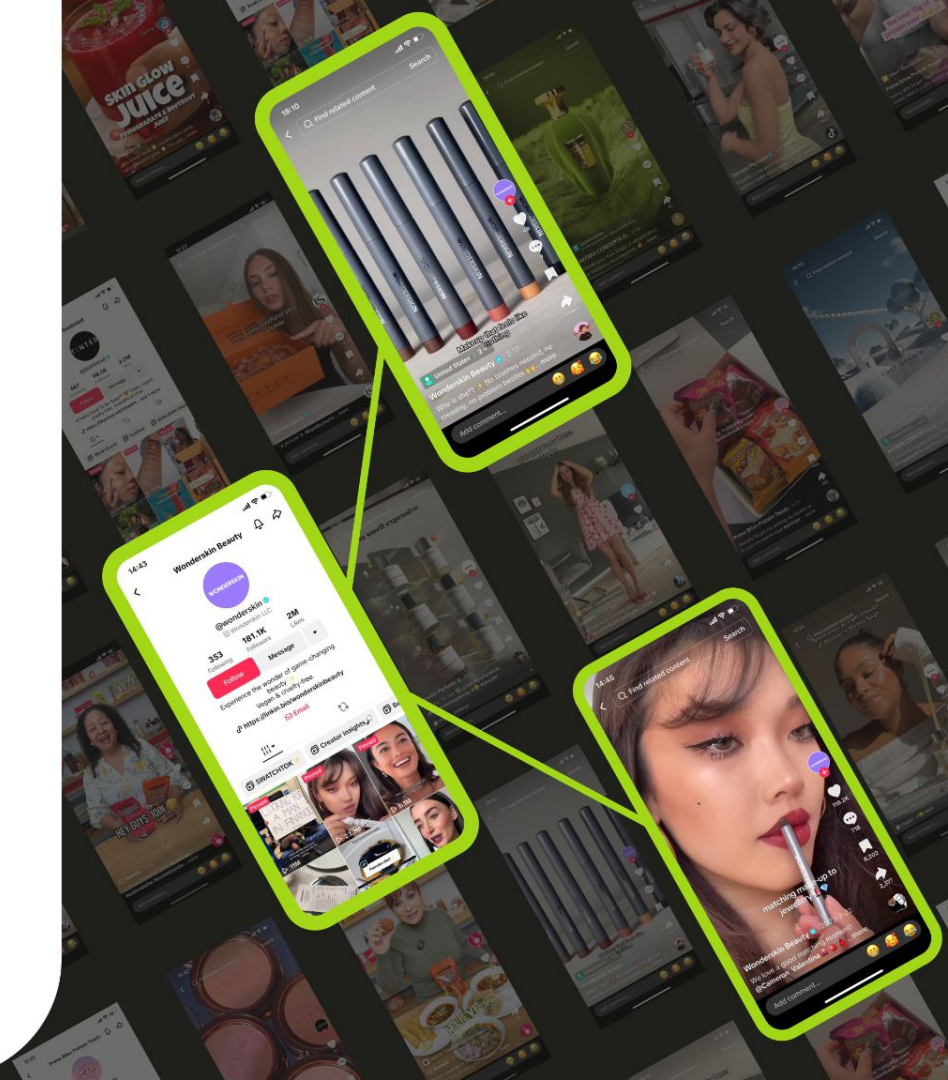




The Best TikTok Ad Strategies for eCommerce in 2025

 We'll Start Shortly





Are you currently running TikTok Ads

- Yes - \$5k+/Month
- Yes - < \$5k/Month
- Not yet

The Speakers



Ethan Kramer

Senior Vice President
Agital



Ximena Dergal

Agency Partner Manager
TikTok



FEEL THE IMPACT!

Add relevant partners here - Maybe update the map so it's visual and slides are shorter

1st

Major Ecommerce Agency

1st

Google Ads Agency Partner

\$250M+

Manage in digital
spend annually

\$2.5B+

In Online Sales Generated
for Clients in the Last
Year

27+

Ecommerce-Focused
Digital Marketing
Years

24+

Premium Partners at the
highest level
accreditation for Google,
Meta, TikTok and Shopify

The Agital Way

Key pillars of being the World's first Impact Agency.



LEAD WITH STRATEGY

- Gain deep insight into client needs and business goals.
- Develop plans based on audience, competitor, and market research.
- Leverage the collective knowledge of Agital's strategy teams to drive optimal impact.



FIND ACTION IN DATA

- Derive all insights from data and advanced technology.
- Always demonstrate rapid adaptability and innovation.
- Continuously test any framework in place.



DELIVER EXCEPTIONAL SOLUTIONS

- Promise best-in-class capabilities and expertise across each vertical served.
- Deliver truly integrated marketing at scale.
- Provide sought-after, proactive customer experiences.



FUEL BRAND PERFORMANCE

- Focus on measurable results at all times.
- Make a positive impact on the business as a whole, not just individual channels or KPIs.
- All marketing is performance marketing.

Commitment to Partners



Agital is a long-standing TikTok for Business partner and the newest TikTok for Business Badged Partner. In the past two years, Agital leveraged this partnership for early access to several TikTok products, including early testers of GMV Max and Keyword Search and CRM features/campaigns.



