



SHOPPERTAINMENT

2024

The Future of Consumer & Commerce



Shoppertainment:
The \$1Trillion GMV Opportunity by 2025

Shoppertainment is content-driven commerce that seeks to entertain and educate first, fostering immersive shopping through content and community integration.

3 Key shifts in Shopping Behaviours

79%

Consumers influenced by content over discount

INTUITIVE DECISION

81%

Consumers want all-in one shopping experience

EFFORTLESS BROWSE-TO-BUY

73%

Consumers connect via content in 'fluid' ways

CONTENT COMMUNITIES

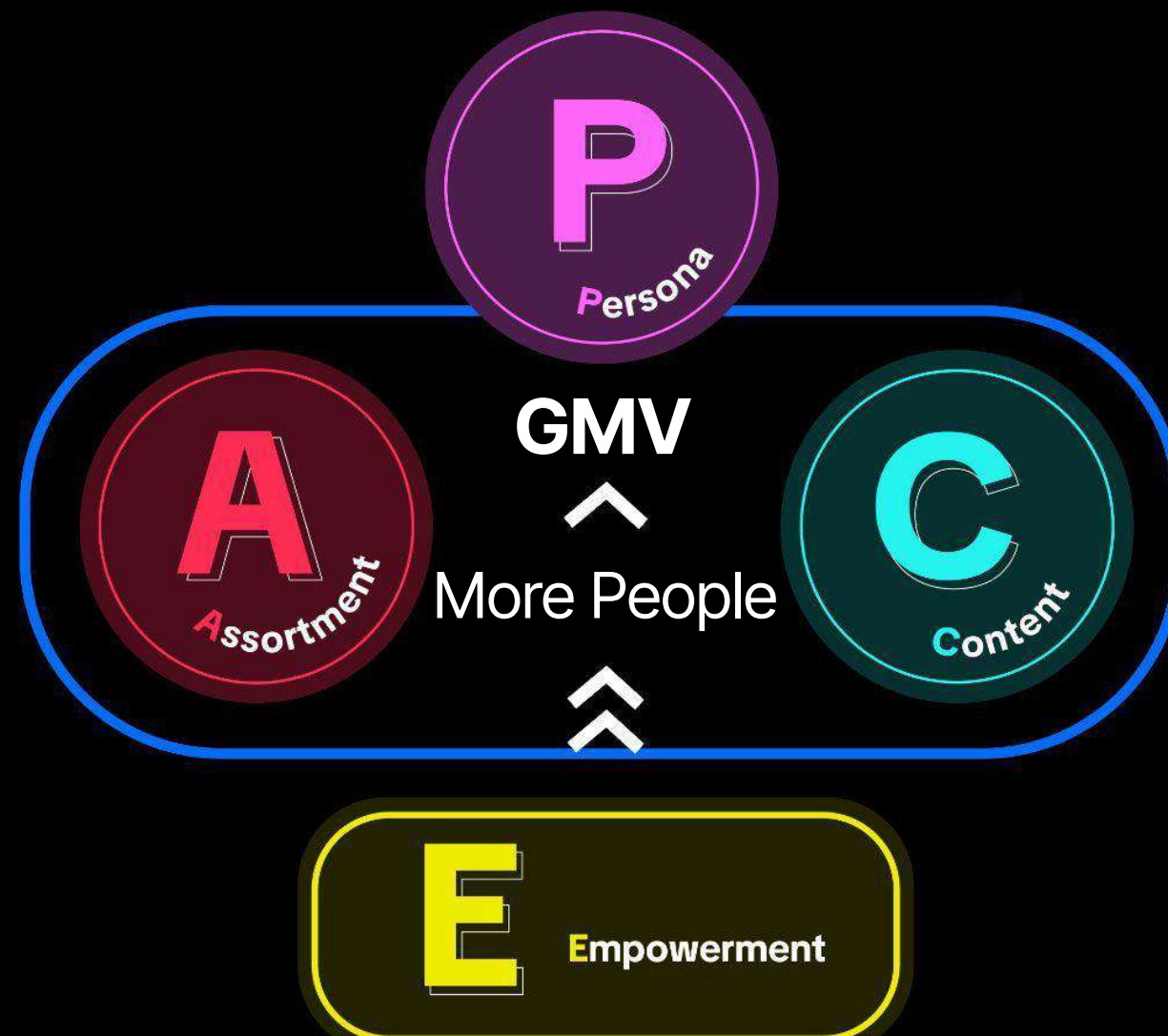
Build a unique Shoppertainment experience from Content to Commerce on TikTok driven by PACE

PACE is a framework built on four pillars: **Persona**, **Assortment**, **Content**, and **Empowerment**. It provides an evergreen approach to drive revenue growth through seamless integration of media, content, and commerce on TikTok.

