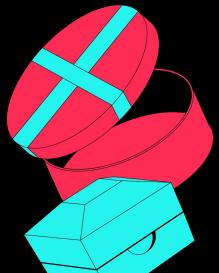
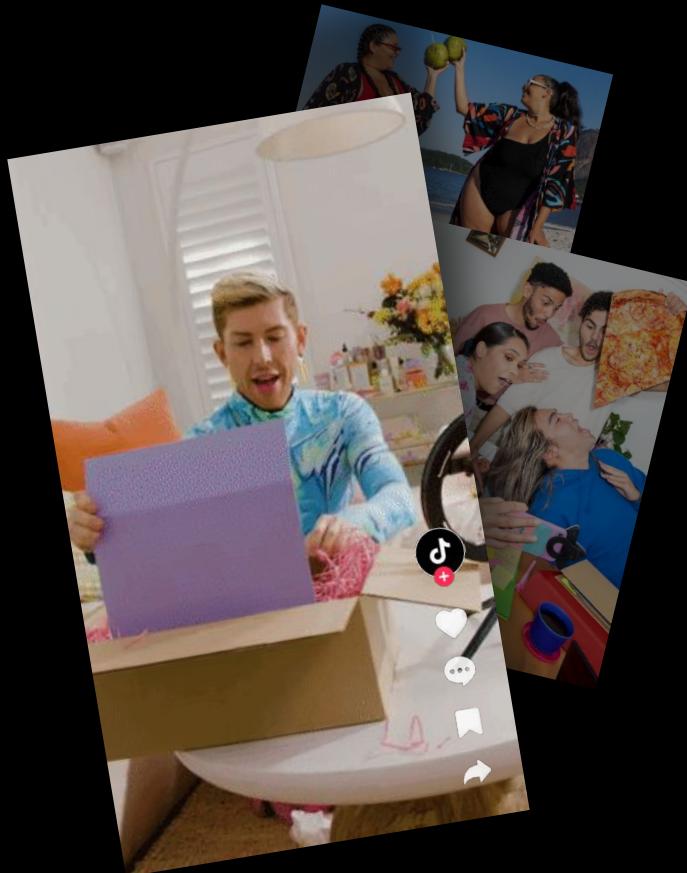




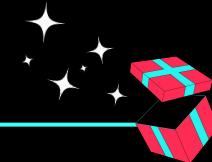
How to win Q5 on TikTok:

When gifting turns into shopping





The Q5 Opportunity on TikTok



Answering your Q's about Q5

What is Q5?

Discover the power of Q5, the period **between Christmas and mid-January** when purchase intent is high but there is less competition in the auction.

Why does Q5 marketing matter on TikTok?

Q5 becomes the time for marketers to **lean into extending holiday sales** and/or get a head start on building brand love for 2025.





Q5 on TikTok

The TikTok community never takes a holiday from the For You Page.

After Christmas, users' shopping habits transform from gift-giving to self-indulgence.

1 in 2

TikTok users plan to shop in Q5 to take advantage of post-Holiday sales.¹



2 in 3

plan to shop for themselves after the holiday season is over.²



51%



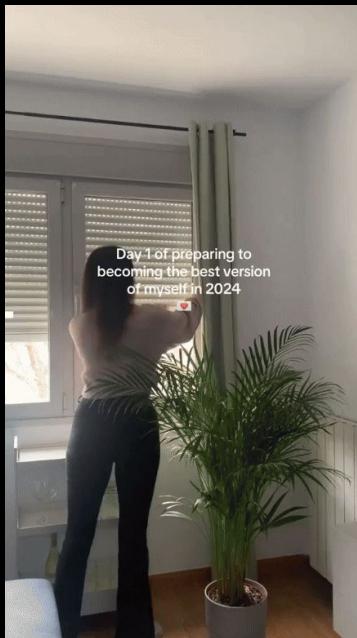
of TikTok users say they are likely to shop during Q5 to treat themselves or for self-care.¹



Source 1: TikTok Marketing Science Global Custom Q5 Survey via AYTM, September 2023. (n=2240).
Source 2: Source: TikTok Marketing Science Global Custom Q5 Survey via AYTM (UK Results) 2023, TikTok users who intend to shop in Q5.