What started as **#TikTokMadeMeBuyIt** has become a powerful **business opportunity** for brands & merchants

856M

#TikTokMadeMeBuyIt
Videos Created¹

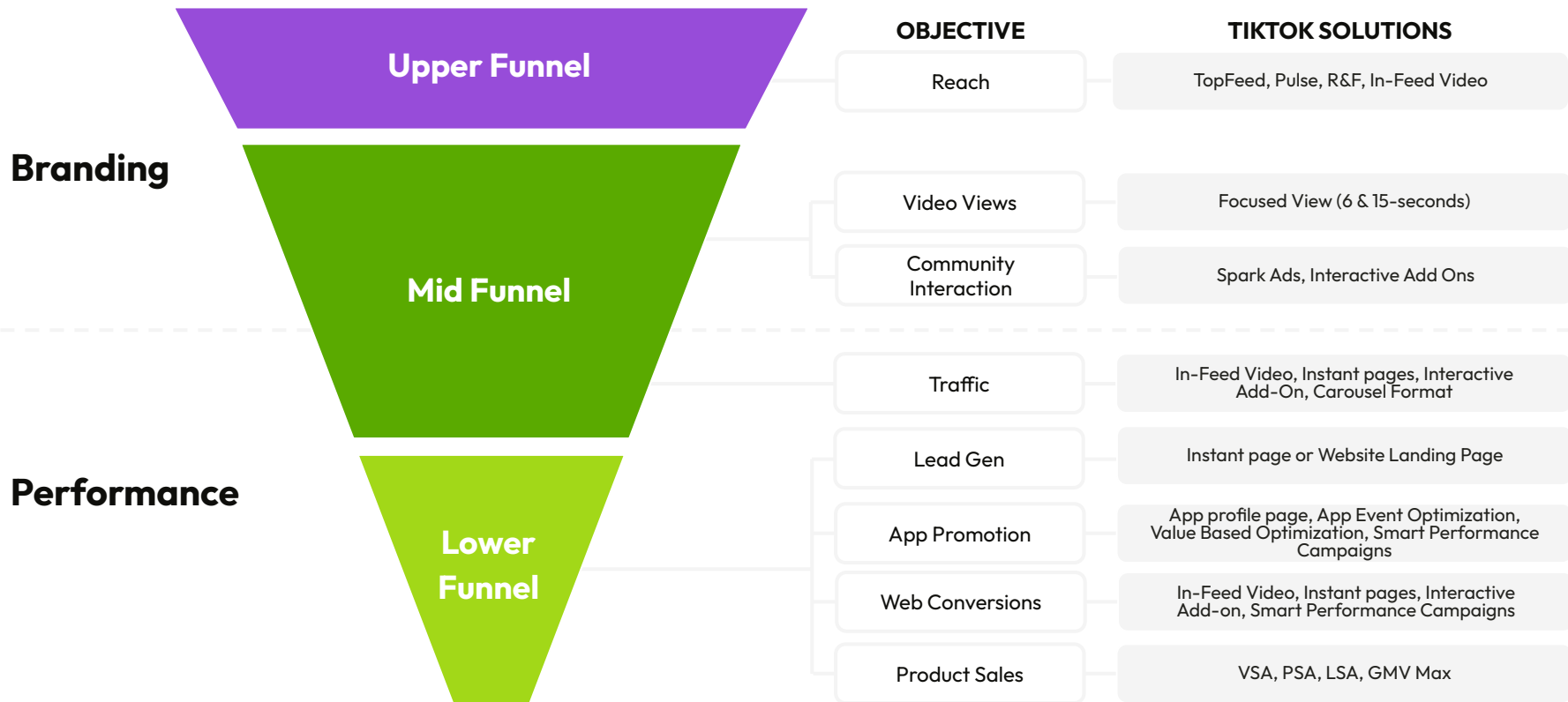
3 in 4

users say they are likely to buy from a
brand they've seen on TikTok Shop²

Source 1. TikTok Internal Data, Global Sept 2024 2. TikTok Marketing Science Global
TikTok Shop Research (US Results) 2024, conducted by Material



