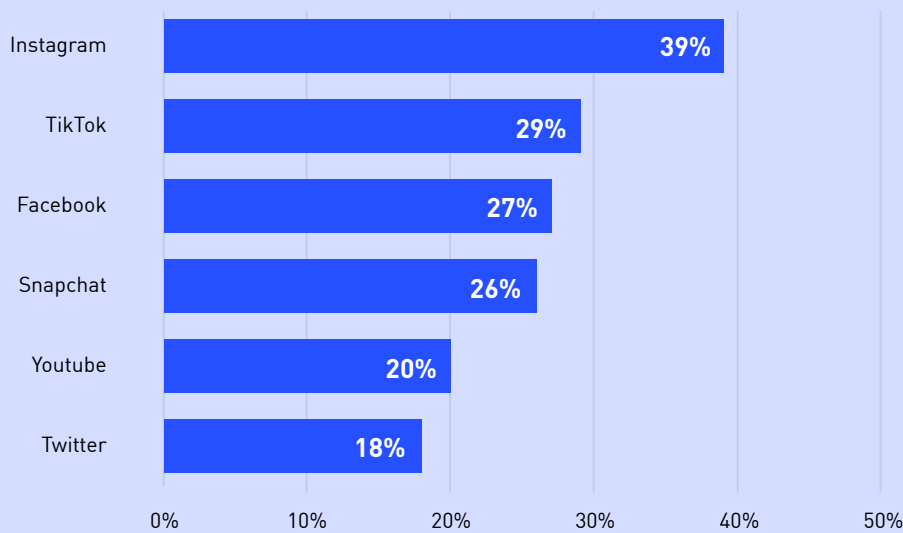


95 ^{per day} minutes

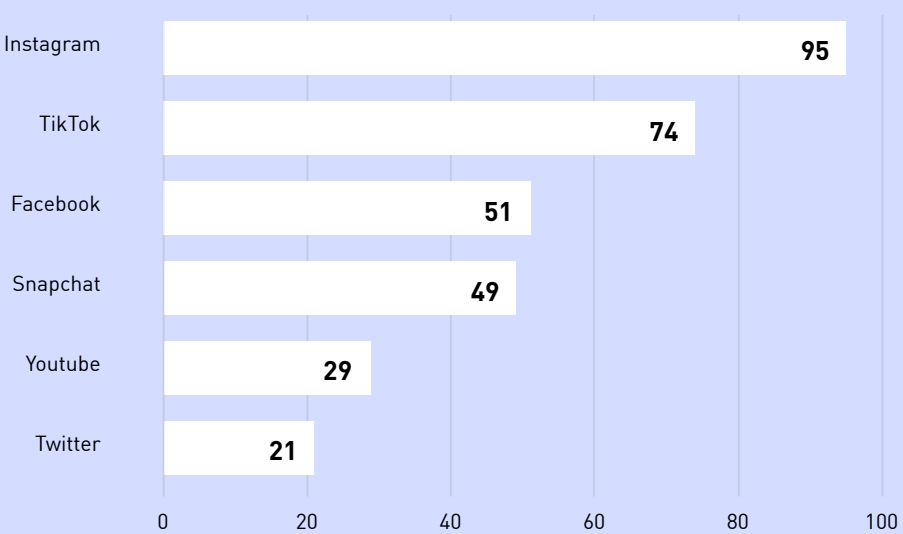
In Q2 2022, TikTok users use the app for an average of **95 minutes per day**
Ranks #1 over all social media platforms for time spent in-app

Source: sensortower.

Percentage of Active Installs That Opened App Every Day in Q2 2022



Average Daily Minutes Spent In-App During Q2 2022



Based on global usage of each app's Android version
Source: sensortower

Consumer Spending



As of March 31st, 2022, TikTok has seen **\$3.7 billion** in lifetime consumer spending

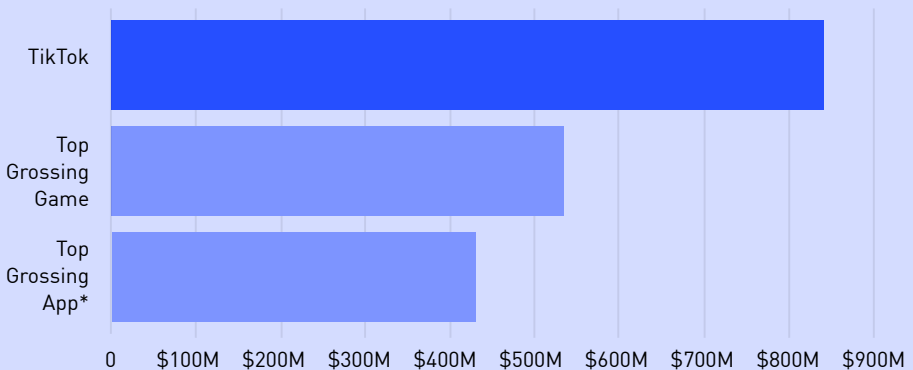


TikTok has become the **#1 downloaded app** since Q4 2021



TikTok's global spend in Q1 2022 has marked the biggest quarter for any app or game **ever**