What Q5 looks like on TikTok



New Year's Resolutions



Travel Inspiration



Fitness Goals



Users treat themselves and take advantage of post-holiday sales by spending gift cards and money received over Christmas

Reasons you are likely to shop in the weeks after the holidays?

1

To take advantage of post holiday sales

2

To treat myself as a form of self care

3

To spend cash/ gift cards I received over the holidays

4

As I have more free time to shop

5

As I have enough money saved/ received a bonus to continue to shop

6

To get items to return to school/ work

7

To prepare for New Years Celebrations

8

As part of a fresh start for the New Year

9

To purchase additions to a gift I received

10

To exchange gifts

11

As I did not receive what I wanted as a holiday gift

Source: TikTok Marketing Science Global Custom Q5 Survey via AYTM (UK Results) 2023, TikTok users who intend to shop in Q5

As users turn their attention to self-care, Q5 is also the time for New Year's resolutions. This refreshed **focus on personal well-being** is amplified as the new year approaches...



96 %

setting **New Year** goals



whether that means **taking care of their physical health** or **expanding their horizons** as part of a new beginning

Source: TikTok Marketing Science Global Custom Q5 Survey via AYTM (UK Results) 2023, TikTok users who intend to shop in Q5



New Year, New Me ✨

Kick off the new year by capturing the momentum of fresh starts and renewed energy and discover how to connect with audiences ready to make 2025 their best year yet.

4 in 5

users plan to sign up for at least 1 new service or activity in the Q5/New Year period¹



50 %

of users are likely to learn more about how to achieve their goals for the New Year on TikTok¹



Top content users want to see around New Year, New Me¹:

37%

New Year's Resolutions

57%

tips about health and wellness

#1 answer - beat out shopping content



1. TikTok Marketing Science Global Custom Q5 Survey via AYTM, September 2023. (n=2240)

Hashtags to look out for⁴:



#NewYears
Resolution
237.6K
published
posts

#NewYear
7.6M
published posts

#GiftCards
127.5K
published
posts

#NewYear
NewMe
1.4M
published posts

4. TikTok internal data, Oct 2024



Expert-recommended strategies to win Q5

Strategy 1

Turn Q4 Gifting into Q5 Shopping*



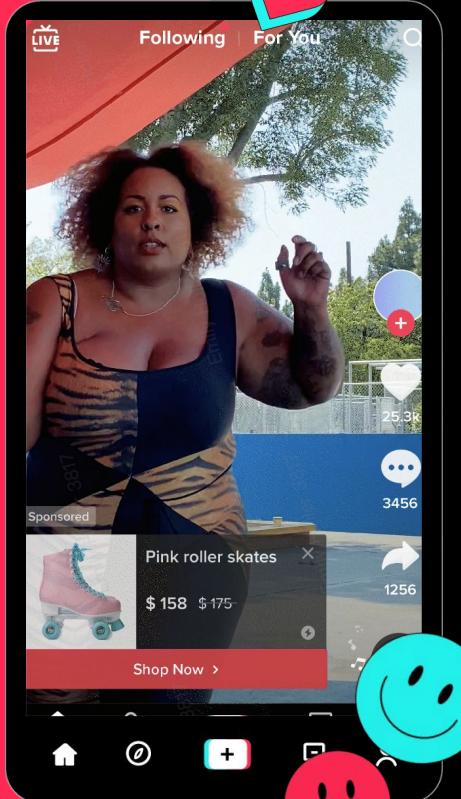
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Extend the Impact of your Holiday Campaign to Drive Sales

Website Conversion or Product Sales

campaigns help you drive sales. Driving purchases after a major gifting season can help you capture an audience of **high-intent shoppers** to engage throughout 2025.



Video Shopping
Ads' impact¹:

+15%

more conversions
(vs. non-Shopping Ads
campaigns)

-14%

decrease in CPA
(vs. non-Shopping Ads
campaigns)

Supercharge Campaigns with ★ Creative and Performance Optimizations



Spark Ads

Add a spark of authenticity to Q5 marketing by leveraging the best of users' holiday **#hauls** and **#unboxings**.



