

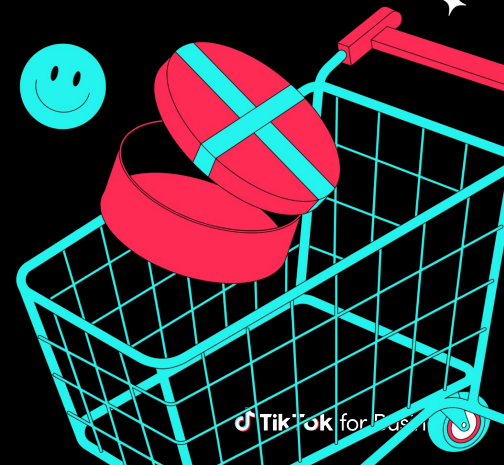


Canada



Holidays For You 2024

Drive holiday success from inspiration
to purchase with TikTok



TikTok for Business

Table of Contents

01 | The TikTok Opportunity

02 | Seasonal Trends

03 | Product Solutions

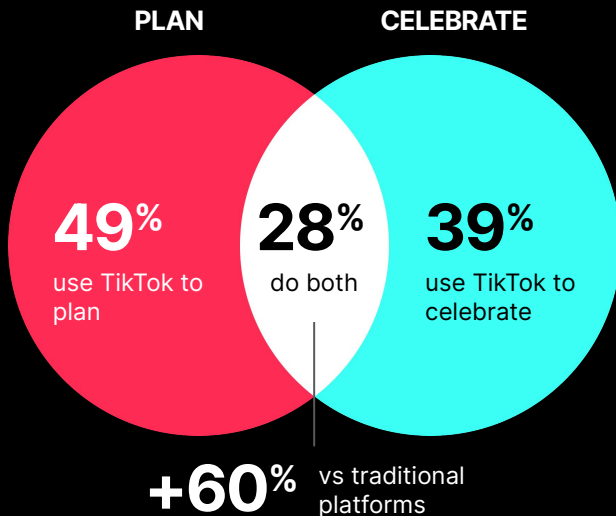
04 | Creative Solutions



TikTok is your brand's home for the holidays

TikTok's For You Page is a wonderland of discovery into a wonderland of discovery for everyone from eager gift-givers to holiday lovers. It's where brands can spark joy and boost sales, as shoppers look for the perfect gifts and must-have holiday items. Dive into TikTok's winter wonderland with us, and let's turn the holiday wish list into a journey full of inspiration, warmth, and joyful shopping.

TikTok is the ultimate hub for holiday planning and celebration.



Source: TikTok Marketing Science CA Holiday Research 2022, conducted by Material

Holiday starts early on TikTok

+440

% increase in #holidayshopping videos published from the week before Halloween to week after Halloween in 2023

Brand Takeaway: There's a major opportunity to get ahead of the curve and meet users not only where but *when* they're looking to start planning for the holiday gifting season.

Source: TikTok internal hashtag data, CA, week 43 vs. week 45 2023

Q4 Holidays and Shopping Events take over the conversation on TikTok.

#Thanksgiving ¹

65M views (+68% YoY*)
16K user videos made
4.7% engagement rate¹

#BlackFriday ²

117M views (+67% YoY*)
18K user videos made
4.5% engagement rate

#CyberMonday ²

9.1M views (+32% YoY*)
2.4K user videos made
4.6% engagement rate

#Christmas ³

1.4B views (+27% YoY*)
260K user videos made
8.9% engagement rate

Top content:

1. **Comedy**
2. **Cooking**
3. **Home & Garden**
4. **Fashion**
5. **Family**
6. **Vlog**
7. **Pets**
8. **Movies and TV**

1. TikTok internal hashtag data, CA, Oct 2023; *Oct 2022 vs. 2023
2. TikTok internal hashtag data, CA, Nov 2023; *Nov 2022 vs. 2023
3. TikTok internal hashtag data, CA, Dec 2023; *Dec 2022 vs. 2023

Source: TikTok internal hashtag data, US, Oct to Dec 2023

TikTok celebrates holidays without borders.

TikTok weaves a diverse cultural tapestry, embracing and celebrating an array of traditions during the holiday season.

#Hanukkah

7.4% engagement rate

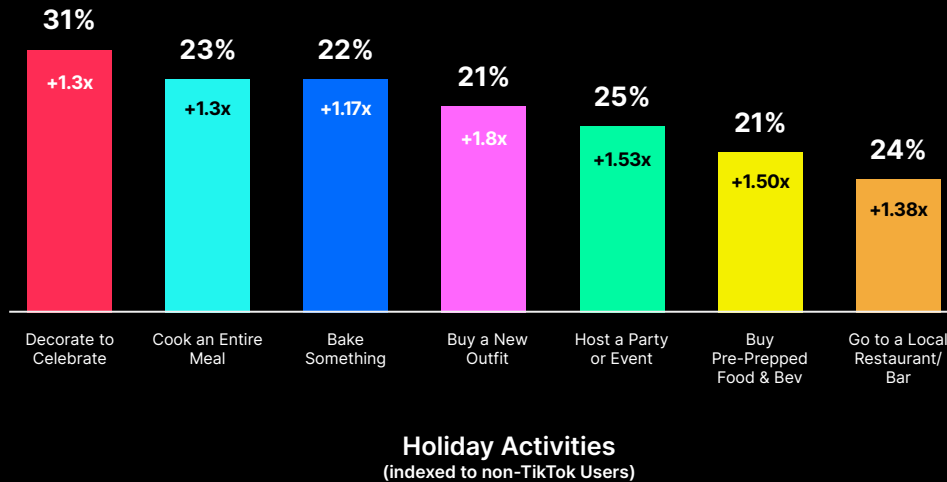
#NocheBuena

5% engagement rate

Source: TikTok internal hashtag data, CA, Dec 2023

How TikTok plans and celebrates the holidays

TikTok users participate in more holiday planning and **celebration activities**, including purchasing.

