

# Understanding the Strengths of TikTok Ads

M/GNA MEDIA TRIALS

TikTok



# TikTok ranks #1 on global ad equity

Consumers say TikTok ads are the most...

**FUN**

**#1**

**ENTERTAINING**

**INNOVATIVE**

# Our Questions

1

How do both native and repurposed ads perform on TikTok today?

2

How can advertisers amplify the effectiveness of repurposed ads on TikTok?

# The Ad Types We Tested

## TikTok Native Ads

Ads custom created for TikTok that look and feel like TikTok content. Hashtag challenges not included.

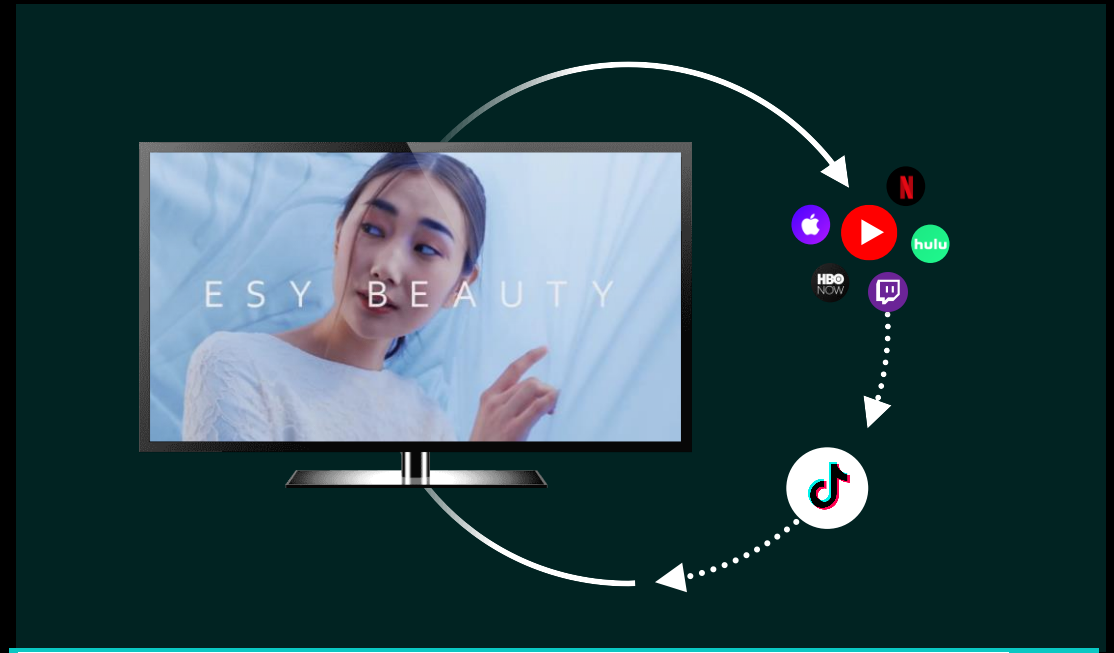


### Includes many formats:

- How-to videos
- Comedy, hobbies
- Lo-fi native-seeming ads
- Ads which show product attributes or usage

## Repurposed Ads

Videos built for TV or other streaming digital platforms, (e.g., YouTube, Instagram), but are then repurposed for the TikTok platform.





# 1

## Recruitment

Recruited TikTok users ages 18-45 from a representative online mobile panel

<b>Total*</b>	<b>n=4,477</b>
United States	1,980
United Kingdom	2,497



# 2

## Sample Definition

Demographic + Media consumption survey to ensure regular TikTok usage

# 3

## TikTok Experience

Participants driven to controlled version of TikTok to watch content, with a test or control ad delivered based on randomization



# 4

## Brand KPI Measurement

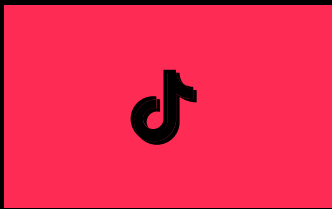
Post-exposure survey to measure impact on brand KPIs



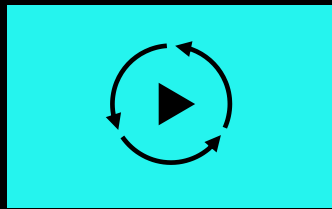
# The Scope

59 ADS MEASURED

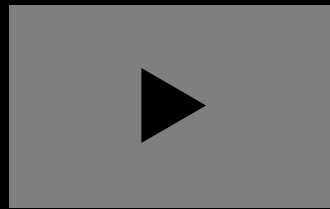
Types of Ads



TikTok Native Ads



Repurposed Ads



Control Ads (Public Service Announcements)

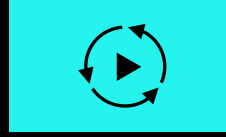
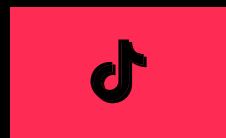
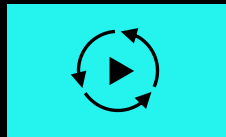
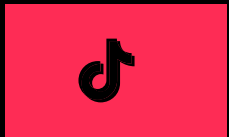
Ad Combinations Tested:



VS



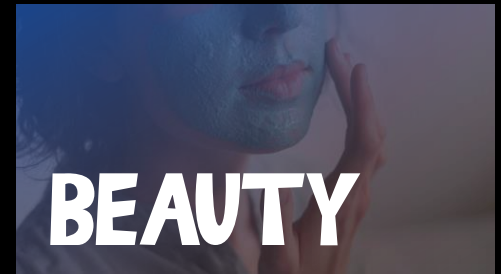
VS



Order of exposure randomized

INDUSTRY VERTICALS

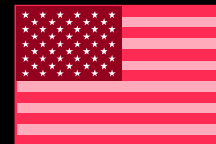
Total Verticals (6 Brands)



TikTok Ad Effects

- Presence of Music
- Use of Transitions
- Inclusion of Creator
- Use of Brand Cues
- Inclusion of Voiceovers
- Use of Text Overlay

