



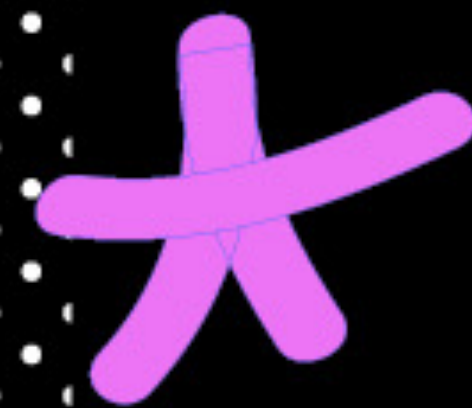
**ForYou**  **TikTok**  
**Summit**  
Netherlands



**ForYou**  **TikTok**  
**Summit**



1:00



ForYou TikTok  
Summit



**Arnaud Cabanis**

General Manager GBS France & Benelux  
TikTok

In 2 years

#Culture



#Lifestyle & Entertainment



#Sports



# TikTok protects the users.

protecting content consumption

**01** 92% of content that did not comply with our EU rules was removed before being reported

# TikTok protects the users.

## protecting minors

- 02 A platform still forbidden for under 13 years old o
- A private mode by default for 13-15 year olds
- A direct messaging system reserved for 16+ year olds
- With new features:
  - A 60min limit for users under 18
  - Family login mode to moderate time spent, muted notifications, content control

# It starts on TikTok.

- 01** Industry View with Margot Bouwman
- 02** Entertainment You Can Trust
- 03** Creator Fireside Chat
- 04** Why creativity matters
- 05** Driving Success Across The Funnel



# How (not) to lose yourself on TikTok



**Margot Bouwman**

Independent brand and business consultant

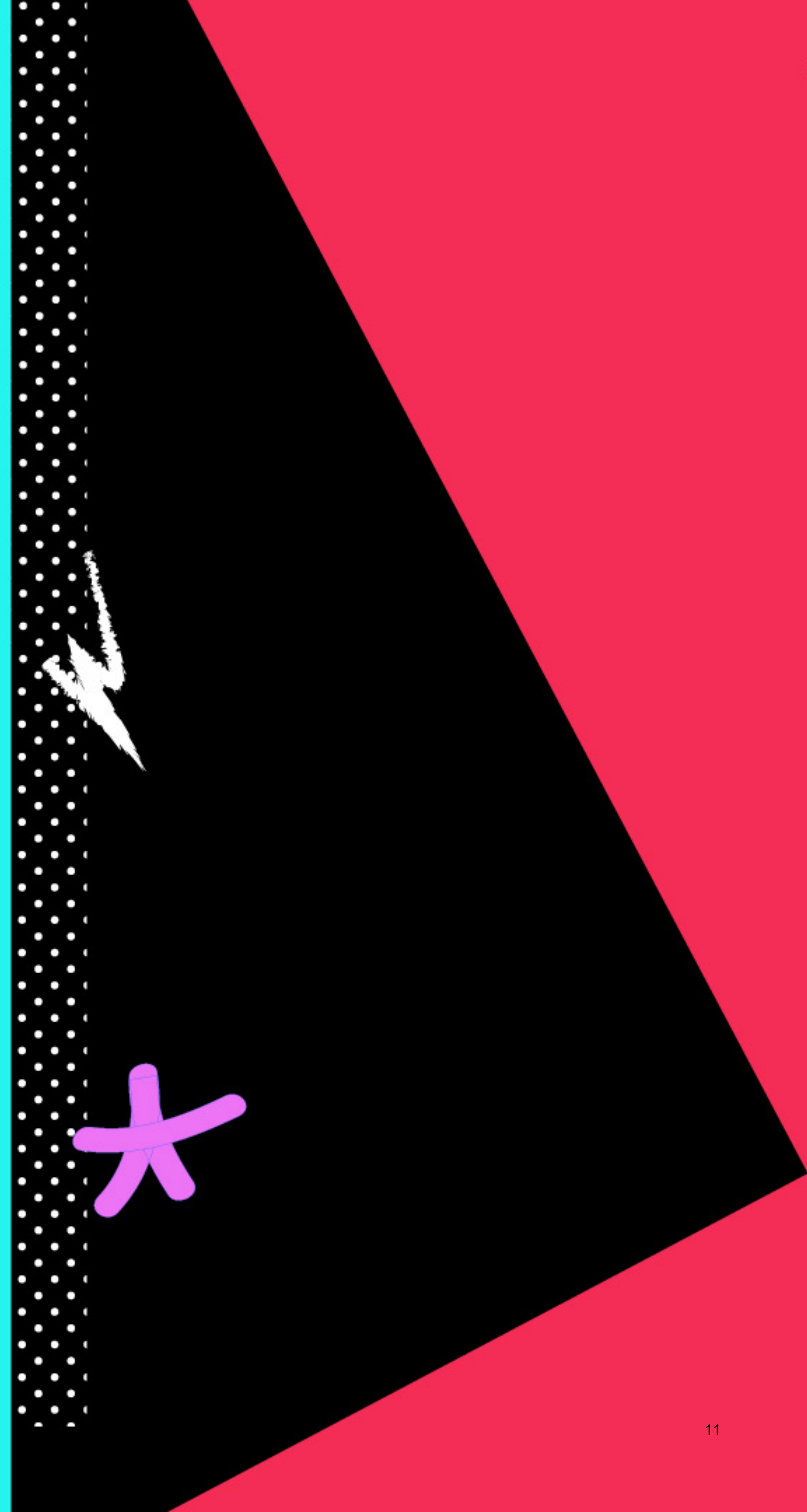
# How (not) to lose yourself on TikTok



# How (not) to lose yourself on TikTok as a brand



# Golden rules for brand building



# Golden rules for brand building on TikTok



**ForYou**  **TikTok**  
**Summit**

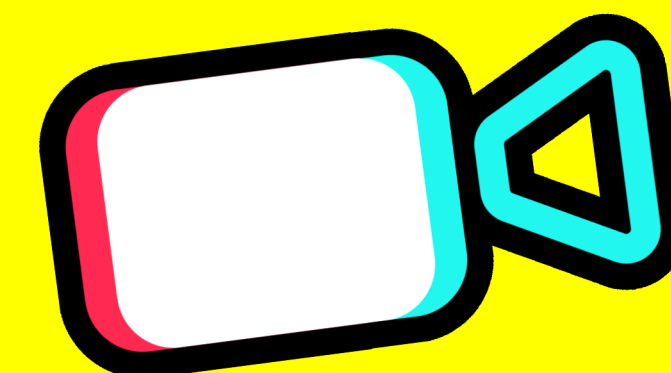
**Sea of  
content**



**Sea of  
sameness**



# The golden formula for effective TikTok communication





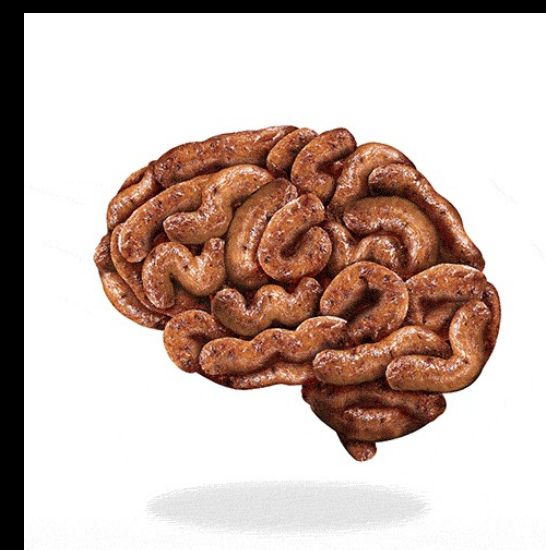
# For brands looking to improve their sales and image



# Based on scientific research and a hint of Byron Sharp



# Yes, the formula also applies to Gen-Z



Brain structures and decision making mechanisms don't change with every generation

