

igital™

TikTok Ban or No Ban

You Need a Social

Commerce Game Plan! 🎯

We'll start shortly.

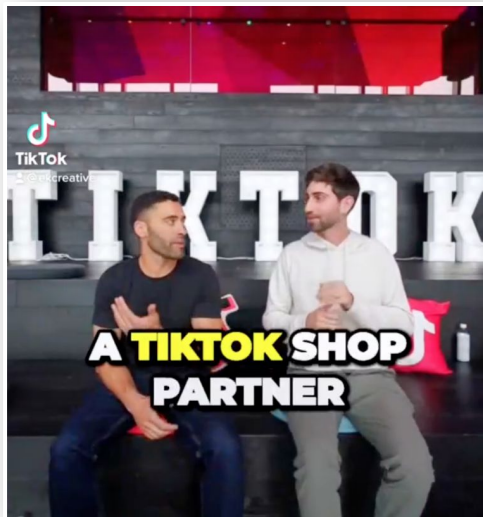




ABOUT ME

Ethan Kramer

- Founder of EK Creative
- Partner at Agital
- Meta Badged Partner since 2020
- Top Tik Tok Shop Partner since 2022



Client Partners & Testimonials

We're proud to lead TikTok Shop, TikTok Creator Agency and TikTok for Business Partnerships along with badged Meta Agency Partners and Google Partners for 25+ years.



T LIVE N T E D



WONDERSKIN

dossier

@blendjet

LAUNDRY SAUCE



In 2024, we've generated:

\$64M+

In TikTok Shop Revenue

6.29x

Shop ads ROAS

50k

Creators with Samples Posted

\$156k

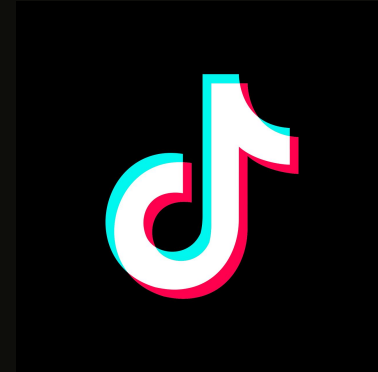
In One Live Shopping Stream

The State of TikTok

A TikTok ban has never been closer, but no one knows what happens next.

These innovations have revolutionized how businesses need to think about Social Commerce:

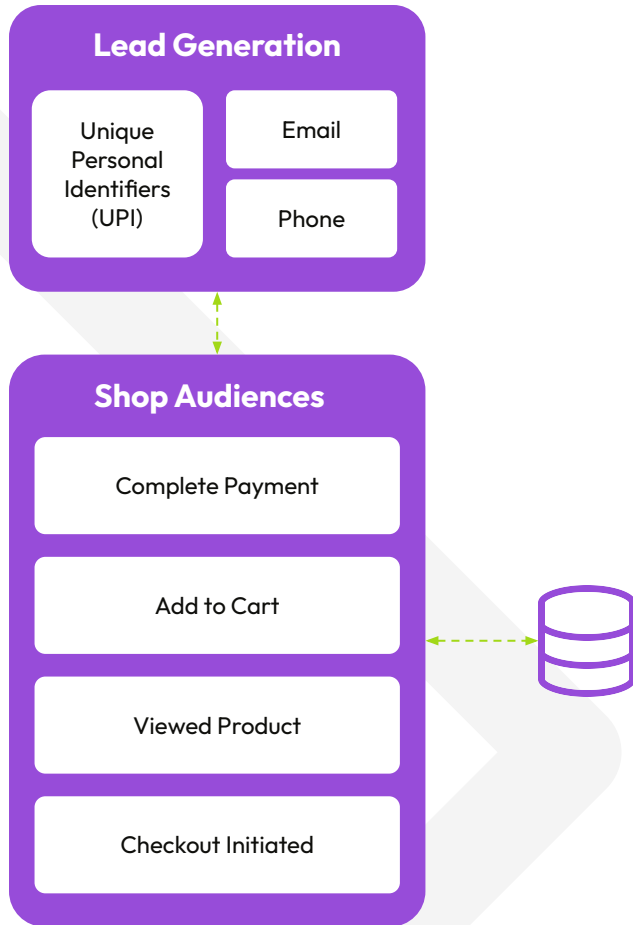
- Closed Loop Commerce
- Creator Campaigns
- Marketplace Management on Social
- LIVE Shopping



32 BILLION

In TikTok Shop GMV

10B in Ad Revenue



Strategies to protect your audience

These strategies allow our clients to ensure customer relationships built on TikTok last regardless of a ban.