Highest Global Consumer Spend Ever For Any App or Game in a Given Quarter



Source: data.ai Intelligence

02

Media-buying & Advertising



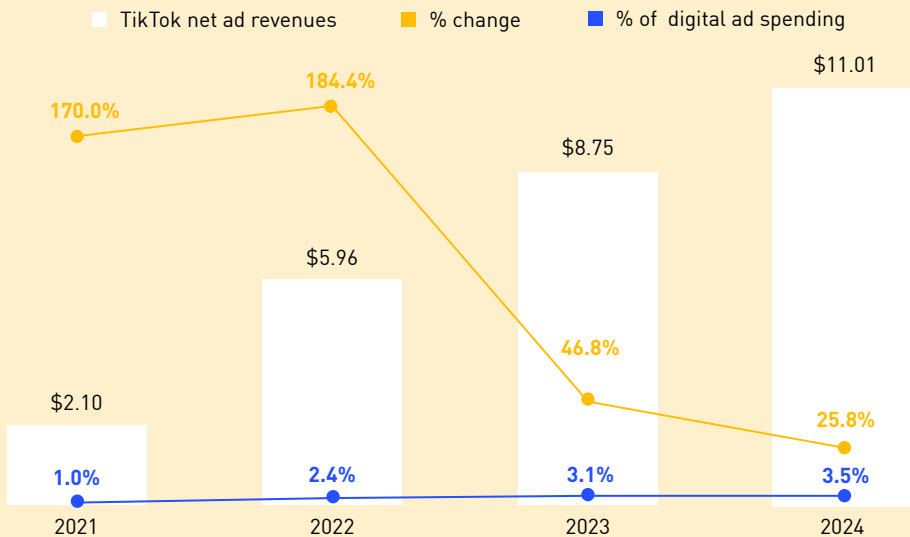
Ad Revenue

Although TikTok ad spend isn't on the level of Meta or Google, there is a clear growth trend.

For context, TikTok's revenue has already surpassed Twitter and Snapchat and is expected to rival YouTube by 2024.

With more time spent in-app and a higher ad engagement, it is easy to see why marketers are beginning to prefer TikTok over the aforementioned legacy social platforms.

US TikTok Net Ad Revenues, 2021–2024
billions, % change, and % of digital ad spending



Source: insiderintelligence

Ad Formats

In-Feed Ads

- Video ads that blend seamlessly into TikTok UI
- Sound-on, vertical video ad that can be further enhanced with interactive add-ons.

Brand Takeover

- Best suited for brand awareness campaigns with larger budgets

Topview Ads

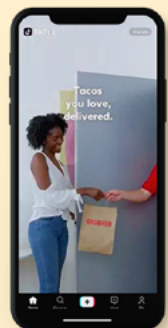
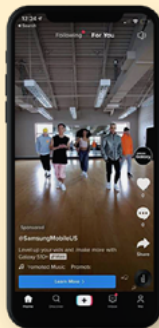
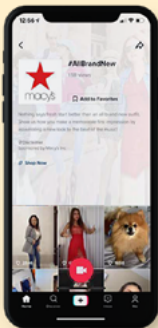
- The first ad a user sees when they open the app

Branded Hashtag Challenges

- Encourages user-generated content
- Creates brand communities and builds an engaged audience

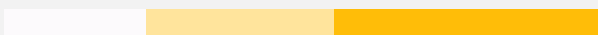
Branded Effects

- Unique branded stickers and effects that are used in standalone campaigns or in conjunction with Hashtag Challenges



03

Influencer / Creator Marketing



TikTok Influencers

Versatility

TikTok influencers are given more opportunities to be creative. From creating trendy Hashtag Challenges to making comedic skits, there are endless possibilities to make your campaigns unique.

Authenticity

The platform is all about making organically-styled content that is personable. TikTok users are more likely to trust and engage with the platforms creators!