The **golden formula**  
consists of  
**3 elements**

We now use  
**only 1**



# Golden formula

Entertain

Be iconic

Claim  
the  
moment  
of truth

# Element 1

## Entertainment by creativity

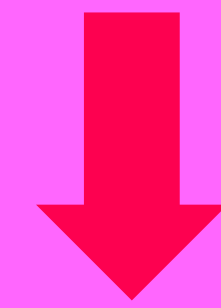
TikTok Trends

Creator authenticity

Beware of the sea of sameness



**Entertainment  
by creativity**



**Likeability**



**Not the key  
driver for  
effectiveness**



# Element 2

## Be iconic

A t-shirt with your logo  $\neq$  iconic

# Element 3

## Claim your moment of truth



Moment of truth  $\neq$  at the pizzeria

Moment of truth  $\neq$  a demo

Moment of truth  $=$  where people are when they get hungry

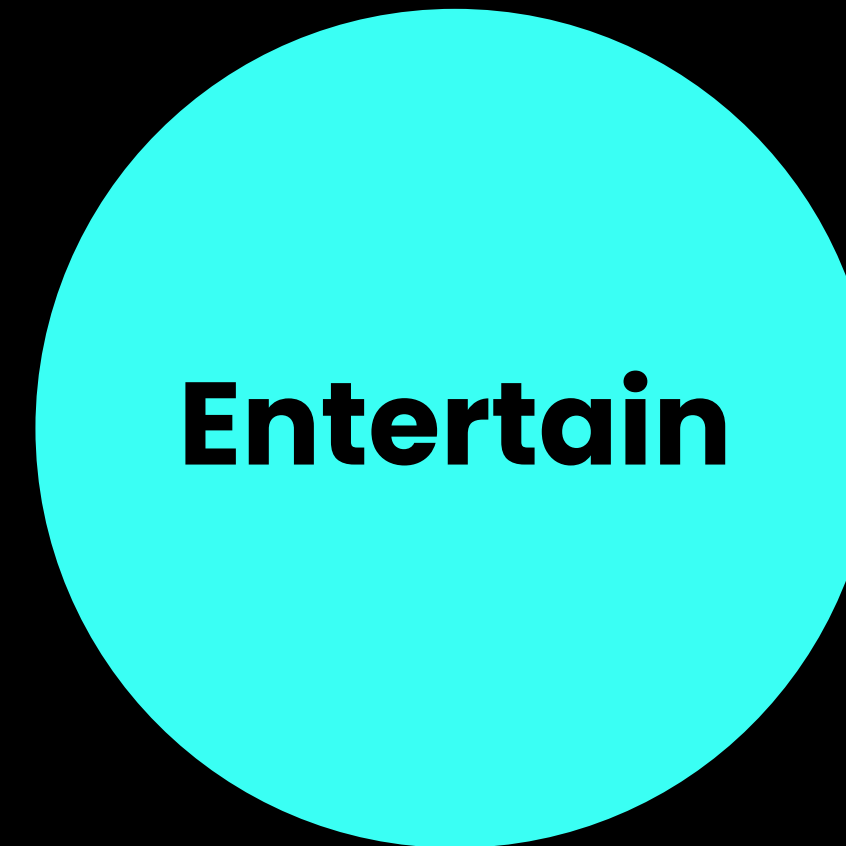
# Moment of truth

The moment  
your  
target group  
decides  
to go for your  
brand



# Golden formula

Now



**Entertain**

New possibilities



**Be iconic**

A sea of new possibilities



**Claim the moment of truth**

# Thank you

**ForYou**  **TikTok**  
**Summit**

# Entertainment You Can Trust

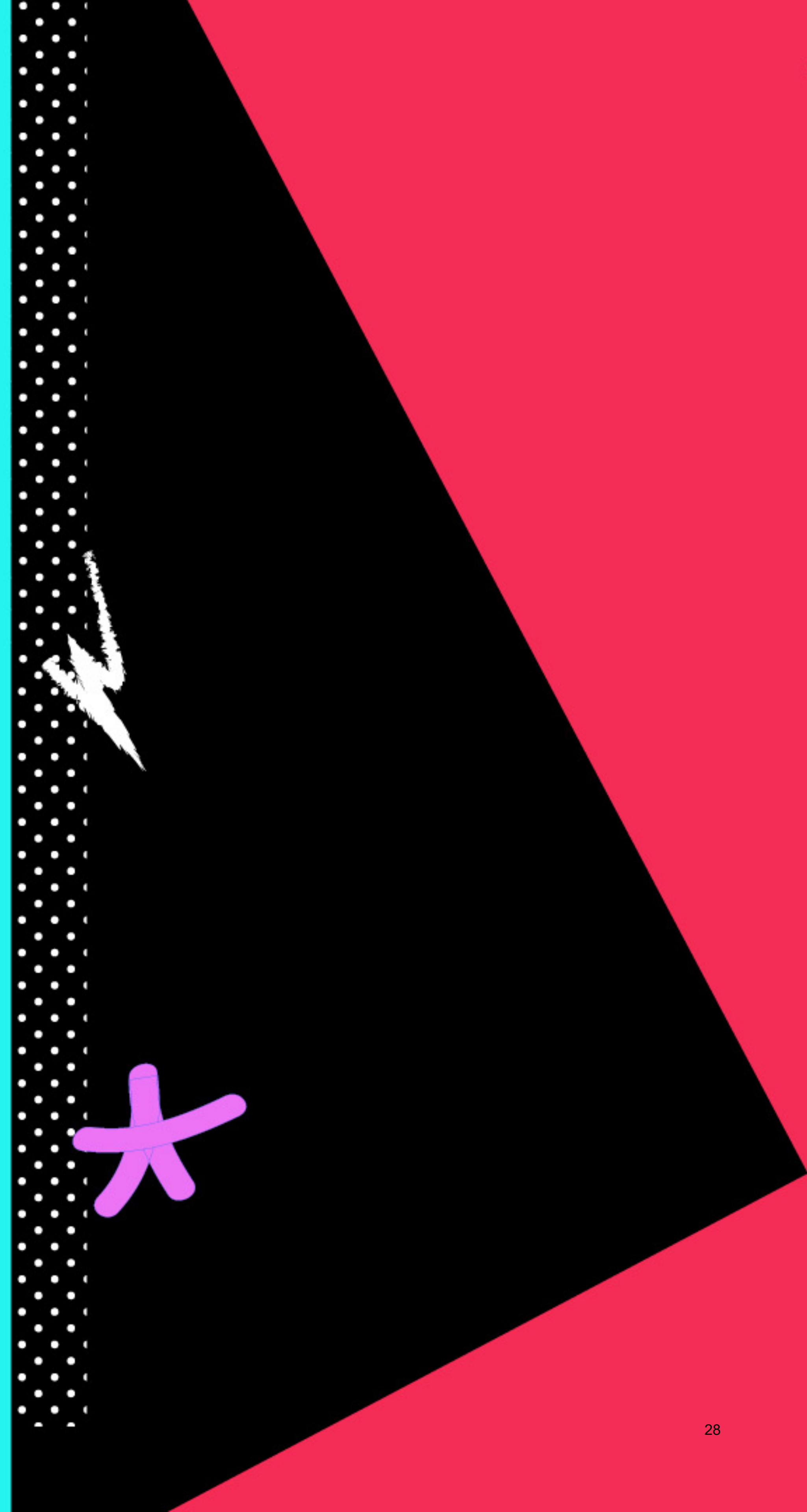


**Thierry Marchand**

Public Policy and Government Relations  
TikTok



**Safety.**  
Our priority,  
our commitment.



# Investing

In Privacy  
In Europe



# 85 million

videos removed Globally  
between Oct - Dec 2022

# People + Technology

**40,000**

Safety professionals