Value Based Optimization

Target consumers likely to spend more to see your **ROAS** continue to thrive in Q5.

Spotlight Post-Holiday Sales



Extra stock left over from the holiday sprint? Tout your post-holiday sales using **Interactive Add-Ons** like **Gift Code Stickers** to show Q5 love to dedicated shoppers.



Case study



InterSport Elverys



Driving Growth and tapping into new demographics with TikTok

Objective

Established in 1847, [Intersport Elverys](#) is Ireland's oldest and most popular sports store.

Solution

Intersport Elverys, prioritised authentic content leveraged various tools like **Countdown** and **Giftcode Stickers**, along with customised targeting strategies, including enhanced reach and engagement, achieving remarkable results.

Products used

Interactive Ad-Ons

Custom Audiences

Key results

178%

increase in followers

1.3m

reach

30%

YoY increase in revenue

Capture Gift Card Spend

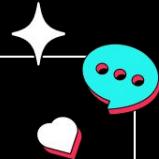
The #1 gift for the holiday season is gift cards.

Leverage **prospecting and retargeting** to reach shoppers with the products they're most likely to spend theirs on.



32%

Of TikTok users say they are likely to shop in Q5 to spend cash and gift cards they receive over the holidays¹



1. TikTok Marketing Science Global Custom Q5 Survey via AYTM, September 2023. (n= 2240)



Case study



ruru. studios

ruru.
STUDIOS

**Driving sales and brand awareness
for ruru. studios with TikTok**

Objective

Ruru. studios were eager to add TikTok to their marketing mix, in order to enhance conversions in their target market of Switzerland, among women aged 18 to 44.

Solution

To achieve their goal of increasing brand awareness and conversions among their target market, the brand combined an authenticity-first content strategy with a selective approach to creator collaborations.

Products used

Spark Ads

Creator Collaboration

Key results

4.73
ROAS

500+
conversions

1.3M
impressions

Strategy 2

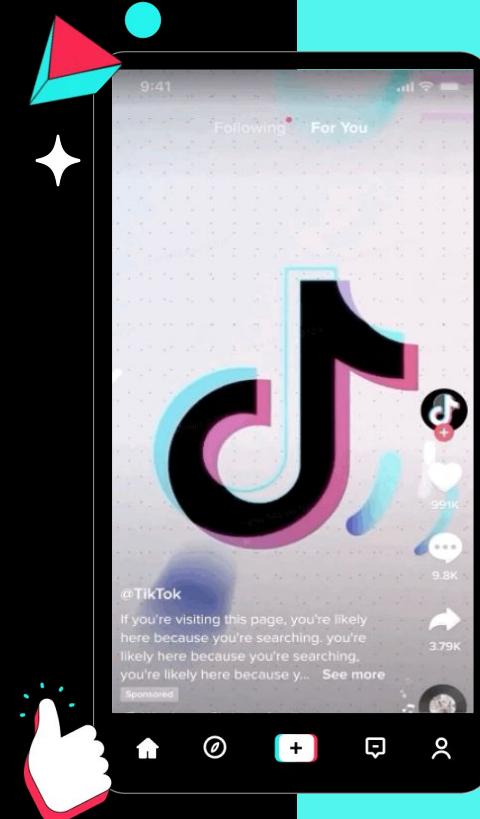
Ignite Q5 to Soar in Q1



Nail winning 2025 strategies with Test & Learn

A new year on TikTok means new audiences, new products, new engagement, and new celebrations.

Take advantage of Q5 and Q1 with a Test and Learn approach to boost your sales in 2025. By leveraging TikTok Ad Solutions, you'll see what really works. So give yourself a head start!



