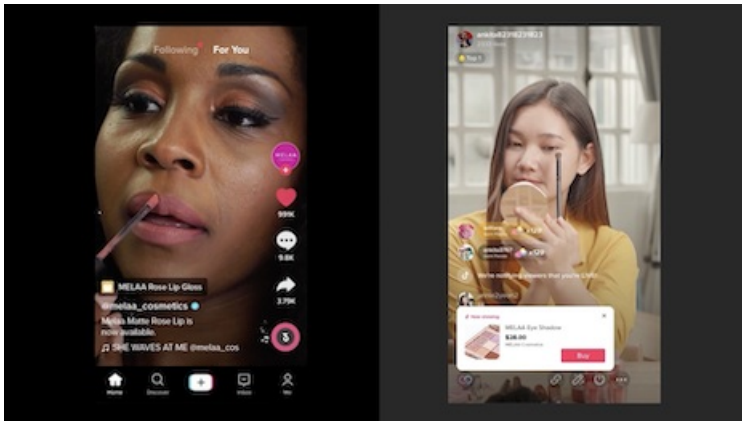


MARKETING

TikTok expands marketing tools, social commerce offerings

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TikTok Shopping gives brands more ways to sell products. Image credit: TikTok

By LUXURY DAILY NEWS SERVICE

Social video-sharing platform TikTok is adding more marketing solutions, with an emphasis on strengthening brand and creator collaboration.

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The new tools include the self-service TikTok Creator Marketplace, brand landing pages, enhanced campaigns metrics and the TikTok Shopping suite. Known for its short-form videos, TikTok outpaces other social media platforms in ad engagement.

"We've witnessed time and time again the important role that brands play in the TikTok experience," said Blake Chandlee, president of global business solutions at TikTok, in a statement.

"So when businesses of all sizes come to TikTok, we're excited to help them connect with their community, market their products, and build their brand in a way they can't do anywhere else."

Marketing on TikTok

Through the new TikTok Creator Marketplace, brands will more easily be able to find creators who align with their values. The Creator Marketplace API will also help brands manage the end-to-end process of creator marketing.

TikTok has expanded the tools for brands to measure the effectiveness of their campaigns, including teaming with Kantar and Nielsen to help measure users' sentiments about the ads they are served.

Marketers will also have more control over where their ads run adjacent to, boosting advertiser confidence about brand safety and suitability. Dynamic Showcase Ads will serve users personalized, targeted ads based on their interests.

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Fendi post on TikTok

TikTok Shopping will allow merchants to manage a full ecommerce experience, from uploading products to handling shipping, point-of-sale, shipping and fulfillment.

Additionally, brands will be able to highlight one or several products directly from organic TikTok videos, further leveraging the creator community. With Collection Ads, brands can add custom, swipeable product cards to in-feed video ads.

Finally, Live Shopping will allow brands to engage with users in real-time through livestreaming.

According to a recent report from neuroanalytics firm Neuro-Insight, TikTok's "For You" page encourages higher levels of relevancy and engagement for brands than sponsored content on other platforms. Ads on TikTok are also more memorable than those on television or other digital video ([see story](#)).

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