**150**

Countries

**70+**

Languages

# Community Guidelines

Minor Safety

Violent & Graphic Content

Hateful Behaviour

Adult Nudity & Sexual Content

Suicide, Self-harm, Dangerous Acts

Harassment & Bullying

Illegal Activities & Unregulated Goods

Violent Extremism

Integrity & Authenticity



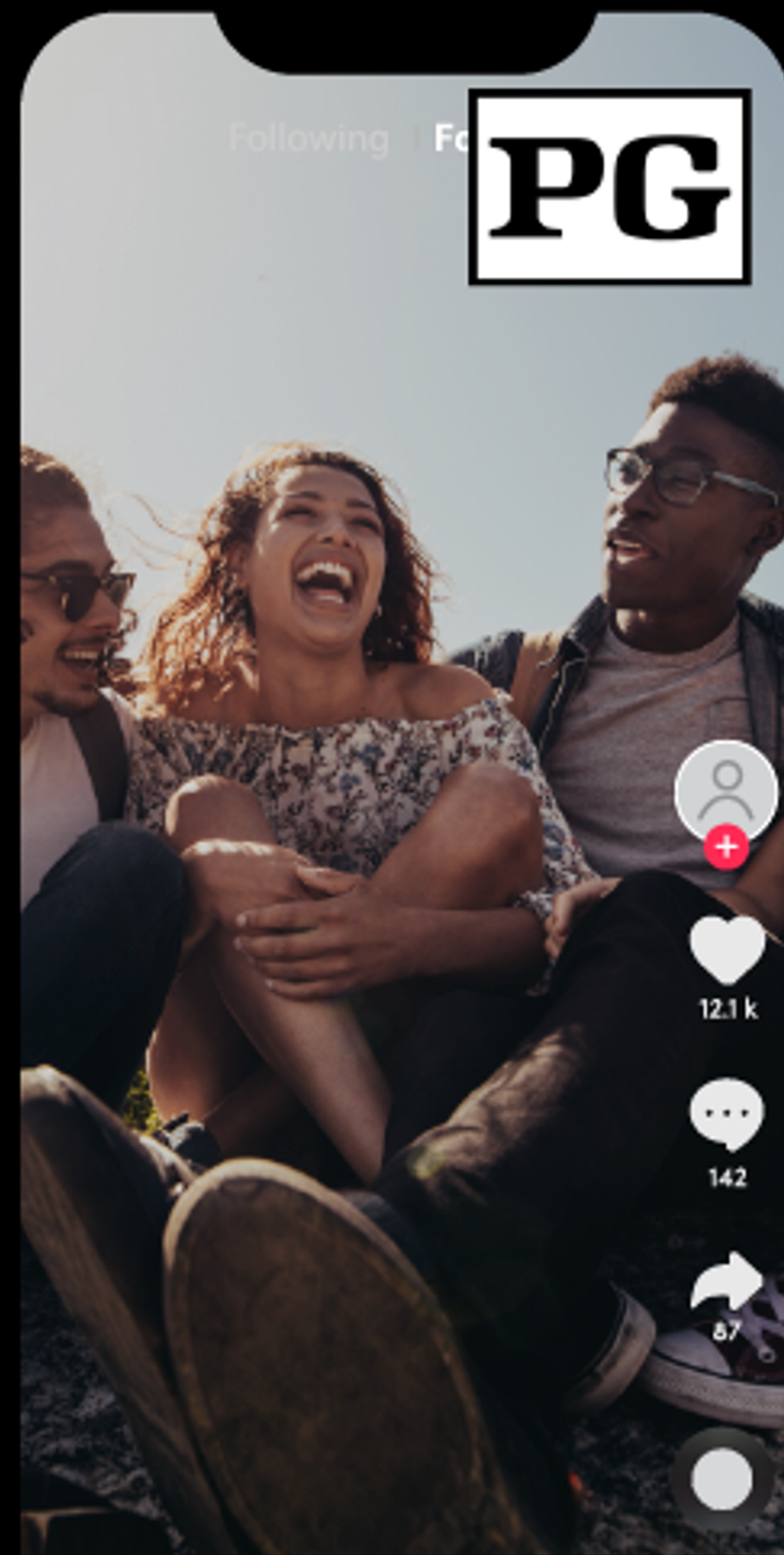
# 13+



13 - 15

16 - 17

Following | For You



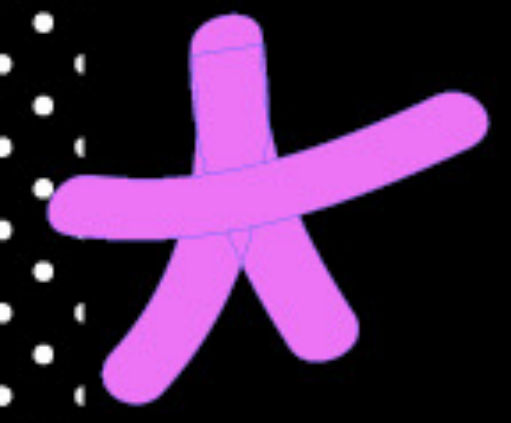
PG



12.1 k

142

87



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Pre-Campaign



Post-Campaign

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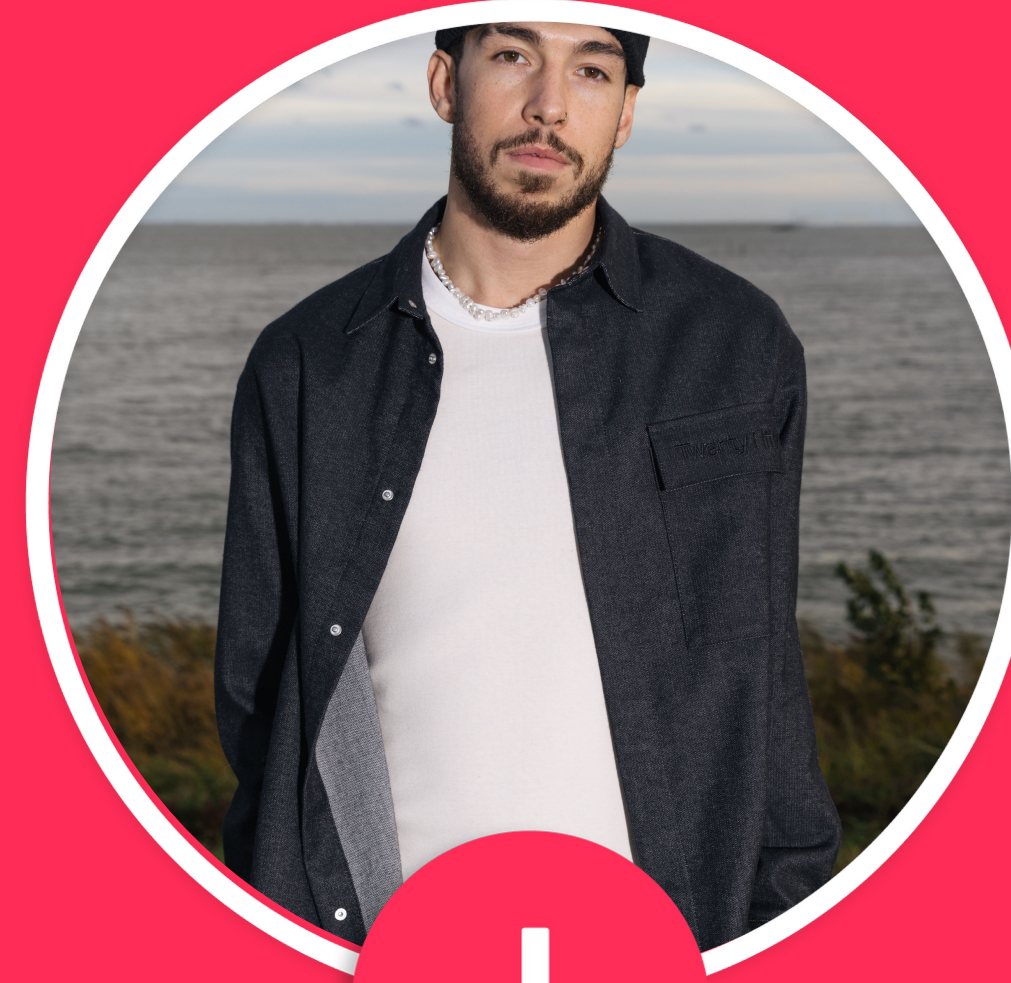
Following | For You



# Creators Fireside Chat



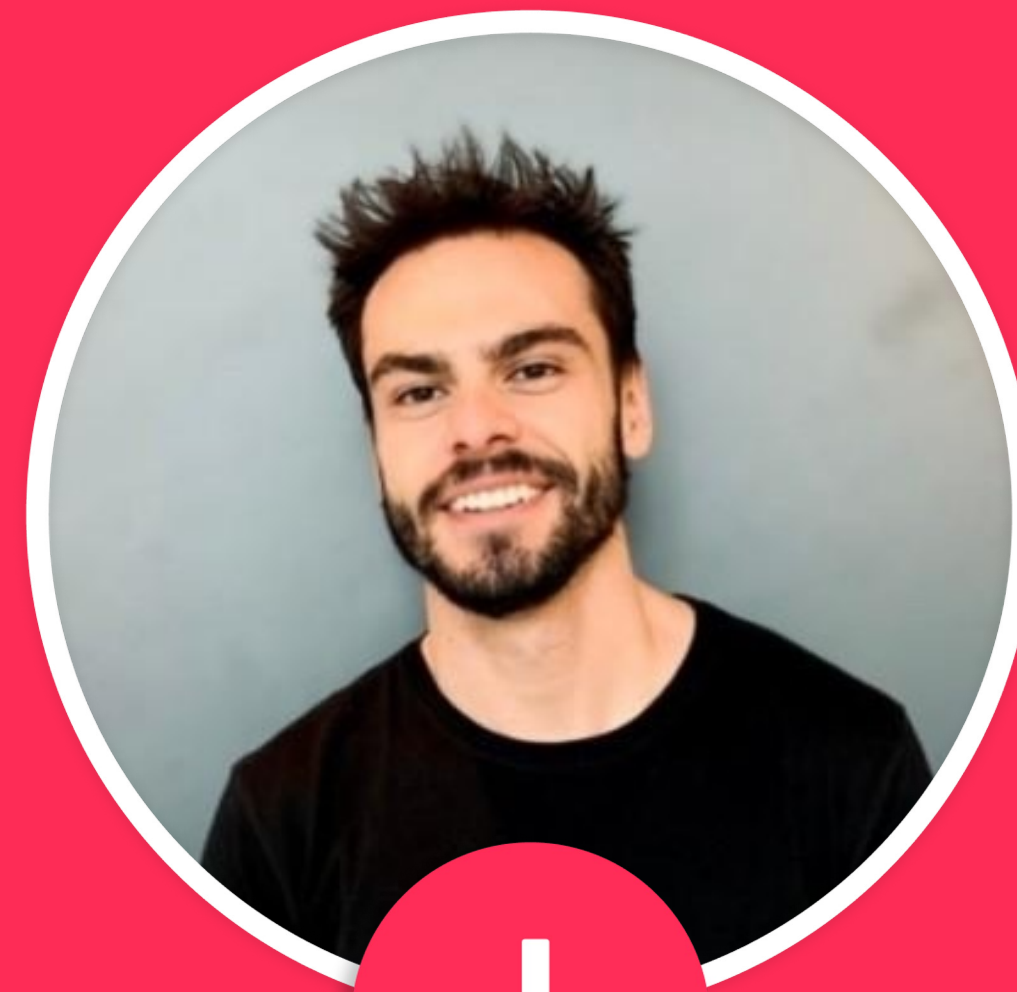
**@tjardastruik**



**@dylanhoogerwerf**

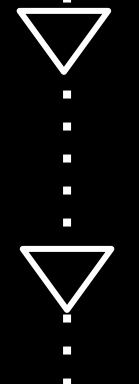
**ForYou**  **TikTok**  
**Summit**

# Make Advertising Great again



**Pedro Gianetti**

Brand Strategist  
TikTok



# The New York Times

## “How TikTok Is Rewriting the World”

TikTok will change the way your social media works – even if you are avoiding it.





# TikTok

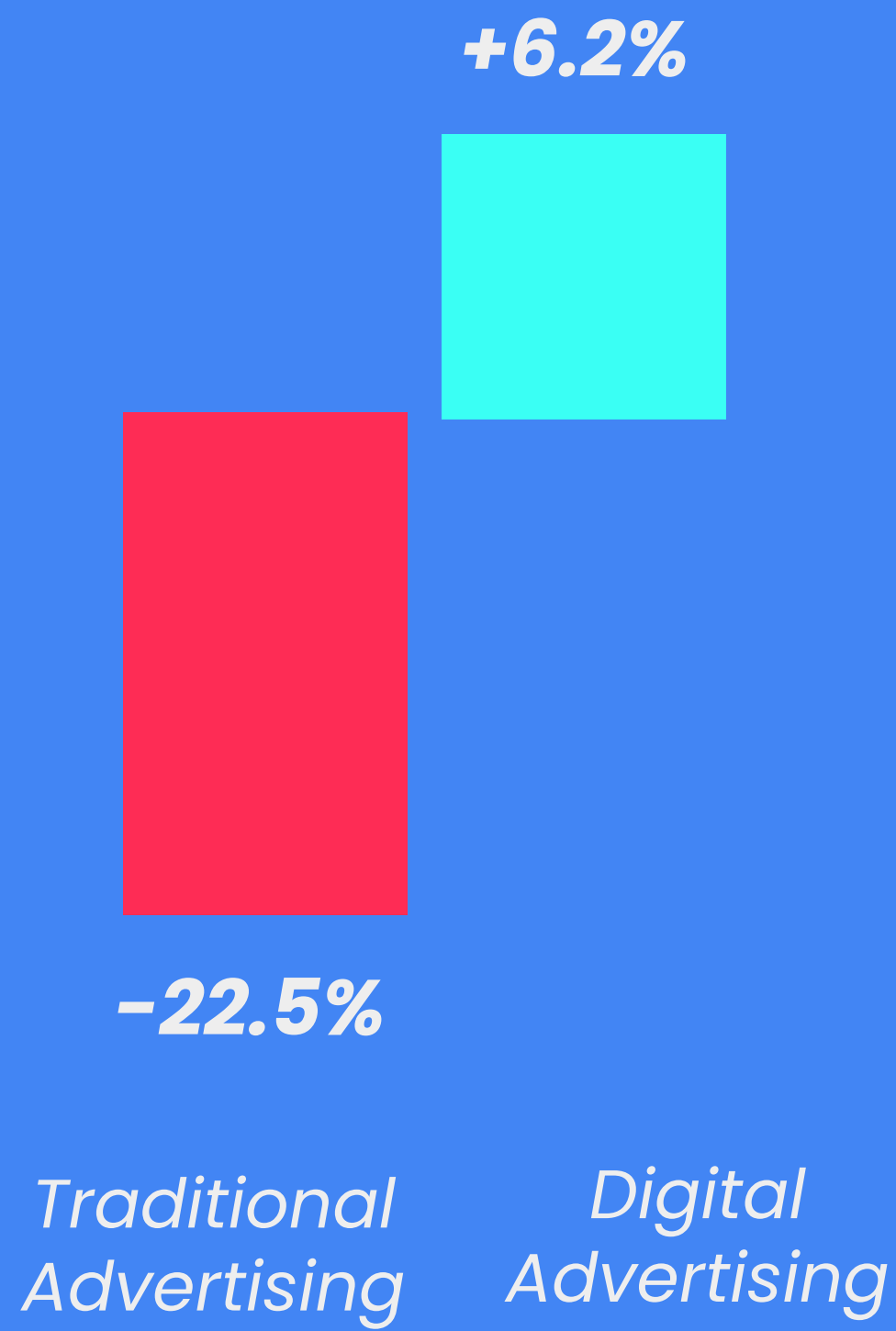
## MAKES ADVERTISING GREAT AGAIN

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**Summit**

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Growth in Advertising Investment