Example A:

Test & Learn Structure

Targeting

- Broad Targeting vs. Interest Targeting
- Lookalike Audience A vs B

Creative

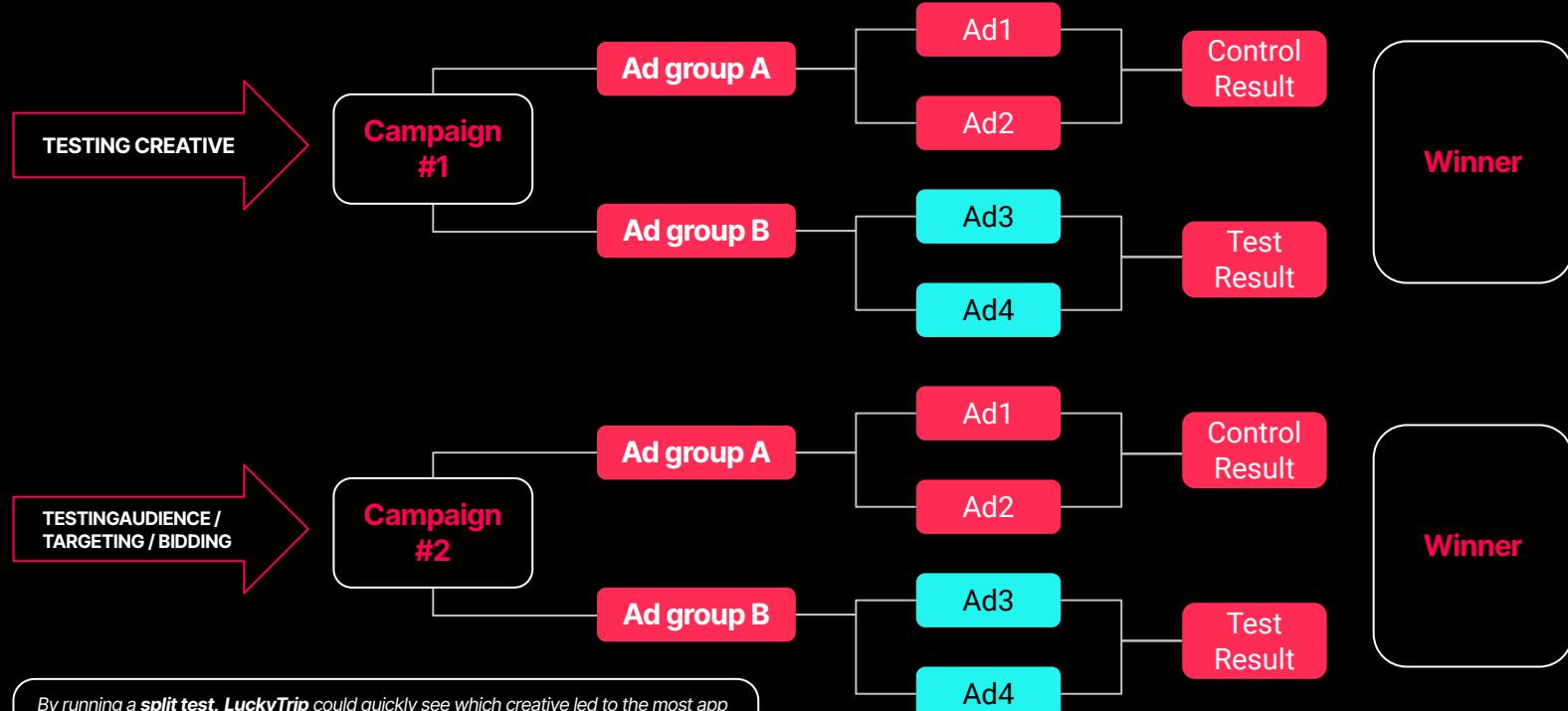
- Creative Style A vs. B
- Creative Messaging A vs. B