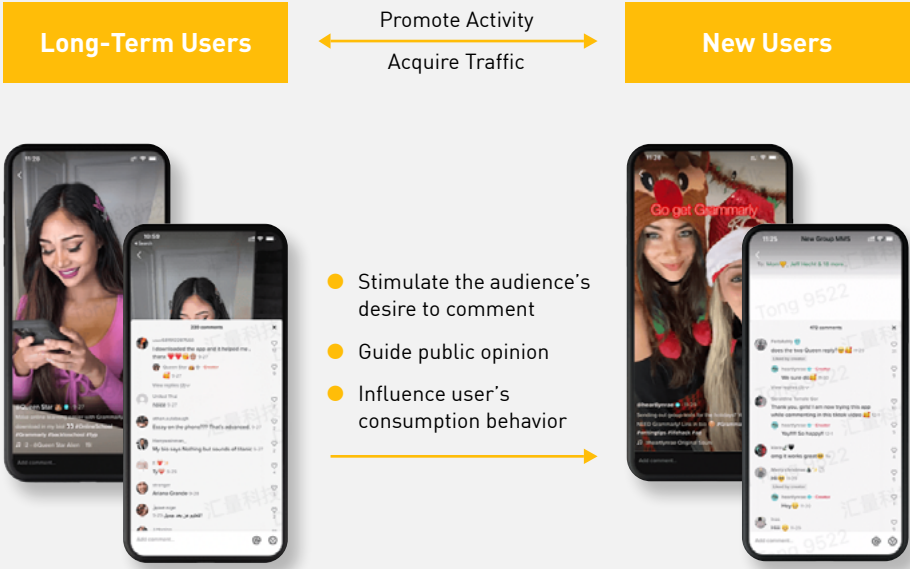
Going Viral

Known for its algorithm, TikTok has the chance for anyone - big or small - with the opportunity to go viral. The algorithm prioritizes content, not followers.



Shop Titans Hashtag Challenge

Extend the Product Lifecycle and Build a Community



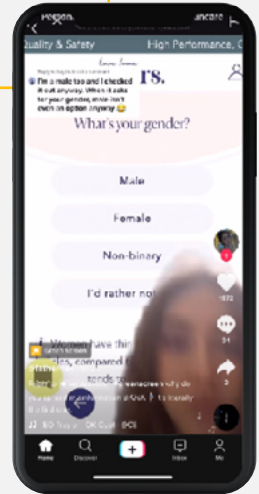
Choosing the Right Influencer

Macro-influencers or Micro-influencers?

TikTok influencers with millions of followers can help boost your brand awareness to a large group of people. However, bigger doesn't always mean better. Smaller influencers can be more cost-effective and attract a localized audience that is more targeted to your business.

With Nativex

Finding the right influencers isn't easy. Engagement and conversion metrics should be front of mind. Nativex's proven success with influencers can help you reach your global marketing goals.



Leverage Mid-side Influencers to Create Viral Content

04

Our Solutions



What Makes Us Different?

As one of the **top global TikTok performance ad agencies**, we have the access and experience to help you expand your advertising channels, grow your business and bring awareness to a whole new segment of mobile users.

Full Service TikTok Marketing Agency

Account Management

Utilize our team of TikTok experts to help guide you and build a social media marketing strategy that works.

- Brand analysis
- Defining KPIs
- Ad or influencer budget analysis
- Transparent ad management
- Performance reporting

Content Creation

Unique creatives are key for growth on TikTok. Leverage our creative services to help boost engagement.

- Influencer selection
- Theme development
- Ad creative production
- Localization

Optimization

Build on your success and lower ad spend through continuous creative and budget optimization.

- A/B Testing
- Real-time monitoring & optimization
- Weekly media & creative optimizations

Nativex is an Official TikTok Marketing Partner

www.nativex.com

Media-buying and campaign management

Campaign
Management



Nativex Trading Desk

Create ads that engage and convert

Creative
Services

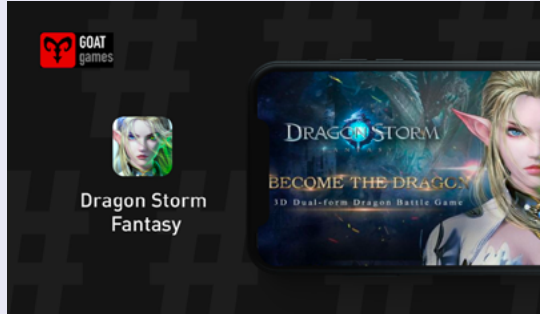
TopWorks

05

Case Studies



Goat Games Boosts Growth in Turkey



Challenges

Goat Games wanted to launch their game, Dragon Storm Fantasy, in Turkey and was looking to increase its exposure and the number of downloads through TikTok Ad solutions.

Goal

Launch in the Turkish market and increase the game's exposure.

