

WIN
MEGA SALES
WITH JOY

A QUICK GUIDE TO WINNING MEGA SALES WITH JOY

There is a NEED FOR JOY this Mega Sales Season

Consumers want shopping to feel good and be entertaining. Mega Sales is the best time to reach this joyful audience on TikTok.



67%

Eagerly anticipate Mega Sales season.¹



67%

Discovered new brands and products on TikTok.²



91%

Find TikTok's content to be unique and original.³

The MEGA SALES OPPORTUNITY on TikTok

Turn happy users into happy buyers with Shoppertainment

Be discovered on the platform for **joy**
#happyusershappybuyers

Connect with a community of **joyful** shoppers through Shoppertainment



Co-create content with creators and **spark** viral shopping trends.

3 KEY STRATEGIES to win Mega Sales with Joy

Drive users from discovery to purchase with Shoppertainment



Use In-Feed Ads to drive discovery to purchase [Read More]

Tip #1: Use best practices from your past campaigns to drive awareness and purchase intent.

Tip #2: Choose bid strategy to optimize for cost per result or maximize volume of results.

Tip #3: Rethink targeting with over 12+ parameters and Custom Audience creation.

Simplify shoppers' path to purchase with our solutions

Tip #1: Explore Dynamic Product ads and Collection ads in Beta*



Up the hype with these brand ad solutions

Tip #1: Use TopView to showcase your brand when users open TikTok. [Read More]

Tip #2: Use Hashtag Challenges to empower users to join in your Mega Sales moment [Read More]

Tip #3: Express Joy with Branded Effects [Read More]

Tip #4: Be a part of TikTok's very first Mega Sales Sponsorship Package*, which brings together an entertaining shopping experience.

Win Mega Sales with Joy!

Get started on TikTok For Business [here](#) or contact your Partnership Manager to find out more.

TikTok For Business

1. TikTok commissioned survey by Toluna, March 2021

2. TikTok commissioned Authenticity Study in SEA region, Nielsen, 2020

3. Marketing Science Global Authenticity Study, SEA, conducted by Nielsen April 2021

* Reach out to your Partnership Managers for more information