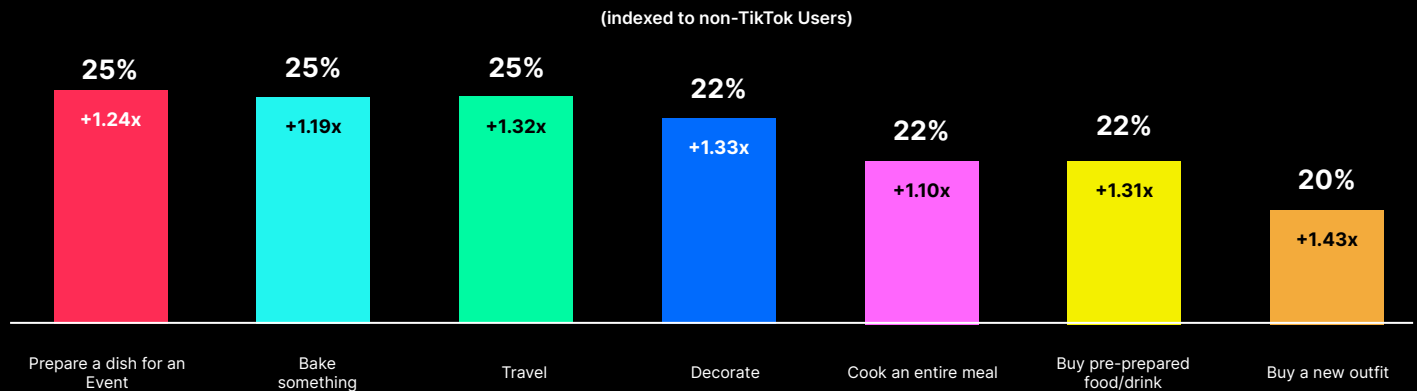


Our community spends more across categories during holiday season.

When TikTok is used in the holiday shopping journey, users make x% more [category] gift purchases:

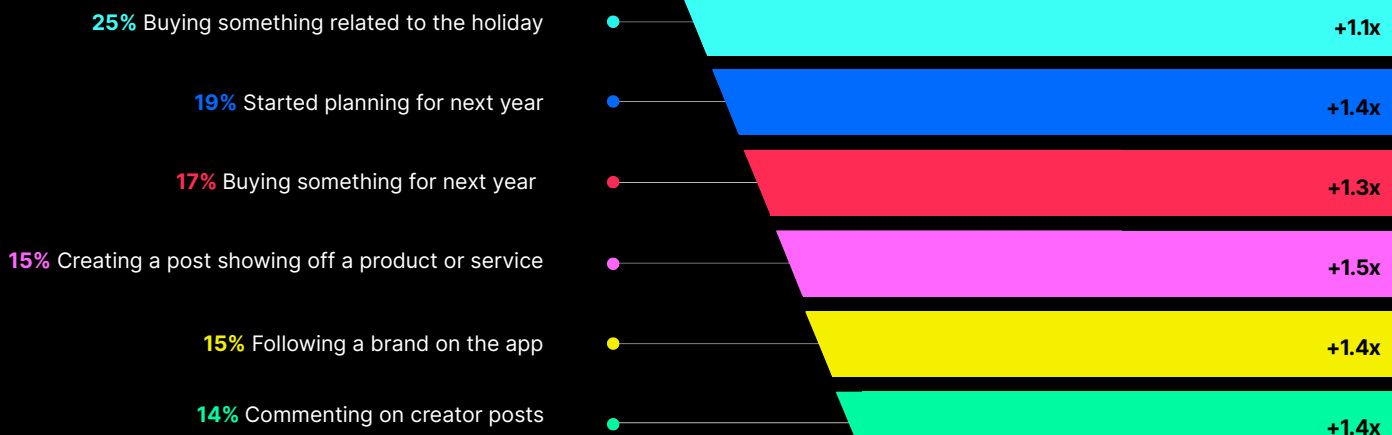
- +80% travel-related
 - +80% haircare
 - +60% skincare
 - +50% entertainment tickets
 - +50% makeup
 - +50% home and holiday decor
 - +40% gaming
 - +30% fragrance
 - +30% CPG food and beverage
 - +30% tech
 - +20% apparel
- (Compared to traditional social platforms)

Our audience is doing more to celebrate the holidays **the day-of**, especially when it comes to dressing, decorating, and travel.



Post-holiday, TikTok users are:

(indexed to non-TikTok Users)



Gifts for thee, but also for me 🙌🙌

#TreatYourself

69%

Of users buy gifts for themselves during holiday shopping events, +9% more than traditional platform users.

