

## Introducing TikTok Shop



Discover Unique Products in  
TikTok Shop.



## What is TikTok Shop?



70%

of TikTok users discover new brands and products on TikTok.



3 in 4

TikTok users are likely to buy something while using TikTok.



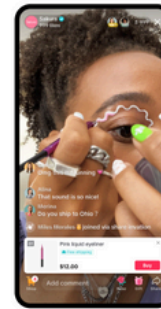
83%

say that TikTok plays a role in purchase decisions.

Launched in September 2023, TikTok Shop is an integrated eCommerce platform seamlessly woven into the TikTok experience. TikTok Shop has emerged as a strong contender in social commerce, a growing concept that integrates eCommerce capabilities into social media platforms. Social commerce transforms social networks into virtual storefronts, allowing users to purchase directly from their feeds without leaving the platform.

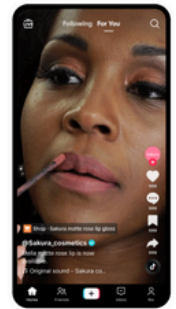
## What TikTok Shop Offers?

### LIVE Shopping



Shop tagged products directly from videos and LIVEs in the For You feed.

### Shoppable Video

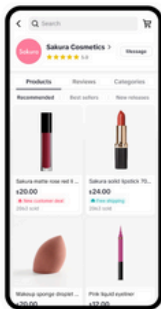


Create entertaining videos with your products just a tap away.

With TikTok Shop, we are giving people a place to experience the joy of discovering and purchasing new products without leaving the app. We built simple tools to help businesses make this a reality.

TikTok Shop empowers brands and creators to connect with highly engaged customers based on their interests, and it combines the power of community, creativity, and commerce to deliver a seamless shopping experience.

### Store



Browse product tiles, read reviews, and purchase from a favorite brand's profile.

### Product Link



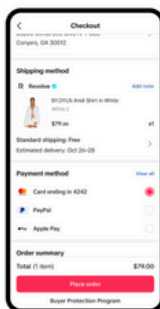
Add product links to your videos to help people learn more about your products and make a purchase.

### Product Detail Page



Customize your Product Detail Page to help customers specify and know more about your products.

### Checkout



Preview the details and payment method option of your customers when checking out your product.

## More Services with Partner Integration

To support our growing ecosystem of businesses on the platform, we are introducing our new TikTok Shop App and Service Store, which extends the services and support offer in order to ease operations for businesses.



TikTok offers merchants the tools to connect directly from their favorite commerce platforms. Shopify merchants can manage their TikTok Shop directly from Shopify through the TikTok for Shopify App.

TikTok also offers direct integrations and connectors with WooCommerce, Salesforce Commerce Cloud, BigCommerce, Magento and other leading commerce platforms.

Creators and sellers can choose from a variety of apps to drive seamless eCommerce operations, including Zendesk, Gorgias, etc. for customer service, Printful and Printify for print on demand merchandise, Yotpo for reviews, and shipping service with WeeBee, FlowSpace, and EasyShip.

## Why choose TikTok Shop?

To support our growing ecosystem of businesses on the platform, we are introducing our new TikTok Shop App and Service Store, which extends the services and support offer in order to ease operations for businesses.



This skyrocketing popularity across multiple age brackets, along with a growing tendency to use the app as a product discovery tool make TikTok an extremely appealing prospect for a brand of any size. We've already seen this format completely revolutionize the eCommerce landscape in Southeast Asia.

Grow your business with  
TikTok Shop today.