Who are you reaching? How?

Consumer Funnel | Audience Segmentation

What are you offering?
Product Matrix | Price & Promotions | Product Communications & Listing



How are you communicating?
Short Videos & Livestream | Creators & Affiliates

How do you set up for success?

Advertising & Marketing | Organization & Capabilities

Persona

The starting point for Shoppertainment that defines your assortment, content and empowerment strategy.

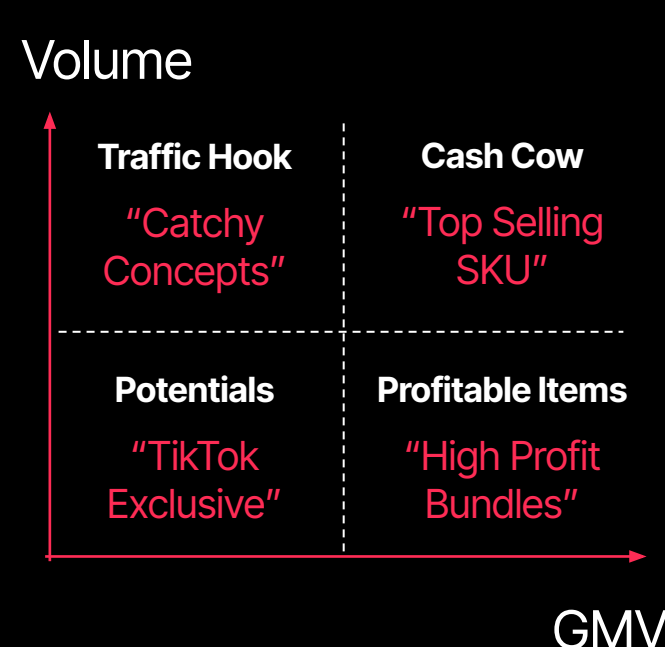
Tap into diverse pool of TikTok audience to reach consumers at every stage of the funnel.



Assortment

Curate an optimal product mix with the Assortment Model Matrix to uplift average order value and GMV.