Choose the advertising objectives to hit your marketing goals



Shop Ads helps to achieve **higher total GMV**

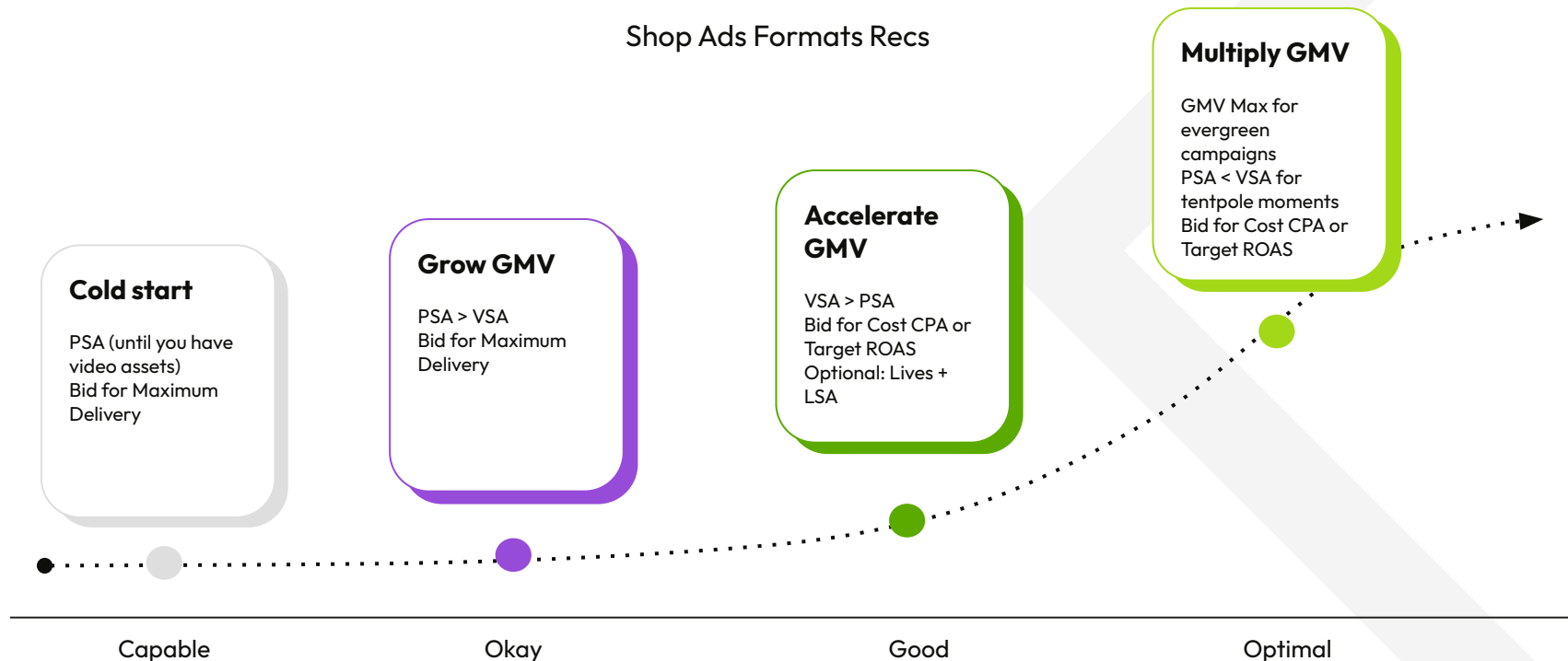


TikTok Shop Sellers using TikTok Shop Ads achieved a **+112%** **higher median** total GMV

Shop Ads Media Plan

Ads spend & ROAS scaling expectations

Shop Ads Formats Recs



**Currently testing, coming soon*

Product Shopping Ads

Reach shoppers from the Shop Tab & Search

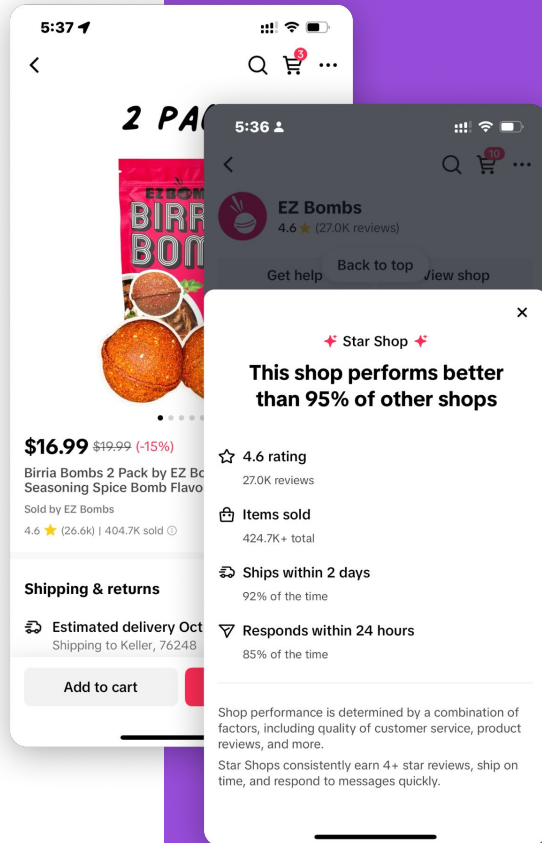
Key Benefits

Reach users with high purchase intent in the Shop Tab where they are in the mindset to discover and purchase.

Maximize exposure to the right users. Dynamic product recommendations promote the most relevant products to users, and more than one ad can be shown to a user within one session to help broaden presence.

Quick ad launch with minimal effort by simply using details from your TikTok Shop Product Listings. No video assets needed.

Sustainable creative performance. PSA uses Product Listings as the creative asset, removing the challenge of creative fatigue.



Video Shopping Ads (with Shop)

Hyper-relevant, smart video across the FYP

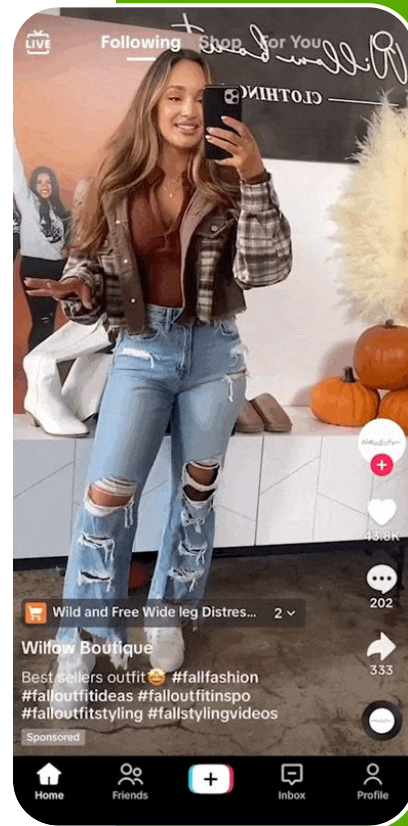
Key Benefits

Drive sales and traffic to your TikTok Shop with in-feed experiences and seamless, onsite checkout.

Easily analyze campaign impact with 100% signal integration - no pixel implementation required.

Leverage customizable features to provide tailored solutions for key marketing needs

Target in-market users based on where they are in the purchase journey with Shop Activity targeting.