1.2x

More likely to buy for themselves when TikTok is part of the holiday shopping journey (vs. traditional platform)

When TikTok is used in the holiday shopping journey, users make more category purchases for themselves:

- +80%** fragrance
 - +60%** haircare & skincare
 - +50%** home and holiday decor
 - +40%** travel-related
 - +40%** makeup
 - +30%** apparel
 - +20%** gaming
 - +20%** CPG food and beverage
 - +20%** tech
- (vs. traditional social platforms)



From spark to sale

'Tis the season of joyful discovery and shopping on TikTok.



Discovery & Inspiration

TikTok fuels *intentional* exploration and discovery.

74%

Of those who found inspiration on things to do, places to travel, tips, etc., 74% of TikTok users came with the *intention* to do so¹

Inspiring across categories

During the holidays, users are more likely to use TikTok for inspiration²

34% Fashion & Beauty (vs. 20%)
27% Home decor (vs. 21%)
29% Recipes (vs. 21%)
(vs. traditional social platform users)

1. TikTok Marketing Science Global TikTok as a Discovery Engine Study 2023, conducted by Material
2. TikTok Marketing Science US Holiday Research 2022, conducted by Material

Research & Consideration

People love deep-diving into further learning and exploration on TikTok.

Discovery is just the beginning. Almost half (45%) of users continue searching for more information after discovering something on TikTok.

Top 3 research categories

1. New techniques or processes (How to...): [CLICK HERE](#)
2. Specific products: [CLICK HERE](#)
3. Specific hobbies/topics: [CLICK HERE](#)

Source: TikTok Marketing Science Global, The Science of Search on TikTok, 2023, conducted by Material

Decision & Action

Joyful discovery leads to spirited shopping.

1 in 8

internet users purchased or subscribed to something as a result of discovery on TikTok within the last 30 days¹

We intend to spend!

Of users who purchased or subscribed to something, 58% came with the intention to do so¹

When TikTok is used in the holiday shopping journey...²

1.2x more likely to impulse shop
1.2x more likely to shop online
(vs. traditional social platforms)

3 ways to drive brand engagement during holidays

1 Let creators lead the sleigh to drive resonant holiday engagement.

TikTok creators continue to play a critical role in fueling engagement with ads and brand accounts.

Users who watched creator videos are more likely to:

+60% follow brands

+50% click on ads

40% click on links

(vs. those who used other TikTok features)

2 Go LIVE during the holidays to capture power users.

The use of TikTok LIVE is growing, with nearly 1 in 10 (11%) viewing a livestream during the holidays.

Users who interacted with livestreams are more likely to:

+90% follow brands

+80% click on ads

+80% click on links

(vs. those who used other TikTok features)

3 Hashtags continue to be a powerful catalyst for holiday interaction and engagement.

Users who interacted with hashtags are more likely to:

+90% follow brands

+60% click on ads

+50% click on links

(vs. those who used other TikTok features)

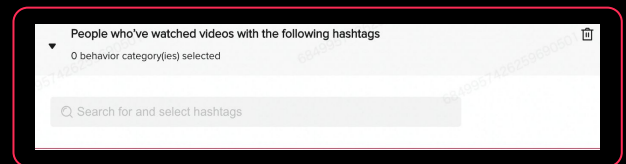
D&I Reminder!

TikTok's strength is our rich and diverse communities. When celebrating the holiday season with us, make sure to pass the mic to creators from diverse backgrounds.



