



Legal Disclaimer

This document is the property of TikTok Inc., and has been prepared by TikTok Inc. solely for informational purposes. The recipient of this document must hold this document and any information contained herein in strict confidence, and shall have no right to distribute, exhibit, display, exploit, or otherwise use this document for any purpose other than to review the information provided by TikTok Inc. herein. The recipient hereby represents and warrants that it shall not publish, post, or otherwise publicly distribute this document or any of its elements via any media for any purpose. The recipient acknowledges that the information contained herein is illustrative only and not licensed for the recipient's public distribution. Neither TikTok Inc. nor any of its affiliates, or its or their respective directors, officers, employees, or agents (collectively, "TikTok") make any representation or warranty, express or implied, in relation to the accuracy or completeness of the information contained in this document, and accepts no responsibility, obligation, or liability in relation to any of such information. TikTok expressly disclaims any and all liability which may be based on this document and any errors therein or omissions therefrom. TikTok undertakes no obligation or responsibility to update any of the information contained in this document. Past performance does not guarantee or predict future performance.

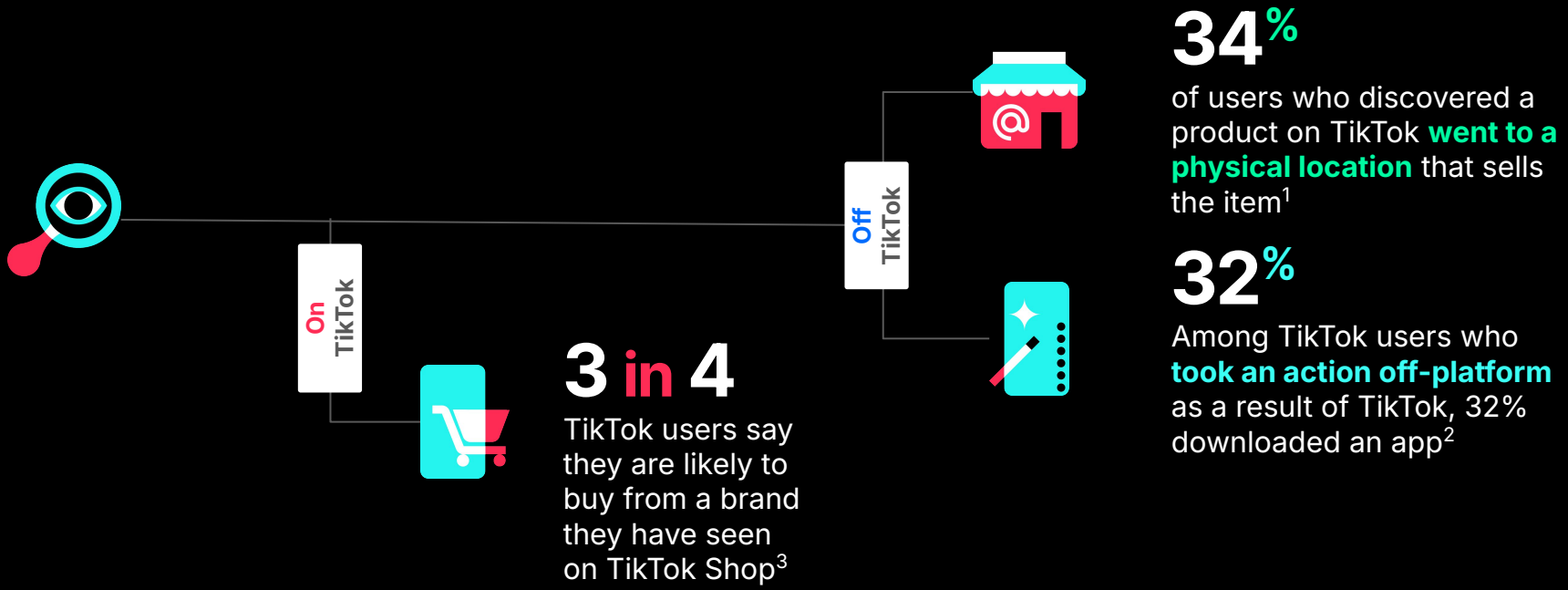




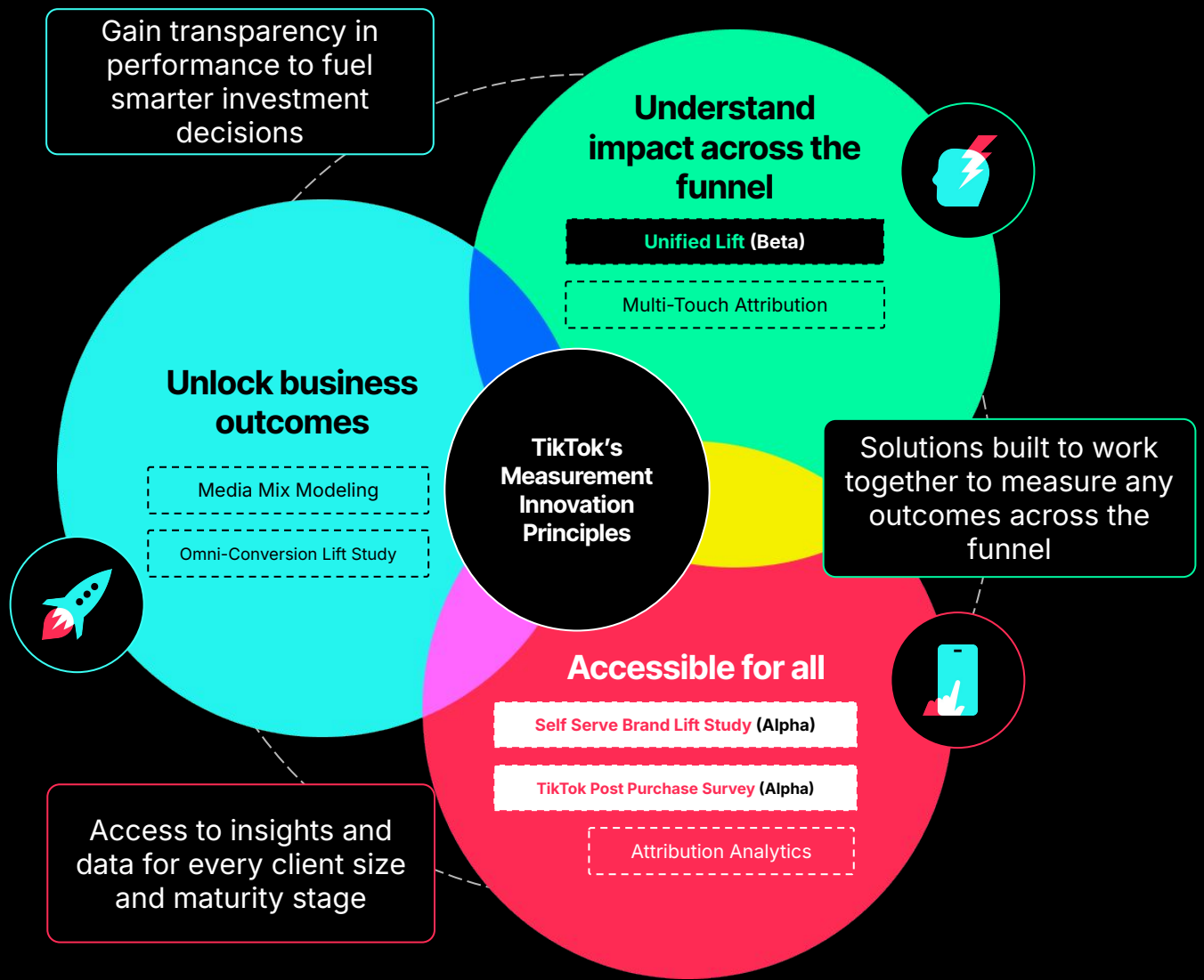
Unlock the full impact of TikTok for your business

TikTok is where discovery drives outcomes, everywhere

A ripple effect of consumer behavior on TikTok and beyond our platform



Product innovation that unlocks the true impact of TikTok



Last-click alone misses long-term value for businesses

79%

of conversions were misattributed by last-click attribution model⁶

58%

of users delayed visit to brand website/app instead of disrupting content browsing⁵

44%

of purchasers take more than 28 days to click on a TikTok ad⁴



Learn more via TikTok Academy

Dive into this Measurement 101 course at TikTok Academy to understand TikTok's range of solutions, including viewability and brand safety partners.