Key Innovations We Leverage:

Audience Segmentation: This is the key to ensure you are focusing on the right users who engage on social but aren't owned.

Lead Generation: This allows you to ensure the relationships you've built on platform last regardless of each platform's fate.

Creative: Creative can help ensure the message resonates, reducing costs and allowing you to build branches of the funnel that serve a purpose.

<input type="checkbox"/>	Name	Type	Size	Availability
<input type="checkbox"/>	Subscribed Email Customers	Custom Audience Customer File	53,699	Available
<input type="checkbox"/>	Complete Payment 30	Custom Audience Shop Activity	37,208	Available Last updated: 2025-01-12 18:02:52 America/Los_Angeles
<input type="checkbox"/>	Complete Payment 7	Custom Audience Shop Activity	6,844	Available Last updated: 2025-01-12 18:14:52 America/Los_Angeles
<input type="checkbox"/>	Evergreen VV 50%	Custom Audience Engagement	112,431	Available Last updated: 2025-01-12 18:06:25 America/Los_Angeles
<input type="checkbox"/>	Evergreen Ad Click 180	Custom Audience Engagement	21,624	Available Last updated: 2025-01-12 18:06:10 America/Los_Angeles
<input type="checkbox"/>	PV 180	Custom Audience Shop Activity	6,828,776	Available Last updated: 2025-01-12 18:15:17 America/Los_Angeles
<input type="checkbox"/>	Newsletter	Custom Audience Partner Audience	49,724	Available
<input type="checkbox"/>	Complete Payment 180 (Shop)	Custom Audience Shop Activity	288,762	Available Last updated: 2025-01-12 18:01:58 America/Los_Angeles
<input type="checkbox"/>	PUR 60	Custom Audience Shop Activity	106,166	Available Last updated: 2025-01-12 18:07:01 America/Los_Angeles
<input type="checkbox"/>	Page View - 180D (Website Traffic)	Custom Audience Website Traffic	578,768	Available Last updated: 2025-01-12 18:10:14 America/Los_Angeles

How to Create Custom Audiences

- 1) Tools
- 2) Audience Manager
- 3) Custom Audience
- 4) Audience Type
- 5) Define Your Audience
- 6) Adjust audience settings
- 7) Confirm / Create
- 8) Populate

Key Messaging: Right message, to the right user, at the right time.

Core Challenges

How do you ensure you're targeting the right audience.



Reach and Frequency

Turn on engage and frequency when creating the audiences so that you can ensure you reach the entire target audience when you start spending.



Subscribed Emails

Ensure that you upload your current subscribed email list and exclude this from your campaigns to avoid spend on people you already have the UPI for.



Website Pixels

So long as your website pixels are set up for other platforms, as long as a user has visited your site, you'll be able to retarget them regardless of the platform.

Calculating Budgets

Audience Size: The platform shows you the audience size once it has been populated.

Average CPM's: Use the average CPM in your ad account to determine how much it costs you to reach 1,000 users.

Campaign Timeline: Determine the right campaign timeline for your goals and spend accordingly.



Example

A retail client has an audience of 50K “Shop engaged users” on TikTok. Their average CPM is \$15. They decide a one week campaign is best to reach all users prior to Jan 20th.

Total Impressions: 100K

Total Cost: $100K / \$15 \text{ CPM} = \$1,500$

Affiliate Management

Export Affiliate Data: Ensure you are implementing strategies to collect affiliate UPI's

Owned Affiliate Channels: Invite affiliates with GMV to owned channels. Segment based on GMV tiers.

MVP Creators: Aggressively pursue top performing affiliates if no off-platform relationship is established



Example

A true affiliate program is not specific to one platform. With the launch of IG Creator Marketplace, YouTube Affiliate and UGC on site, managing the relationships with affiliates is key to driving toward your QoQ goals.

Total GMV: 100+

Invite to owned channels such as discord, slack, whatsapp, or Klaviyo. Segment by GMV whenever possible.