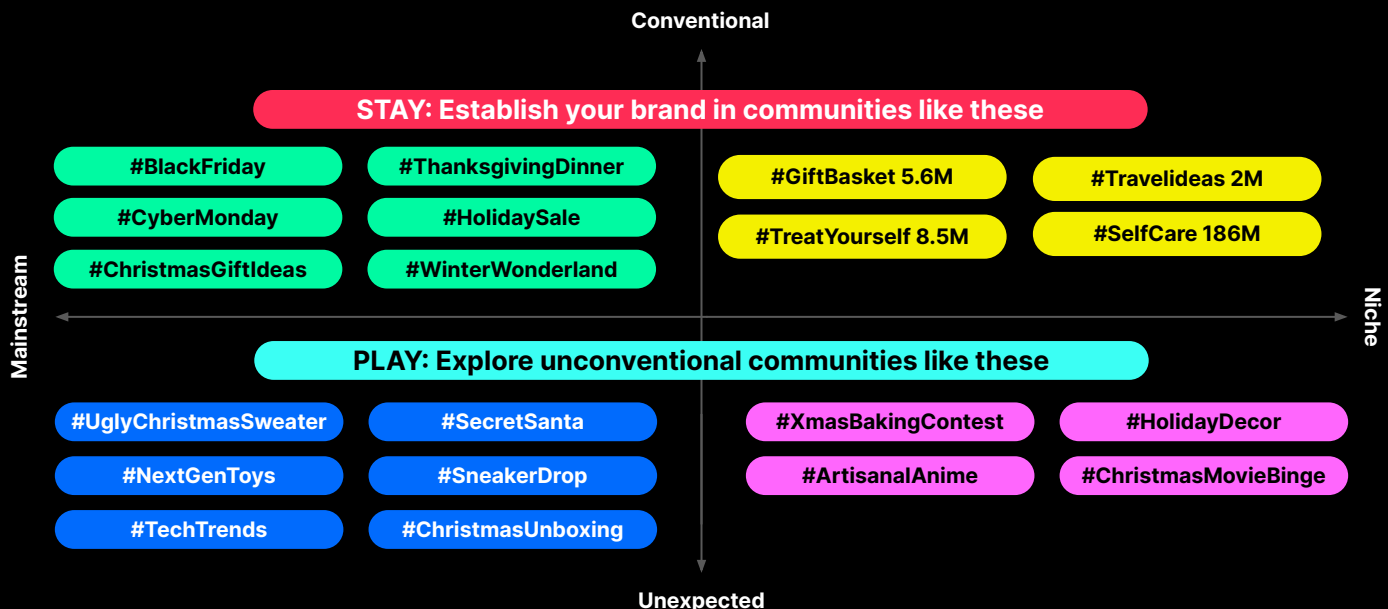
Hashtag interactions

Reach users based on how they've interacted with hashtags on TikTok through TikTok Ads Manager.



Note: For best results, rely on the power Broad Targeting. By limiting targeting, you can leave out unique audiences that might be interested in and want to take action with your brand. Consider the largest audience size as you test and learn to see what works best for your campaign.

Stay and play with these communities for the holidays



Holiday Trends



One For You, One For Me

TikTok users indulge in self-gifting to lighten holiday stress, eagerly sharing their finds and the unexpected delights brands offer.

Marketer Takeaway

Help shoppers cross off holiday to-do items while also indulging them in additional product, more loyalty points, or other incentives to spread joy to the stressed holiday shopper.

69% Of TikTok users buy gifts for themselves during holiday shopping events, 9% more than traditional platform users

Source: TikTok Marketing Science CA Holiday Research 2022, conducted by Material

Power Play: Video Shopping Ads

Tapping into VSA's allows for more seamless selling and promotional opportunities to treat your audience.

#TreatYourself

#SelfCare

#GiftsForMe

Celebrations Without Borders

TikTok's global community brings local flavours of holiday traditions to everyone, inviting users to explore and celebrate the rich tapestry of cultures worldwide.

Marketer Takeaway

Tap into an existing holiday tradition, or create a new one for the TikTok community to try and build upon.

2 in 5 users turn to the FYP for Holiday and shopping events content

Source: TikTok Marketing Science CA Holiday Research 2022, conducted by Material

Power Play: Creative Challenge

Activate TikTok Creative Challenge for Creators to opt-in and tell your brand's holiday story with their own unique spin

#HolidayTraditions

#DIYChristmas

#HolidaySpirit



Holiday Trends



Wanderlust Wishlist

Whether users are travelling home for the holidays, or already dreaming of a warm summer vacation, travel planning surges in the winter, as we observe higher peaks in travel content and discovery amongst TikTok users.

Marketer Takeaway

Consider how your brand/product can tap into this seasonal shopping behavior - travel size items, travel destination themed marketing, etc.

+40% When TikTok is used for the holiday, users make 40% more travel-related gift purchases¹

Source: TikTok Marketing Science CA Holiday Research 2022, conducted by Material

Power Play:

Creator Marketplace

Find trusted creators in TikTok's travel community instantly with TikTok Creator Marketplace to share travel inspiration during the holiday season.

#TravelGifts

#TravelIdeas

#TravelInspiration

It's Like a Reward

Holiday shoppers are spending more intentionally, ensuring that their purchases go further than a one-time transaction by investigating rewards and loyalty programs on TikTok.

Marketer Takeaway

Partner with FinServ platforms to offer more payment options and rewards for consumers.

38% Of Canadians on TikTok say they are likely to spend cash and gift cards after the holidays.

Source: TikTok Marketing Science Global Custom Q5 Survey (Canada Results) via AYTM, September 2023. (n= 2240)

Power Play:

Creator Marketplace

Find trusted creators in TikTok's financial community instantly with TikTok Creator Marketplace to share education around reward points and loyalty for the holidays.

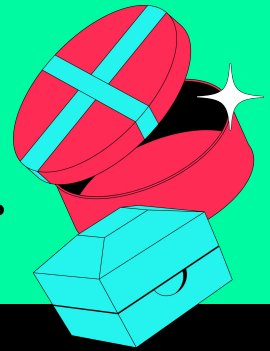
#RewardPoints

#LoyaltyProgram

#HolidayRewards



Drive meaningful connections this Holiday shaped by your campaign goals.



1

BRANDING: Elevate brand love during the holidays (page 11)

2

COMMERCE: Fuel holiday season shopping (page 12)

3

FULL FUNNEL: Drive and nurture leads to action (page 13)

Enhance campaign precision with Data Connections.

Unlock meaningful insights by using tools like Events API and Pixel to optimize, measure, target and enhance your campaigns.

[Learn More](#)

Source: TikTok Web Events API Incremental Performance Benefit Analysis, Nov 2022 - Feb 2023

19% Combining Events API and Pixel can increase event measurement by 19%

15% Advertisers see, on average, a 15% improvement on CPA when using Pixel AND Events API

Unlock business growth with TikTok's holistic measurement solutions.