MULTI-MARKET



n=1,980  
United States



n=2,497  
United Kingdom

## ADVANCED MODELLING

# What's the strongest driver of ads on TikTok?

### KPIS MEASURED



Brand Favorability



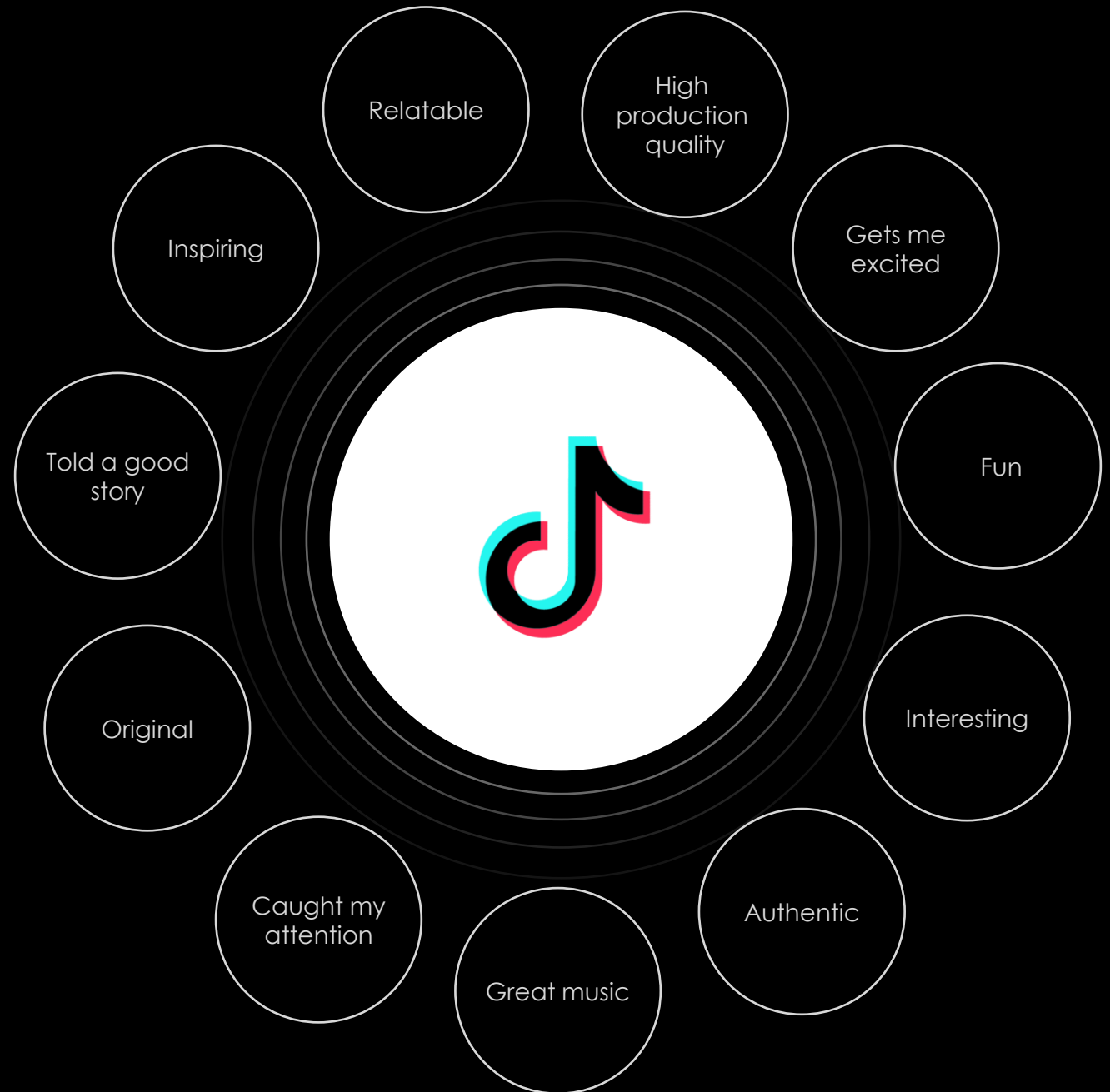
Purchase Intent



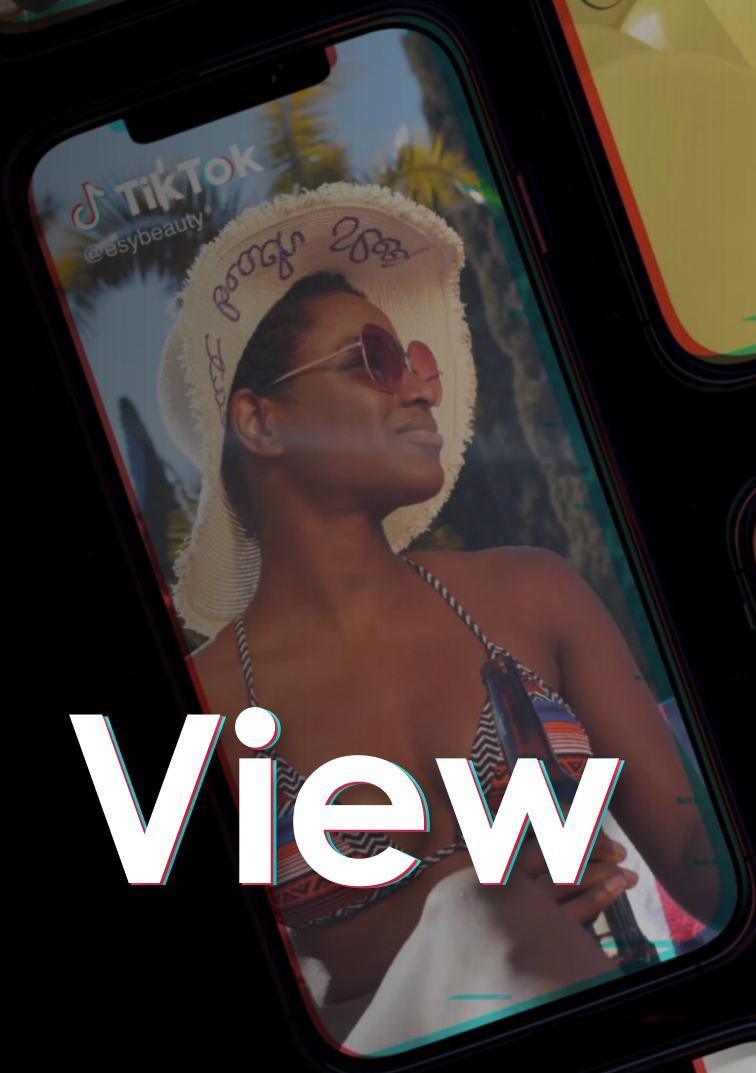
Search Intent



Website Intent



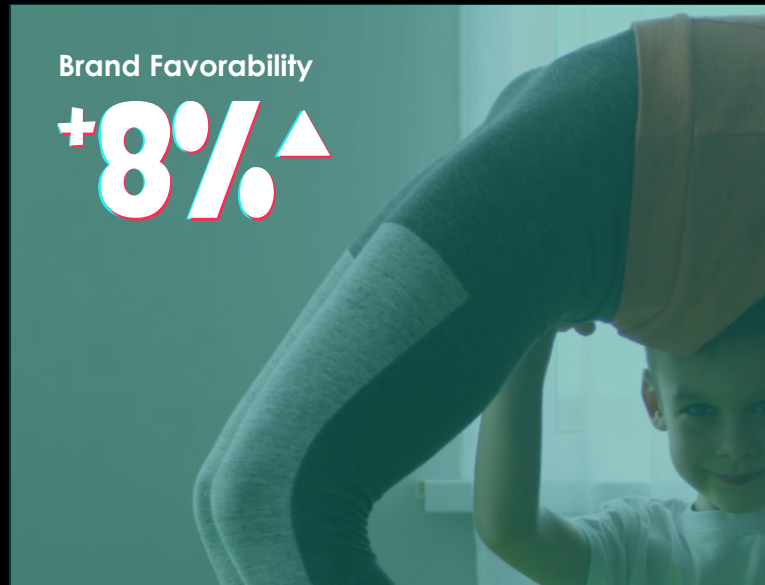
# Ads on TikTok, 1,000 FT. View





# Ads on TikTok drive brand KPIs

Impact on Brand KPIs: All Tested Ads on  
TikTok | *Delta (Exposed – Control)*



# TikTok ads are persuasive across age ranges

Impact on Purchase Intent: All Tested Ads on TikTok | Delta (Exposed – Control)



A18-24

+7%▲



A25-34

+7%▲



A35-45

+5%▲

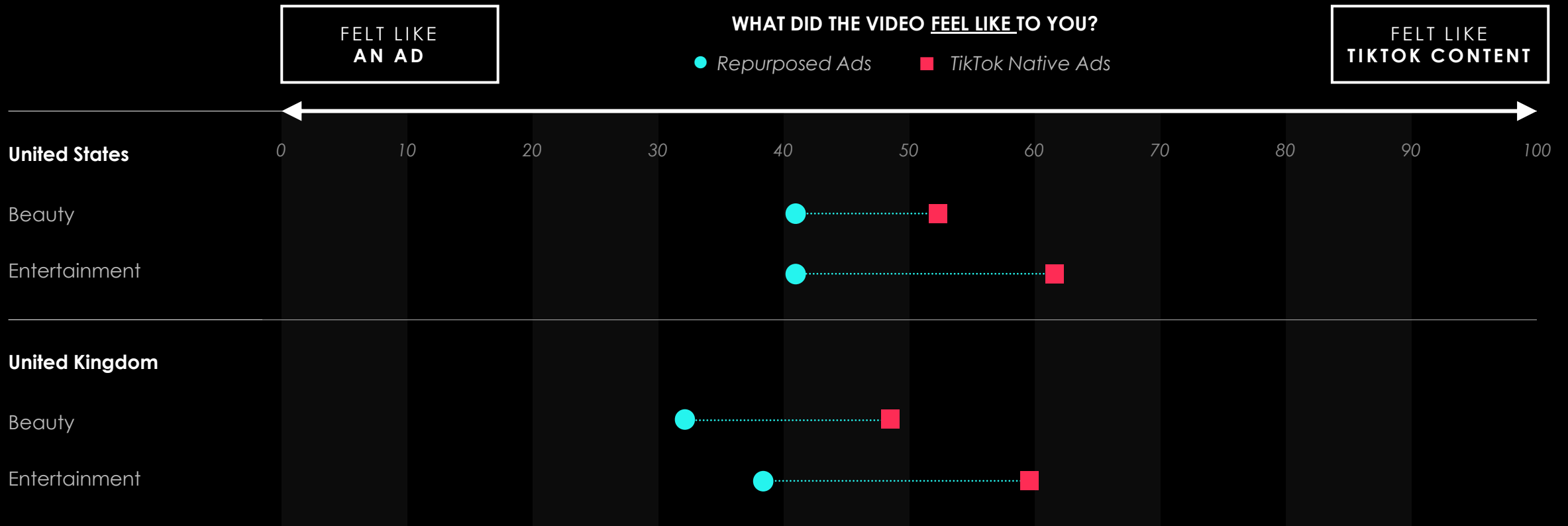
A18-24 N= 1,301; A24-34 N= 1,551; A35-45 N= 1,625

▲ = statistically significant difference between exposed/control at >=90% confidence

Source: TikTok Marketing Science [UK, US] Understanding the strengths of TikTok ads 2022, conducted by Magna

# TikTok native ads naturally blend in with content more than repurposed ads

People experience TikTok native ads & repurposed ads differently, especially entertainment where native ads may be less commonplace



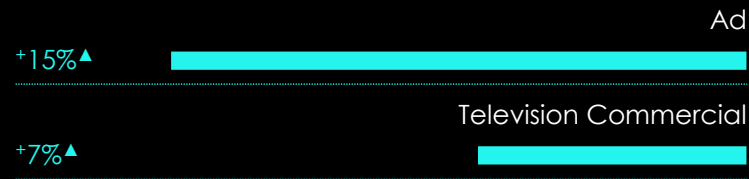
US Repurposed ads N= 593 TikTok native ads N= 459; UK Repurposed ads N= 676 TikTok Native ads N= 574  
 Q: Please tell us what the video felt like to you by rating it on the scale below. (Slider Rating)  
 Source: TikTok Marketing Science [UK, US] Understanding the strengths of TikTok ads 2022, conducted by Magna