The right strategy boosts sales, enhance engagement and expand customer base.



Content

The magnetic force that inspires consumers to progress from discovery to purchase.

Test & learn multiple levers and collaborate with creators to create unique and diverse content and livestreams.

Recut
Remix
Reimagine

Empowerment

Grow GMV sustainably through Advertising, Marketing, Customer Ops and the right Operating Model. Assess performance with ACE key indicators.



2.4x median GMV uplift for sellers who used 3 Shop Ad formats (LSA, PSA, VSA) compared to 2.

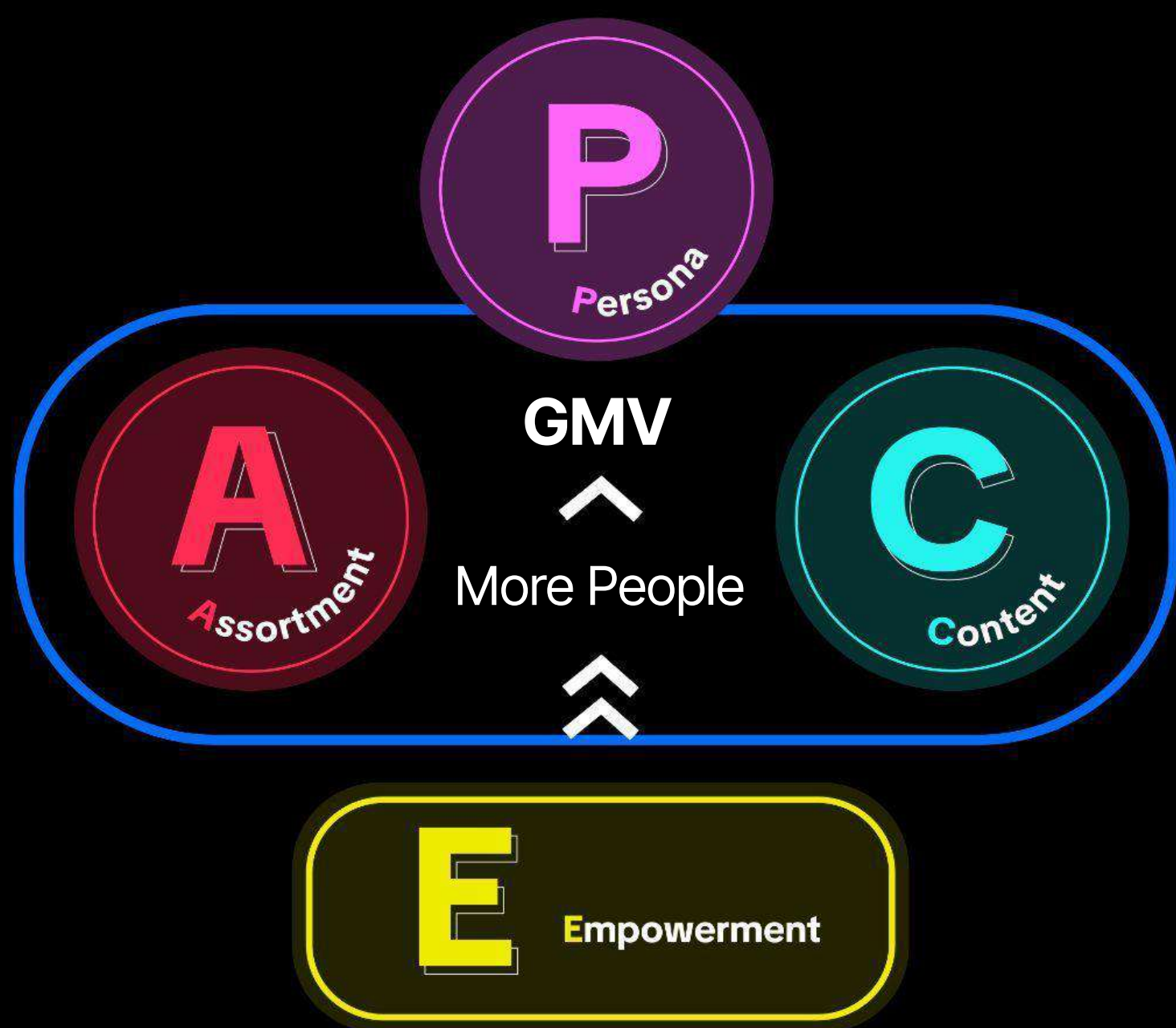
Connect with our Brand Partnership Managers and Shop Account Managers or visit <https://www.tiktokshoppertainment.com> for more details.