Leverage measurement tools to effectively evaluate the value TikTok brings to your business starting from discovery to conversions. Learn more about TikTok's 1st Party and 3rd Party measurement solutions to help you prove, refine and grow your holiday campaigns.

[Learn More](#)

Brand Lift Study

+7.8% Avg. brand recall as a result of advertising on TikTok¹

Media Mix Modeling

+63% TikTok drives higher ROAS compared to Nielsen-measured linear TV

Conversion Lift Study

+54% High-performing ad groups have adopted Spark Ads 54% more than lower performing groups for web events³

1. TikTok NA Power Slides analysis, 2021 - 2023. n=5725

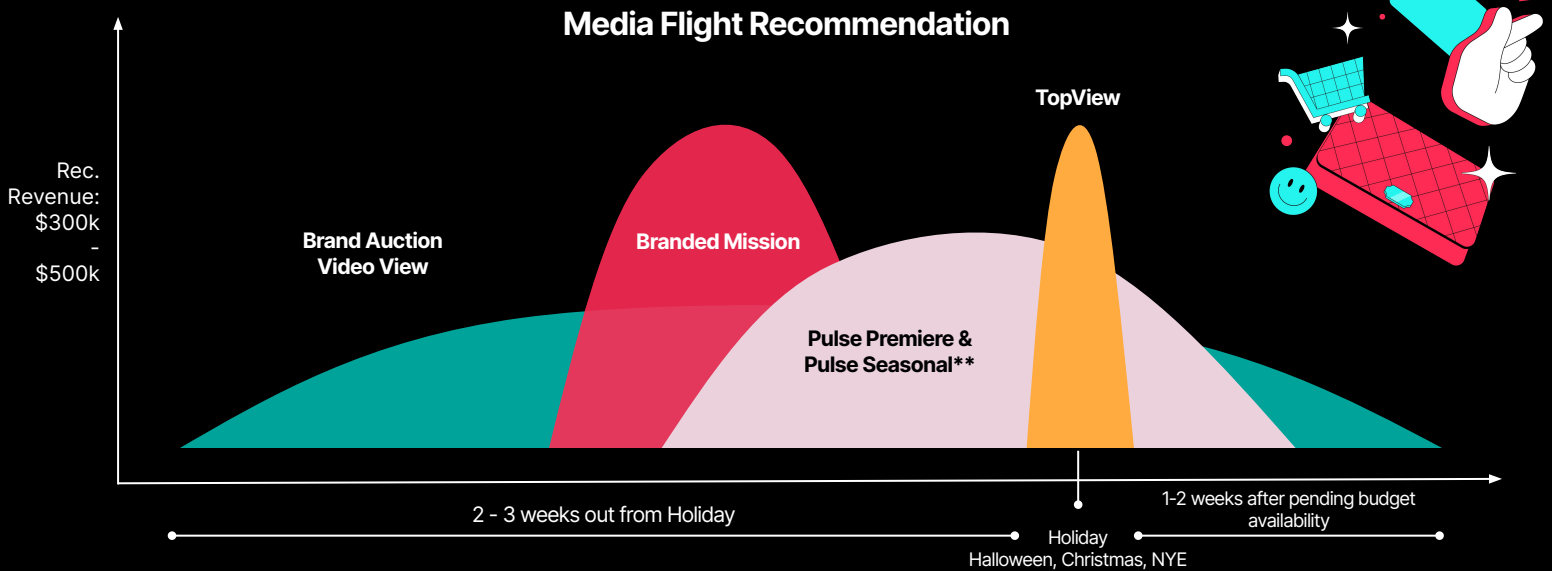
2. TikTok Canada MMM Compass Norms - Meta analysis conducted with Nielsen, 2020-2022

3. TikTok Marketing Science. Results generated from Conversion Lift Meta Analysis, 2023

Branding

Heat up brand love around holiday season.

Position your brand as a key player around everyone's favorite time of the year.



Execution Guidance

Sustain always-on brand love through a continued Auction In-Feed Video Views campaign.

Budget allocation: 10%*
TTAM Objective: Video Views
KPI: View Rate, Eng. Rate

Auction In-Feed Ads are effective for building awareness and preparing audiences for more focused retargeting efforts.

+74%

After watching Auction In-Feed Ads, 74% of users say they would find out more info about the product

Source: TikTok Marketing Science Global Creators Drive Commerce Study 2022 conducted by Material

Crowdsource engaging creative at scale as TikTok's best accounts celebrate their holidays.

Budget allocation: 20%*
TTAM Objective: N/A (Reservation)
KPI: Submissions, Engagements

Branded Mission enables advertisers to crowdsource content from creators on TikTok, turn top-performing videos into ads, and improve brand affinity with media impressions. Learn more [here](#).

+9.9% Ad Recall
+8.5% Awareness
+5.6% Purchase Intent

Data Scope: Global campaigns measured from 1/1/2023-4/30/2023, Includes all TikTok products type, Measured Standard Branded Mission Packages

Celebrate your brand on the day-of with a TopView placement.

Budget allocation: 20%*
TTAM Objective: N/A (Reservation)
KPI: Reach, CPM

One of TikTok's premium video ad formats, showcasing your brand immediately when users open TikTok. Meet users where they are, reaching them in TikTok's most impactful advertising placement. Learn more [here](#).