LIVE format: LSA

Drive engagement to LIVE shopping from the FYP

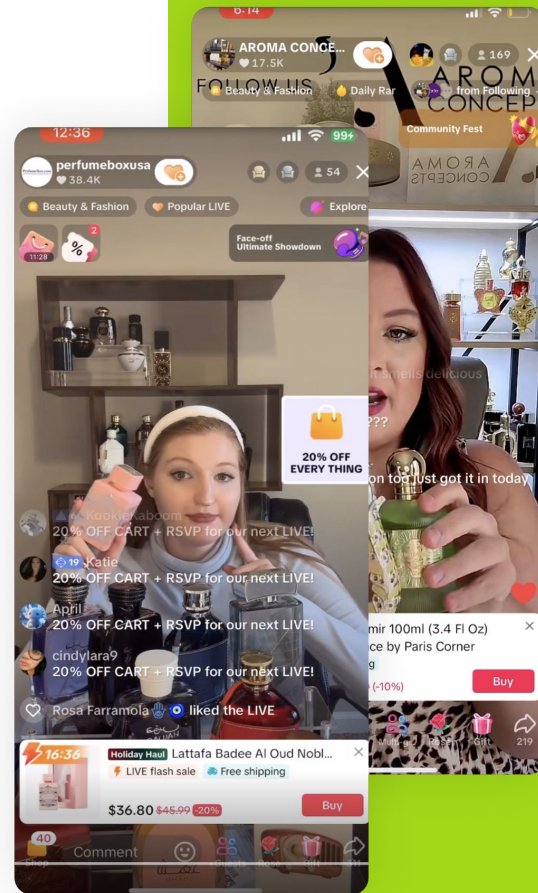
Key Benefits

Maximize LIVE effort and efficiency by amplifying audience reach and visibility

Target users wherever they are in their purchase journey with comprehensive optimization goals.

Move shoppers down the funnel in real time with flexible targeting throughout the LIVE shopping event.

Flexible creative formats to best fit your LIVE marketing needs, with LIVE creative and video creative formats



Creative Quantity Matters

On average, TikTok campaigns with 5-7 creatives alongside weekly frequency of at least 1x drove the strongest ROAS.



Creative Quality Matters

Quality creative builds value for TikTok communities. That value is recognized through action & engagement on TikTok.

Source: TikTok Marketing Science Global Entertaining Ads Study 2022 conducted by Marketcast

Based on your experience watching the video ad, how much do you agree with the following statements? If you came across it in your feed, how likely would you be to watch it again/numerous times?; How likely would you be to share this video ad with friends/family?

*Behavioral data captured during in-context experience

Entertaining ads on TikTok vs other platforms:

3.3x

users are more likely **to click on/engage with*** Entertaining TikTok ads

1.4x

(34% vs 25%)

TikTok entertaining ads are rated more **rewatchable**

1.3x

(34% vs 26%)

TikTok entertaining ads are rated more **shareable**

Creator Content at Scale **Tiering Benefits**

Spend thresholds and naming are subject to change by region

Essential

Minimum spend \$2k Monthly on TTO

Creative Delivery: up to 10 per week by request

Auto-creator matching

Creative auto-sync to TTAM

Spark Ads on Business and Creator Accounts

Classic

Minimum spend \$10k Monthly on TTO

Creative Delivery: up to 50 weekly (defaulted as ongoing)

Higher quality creator matching

Creative auto-sync to TTAM

Spark Ads on Business and Creator Accounts

Request Another Creative

Premium

Minimum spend \$50k Monthly on TTO

Creative Delivery: up to 100 (defaulted as ongoing)

Highest quality creator matching

Creator selection and handle visibility for all challenges

Local Purchase challenges (TikTok funded purchase)

Creative auto-sync to TTAM

Spark Ads on Business and Creator Accounts

Request Another Creative

A **reimagined search experience** is emerging on TikTok



“TikTok emerges
**as the new Search
engine**”



“Using TikTok
**as the new Search
engine**”



“Is TikTok becoming
a search engine?”



“For Gen Z, TikTok
is the **new search
engine**”

Welcome to the world's favor destination for search & discovery

More ways to search and discover, all in one place

Source: 1. <https://newsroom.tiktok.com/en-us/1-billion-people-on-tiktok>, 2. TikTok Marketing Science Global Retail Path to Purchase conducted by Material August 2021,,

61%

of TikTok users discover new brands and products on the platform, **1.5x** more than other platform users²

More than 3.2 billion searches around the world on TikTok every Day

Tap to Discover

Swipe to Discover

Search to Discover

Top 6 search methods used by TikTok users:

Search Bar



Press and hold on a suggestion to report it

Comment Related Search

Comment Highlighted Words

Related Search Anchor

Comment Related Search

Host a ✨ Desperation Dinner Party ✨ with

Video Detail Search Bar

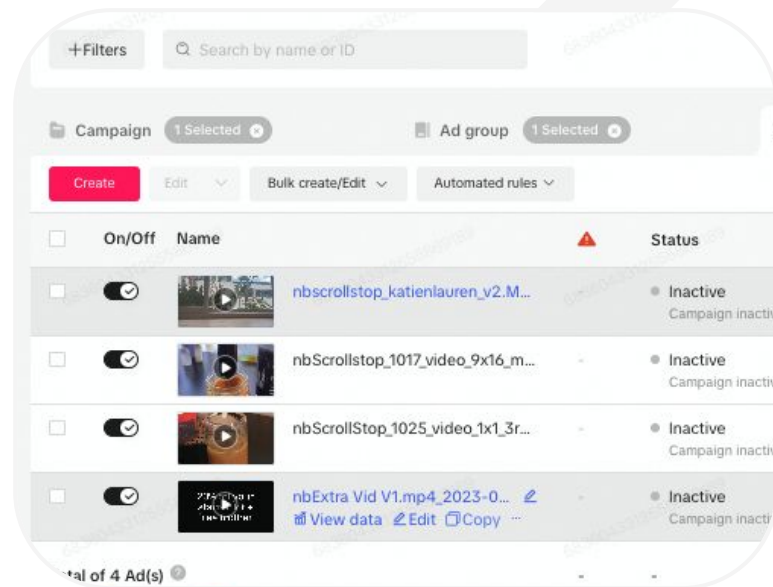
Suggested practices for Search Ads creative

Creative Quantity

Multiple creatives are supported in ad groups. Each creative supports a single video or carousel image ad. Video and image formats are the same as in-feed campaigns, so creative can be repurposed from in-feed campaigns.