SCAN ME

Persona

Persona, the starting point for Shoppertainment defines your assortment, content and empowerment strategy.



Key questions to address:

- "Who is my Target Audience?"
- "Which Audience Segment has a higher propensity to purchase my product portfolio?"
- "How should I target these customers?"



1 Tap into a diverse audience on TikTok

Brands can understand the TikTok users better by seeing the diverse community as **Personas**, with unique values, attitudes and preferences. This helps in creating content and refining strategies to better meet their needs.

45%

of urban users are active on TikTok¹



50%

are parents with kids²



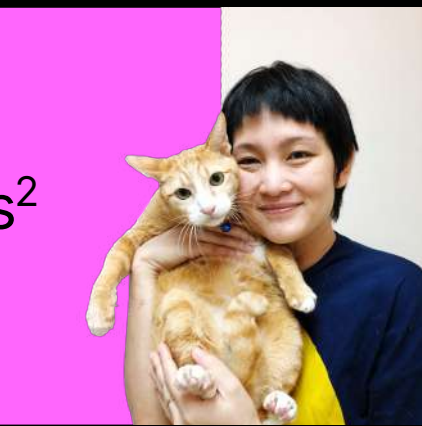
41%

are singles²

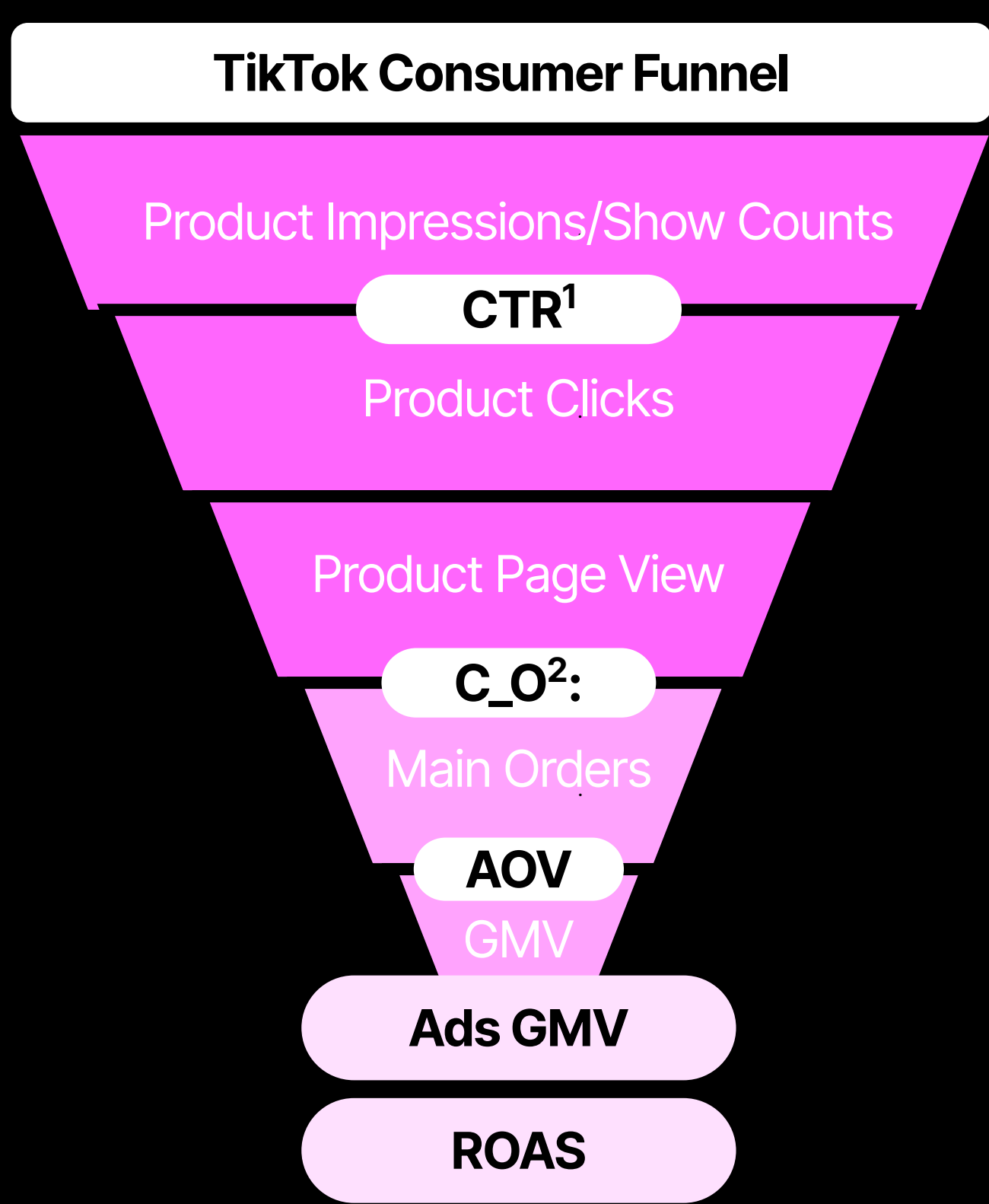


41%

Pawrents²



2 Reach consumers at every stage of the funnel to maximize GMV



GMV =

Shop Traffic x Conversion Rate x Average Order Value

(Product Clicks)*

(C_O)*

Value

By understanding the distinct paths that various Personas take towards purchase, brands can engage in more **meaningful and timely interactions** at each stage of the consumer funnel to attract and retain them.

*CTR = product clicks / product show, C_O = main order / product clicks

SAMSUNG

+63%

Avg. uplift in Livestream AOV

+46%

Avg. uplift in Livestream Show Count

29.1

ROAS achieved for the highest performing ad

ELECTRONICS THAILAND

Samsung uplifted its Average Order Value +63% by serving personalized livestream with differentiated product mix for 3 segmented consumer groups

Personalized livestream emphasizes on **profit items** that encourages sales of high AOV products.

Leverage **traffic hooks in generic livestreams** to draw audiences into purchasing Cash Cow/ Profitable Items.