71% of users say TopView grabs their attention
#1 TopView's rank in the engagement index

Source: TopView and Ad Format study that evaluated TopView against competitor ad formats across 20 different countries globally. More than 25,000 online media platform users were surveyed from September 2020 to January 2021, conducted by Kantar. TikTok Marketing Science, US Marketing Mix Models for CPG Industry - Quantifying the Impact of TikTok Advertising, 2021, conducted by Nielsen. It's also possible to run TopView without specific CTA

Maximize adjacency to top performing UGC & publisher content across TikTok with Pulse.

Budget allocation: 50%*
TTAM Objective: N/A (Reservation)
KPI: Reach, CPM

Throughout the Holiday season, there are multiple Pulse Premiere & Pulse Categorical lineups.

Pulse Seasonal: Halloween, Thanksgiving, Christmas, & New Years Pulse Seasonal Lineups.
Pulse Premiere: Entertainment, Sports, & Lifestyle

Learn more [here](#).

+6.8% Lift in Awareness¹

84% Of Pulse ad viewers agree the brand advertised is popular²

98% Brand suitable content adjacent to TikTok Pulsed ads, verified by IAS3³

¹ Brand Lift Studies Meta-Analysis, avg. across 140+ US TikTok Pulse campaigns to date. ² TikTok Marketing Science, Pulse 2022 Study conducted by Material. ³ Integral Ads Science Verification for select US and Global Pulse campaign Jan-Dec 23

Campaign Length

4 weeks

Recommending a broad flight to align with differing holiday dates

Frequency

2-3x per week

Measurement Recommendation:

Pair Holiday paid media campaigns with a Brand Lift Study

*Budget allocations are directional only. Contact your TikTok rep for specifics.

**This Seasonal Pulse Lineup (Alpha) is only available for targeting the US, CA, and the UK and has select and limited availability. Consult your TikTok Sales rep if you're interested in hearing more about this opportunity.

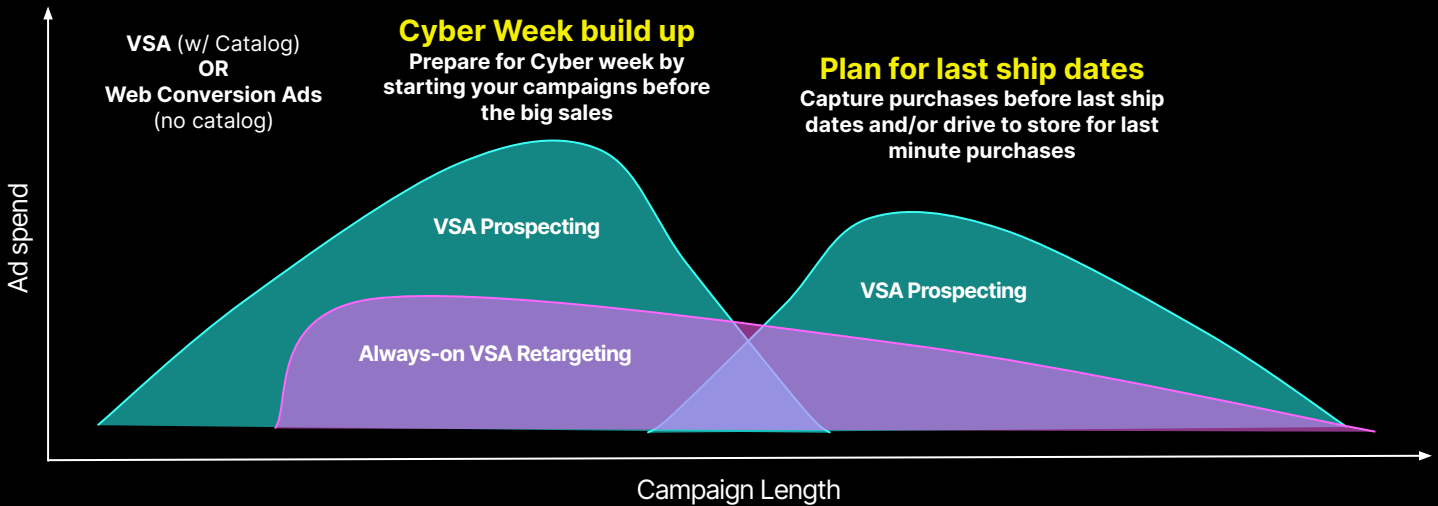
Commerce



Fuel holiday shopping to drive sales.

Amplify product sales with a targeted commerce campaign that captures the purchasing momentum of the holiday season.

Media Flight Recommendation



Execution Guidance

Web Conversion Ads

TTAM Objective: Conversion +Value Based Optimization
KPI: ROAS, Cost per Complete Payment

Powered by signals from the Pixel and Events API, web conversion ads bring higher conversion volumes at lower cost per actions by identifying users most likely to convert on your page. Pair with Value Based Optimization to drive ROAS lift. Learn more [here](#).