Targeting

- Maximum Value vs. Value Based Optimization Bidding



Test & Learn Structure



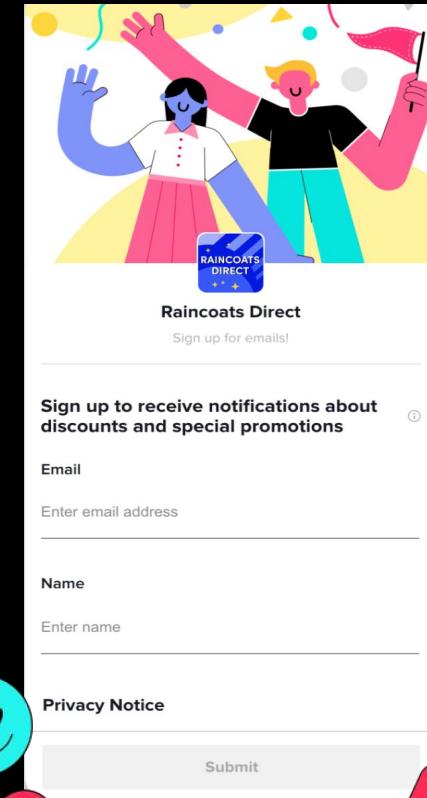
By running a **split test**, **LuckyTrip** could quickly see which creative led to the most app downloads. Armed with this knowledge they could then invest the remainder of the campaign budget into these high-performing videos and maximise their return on advertising spend. [Learn more here.](#)

Example B:

Capture and convert qualified leads more efficiently

Whether you're looking to collect leads, schedule consultations, or recruit prospects, TikTok Lead Generation solutions help you reach a new base of potential customers.

- Build Newsletter Lists
- Promote Course Subscriptions
- Generate Quotes
- Promote Discount Codes & Giveaways



Campaigns

Build Better, Smarter ^{NEW} Campaigns with Smart⁺

Our AI-powered automation solution that enables businesses to efficiently **maximize their returns**.

Key Benefits

Better Performance

Build high performing campaigns with machine learning and predictive AI that achieve your business' goals.

Operational Efficiency

Create your Smart+ campaign and let TikTok handle the rest. Smart+ creates and manages your ads to save you effort.

Creative Made Easy

Reduce creative fatigue and costs by automating how your creatives are shown to your audience.



How it works

- 1 Select your performance objective on Ads Manager.

- 2 Input your audience, budget, creative, and KPI, and **Smart+ will do the heavy lifting.**

- 3 Automating across **targeting, optimization, creative**, and more.

- 4 Delivering the **right ad** to the right person and **ensuring the best performance**.



One Solution: Endless Possibilities

Smart+ Campaigns maximize ROI for your most important business objectives

Smart+ Catalog Ads

Connect your catalog and drive sales on your e-commerce website.

71%

of advertisers achieved better performance¹.

NEED

Smart+ Web Campaigns

Drive traffic or lower funnel actions on your website.

71%

of advertisers achieved better performance¹.



Smart+ App Campaigns

Leverage the power of discovery to drive app installs and conversions.

80%

of advertisers achieved better performance¹.



Smart+ Lead Generation Campaigns

Turn leaned-in audiences into high-value customers.

70%

of advertisers achieved better performance¹.

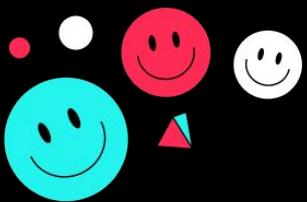


1. TikTok Internal Data from Smart+ Closed Beta testing, Global 2024

Unleash your creativity on TikTok



VALID.



Solutions that Recut with Ease

Creative Center

Explore the all-in-one platform to get familiar with trends, creative tools, and more that can inspire how you recut high-performance auction ads.

CapCut

All-in-one video editor that allows you to drag and drop your creative into a library of trending ad templates that are sound-on and full-screen.

Symphony Creative Studio

TikTok's AI-powered video generator that creates content that feels native to TikTok in minutes. You can generate new TikTok videos, or give your videos a new spin.

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When coming up with your creative strategy, don't forget to consider the **TikTok Creative Codes!**



1. TIKTOK FIRST

Create content authentic to
TikTok & For You Page.



2. TRENDS

Apply your brand to on platform
trends to connect with wider
users



3. PRODUCTION

Use the space wisely:
fill the screen but don't overlap
with the UI.



4. STRUCTURE

Create content structures that
add value and drive
effectiveness



5. STIMULATION

Grab users' attention with editing
techniques



6. SOUND

Start with sound.
What role does it play
in the content? How is it additive?



TikTok