# TikTok native ads stand out from repurposed ads as product reviews or tutorials

Even the perceived purpose of each ad type varies

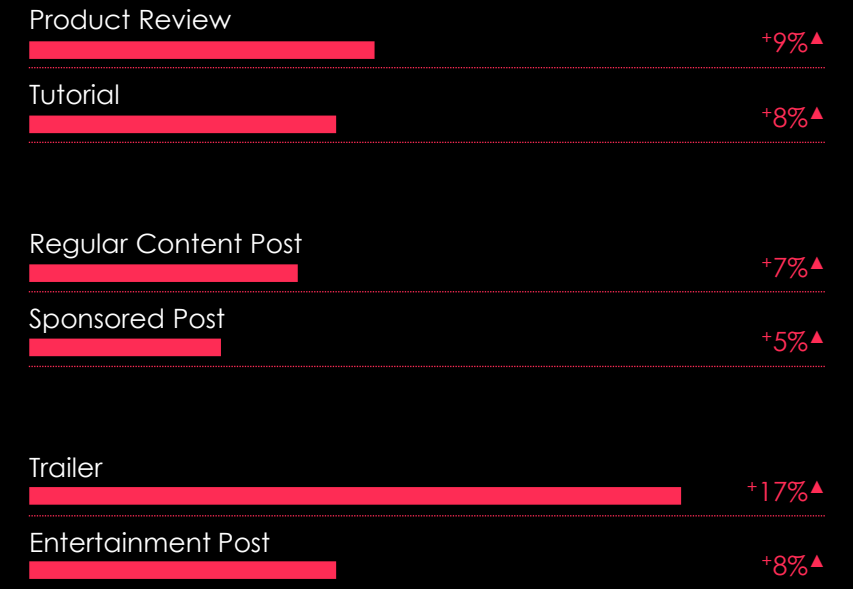
## REPURPOSED ADS

Are more like...



## TIKTOK NATIVE ADS

Are more like...



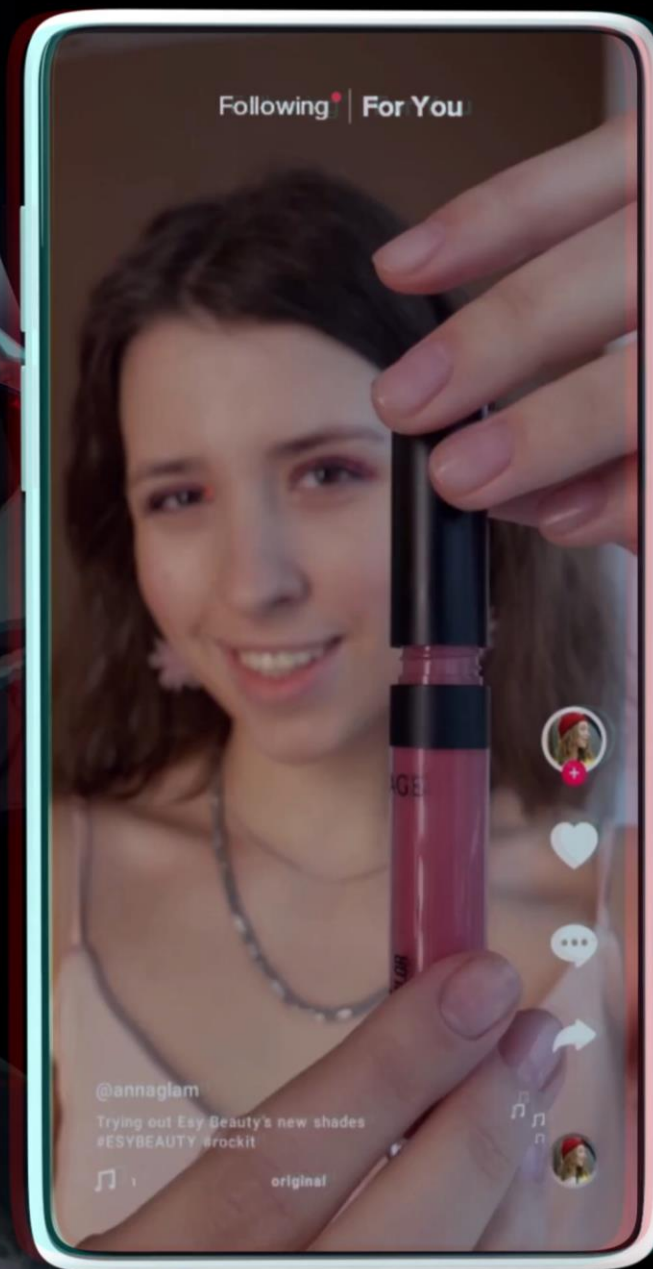
Repurposed ads N= 1,269 TikTok native ads N= 1,033  
 ▲ = statistically significant difference between exposed/control at >=90% confidence  
 Source: TikTok Marketing Science [UK, US] Understanding the strengths of TikTok ads 2022, conducted by Magna