**For the first time in 2020, digital advertising spend surpassed traditional advertising in the Netherlands**

Measurement

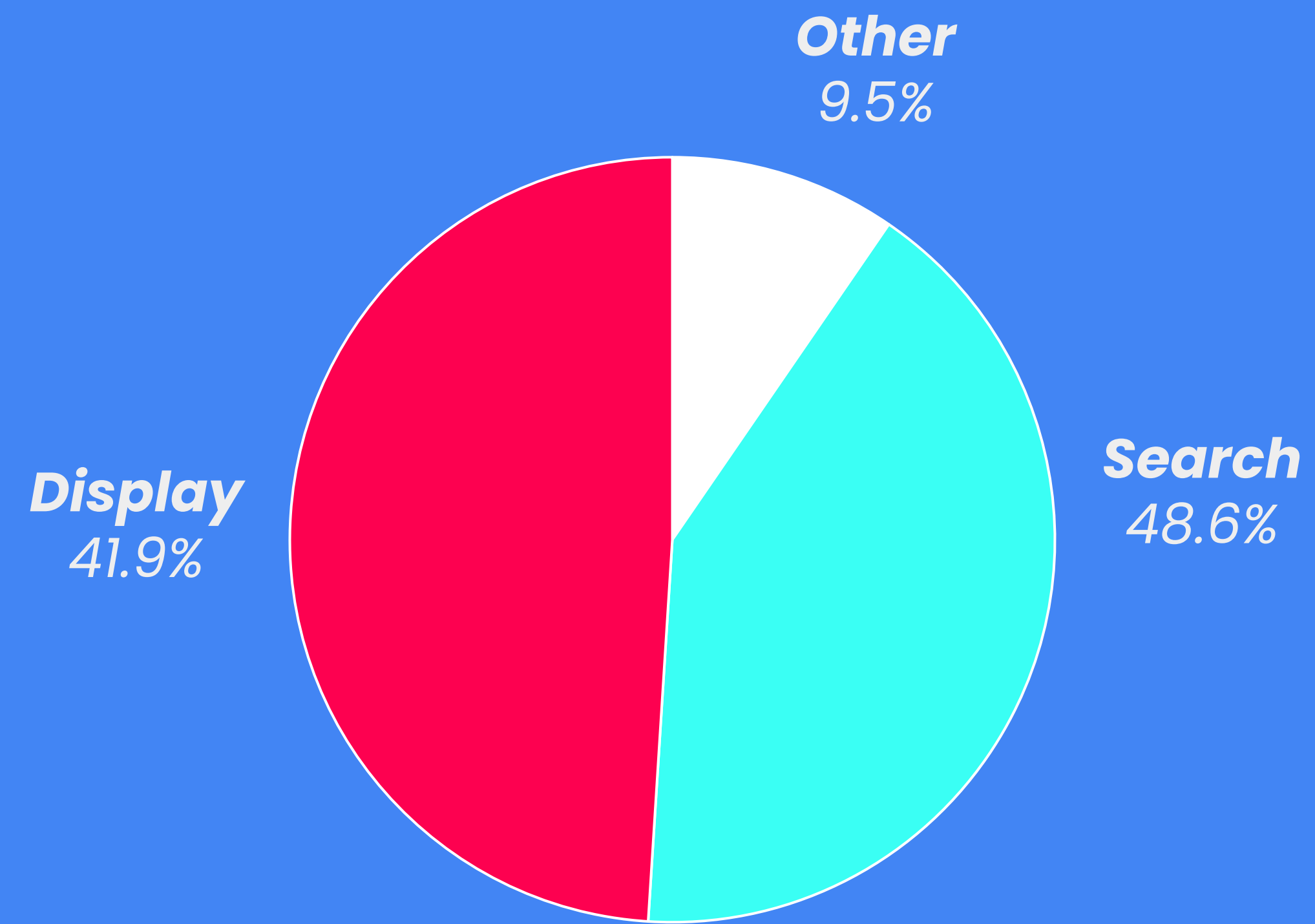
Real-Time Optimization

Interactivity & Engagement

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Source: IAB Netherlands

Following | For You



In the Netherlands, performance-driven formats account for almost 90% of the digital advertising spent.

Short-term results

# 2.2x

**More clicks**

For brands with high awareness

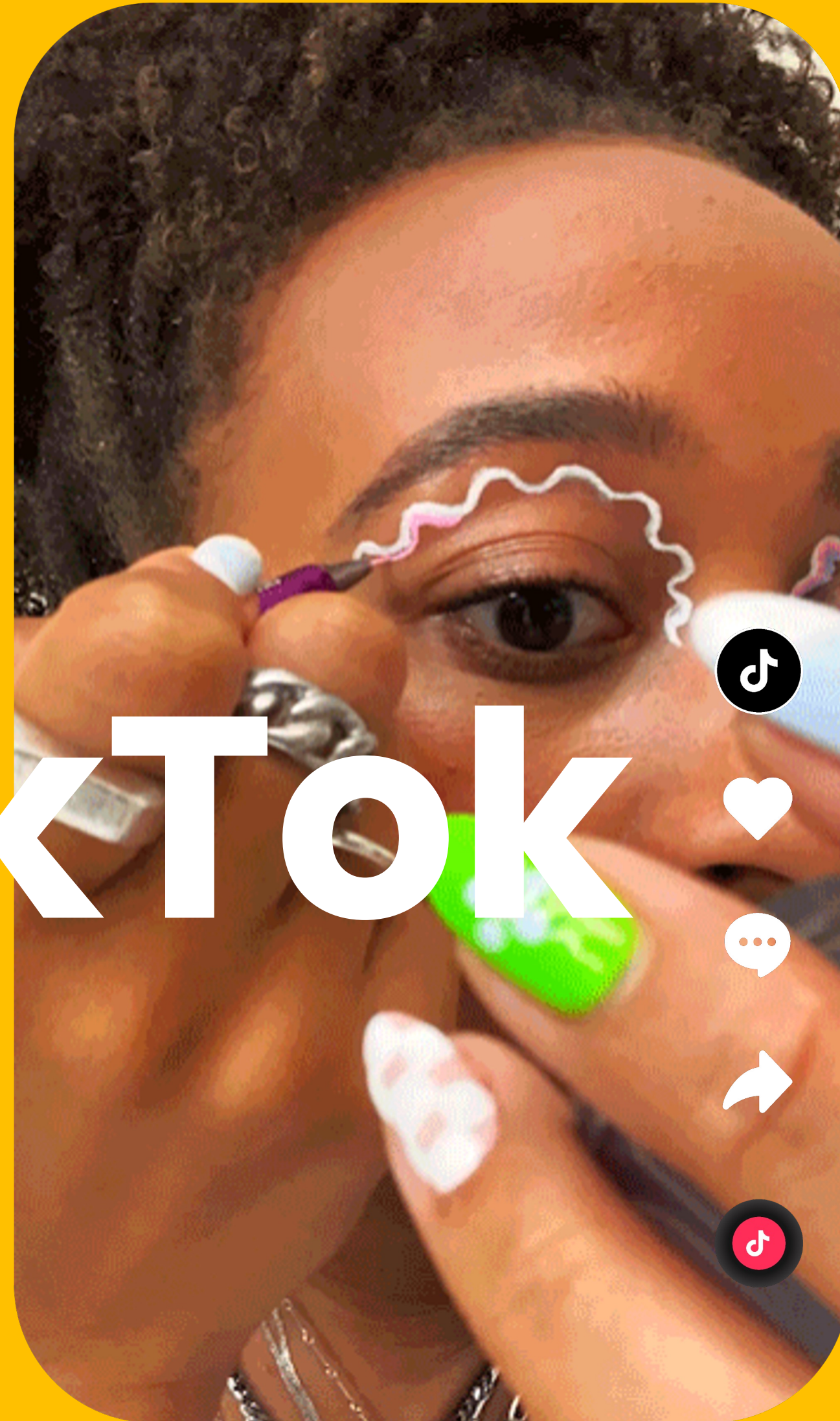
# +23%

**Higher CTR**

For brands with high awareness

**A predominantly performance-focused strategy is growth limiting.**

Following | For You



# TikTok

## A NEW ERA IN BRAND BUILDING

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**Summit**






@Neutrogena

# Entertainment over Advertising

## >79%

of TikTok users prefer when brands show they understand TikTok videos and **don't just try to make ads**

- 
**Connor Beaver**  
 Not me buying this to make sure the show stays running  
 1-27 Reply 103  
[View more replies \(1\)](#)
- 
**chlo**  
 Why do I already want season 2  
 1-27 Reply 801  
[View more replies \(3\)](#)
- 
**Amayaaaa**  
 now this is an ad  
 1-25 Reply 215K

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Source: TikTok Marketing Science Global Community and Self Expression Study 2021 conducted by Flamingo

TikTok  
DISCOVER  
AMAZON BOOKS

#BOOKTOK  
**120B**  
views

@Amazon & #BookTok

# Communities over customer

## >66%

more likely for TikTok users to buy products from a brand if they can access the community built around them.

- Steph B**  
I so want to get back into reading and join a book club
- conchibpd**  
Thank you so much for recommending books now. Much appreciated. 🥰

Source: GWI, Q1&2 2021, DE, ES, FR, IT, UK, Audience: TikTok users. Q: Which of the following describes you, Compared to other social users



Following | For You

POV: It's 1997 and  
this is the latest  
Windows commercial

TikTok  
@windows

#nostalgia  
**79B**  
views

@Windows

## Culture over Market

>71%

Of TikTok users agree  
that some of the  
biggest trends start on  
TikTok

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Source: TikTok Marketing Science US Understanding  
TikTok's Impact on Culture Research 2021 conducted  
by Flamingo





