

The Cirqle

Will TikTok be Santa's Helper This Year?

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Looking to level-up your holiday marketing in the midst of the 2020 pandemic, but also worried about taking too big of a risk? Who isn't?!

At The Cirqle, we've watched Tiktok gain steady traction globally despite the pandemic.

In fact, in 2020, **the platform reached 2 billion downloads and was at the centre of several viral social media trends.** With that said, could TikTok be the place for your holiday focus this year? Here is what you need to know:

The basics

TikTok growth continues to explode globally.

150+

Countries & Regions

75

Languages

805M

Monthly active users

41%

Gen-z
(16-24 year olds)

36%

Millennials
(24-35 year olds)

TikTok community is active and attentive.

66

Average daily minutes spent in the app

13x

Average time user opens app

69B

Monthly video views

Over the years, TikTok users have demonstrated a tendency to share content specific to the holidays on the platform.

In fact, some of the top trending hashtags used on-platform surround key holiday moments.

For example, during Halloween TikTok UK recorded:

+22%

Increase in user engagement

+18%

Increase in video views

The numbers speak for themselves when it comes to consumer use of holiday hashtags on the platform.

HALLOWEEN

- 01 #Halloween 10.8B views
- 02 #ThisIsHalloween 2.9B views
- 03 #SpookySeason 2B views
- 04 #HalloweenDIY 1.9B views
- 05 #HalloweenMakeUp 1.3B views

THANKSGIVING

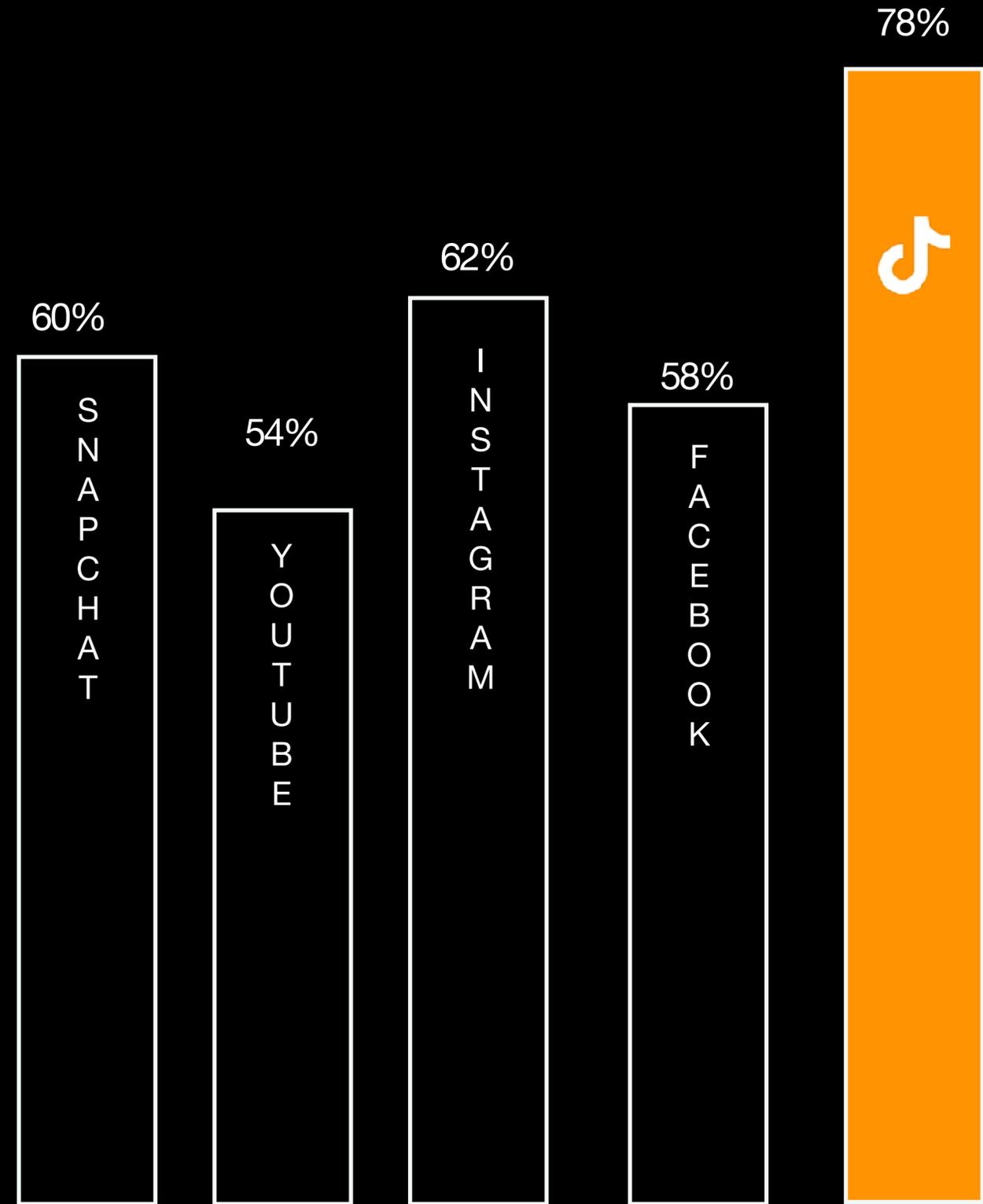
- 01 #itsblackfriday 1.2B views
- 02 #shopping 1B views
- 03 sale 179M views
- 04 #cybermonday 14.7M views
- 05 #blackfridaysale 3M views