**With 2  
inherently  
different ad  
types...**

**HOW SHOULD  
BRANDS  
OPTIMIZE?**

# TikTok Native Ads, Under the Hood



# Regardless of the vertical, TikTok native ads generate interest and drive next steps

Impact of TikTok Native Ads: *Delta (Exposed – Control)*



Brand Is Interesting



**+7%<sup>▲</sup>**

Brand Is Relevant



**+7%<sup>▲</sup>**

Search Intent



**+6%<sup>▲</sup>**



Brand Is Interesting



**+7%<sup>▲</sup>**

Brand Is Fun



**+7%<sup>▲</sup>**

Purchase Intent



**+6%<sup>▲</sup>**

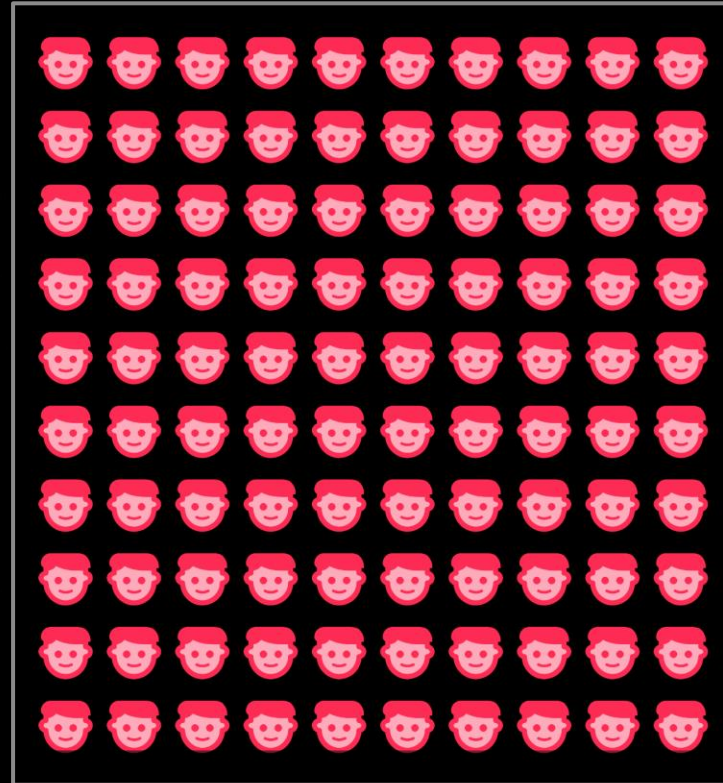
Entertainment: Control N= 535 Exposed N= 538; Beauty: Control N= 495 Exposed N= 495  
<sup>▲</sup> = Statistically significant difference between exposed/control at ≥90% confidence  
 Source: TikTok Marketing Science [UK, US] Understanding the strengths of TikTok ads 2022, conducted by Magna

# TikTok native ads capture the views of potential new customers

AD COMPLETION (25%+) AMONG NON-PAST PURCHASERS: *Indexed*

**127**  
OVER INDEX

TikTok Native Ads Indexed to Average of All Tested Ads (100)





# Brands should leverage TikTok native ads for acquisition

Impact of TikTok Native Ads:  
Delta (Exposed – Control)

- Non-Past Brand Purchasers
- Total Audience



Non-Past Purchasers: Control N= 690 Exposed N= 664  
Total Audience: Control N=1,050 Exposed N=3,447

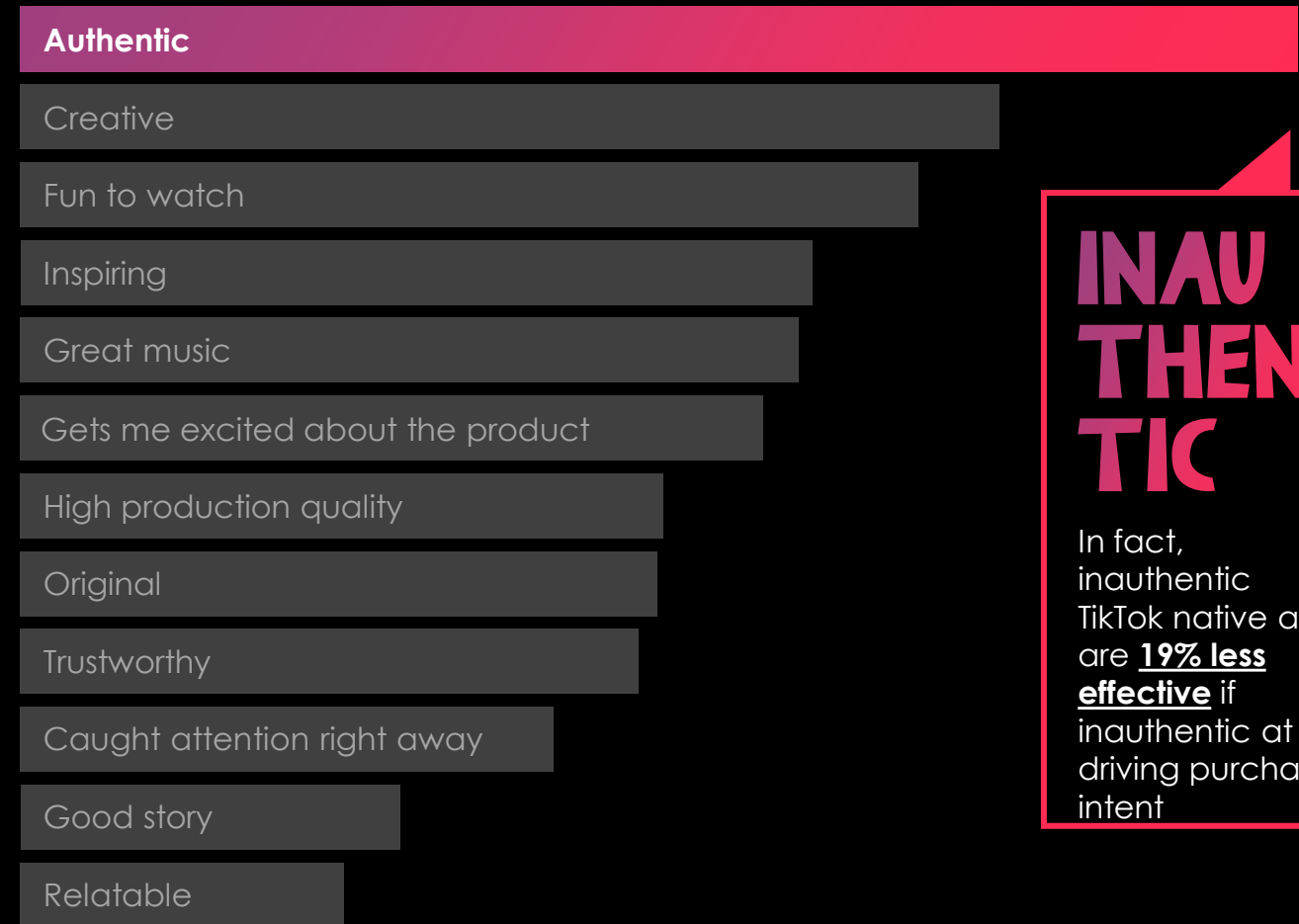
▲ = Statistically significant difference between exposed/control at >=90% confidence  
Source: TikTok Marketing Science [UK, US] Understanding the strengths of TikTok ads 2022, conducted by Magna

# To create the biggest impact, TikTok native ads should focus on ensuring authenticity

To leverage authenticity, brands should focus communication on enthusiasm, integrity, intention, and intimacy\*

Drivers of Purchase Intent: Impact Modelled Based on Ad Perceptions

Ad is (or has)...