Tech Enthusiast

Young Professional

Beauty Maven



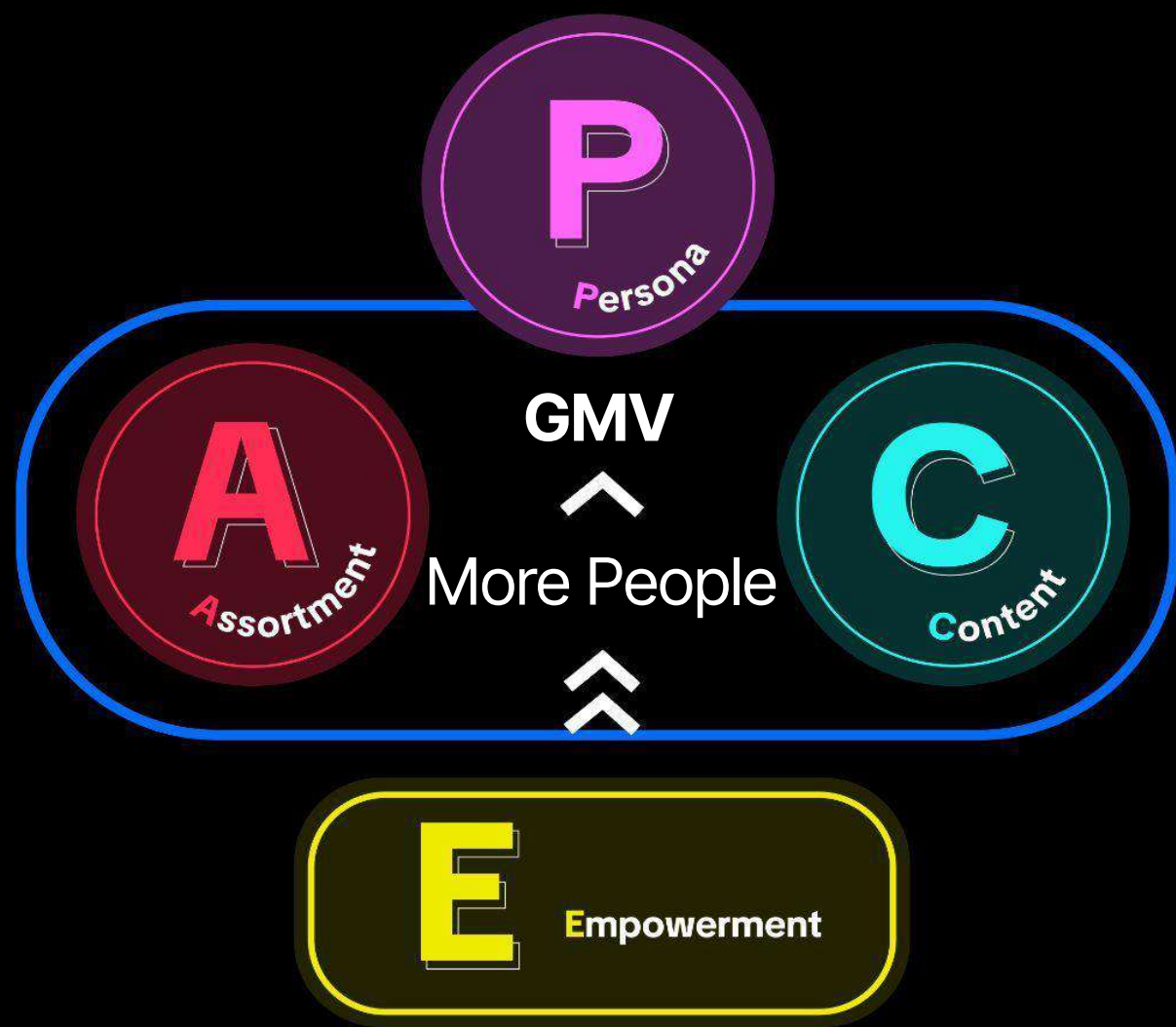
Connect with our Brand Partnership Managers and Shop Account Managers or visit <https://www.tiktokshoppertainment.com> for more details.



SCAN ME

Assortment

Curate an optimal product mix to drive **AOV** and **Traffic** uplift.



Key Metrics

Product	Search	Shop Tab	Shop
<ul style="list-style-type: none"> Product Diversity* PDP Quality 	<ul style="list-style-type: none"> Search Demand (Category, Brand, Product) 	<ul style="list-style-type: none"> Shop Tab GMV Shop Tab Scenario Exposure & Performance 	<ul style="list-style-type: none"> Store Quality

*Price Distribution, Category Distribution

1 Use the Assortment Model matrix to curate relevant products for sale on TikTok Shop

Assortment Model Matrix

Create a **product line-up** using Assortment Model Matrix and pair it with a communication strategy that fits your brand's goals. This will help attract new customers and keep existing ones interested, **driving AOV and GMV uplift.**

Traffic

<p>Traffic Hook</p> <p>Products with high potential for attracting more visits</p> <p><i>Create catchy concepts to generate traffic</i></p>	<p>Cash Cow</p> <p>Main product lines or hero ranges of brand</p> <p><i>Continue promoting top selling SKUs</i></p>
<p>Potentials</p> <p>New or potential products</p> <p><i>Create exclusives or time-based offers, or delist</i></p>	<p>Profitable Items</p> <p>Products that generate GMV & AOV but may not yield volume</p> <p><i>Bundle with Cash Cow or Traffic Hook to upsell</i></p>

AOV

2 Identify the right product communication strategy

Novelty

Brand Collaborations & New Product Launches



Prada features **ENHYPEN** wearing their new SS24 Womenswear Collection.

Popularity

Top selling SKUs in product category



Maybelline Vietnam launched #Maybeli dance challenge to promote its **hero makeup line.**

Relevance

Market trending or culturally relevant products



Kiehl's uses **livestreaming** during **Valentine's Day**, and feature expert recommendations.

Frequency

Products that encourage repeat purchases



Pampers Philippines drive repeat purchases among parents via category campaigns.

NIVEA

+43%

Uplift in **GMV**

+59%

Avg. uplift in **Ads GMV**

+557%

Avg. uplift in **Product Impressions**

BEAUTY THAILAND

NIVEA launched **"Pick-My-Bundle"** to gather deep insights of their consumer preferences to refine its **product bundling and go-to-market strategy**

49%

"Pick-My-Bundle" ordered over total product orders.