TikTok  
@nmillz1

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**Summit**

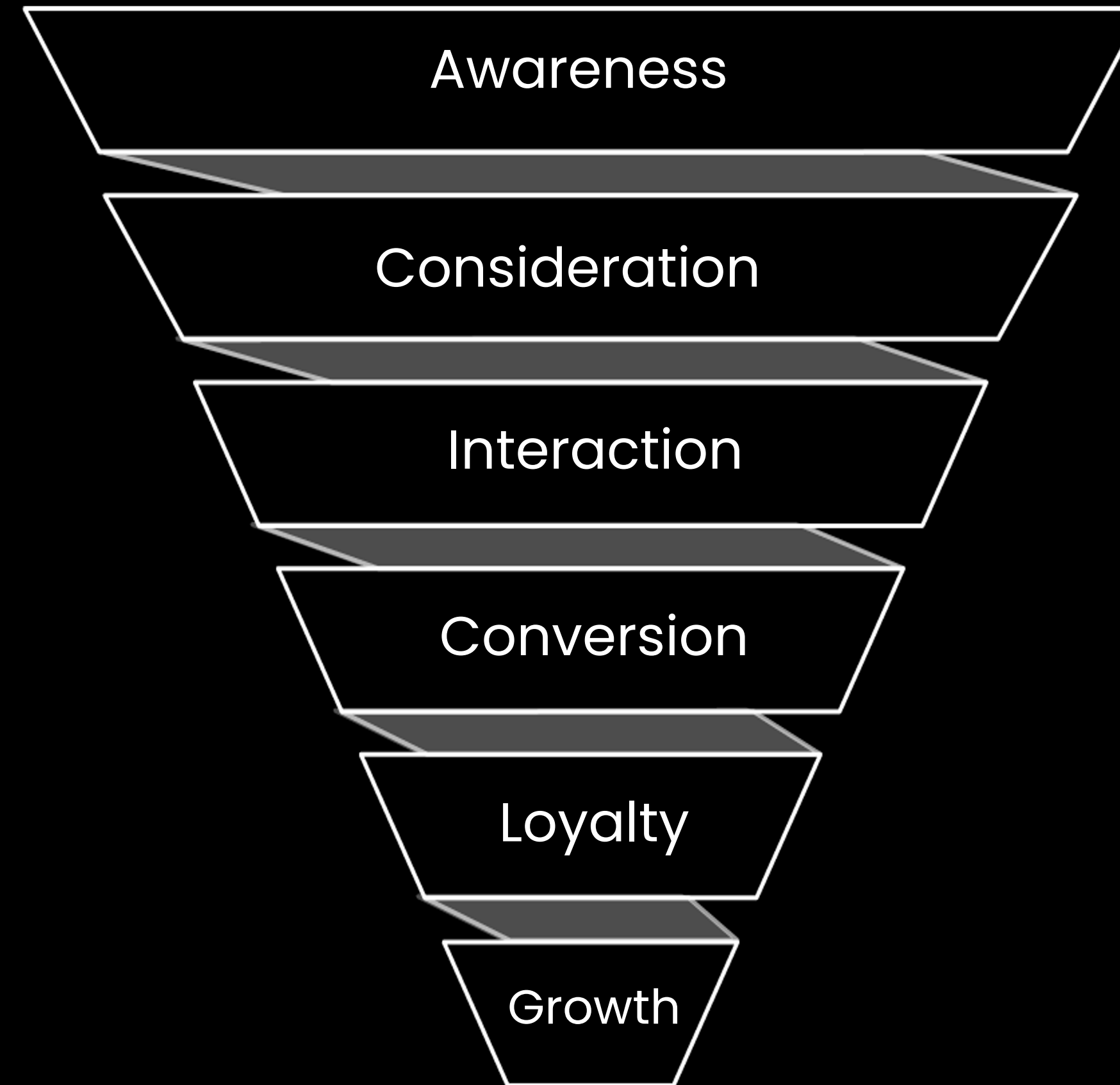
# Driving Success Across the Funnel



**Else Luisman**

Brand Partnerships Manager  
TikTok

### MARKETING OBJECTIVE



### STANDARD ADS

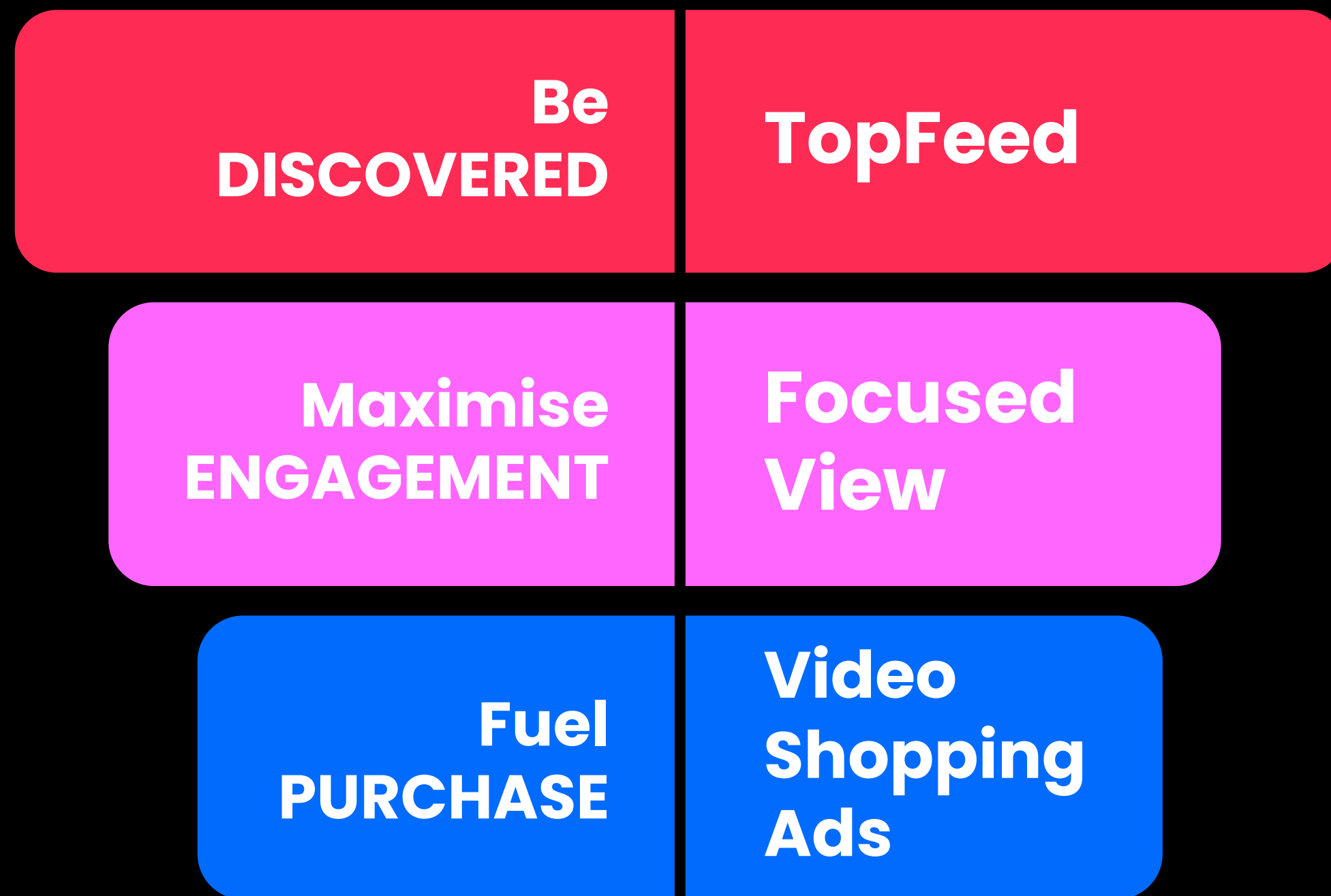
Top view

In-feed

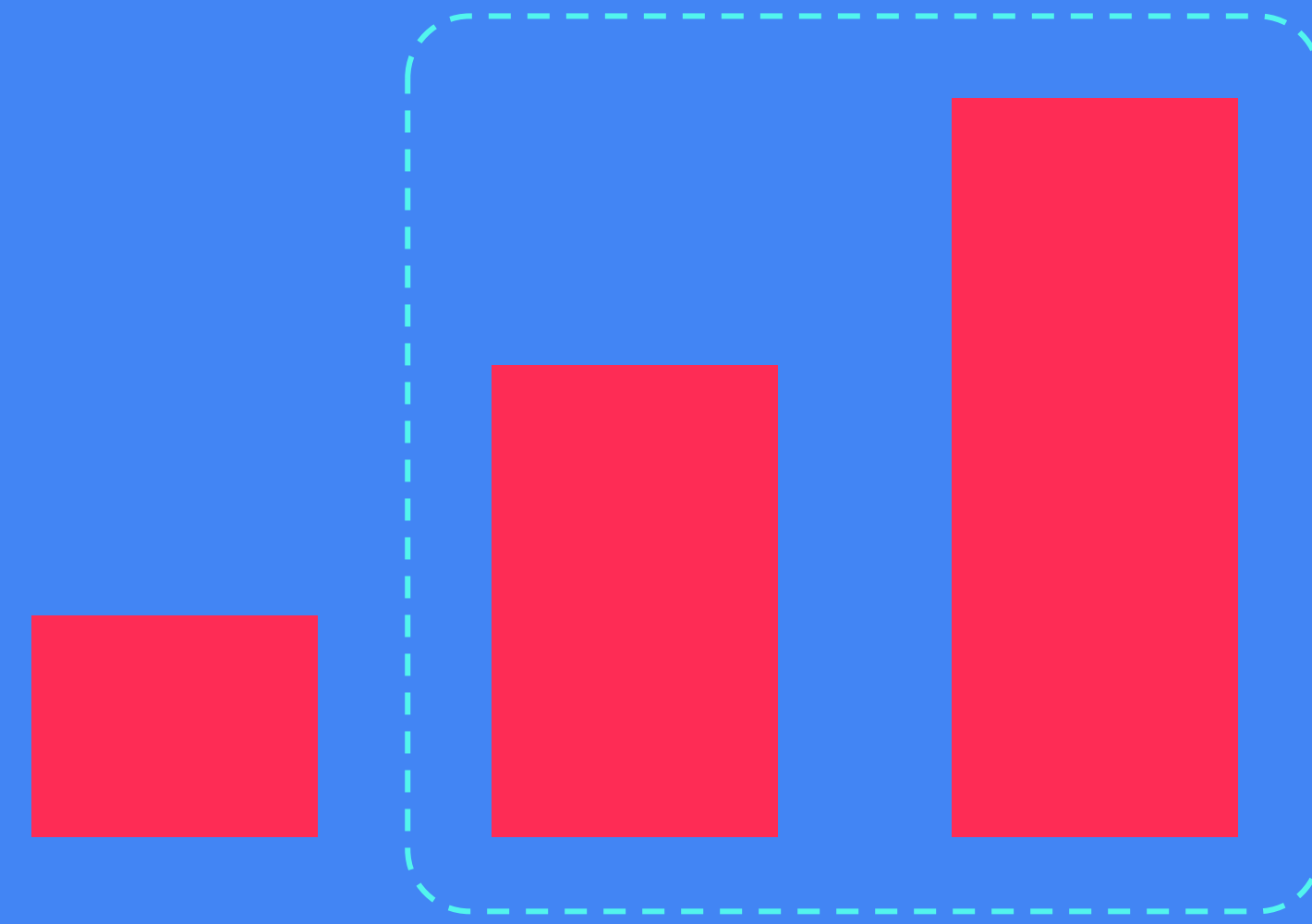
### CONTENT ADS

Branded Effect

# Entertainment that delivers full funnel impact



Average conversion rate



Conversion campaign alone    Brand + Conversion campaigns    Brand + Traffic + Conversion campaigns