Search Ads Creative Fatigue

Given ads are aligned to keywords, and organic users are actively searching for the content related to your keywords, ad fatigue is less prominent. Because of this, there is less of a need to regularly refresh ads given the ads are performing well and are relevant to organic user searches.



Search Ads creative quality scoring overview

TikTok Search Ads Campaign uses a quality score logic to ensure that the best ad is served to users. This ensures a high likelihood of achieving your campaigns marketing objective, while also ensuring a positive user experience.

Ad Creative

The campaign measures the relationship of your ad creative to the keywords within the relevant ad group.



Keywords

The campaign measures the relationship of your selected keywords to both the selected ad creative as well as organic user queries.



User Queries

The campaign measures the relationship of the user query related to the keywords in auction for the ad serve.



The advertiser with the highest relationship between these three factors will be most likely to win the auction.

Search Ads Campaign - Suggested Best Practices

DO's

20:1 Budget to Bid Ratio

An ad group daily budget should be ~5X larger than the bid price to allow the ad group to explore

Start with Mid or Upper Funnel Conversions

Expedite the learning phase with mid or upper funnel events eg. "Add to Cart" or "View Content", then switch to lower funnel events eg "Complete Payment" or "Purchase" to reduce CPA efficiency

Ensure Creative and Keyword Correlation

Ensure high correlation between actual video creative and target keywords to increase ad quality score and performance

DON'Ts

Use Limiting Budgets and Bids

If bids and budgets are too restrictive, campaigns will struggle to win auctions and serve. If a campaign receives few serves and clicks, the campaign cannot graduate from the learning phase efficiently

Start with Bottom of Funnel Conversions

Starting with hyper focused conversion events will force automated bid strategies to be more conservative. If few conversions and clicks come through the campaign cannot graduate from the learning phase efficiently

Target Unrelated Keywords

TikTok's quality algorithm awards high scores to campaigns where keywords and creative align. If creative and keywords don't align, a campaigns' ads is less likely to show due to low quality score

What are Spark Ads?



Spark ads are a native ad format that allows you to **repurpose organic content** on TikTok with paid dollars to **achieve marketing objectives**.

Why Do They Work?

Spark Ads seamlessly fit into the For You Page, look incredibly native, and include features that mirror a consumer's organic experience.

Best Practice

Leverage creator content to double-down on authenticity, quality content, and community.

Spark Ads

vs

Non-Spark Ads

(In Feed Video)

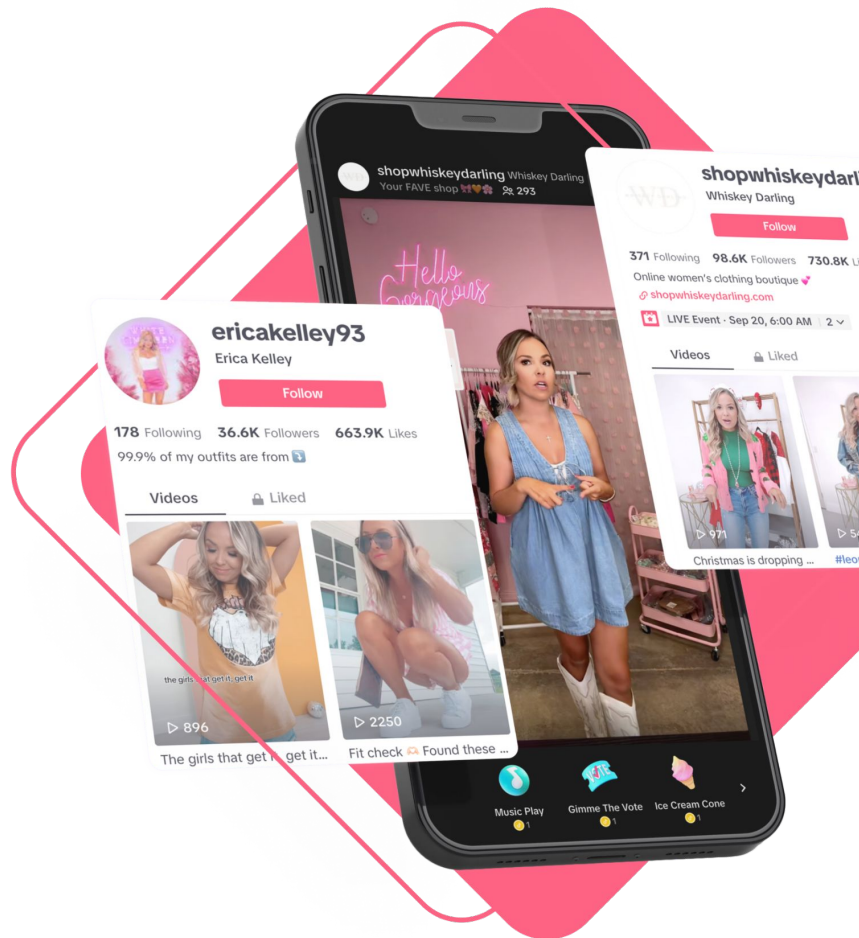
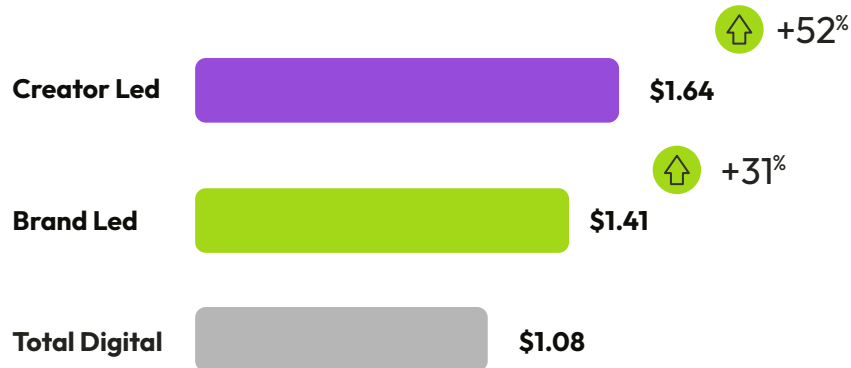
- Linked to organic account
- Leverage content from your or a creators' accounts
- Higher engagement rate
- Increase followers & organic presence

