

For You: LIVE on TikTok



Today, livestreaming creates an incredible opportunity for brands and creators alike to expand their reach and engage in real-time conversations with audiences around the world. On TikTok, we're already seeing the community embrace live, so we were curious to learn more about the format and what this means for marketers. We're excited to share what we've uncovered!

LIVE Viewership deepens connections with brands

TikTok Users are 50% more likely than non-users to be interested in branded LIVE content



TikTok LIVE drives shopping

Half of TikTok Users have bought something after watching LIVE

TikTok users are...*

1.6x

More likely to watch branded LIVE to **discover brands**

1.7x

More likely to watch branded LIVE to **buy products**

1.5x

More likely to watch branded LIVE to **learn more about a brand I know**

*Than TikTok non-users
**Than TikTok non-LIVE users

TikTok LIVE expands trust

TikTok users are...*

>2x

More likely (than non-TikTok users) to say LIVE is most trustworthy to use when shopping

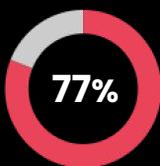
TikTok LIVE users are...**

1.5x

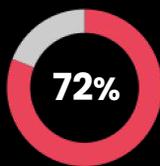
More likely (than non-LIVE users) to say TikTok is the most trustworthy platform to make a purchase/shop on

Test and Learn to Thrive on LIVE

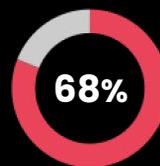
While TikTok users accept all hosts for branded LIVES, creators pique the most interest



Are interested in branded LIVES hosted by **creators**



Are interested in branded LIVES hosted by **celebrities**



Are interested in branded LIVES hosted by **brand ambassadors**

Brands can choose LIVE concepts that align with their business objectives



Go LIVE on TikTok

Tap into the power of LIVE by creating a shopping experience to show off your products with LIVE Shopping, a feature enabled by TikTok Shopping that allows the community to discover and shop directly from your livestream.