**Bundling branding campaigns with web conversion campaigns on TikTok has an outsized impact on CVR**

NA-KD

Following | For You



5.11% Conversion Rate

ForYou  TikTok Summit



Following | For You

NA-KD



911%

ROAS  
Return of  
Investment

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Summit

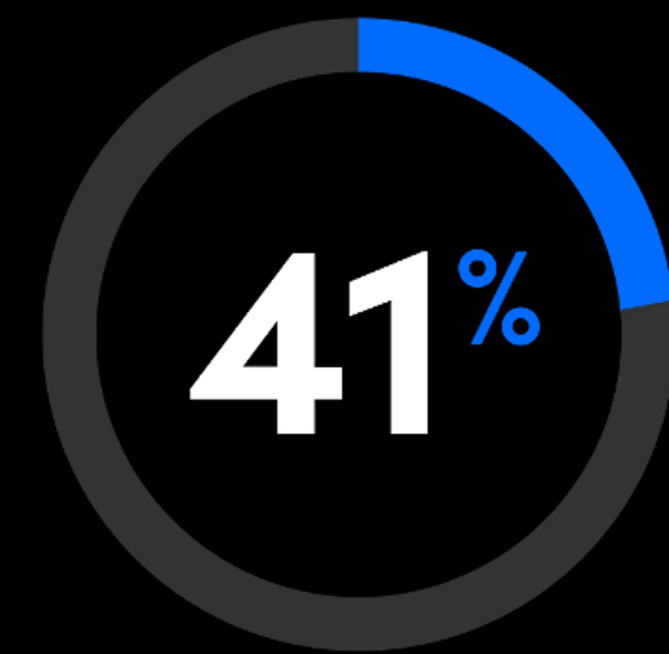
# Entertainment that commands Attention

33%



of TikTok users in EU5 say they spend less time watching TV or video content since starting to use TikTok

41%



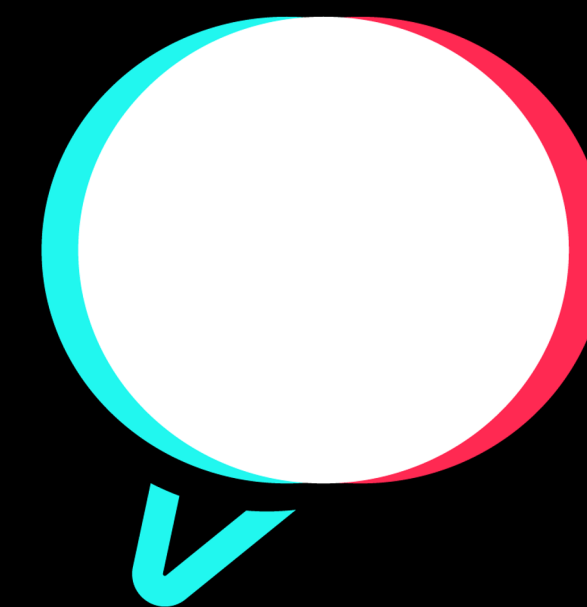
of TikTok users in EU5 say they pay full attention to what I'm doing/ watching on TikTok

## TikTok + TV are a perfect match



# TopFeed

A great way to generate awareness.



# TopFeed

The first In-Feed Ad slot at every session purchased via **Reach & Frequency.**

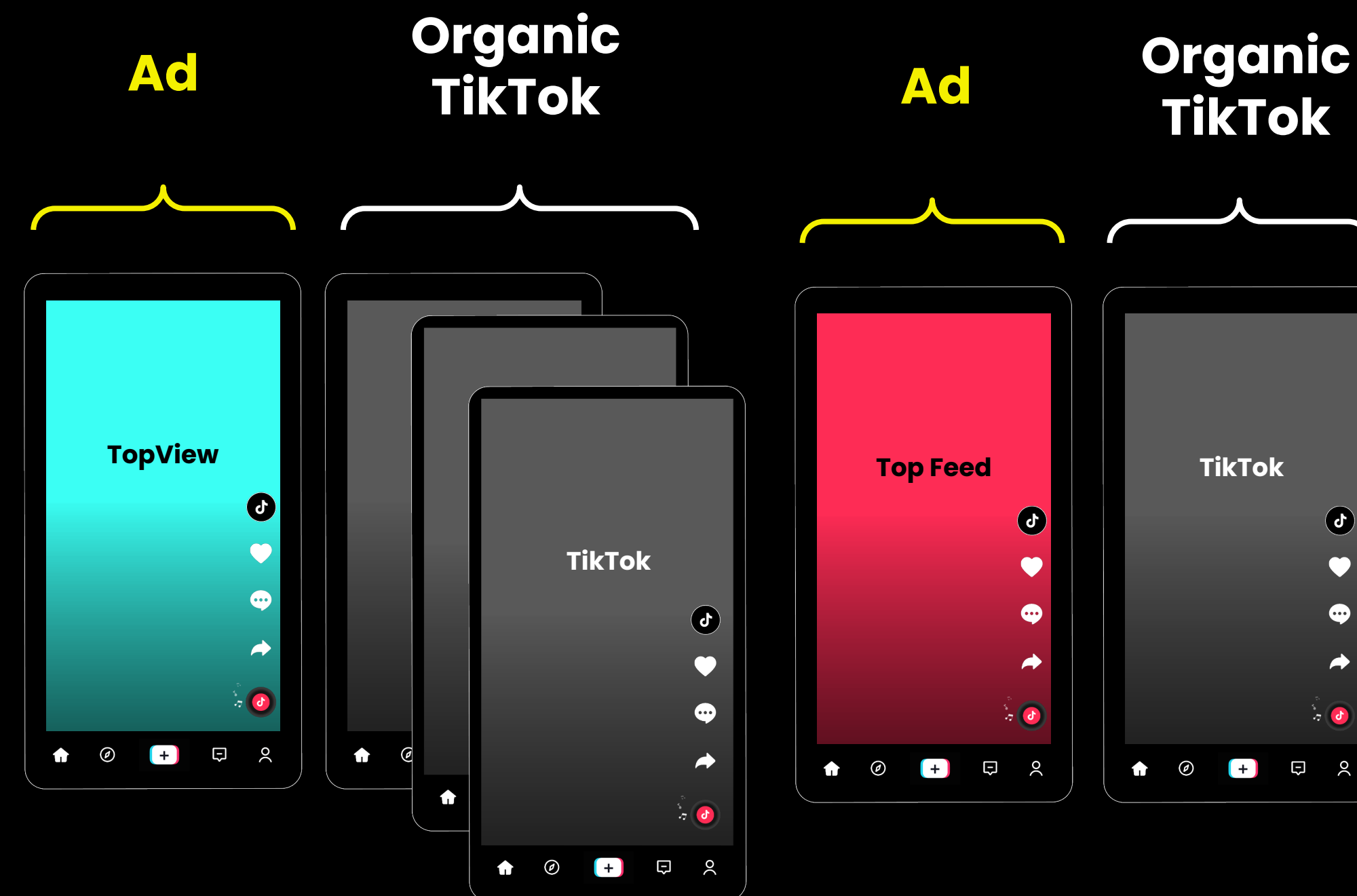
**Immersive**

**Controlled**

**Built for branding**



# Top Feed appears as the first In-Feed Ad in each user session



\*There are some circumstances when Top Feed will not be the 4th slot

# Engagement is TikTok's superpower



0 %

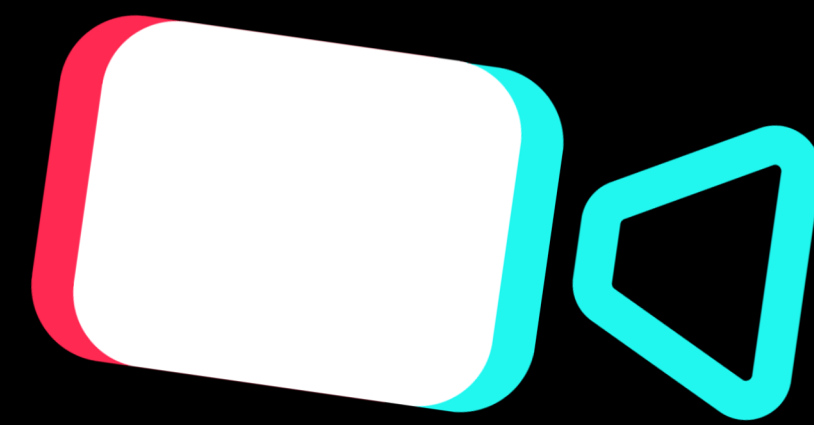
TikTok users say that after watching a TikTok, **they take action** (such as liking/ commenting on a video, sharing with friends, following a brand, or purchasing/researching a product).