Use **LIVE Shopping Ads** and **Product Shopping Ads** to drive traffic and conversion for the launch.



Connect with our Brand Partnership Managers and Shop Account Managers or visit <https://www.tiktokshoppertainment.com> for more details.

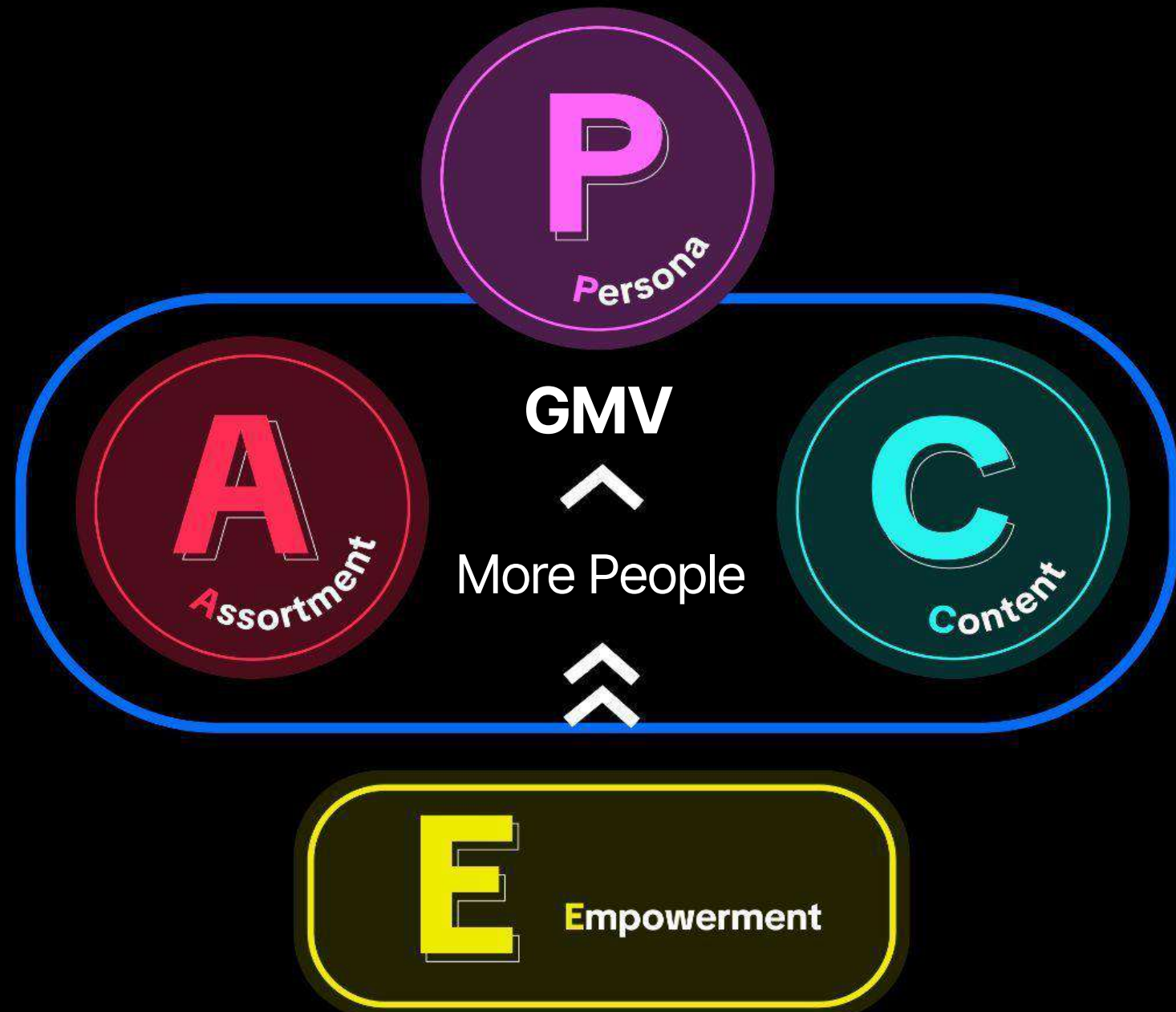


SCAN ME

Content

Content is the magnet to draw people in the loop from discovery to purchase.

Key Metrics



Brand Led	Creator Led
<ul style="list-style-type: none"> Brand-Led Live GMV Contribution, Supply & Funnel Performance Brand-Led Short Video GMV Contribution, Supply & Funnel Performance 	<ul style="list-style-type: none"> No. of Creators & Type of Creators Creator-Led Live GMV Contribution, Supply & Performance Creator-Led GMV Contribution & Supply & Performance

1 Enable creative success with volume and variety of content on TikTok

Having a **variety and volume of content** to engage with and to respond to diverse needs of users is key. Brands can **recut, remix, reimagine** their content to create at scale.