Results

1.3 Billion

Total video views

90 M+

Reactions

1 M+

User-generated videos

300 K+

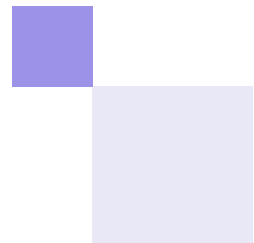
User participation

Strategies

Media Plan: Researched the Turkish market to understand the most popular regional TikTok challenges. Through this we were able to create and strategize the #EjderhayaDönüş Hashtag Challenge. Additionally, we also ran a mix of TopView and In-Feed Ads simultaneously to boost the challenge's visibility.

Creatives: Created 10+ sets of dance moves around the game's key element, the Dragon, along with the latest music in the region, and several special effect stickers. Together this helped us boost video exposure and encourage user-generated content creation.

Read More: [Nativex - Dragon Storm Fantasy](#)



Nativex Helps Kabam Lower its CPI in Japan



Challenges

Nativex partnered with top global app developer, Kabam, to help their game Shop Titans establish brand awareness and grow ROI in the Japanese market.

Goal

Establish Japanese brand awareness and lower CPI.

Results

56 M+

Total video views

4.6 M+

UGC video engagements

27 K+

User-generated videos

Strategies

Media Plan: Helped Shop Titans launch the #ファイトタイタン Branded Hashtag Challenge on TikTok.

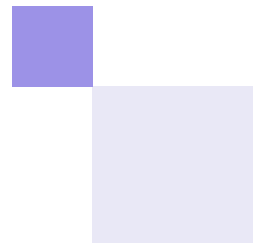
Timing: Optimized campaign performance by timing it around the Japanese Golden Week, Japan's national holiday week.

Creatives: Created a set of custom branded stickers and profile pictures designed specifically for the Japanese audience.

Traffic Generation: Ran several TikTok campaigns over a three day period, targeting the app's main entry points.

Campaign Structure: Campaigns were structured in three parts - Homepage takeover, premium in-feed video ads placed in the "For You" page, and top banners in "Discover" page to link users to the Hashtag Challenge.

Read More: [Nativex - Shop Titans](#)



Magic Tiles 3 Reaches on The Japanese Game Charts



Challenges

Vietnamese app developer, Amanotes, looked to boost user acquisition of their game Magic Tiles 3 in Japan through Nativex's TikTok Ads solution.

Goal

Acquire Japanese users at scale and gain exposure.

Results

-30%↓

CPI

No. 1

on the Music Games charts in Japan

Strategies

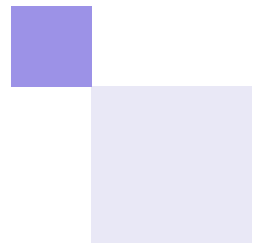
Media Plan: Nativex provided a customized TikTok campaign to maximize conversion and retention rates.

Extensive Testing: Ran a comprehensive A/B testing phase to look at various ad elements to ensure the creatives reached higher conversion rates.

Timing: Defined when key engagements occur and focused our campaign pushes around them.

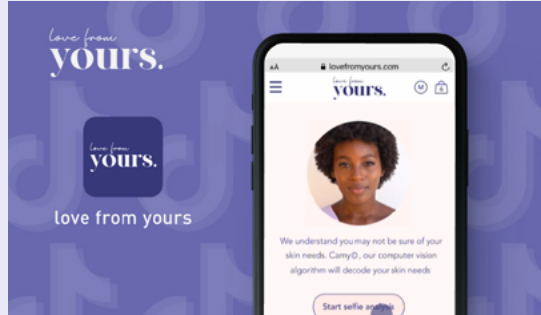
Ad Creative and Song Pairing: Paired the top local songs on the platform with our ad creatives throughout the campaign.

Read More: [Nativex - Magic Tiles 3](#)



Skincare Brand, Yours, Lowers CPM with Nativex

love from
yours.



Challenges

Swiss-based skincare brand, YOURS, partnered with Nativex to help boost user growth and brand awareness in North America.

Goal

Generate brand awareness in US and expand brand presence with cost-effective influencer campaigns.

Results

99%↓

CPM

3.3 M+

Video views

137,000+

Likes

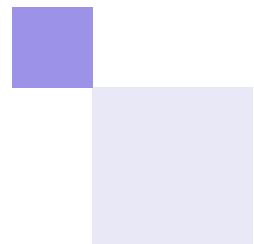
Strategies

Selecting Influencers: Nativex helped YOURS partner with mid-sized influencers specializing in cosmetic and beauty content.

Timing: Nativex also strategized campaign timing based on several factors, including the time of the year, COVID pandemic restriction relaxation, increased spending willingness among target users, and more.

Building the Relationship Between Creators and Brands: Nativex bridged the gap between creators and advertisers, including campaign reports and data analysis to optimize campaigns in real-time.

Read More: [Nativex - Yours](#)



Nativex

Contact Us!



www.nativex.com