CHRISTMAS

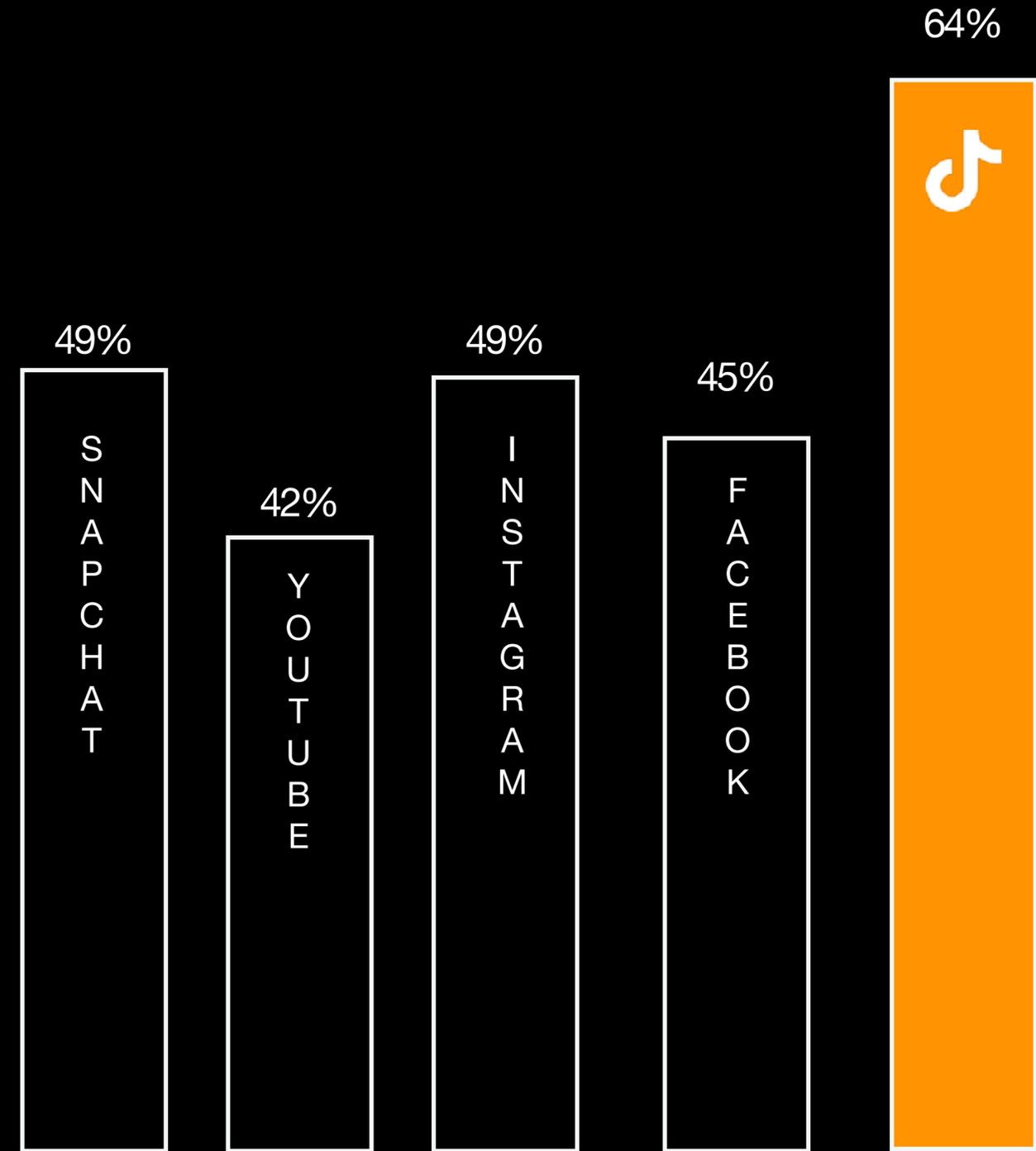
- 01 #Christmas 12.9B views
- 02 #cozylittlechristmas 5.1B views
- 03 #marrychristmas 3.5B views
- 04 #ohyeahchristmas 1.9B views
- 05 #christmastiktok 152.5M views

78% of users say TikTok played a role in their **purchase** **decision**

During the Halloween period, TikTok was by far the social media platform with the biggest contribution towards purchases.