## INAUTHENTIC

In fact, inauthentic TikTok native ads are **19% less effective** if inauthentic at driving purchase intent

TikTok Native ads: Control N= 1,030 Exposed N= 1,033

\*TikTok Research: Authenticity, Happiness and Joy on TikTok: DECODED

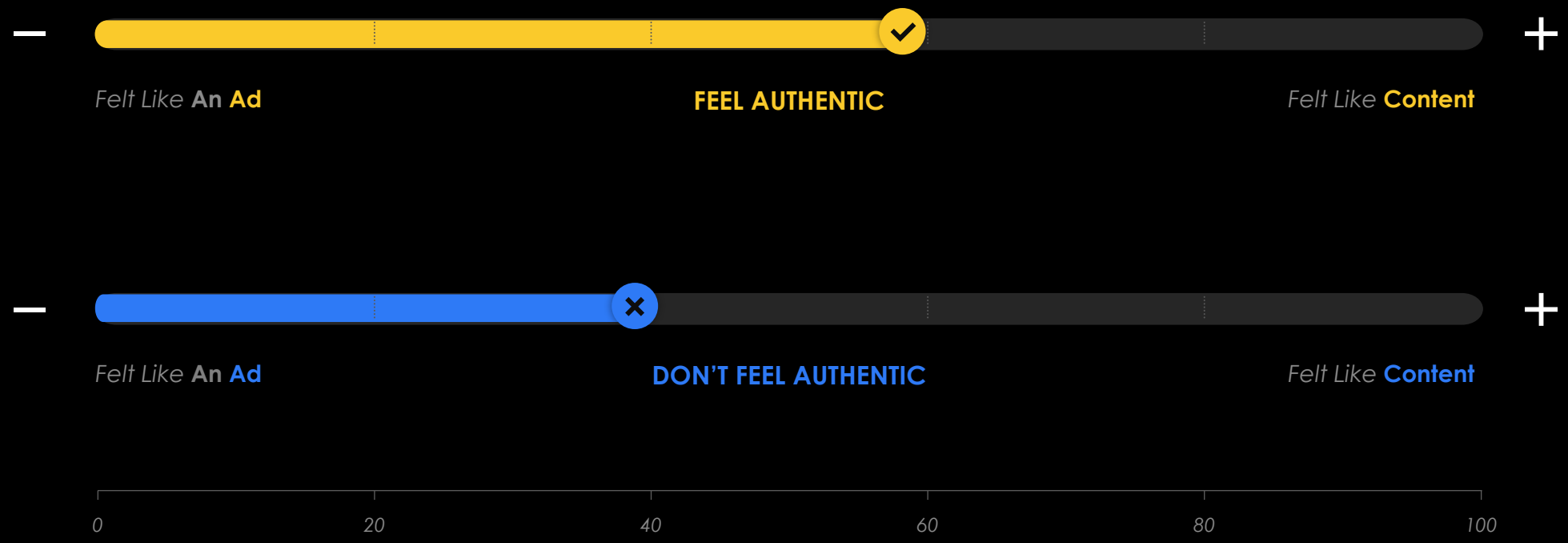
Values were modelled using logistic regressions to determine the impact of ad perceptions on brand metrics. All regression coefficients significant at ≥90% confidence.

Source: TikTok Marketing Science [UK, US] Understanding the strengths of TikTok ads 2022, conducted by Magna

# Authentic TikTok native ads feel more like TikTok content

Pattern exists across both beauty and entertainment industry verticals

Perception of TikTok Native Ads By Authenticity: Slider Scale (0-100)