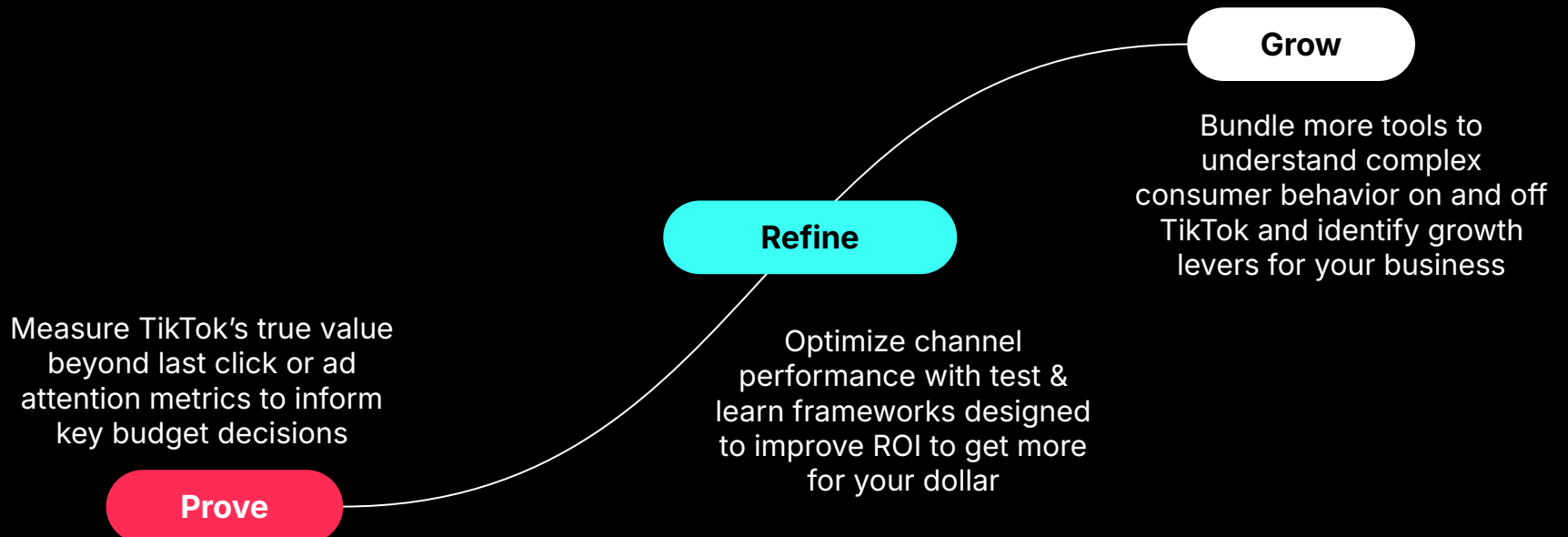
Source: 1. TikTok Marketing Science Global eCommerce Study (US Results) 2022, conducted by Material, 2. TikTok Marketing Science NA, TikTok Made Me "Blank" It Research 2022, conducted by MarketCast, 3. TikTok Marketing Science Global TikTok Shop Research (US Results) 2024, conducted by Material | 4. TikTok Data Science Analysis, Post Purchase Survey data, July 2023 | 5. SEA AppsFlyer & TikTok Report - Video is on the rise | 6. TikTok Marketing Science Post-Purchase Analysis conducted by KnoCommerce, 2022



How do you **measure the full impact** of your ad?

A simple formula for success

Solutions designed to give you **choice, control** and **transparency** into your ad impact



What are your marketing goals?



Full Funnel

Use insights to drive business growth

		Prove TikTok works	Refine and optimise your strategy	Grow your business effectively
Measurement Objectives		Understanding TikTok's efficacy to influence business outcomes	Test and learn with ads to enhance brand perception or conversions	Evaluate user conversion journey to identify opportunities for growth
Advertiser Maturity	Advanced	Unified Lift (Beta) Make decisions based on incremental returns	Multi-Cell Conversion Lift Test & learn strategies that increase incremental returns	Media Mix Model Evaluate long-term impact to identify growth levers
	Intermediate	Multi-Touch Attribution Make decisions based on upleveled cross-channel attribution	Split Testing	Unified Lift (Beta) Compare incremental growth to MTA results to identify levers
	Beginner	Post Purchase Survey Make decisions using a turnkey solution that captures TikTok value	Test & learn strategies that increase TikTok Ads Manager ROAS	Attribution Analytics Understand TikTok conversion journey to identify opportunities

Reliable data connections are essential for measuring outcomes.

Build sustainable data connections to deliver high performance ads. Data collections allow our system to measure and optimize your ad campaigns based on your desired business outcomes.

Web Data Connection

TikTok Pixel

Events API

Partner Pixel

App Data Connection

Mobile Measurement Partners

Events API & SDK (Beta)

Self Attribution Network



Experiment and see for yourself!

Learn more about Attribution Analytics, our first-party measurement solution that enables web advertisers to go beyond the last-click model and truly understand the customer journey on TikTok.