Source: TikTok Marketing Science Global Time Well Spent Study (Global Results) conducted by Kantar March 2021 (N=7,201)



# Hello **Focused View**

optimise towards views  
+ engagement with  
In-Feed Video



# Engagement via content consumption



Targeting users who  
are more likely to view  
your ad for at least 6s

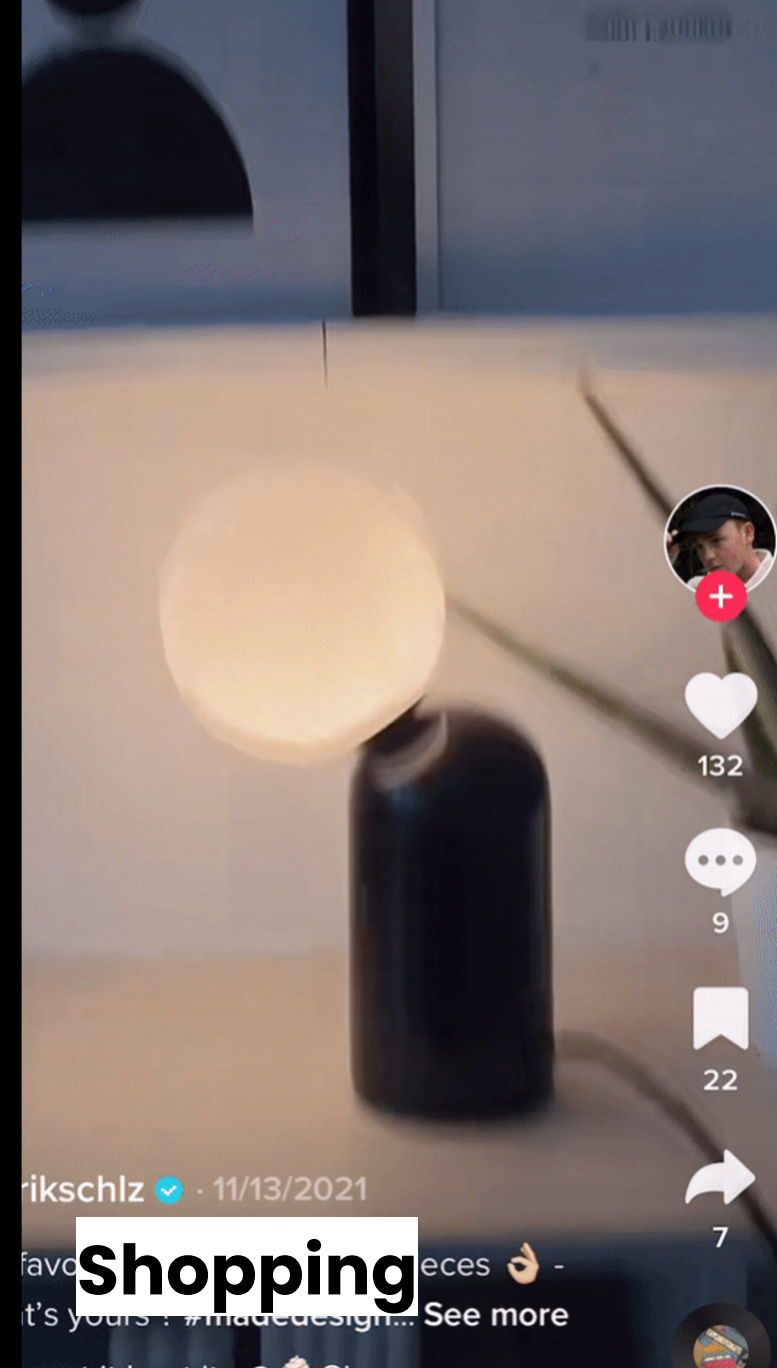
# Engagement via user interaction



Targeting users who are more likely to engage with your ad by:

- Liking
- Sharing
- Following
- Clicking (including hashtag, anchor, music and interactive add on clicks)

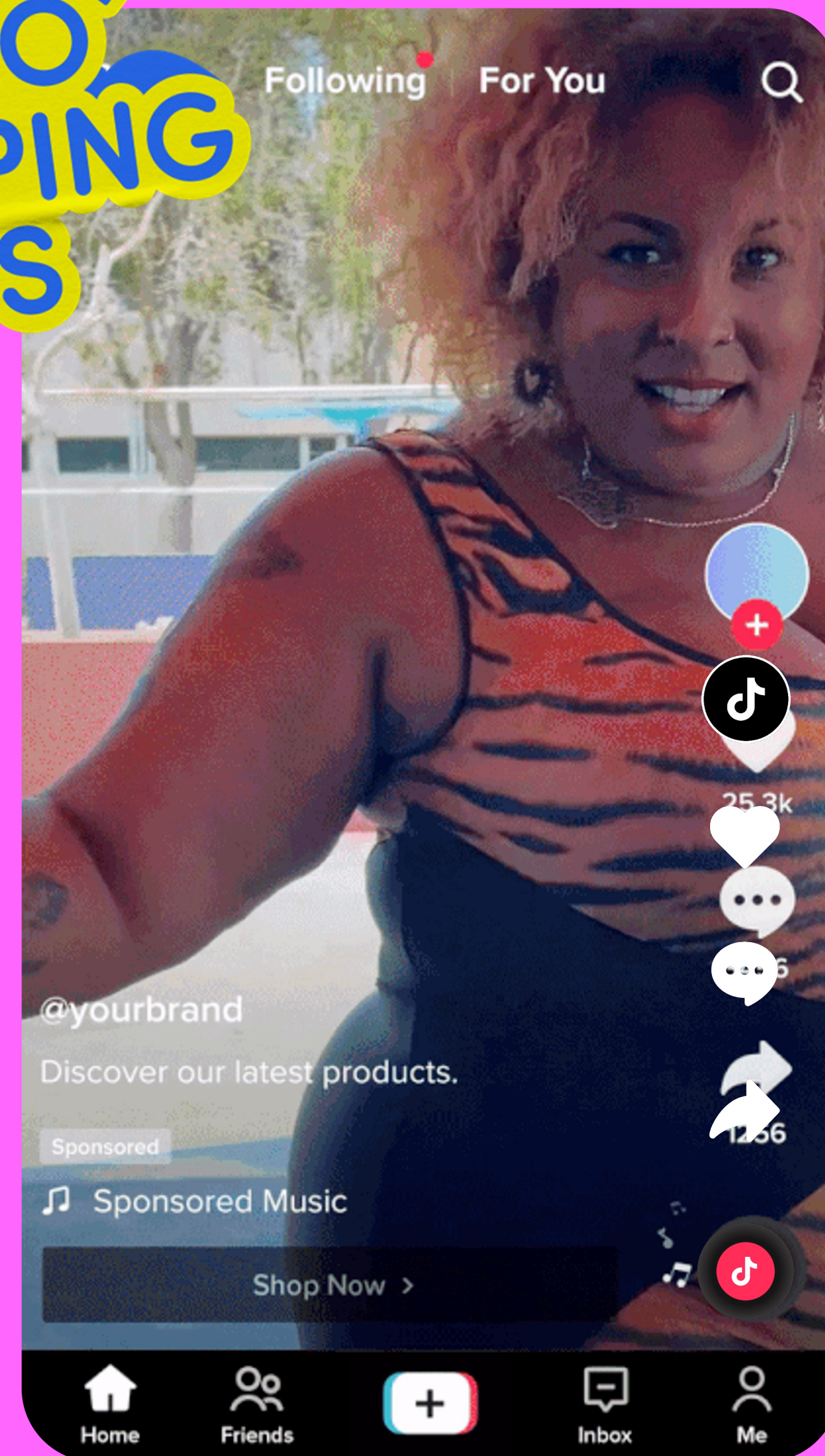
# TikTok's entertainment ecosystem puts consumers into the **right mindset for shopping**



#TikTokMadeMeBuyIt



**VIDEO SHOPPING ADS**



# Accelerates the path to purchase

Easy

Engaging

Measurable

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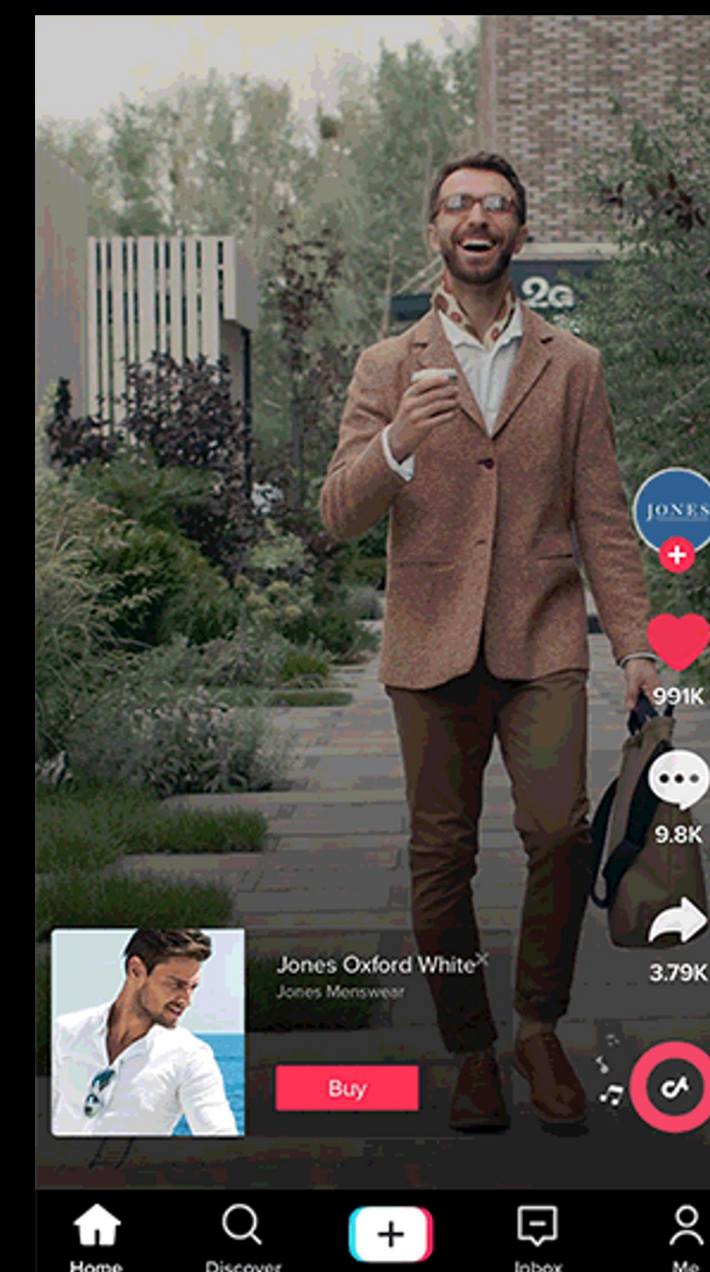
**NEW!**  
Hero Feature\*

# Dynamic Format

Dynamic Format On

Intent Users  
Catalog Video

Non-Intent Users  
Brand Video



# 46%

**Average increase in ROAS**  
For 8 campaigns testing Video Shopping Ads vs Conversion objective

# 12/13

**Campaigns saw Performance Uplift**  
against core performance metrics  
PVR (CTR\*CVR), CPA, ROAS

Note: Alpha results based on 12 clients, testing conducted in July 2022.