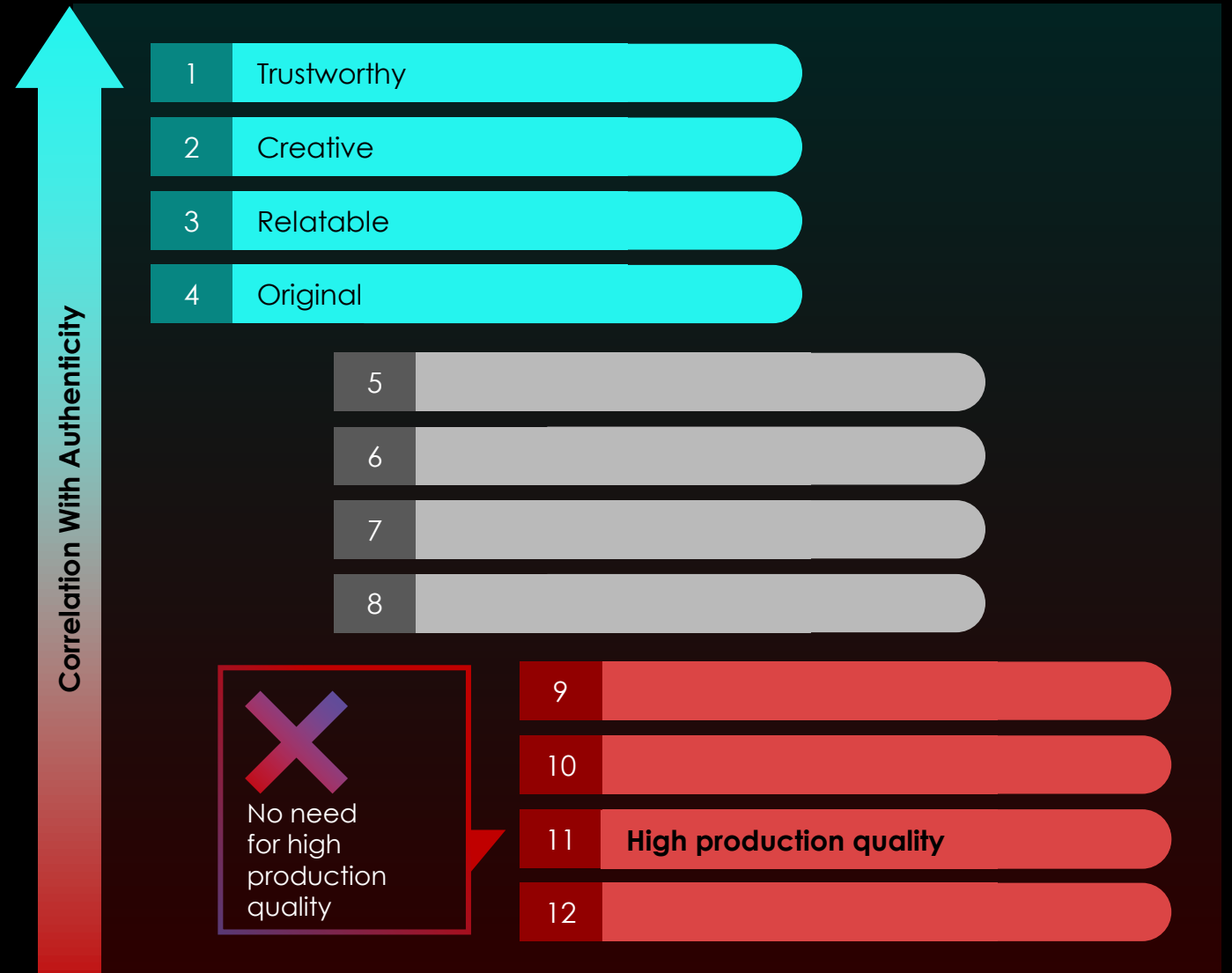


TikTok Native ads: Exposed N= 1,033  
Source: TikTok Marketing Science [UK, US] Understanding the strengths of TikTok ads 2022, conducted by Magna

# High production doesn't always equal authenticity

High production quality is among the weakest correlations with perceived authenticity

**Correlations with Authenticity, Ranked:**  
TikTok Native Ads

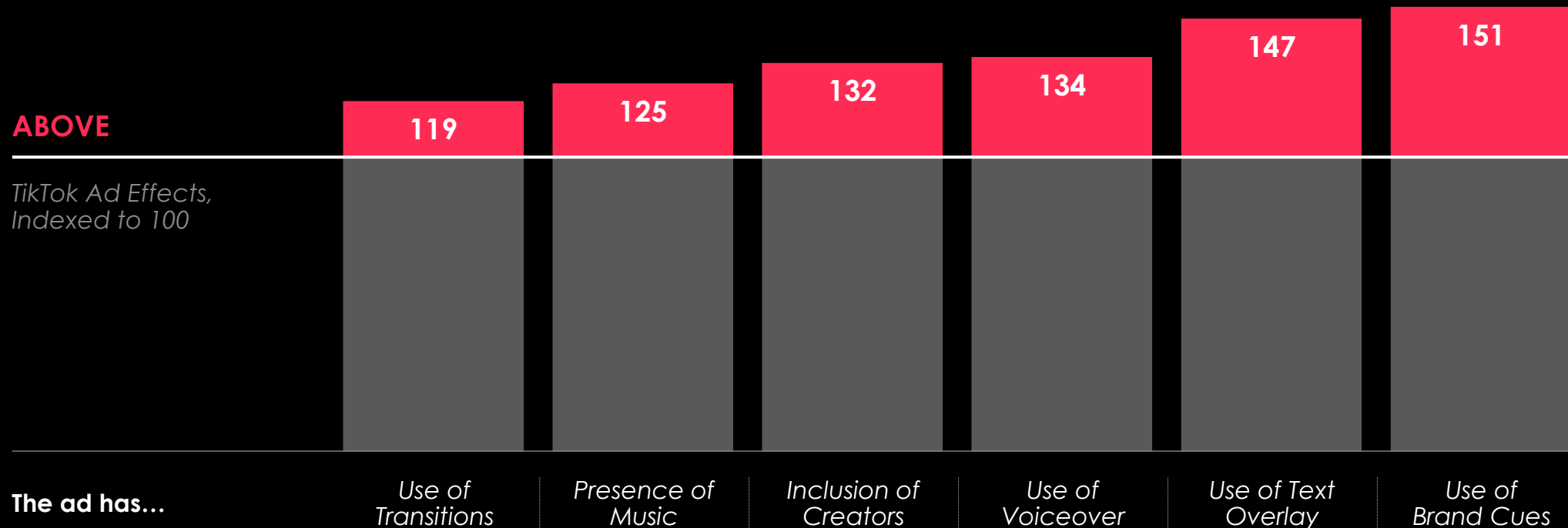




# Use TikTok effects to promote authenticity for native ads

When brands leverage these TikTok features, TikTok native ads feels more authentic

Effects That Make For 'Authentic' TikTok Native Ads



# Key Takeaway

- Brands should leverage TikTok native ads to cast a wide net, as they effectively persuade potential new customers
- To harness the power of TikTok native ads, brands should prioritize authenticity when working with creators, avoiding forced high production and embracing video features endemic to the platform

# Repurposed Ads, Under The Hood



# High-quality ads are more memorable

Impact of Repurposed Ads by Perceived Creative Quality:  
Delta (Exposed – Control)

- Above Average Ad Quality
- Below Average Ad Quality

**Determining Creative Quality:** All creative attribute responses from participants aggregated to create a single creative quality score