-40% to -50%

Advertisers saw lower CPA when using Conversion and sharing full funnel events and Advanced Matching compared to Traffic campaigns

Source: TikTok Internal Data Analysis, January 2022

VSA Prospecting | 60% budget split*

Prospecting helps advertisers find potential customers who have been engaging with similar products. Use with Product Sets to highlight specific items. Learn more [here](#).

VSA has successfully driven:

+4% more efficient ROAS vs non-Shopping ads

+15% more conversions vs non-Shopping ads



Source: TikTok internal data, Global, H1 2023, all metrics are based on initial global success from the first round of VSAs Beta test

VSA Retargeting | 40% budget split*

Retargeting allows advertisers to target high value users and past cart abandoners to drive personalized product recommendations. Use with Image Carousel to scale creatively. Learn more [here](#).

VSA Carousel with Retargeting improves last-click conversion performance when comparing Carousel to Video

+96% CTA ROAS Lift

-19% CTA CPA Decrease

Source: TikTok internal data, Global, H2 2023, comparisons of advertisers using both VSA Single video and Carousel formats

Campaign Length

1-2 months

Measurement Recommendation:

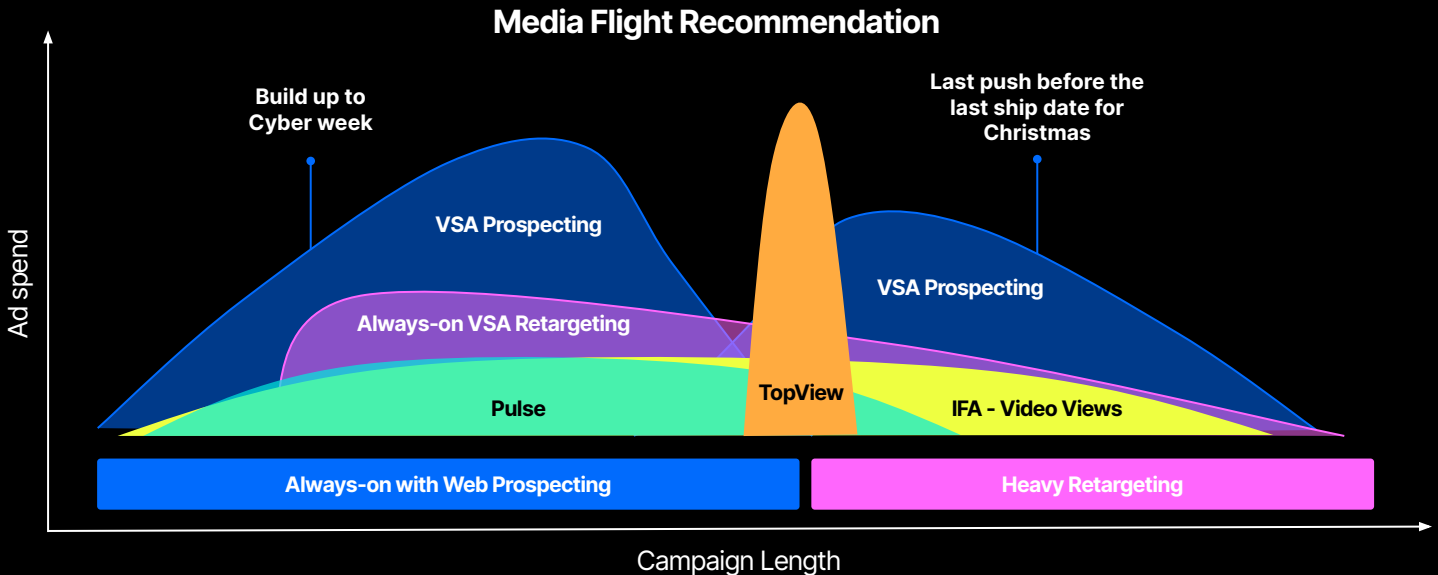
Pair media campaigns with a Post-Purchase Survey and Conversion Lift Study

Full Funnel



Engage and convert at every stage of the holiday shopping journey.

Guide each step from interest to transaction. Create a holiday shopping campaign that turns curiosity into engagement and sparks action.



Drive promotional messaging with Video Shopping Ads.

25% budget split*
TTAM Objective: Product Sales
KPI: ROAS, Cost Per Complete Payment

Increase VSA Prospecting campaigns during the two peak promotional periods. Learn more [here](#).

*If you do not have a product catalog, leverage Web Conversion ads instead.

+32%

More efficient CPA vs non-Shopping Ads campaigns

Source: TikTok Internal data, Global, H1 2023. All metrics are based on initial global success from the first round of VSAs Beta test

Fuel consideration and sustain engagement with Reach & Frequency and Brand Auction.

5% budget split*
TTAM Objective: Video Views
KPI: Engagement Rate, Reach, CPM

Sustain your reach with Reach & Frequency, then use brand auction to re-engage your exposed audience and reinforce consideration. Learn more [here](#).

Maximize adjacency top performing UGC & publisher content with Pulse.

Budget allocation: 35%*
TTAM Objective: N/A (Reservation)
KPI: Reach, CPM

Throughout the Holiday season, there are multiple Pulse Premiere & Pulse Categorical lineups.

Pulse Seasonal: Halloween, Thanksgiving, Christmas, & New Years Pulse Seasonal Lineups.
Pulse Premiere: Entertainment, Sports, & Lifestyle

Learn more [here](#).