- Not linked to organic account
- Use creative tools available in TTAM

Creators Increase ROAS

Average ROAS

Return on Ad Spend is the sales revenue generated by every media dollar



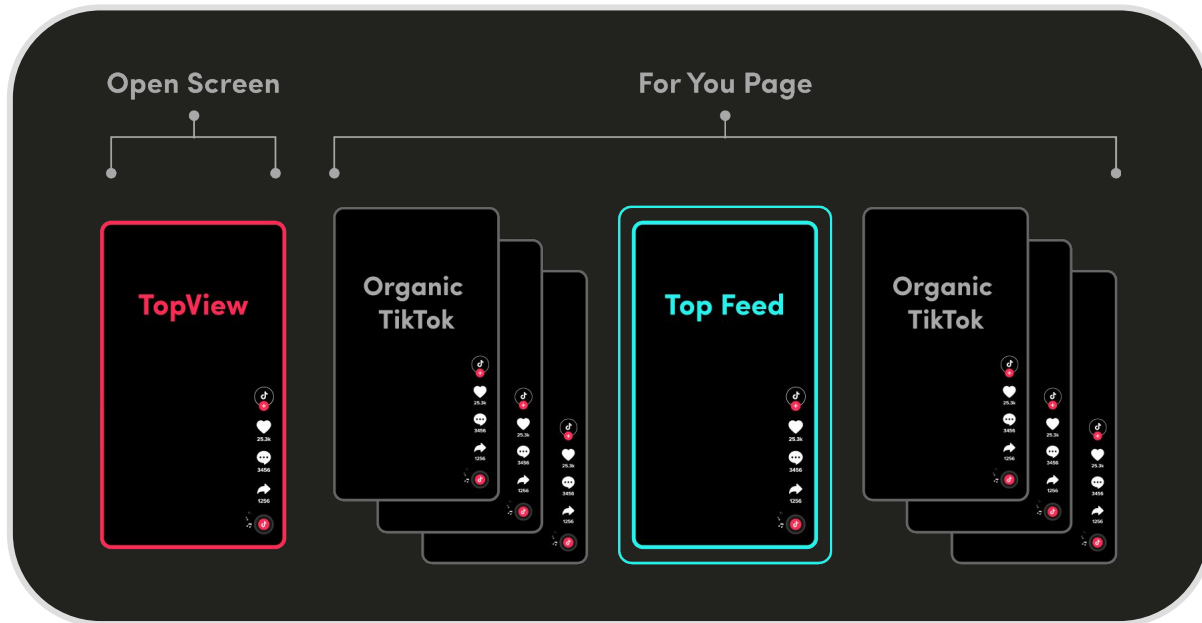
TikTok **Branding & Performance** Product Solutions