The Future of Social Commerce

Here's what the future of Social Commerce looks like taking a potential ban into account

TikTok continues operations:

Continued dominance with increased competition and rapid growth across the market driving new features and integrated experiences.

TikTok is banned (or divested and changes radically):

- **Shift to Alternative platforms:** Continued growth with Meta, YouTube, Snapchat and emerging platforms.
- **Evolution of Affiliate Partnerships:** Fast diversification to other platforms, enhanced integrations, increase adoption of owned affiliate communities
- **Live Shopping:** Adopted at a slower pace. Traction gained on new platforms, marketplaces, brand.com.
- **Email/SMS:** Owning customer information will become increasingly important as brands tire of algorithm changes and crave control.

Takeaway:

Social Commerce will continue to grow significantly regardless what happens to TikTok.

The Opportunity:

Investing in Social Commerce now gives you a strong advantage to take over your TAM now and in years to come.

Trends Regardless of TikTok's Fate

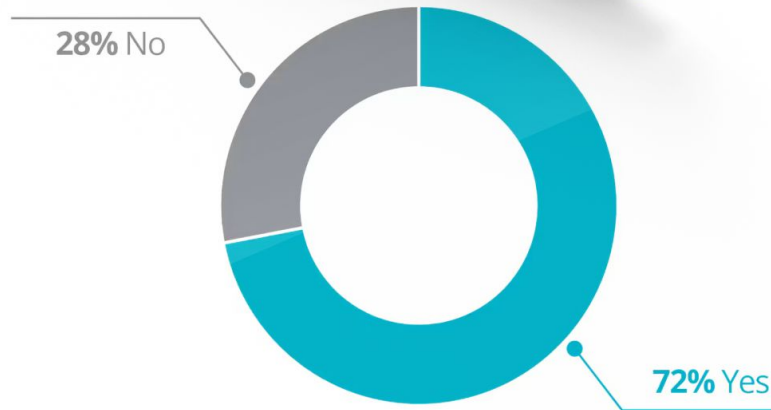
Social First: From Scroll to Search and much more, social commerce marketplaces will continue expand.

The Rise of LIVE: LIVE shopping has seen great growth in the US with WhatNot, CommentSold and TalkShopLive prior to TikTok and it will continue to grow.

Authentic Creator Partnerships: Consumers will continue to value authentic recommendations from creators and peers over traditional advertising.

Expansion Outside of Niche Communities: Social commerce will thrive within niche communities, catering to specific interests and passions but will continue to expand to greater broad audiences.

Figure 1: Consumers willing to buy directly within social media



Source: Deloitte 2023 Creator Economy in 3D: Consumer survey
n= 1000

YouTube Shopping



Key Messaging

While slower to launch, YouTube has recently invested in their social commerce expanding it to larger audiences and great opportunities for creator monetization. We expect further investment in LIVE shopping in 2025.