Recut

existing creative assets for TikTok

Verticalize existing creative assets with a 9:16 aspect ratio to be TikTok-native.

Remix

your ideas with more TikTok elements

Making existing creative assets with elements like trends, captions, and effects.

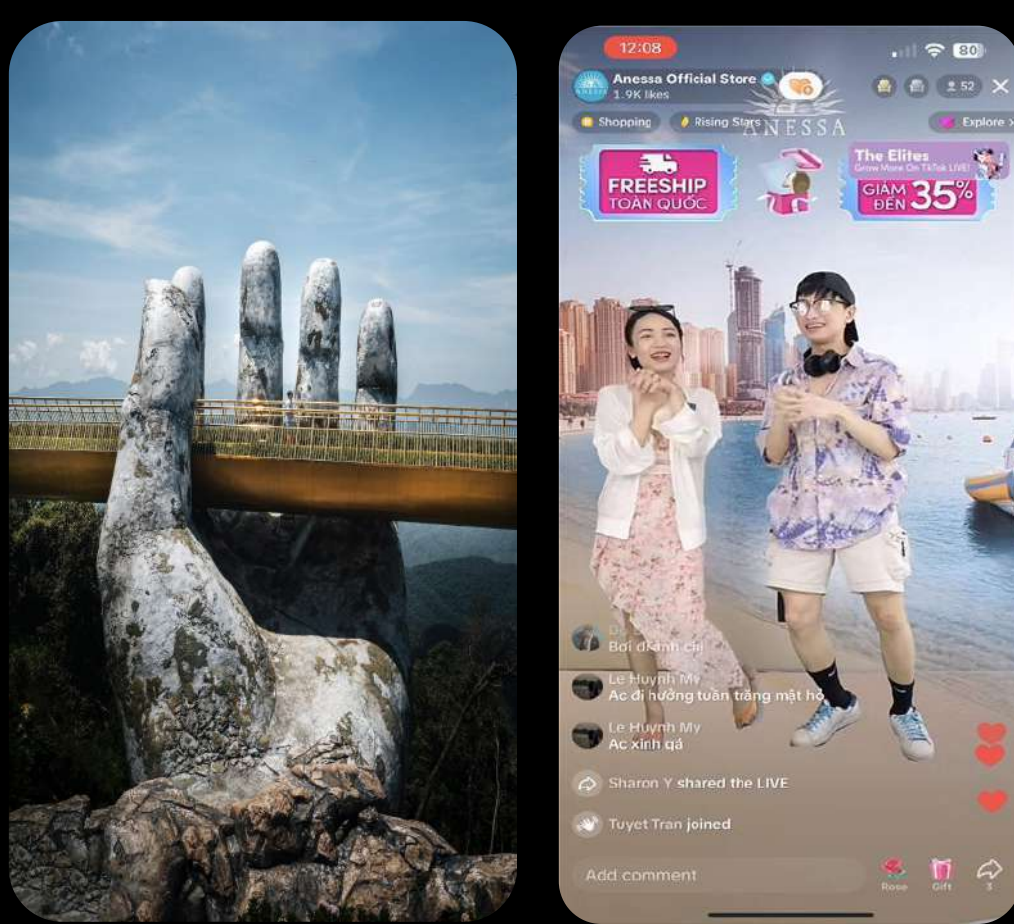
Reimagine

your creative approach using the power of TikTok

Harness TikTok creative solutions to elevate community engagement, via Branded Mission and augmented reality (AR).

2 Leverage multi-lever strategies to create differentiated livestream

EXAMPLE OF LIVESTREAM MULTI-LEVERS



	PROMOTE	LIVE ROOM SETUP				
ERR Enter Room Rate	Short Video Teaser	Live Room Scenario Setting	Neat & Organized Background	Live Room Lighting	Live Image Quality	Signage/ Sticker
	HOST PRESENTATION & DELIVERY			RELEVANT CONTENT & ASSORTMENT		
CTR Click-through rate	Host Verbal Tactics	Body Language Guidance	Moderator Cooperation	Live Sticker Guidance	Header Image, title, selling points	Product Selection
	PRODUCT INTRODUCTION			TACTICS		
C_O Click to Order	User's Pain-point Scenarized	User-Oriented Selling Points	Elevated Value Shaping	Psychological Selling	Campaign Planning	Discounts/ Promotions
	CALL TO ACTION			HOST PRESENTATION	RELEVANT ASSORTMENT	
AOV Average Order Value	Customized Verbal Tactics	Ad Placement & Promotion	Elevated Value Shaping	Short Video As Teaser	Host Persona Design	Product Grouping

BEAUTY VIETNAM

ANESSA achieved 22% GMV uplift and grew Live Watch Pageview by 2x through leveraging **livestream multi-lever strategies** to engage its target audience

Thematic live stream is an effective way to drive live traffic and increase followers.