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## VSA Checklist

**1. Set Up and Post Back Signals**

**2. Sync Your Product Catalog**

**3. Confirm Your Event Catalog Match Rate is Ready**

**4. Set Up Your Creative**



# Impactful entertainment that drives full funnel results

01

TikTok fuels brand **discovery** –  
accelerate this through  
**TopFeed**

02

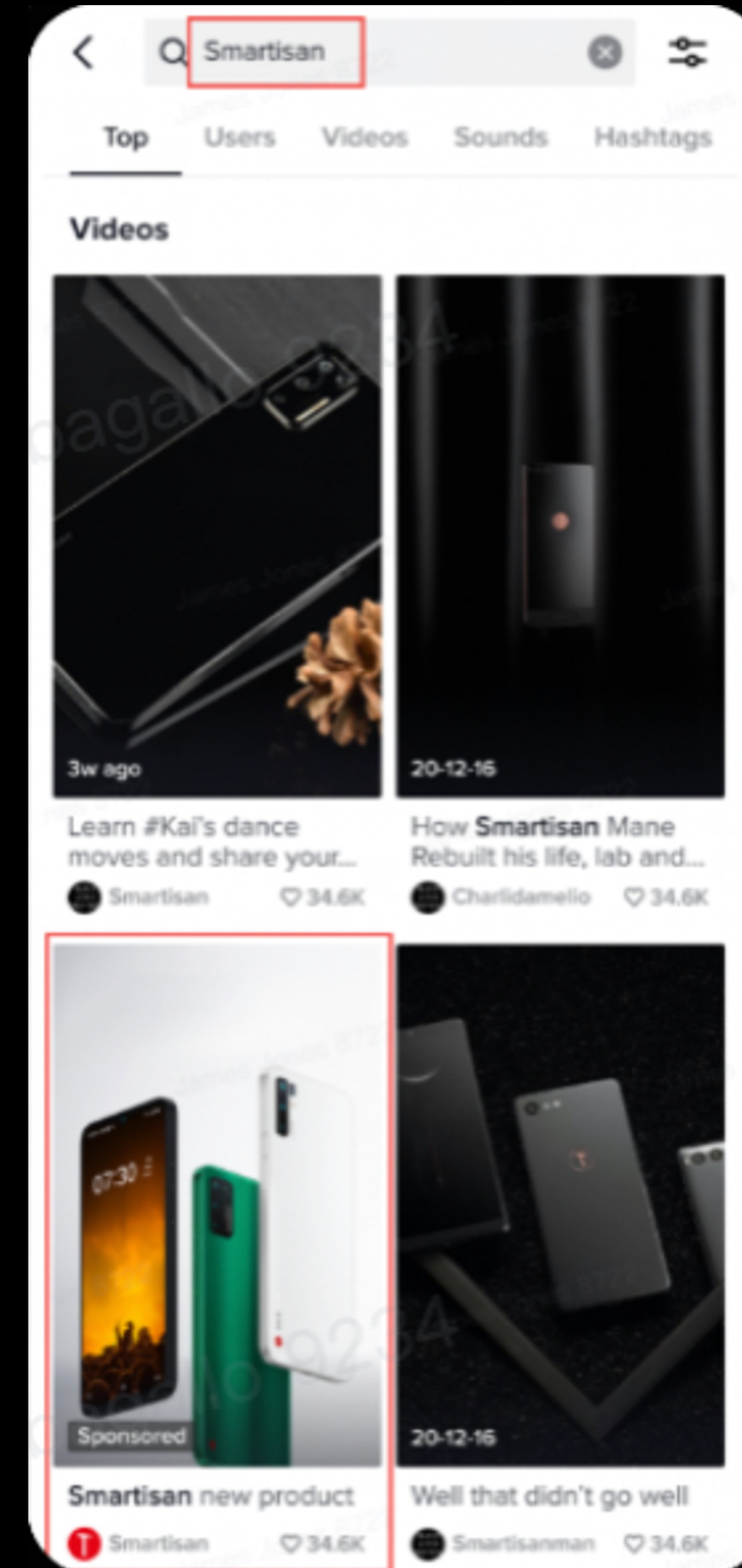
**Engagement** is our superpower –  
optimise with **Focused View**

03

**Video Shopping Ads** enable brands to  
convert Discovery to **sales**

# What's Next on TikTok?

# Driving Scalability Search Ads



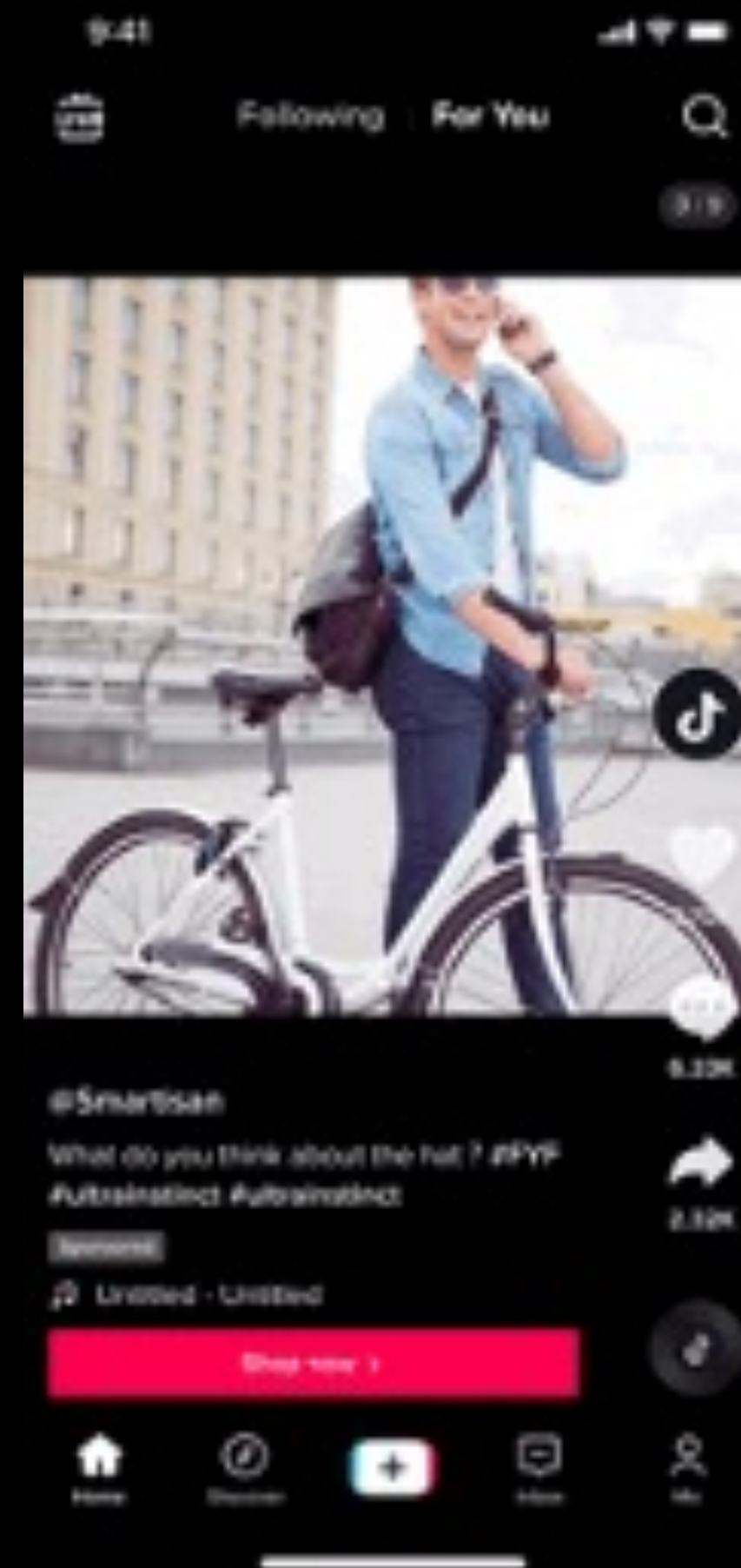
**Search Ads capture high intent  
TikTok users based on where they  
are in their user journey.**



### Availability

Toggle in Open Beta  
end of H1 2023 globally

# New Ad Format for In-Feed Carousel Format



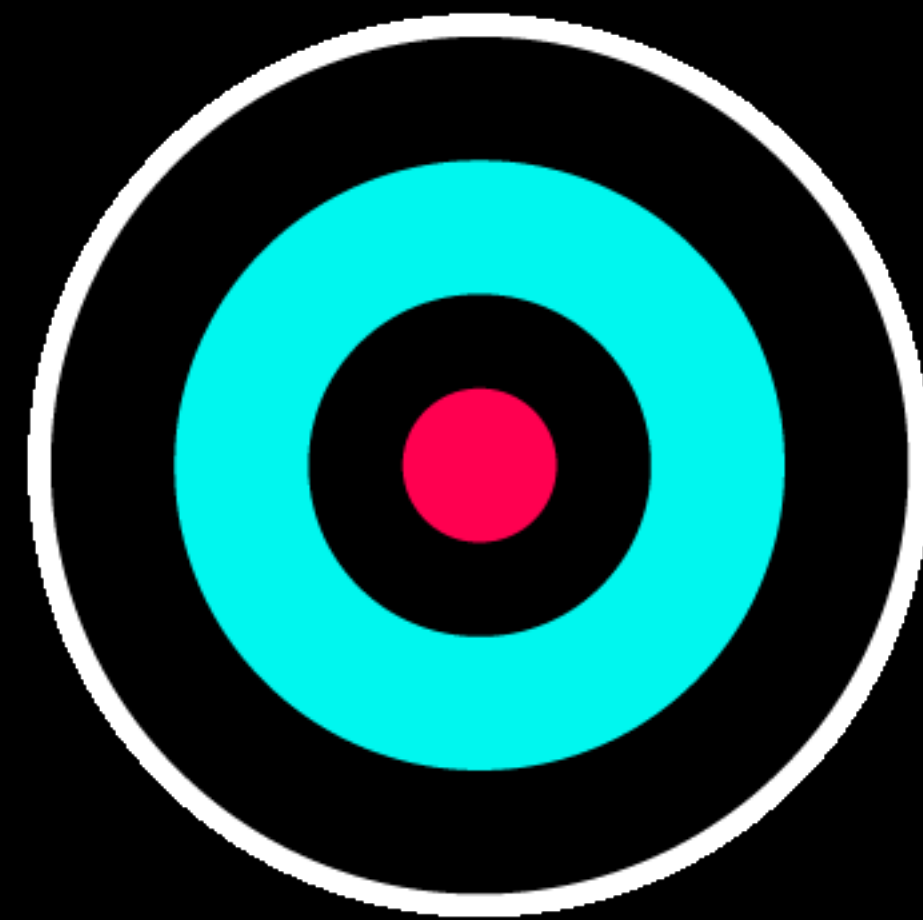
Leverage carousel format to reduce the production cost to create ads.



### Availability

- For performance auction: Open beta in Q2 2023
- For video shopping ads: Closed beta in Q2 2023

# City targeting NL



City Targeting allow you to tailor messages and offers to specific location.



**Availability**

City targeting is available in NL from Q3

# Key Takeaways

A Safe place to express yourself

Creativity Matters

Full-funnel strategy



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Summit