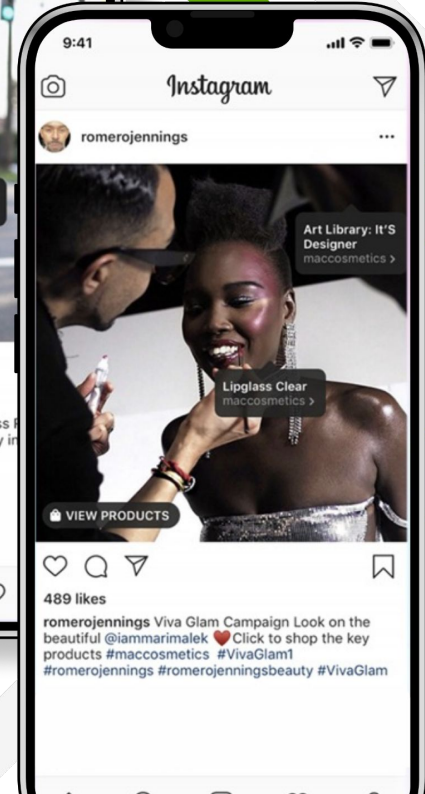
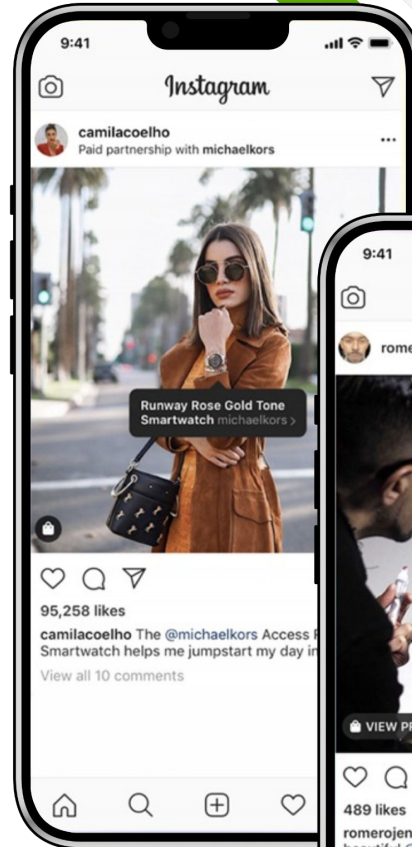
The screenshot displays the Google Merchant Center Next interface. On the left is a navigation sidebar with categories: Overview, Notifications (4), YOUR BUSINESS (Products, Shipping and returns, Business info, Store quality), MARKETING (Free listings, Ad campaigns, YouTube affiliate), and ANALYTICS (Summary, Products, Online store). The main content area is titled 'YouTube Shopping affiliate program' and includes tabs for Overview, Analytics, Creator lists, and Commissions. A 'Time period: Last 28 days' filter is visible. Below this is a video player showing a woman in a kitchen. The video title is 'How to make 3 Ingredient Birria using EZ Bombs. PLUS: 3 recipes!' by Rosie Cooks, with 31K views and posted 1 year ago. A dark overlay at the bottom of the video displays '2 products in this video': 'Birria Bomb Pack 2 Pack' and 'Pozole Bomb Pack', both with 'Limited ship...' status.

Instagram Shopping



Key Messaging

Meta has prioritized social shopping with recent changes that include Commerce Manager, Advantage +, Reels, Product Tagging and IG Creator Marketplace and much more. This will continue to increase and presents a great opportunity for innovative d2c brands.



LIVE Shopping



Key Messaging

Live shopping experiences with interactive features like Q&A, polls, and exclusive deals are expected to become even more prevalent across websites, apps and platforms, offering a more engaging and real-time shopping experience.



Social Commerce – Multi Platform Campaigns

Challenge: Investing in Social Commerce is challenging due to new marketplaces and limited integrations along with overcoming consumer trust, privacy concerns and platform algorithm changes.

Solution: Our team of proven experts and partnerships allows you to invest in these channels without the time consuming headaches and unproven strategies.

Key Messaging: Social Commerce will continue to grow across the board and those that invest now stand to gain strong advantages in the future.

Action Items

- Set up Instagram/Facebook Shop
- Check if you qualify for YouTube Shopping
- Build a network of affiliates you own
- Collect UPI's regardless of the platform
- Optimize for Social Commerce Closed Loop ad campaigns to gain advantage as platforms prioritize this
- Focus on Short Form strategy that includes creators, brand and search content
- Enhance product pages on Social Commerce for improved search visibility.
- And more...



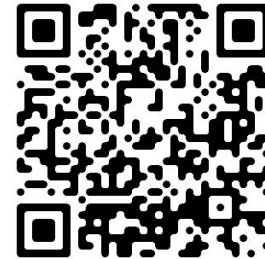
Why choose Agital?

Agital's Differentiators:

- Top experience in social shopping outside of just TikTok with partnerships across Meta, Google, YouTube, Social Snowball, CommentSold, Yotpo and more.
- Experience with LIVE on website, YouTube, Instagram and TikTok including a network of proven hosts and moderators perfect for your brand
- Affiliate marketing that works for you, not against you. From outreach to MVP campaigns, we focus on an ROI driven approach that builds communities you can use across multiple channels.



Ready to elevate your Social Commerce strategy? **Sign up for a demo** today and see how Agital can transform your strategy.



TikTok Shop

Tap Into the
Fastest-Growing Stage
for Social Selling

We have been recognized by
TikTok as the #1 TikTok Ad
Innovator, #1 TikTok creator
agency, a top 3 livestream
selling legend, and a top 3
TikTok sales champion.



EZBOMBS™

30x

ROAS for the First 90 Days

\$5M+

in 1 Quarter

\$3.5M

in Affiliate GMV in 1 Quarter

Q&A



**Talk to our team about
Social Commerce!**