 **TikTok** for Business

Top Feed: Stand out with premium ad placements

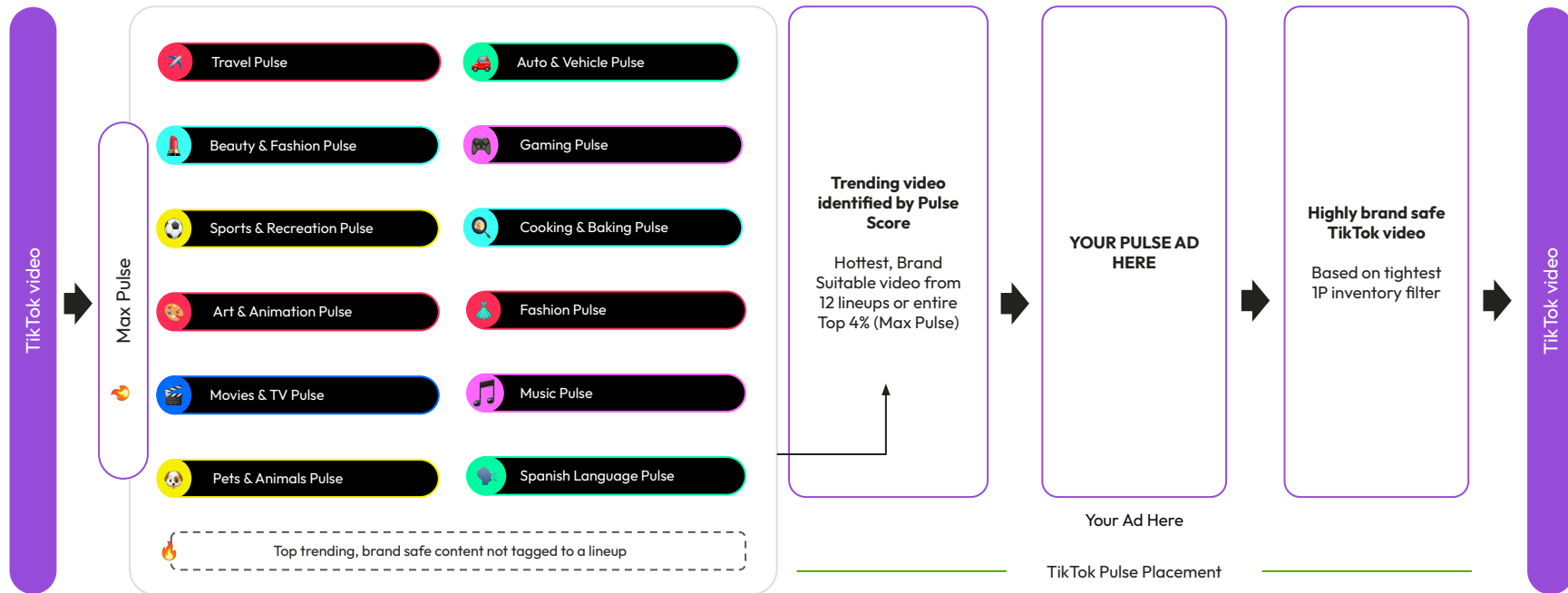
With Top Feed, we offer brands the very first In-Feed ad slot a user sees, helping them capture a user's full attention early on in a TikTok session.

This is great for customers looking for premium placements, without the TopView price tag.



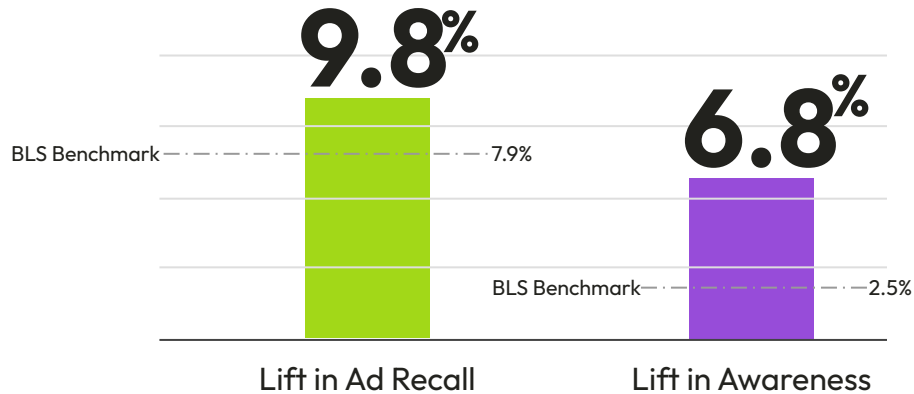
How your Max Pulse and Pulse Lineups ads come to life.

For You Page

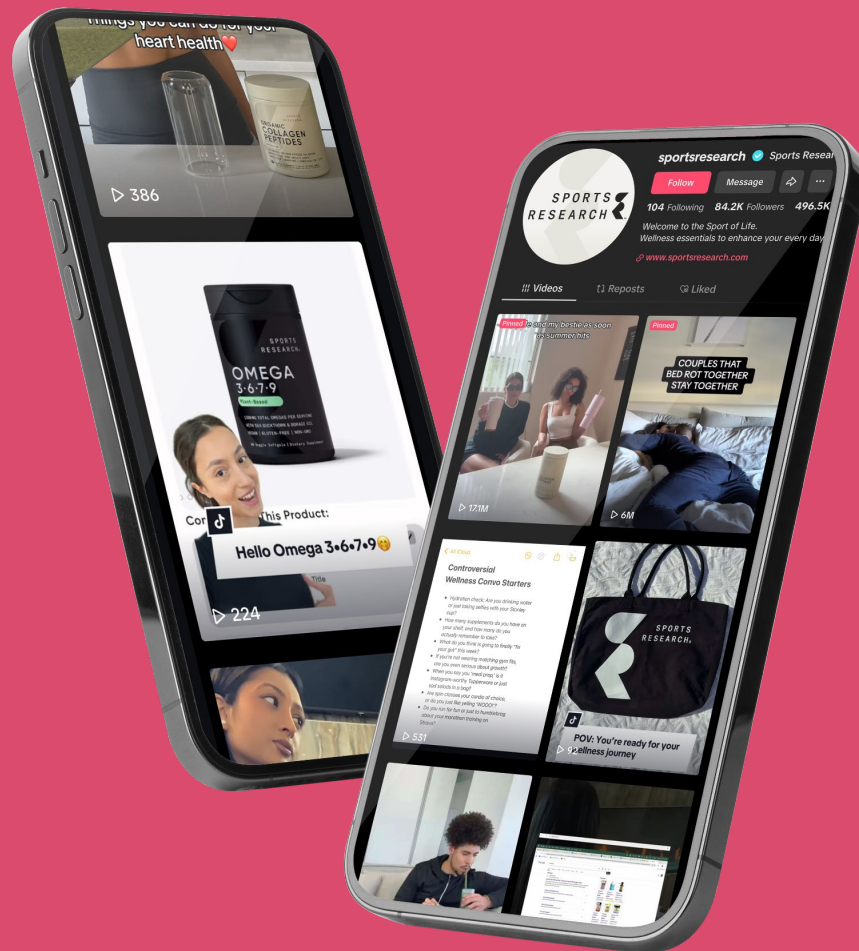


A solution proven to drive brand impact across key metrics.