64% of TikTok users
say the platform
inspired them with
new ideas.



57% of users agree that

TikTok inspired them **to shop** when they weren't looking to do so.

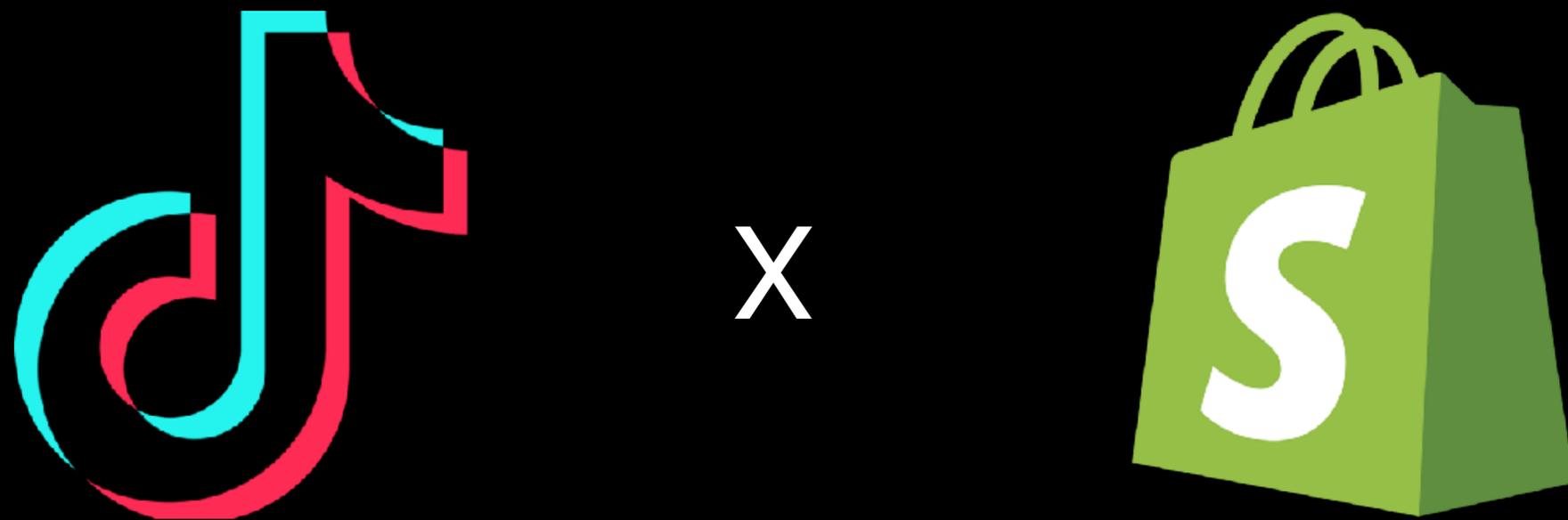
TikTok is a place that inspires unplanned & impulse purchases during holiday season

	TIK TOK	FACEBOOK	INSTAGRAM	YOUTUBE	SNAPCHAT
UNPLANNED PURCHASES	70%	72%	64%	62%	64%
IMPULSE PURCHASES	19%	11%	16%	12%	14%

Users enjoy the spontaneous nature of TikTok's 'For You' page that helps them find new products and inspires unplanned & impulse purchases during holiday seasons.

And as if that wasn't enough to sway you...

TikTok just announced **a new global partnership** with e-commerce platform Shopify.





Shopify statistics

218M

Buyers

175

Countries

1.5B+

Sales

What does this partnership mean?

The deal aims to make it easier for Shopify's over 1M merchants to reach TikTok's younger audience and drive sales.

The partnership allows Shopify merchants to create, run and optimize their TikTok marketing campaigns directly from the Shopify dashboard. The partnership will eventually expand to include other in-app shopping features, as well.

These ad tools allow merchants to **create native, shareable content** that turns their products into In-Feed video ads **that will resonate with the TikTok community.**

Merchants will be able to target their audiences across gender, age, user behavior, and video category, and then track the campaign's performance over time.

Need some help leveraging your TikTok campaign to reach holiday goals?

Let us help you.

The Cirqle team can help you with that! Whether you are looking for active influencers on the platform, launch and distribute custom AR filters with your influencers or launch a branded hashtag challenge we have global solutions that bring your goals to life.

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Trusted by
the Best.