Develop LIVE scenario setting based on **target audience to enable personalized scripts, engagement strategy** and product highlights to address different demands by scenario.



*The pilot was complemented with strategic increase in ad spends to widen the potential audience pool.

Connect with our Brand Partnership Managers and Shop Account Managers or visit <https://www.tiktokshoppertainment.com> for more details.



SCAN ME

Empowerment

Enable sustainable growth through Advertising, Marketing, and the right Operating Model.

Key Metrics



Advertising	Marketing	Customer Ops/ CRM	Organisation & Capabilities
<ul style="list-style-type: none"> Cost per New/ Existing User Ad GMV Contribution, Investment & Performance Ad Product (LSA, VSA, PSA) Investment & Performance Ad Retargeting Investment & Performance 	<ul style="list-style-type: none"> Mega Campaign GMV Contribution & Performance IP Marketing GMV Contribution & Performance 	<ul style="list-style-type: none"> Shop Followers No. of Buyers/ New Buyers 	<ul style="list-style-type: none"> Production Turnaround Time Return on Investment MarTech Adoption Rate % MarTech Spend/ Revenue

1 Empower ecommerce & media teams to work together towards shared goals



PERSONA **ASSORTMENT** **CONTENT**

TikTok Account Manager

TikTok Shop Pod

Store Manager

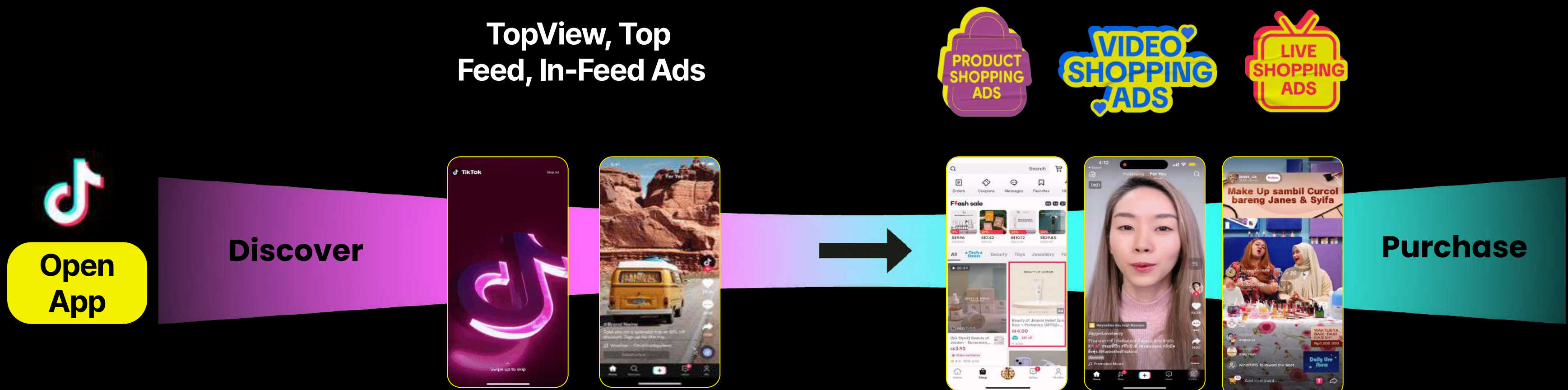
Supply Chain

Ad Operations, Data & Analytics

Creator & affiliate manager

- GMV growth**
E.g. Grow at least 30% per month for first 3-6 months
- Media KPIs**
E.g. Traffic, CTR, CR, ROAS uplifts
- Commercial KPIs**
E.g. Avg order value, Fulfillment rate

2 Shape your full funnel strategy with TikTok's suite of advertising solutions



NIVEA

- +43%** GMV when content leveraged on all 3 ad formats
- +59%** Ads GMV when content leveraged on all 3 ad formats
- 12.1 ROAS** Higher Return on Ads Spends (ROAS) during campaign days against baseline

BEAUTY THAILAND

NIVEA tested Shop Ads (LSA, PSA, VSA) for GMV growth

Investing in 3 ad formats successfully drove full-funnel uplift. Scale VSA investments for maximum ROAS across BAU and Campaign periods. Prioritize LSA during BAU to drive awareness; campaign favours PSA for conversion.

Storyline-focused Videos

Product-focused videos

Mega

Mid-Tier

Micro/Nano

Connect with our Brand Partnership Managers and Shop Account Managers or visit <https://www.tiktokshoppertainment.com> for more details.

