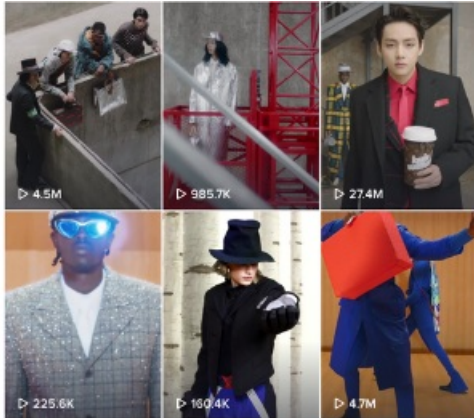


MARKETING

## TikTok serves more engaging, relevant ads than other platforms

July 26, 2021



*Louis Vuitton has more than 1.1 million followers on TikTok*

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By SARAH RAMIREZ

Ads on short-form video sharing platform TikTok outperform those on other channels, underscoring that the mobile app is a valuable resource for luxury brands looking to reach younger consumers.

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