Maintain VSA Retargeting always on for the purchase season.

20% budget split*
TTAM Objective: Product Sales
KPI: ROAS, Cost Per Complete Payment

+96%
 CTA ROAS lift

Start Retargeting early in the season to capitalize on increased traffic to your website/app. Convert these users into customers with VSA Retargeting and Web Ads. Learn more [here](#).

Source: TikTok Internal data, Global, H2 2023, comparisons of advertisers using both VSA Single video and Carousel formats

Celebrate your brand on your biggest holiday with TopView.

Budget allocation: 15%*
TTAM Objective: N/A (Reservation)
KPI: Reach, CPM

TopView is one of TikTok's premium video ad formats, showcasing your brand immediately when users open TikTok. Meet users where they are, reaching them in TikTok's most impactful advertising placement. Learn more [here](#).

Campaign Length
 1-2 Months

Frequency
 2-3x per week

Measurement Recommendation:
 Brand Lift Study, Post-Purchase Survey, Conversion Lift Study



Now let's talk Creative.

Embrace the holiday spirit with Value & Variety—your key to unlocking content that resonates. Start here to create compelling TikTok campaigns that not only capture attention but also enrich your audience's experience with meaningful engagement.

Content Framework: Value & Variety

Delivering **Value** on TikTok means crafting content that resonates with and benefits your audience. Does it entertain or inform? Whether it's fostering community connections or tapping into the latest trends, the goal is to create content that keeps your audience actively engaged, offering them a sense of worth and relevance through each interaction.

Value creates action

3.3x

Users are 3.3x more likely to click on or engage with entertaining TikTok ads¹

Variety on TikTok is all about diversifying your content to cater to the multifaceted needs and interests of your viewers. It's crucial to keep your creative portfolio fresh and varied to captivate the widest possible audience. By offering a rich mix of content, you're equipped to meet the dynamic needs of your TikTok community.

Create content variety with:

- **Professionally Generated Content:** Creative Exchange
- **User Generated Content:** Creator Marketplace, Creative Challenge
- **AI Generated Content:** Smart Creative, Script Generator, Creative Assistant

1.5x

On average, TikTok campaigns with 5-7 creatives alongside weekly frequency of at least 1x drove a ROAS that is 1.5x of all other campaigns.

Source: TikTok Marketing Science, CPG Sales Lift Meta-Analysis, 2021-2022

Best practices for Branding advertisers

2-3 assets per ad group | 3-5 ad groups/campaign | Refresh every 14 days

For a campaign that will run for 4 weeks with 3 creative pieces/ad group & have 3 ad groups you will need:

- 3 creative assets x 3 ad groups = 9 assets
- 9 assets x 2 refresh (~4 weeks/2 week refresh period) = 18

Total creative assets you will need is 18.

Best practices for Performance advertisers

3-5 assets per ad group | 3-5 ad groups/campaign | Refresh every 7 days

A campaign that will run for 4 to 8 weeks, with 3 assets/ad group & have 3 ad groups you will need:

- 3 creative assets x 3 ad groups = 9 assets
- 9 assets x 4 to 8 refresh (~4-8 weeks/1 week refresh period) = 54

Total creative assets you will need is 36 to 72 assets.

Applying Value & Variety throughout the holiday phases

	<p>1. Get Inspired</p> <p><i>Unlock your creative vision: Spark your next big holiday idea and find relevant ways to establish product relevance.</i></p>	<p>2. Start Planning</p> <p><i>Plan for holiday campaigns by producing TikTok-native content that resonates. Collaborate with expert partners for premier production solutions to maximize visibility.</i></p>	<p>3. Let's Celebrate!</p> <p><i>Launch your campaign and prepare your creatives with minimal effort.</i></p>
Value	<p>Scan Trends or Top Ads on TikTok Creative Center to discover what's trending and popular on TikTok. Align your content with these insights to craft holiday messages that resonate and engage.</p> <p>Use Creative Assistant as your buddy to supercharge your creative strategy for holidays. Get inspired by its knowledge of video insights and more.</p>	<p>TikTok creators have a pulse on what their audience loves. Forge partnerships through the TikTok Creator Marketplace and TikTok Creative Challenge to tap into content that truly resonates this holiday season.</p> <p>Connect with creative partners on TikTok Creative Exchange, leveraging their expertise to bring your brand's creative vision to life.</p>	<p>Kick off your holiday campaign effortlessly with just one click. Smart Fix simplifies your process, allowing you to focus on crafting your message without the stress of compliance concerns.</p>
Variety	<p>Leverage Script Generator on Creative center to build video scripts tailored for the holiday season. These scripts might just spark your next big idea and serve as a springboard for your creativity!</p>	<p>Collaborate with a diverse pool of creators on TikTok Creator Marketplace to access a wide range of content tailored to your needs.</p> <p>Sign up for TikTok Creative Exchange for a comprehensive, end-to-end service solution designed to meet various content creation requirements.</p>	<p>Invite diverse audiences to join your holiday celebration with Smart Creative. Overcome creative fatigue and extend the life of your ads by leveraging a blend of ad variations, fatigue identification, and automated refresh tactics.</p>



 **TikTok**

**Happy
holidays!**