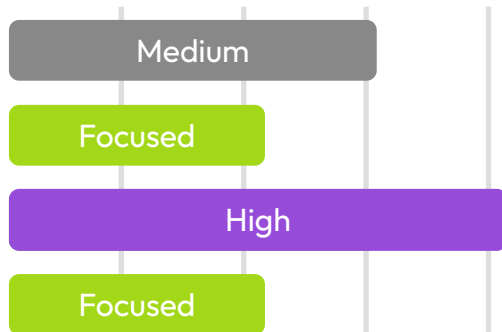
Campaigns including Pulse drove...



What's Working Right Now: TikTok



Suggested Investment Strategy



Suggested Investment: Budgets should be evaluated monthly and roadmaps developed quarterly

Awareness: Exceed performance comparative to other channels

Conversion: Maintain target ROAS with CPA within established goal

Loyalty: Evaluate LTV and determine measurement then produce at goal

If ROAS is within goal we will look to scale conversion campaigns budgets aggressively with client approval.

Our TikTok Ads Framework

VSA & PSA: Test to benchmark against GMV Max for ROAS, ROI and true CPA. Look at seller center analytics.

Brand + Performance: Greater control, insights and recommendation to top performing creators while staying focused on performance

Segment New/Retargeting: Introduce exclusions and retargeting campaigns to drive net new purchasers and LTV. Introduce ad campaigns specific to driving LTV and repeat purchasers.

Leverage Keyword Search: Address top performing search content, optimizing your seller center and our campaign strategy to capitalize on this growing trend.

Dedicated Affiliate VSA Campaign: Greater control, insights and recommendation to top performing creators working seamlessly with your ad account to optimize performance.

Live Shopping Strategy: Introduce LSA with complimentary pre-hype / post hype RSVP and FOMO campaigns to drive community engagement and mega sales.

Offer Tests

“Free Shipping vs. 10% Off”
or “Free Gift vs. \$X discount”
in separate ad sets to identify
which offers best motivate
first-time customers
on TikTok Shop.

ADVANCED STRATEGIES

Our TikTok Ads Strategy

- Creative Innovation
- Segmentation Matrix
- First Part Data
- Segment by language of content.
- Optimize seller center to increase social proof leveraging reviews, CRM campaigns and more.



OUTCOME

We expect these creative ideas to boost engagement and conversions, while also providing valuable data on which angles resonate most with your audience.

Creative Concepts & Testing



Affiliate-Led TikTok Strategy

Example:

Offer Tiered Creator Categories to encourage affiliates to post 3+ times per sample/initial connect
Integrate cohesive hooks, CTAs, and verbiage across affiliates
Plan monthly SKUs/Campaigns/Launches ideally 1-2 months in advance



Short-Form Video Series

A monthly TikTok lineup focusing on distributing top performing content for creators. Give direction on hooking viewers quickly with text overlays or trending sounds with specific examples.



Interactive Ads

TikTok polls: “Which product helps you recover faster—Protein or Omega-3?” Engaged users see a follow-up CTA to purchase that specific product at a discount.



Offer Tests

“Free Shipping vs. 10% Off” or “Free Gift vs. \$X discount” in separate ad sets to identify which offers best motivate first-time customers on TikTok Shop.



OUTCOME

We expect these creative ideas to boost engagement and conversions, while also providing valuable data on which angles resonate most with your audience.

CASE STUDY

EZ Bombs

The Goal / Challenge

The client requested a Cost per Purchase of less than \$7, and a total ROAS of at least 4.

Products Used

Video Shopping Ads, GMV Max, and Product Shopping Ads



KPIs

36.59

TikTok Shop ROAS

\$0.61

CPA (96% less than industry average)

\$200k

GMV in first month



CASE STUDY

Good Ass Day

The Goal / Challenge

The client requested a Cost per Purchase of less than \$30 and a ROAS of 3.



KPIs

10.22x

ROAS

\$3.17

CPA (83% less than industry average)

\$32.39

Average Order Value



CASE STUDY

Willow Boutique

The Goal / Challenge

The client requested a Cost per Purchase of less than \$22 and a ROAS of 3.



KPIs

126k

of total sales driven by
TTS ads

100%

decrease in CPA

11.65x

ROAS



Level up your clients' campaigns with this TikTok Marketing Partner **exclusive offer**

TikTok is rewarding agencies up to **\$2.5k in ad credits** for TikTok Shop Ad spend with Agital from now until end of Q2 2025* (limit to first 10 shops)

***Requirements** to be qualify for ad credit in the Effective Period (Q2 2025):

1. Shop and TTAM must be connected to Agital BC.
2. The Shop's Ads Spend on TTAM must occur within the Effective Period.
3. The Shop's Shop Ads Spend within the Effective Period is no less than \$5,000.
4. An Advertiser Account can only activate 1 Shop within each Effective Period. If there are multiple activated shops under 1 Advertiser Account ID, only the shop with the largest ShopAds spend would be marked as eligible.



Verticals

**Shop Ads
Spend (USD)**

Ad Credits

New Shop
Activation

Up to
\$5,000

\$2,500/
Shop



Would you like a free TikTok consultation to identify opportunities to start or improve your campaigns?

- Yes please.
- Yes, but I need more information.
- No, thank you.

15m

Q&A