

IS TIKTOK ADVERTISING RIGHT FOR YOUR BRAND?

MY BRAND IS...

B2B



Given the app's young users, B2B won't be as effective as other business models.

B2C



You're in TikTok's sweet spot! Big-name B2C brands have made a splash on the app.

BOTH



Maybe. If the B2C aspect of your brand leads the advertising strategy, it may be right.



COMMERCE CATEGORIES THAT WORK



Not in those categories?

If your product is relevant to teens and young adults, you may still find success on TikTok. Just ask us!

Does your **target audience** include...



If so, great! Young people make up **60%** of US TikTok users and open the app **8 times** per day.

1.
Is your campaign objective conversions?



2.
Does your messaging promote or discuss politics in any way?



If you answered **no** to both questions, you're in good shape for advertising on TikTok.

With a young userbase and rampant sense of virality, the user-generated content (UGC) of TikTok will be a much stronger branding than converting tool for retail brands.

The platform also banned political ads in October 2019.

FEELING READY TO ADVERTISE ON TIKTOK? REACH OUT TO RISE.

Our award-winning team has driven **63% higher return on paid social ad spend.**

rise interactive