## Unaided Ad Recall (First Mention)



## Aided Ad Recall

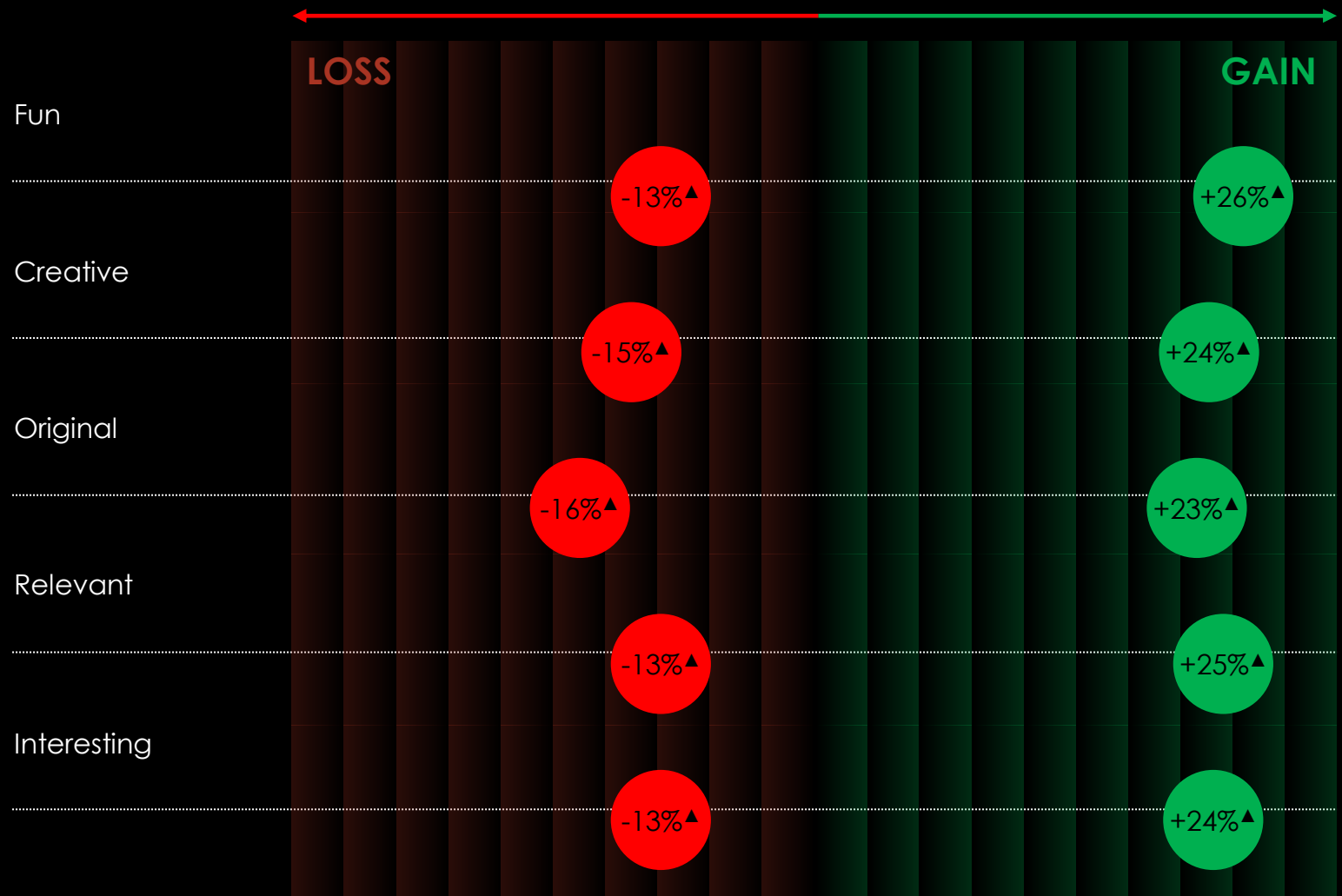


# Quality of repurposed ads makes or breaks KPIs

Given 74%\* of TikTok users come to the platform to be entertained, brands should deliver to meet expectations

- Above Average Ad Quality
- Below Average Ad Quality

Impact of Repurposed Ads Based on Perceived Creative Quality:  
Delta (Exposed – Control)

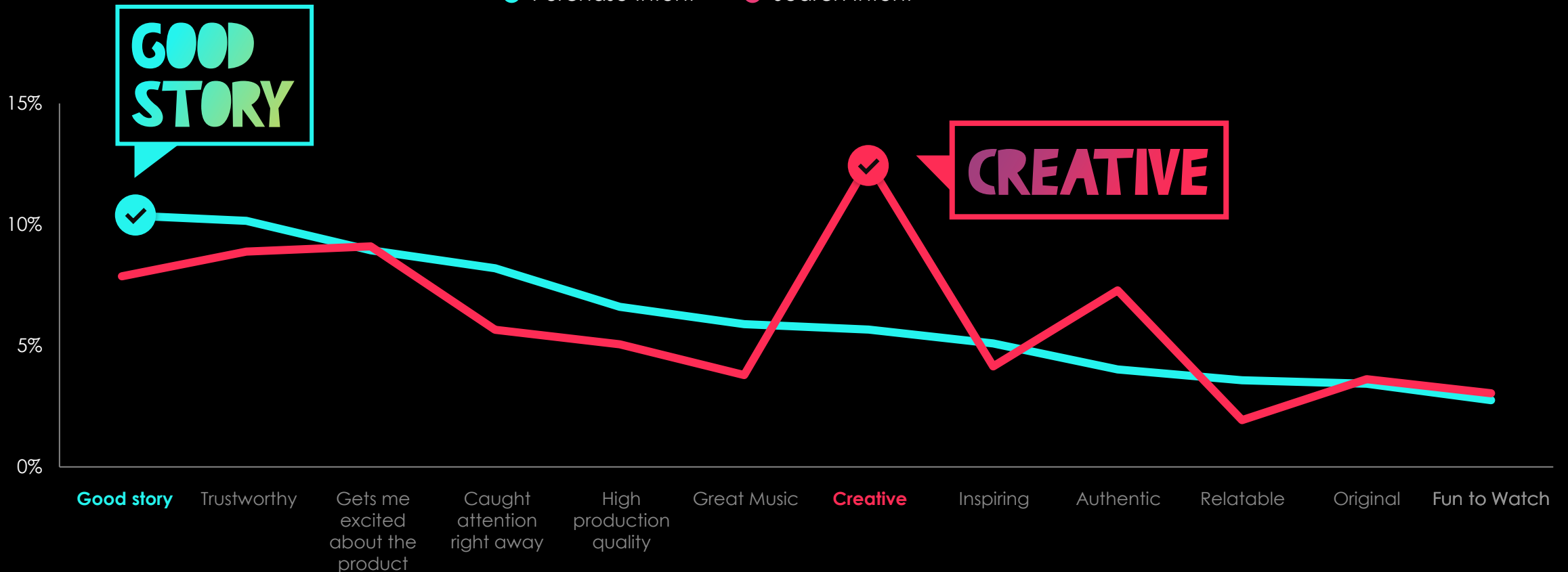


# When using repurposed ads, creative storytelling should be prioritized

Providing entertainment through good storytelling encourages people to learn more, and creativity drives purchase intent

Drivers of Brand KPIs: Impact on KPI Modeled Based on Ad Perceptions

● Purchase Intent ● Search Intent





# When good storytelling & creativity aren't leveraged, loss of impact occurs

Potential Impact Without "Good Storytelling" and "Creativity": Delta (Exposed – Control)



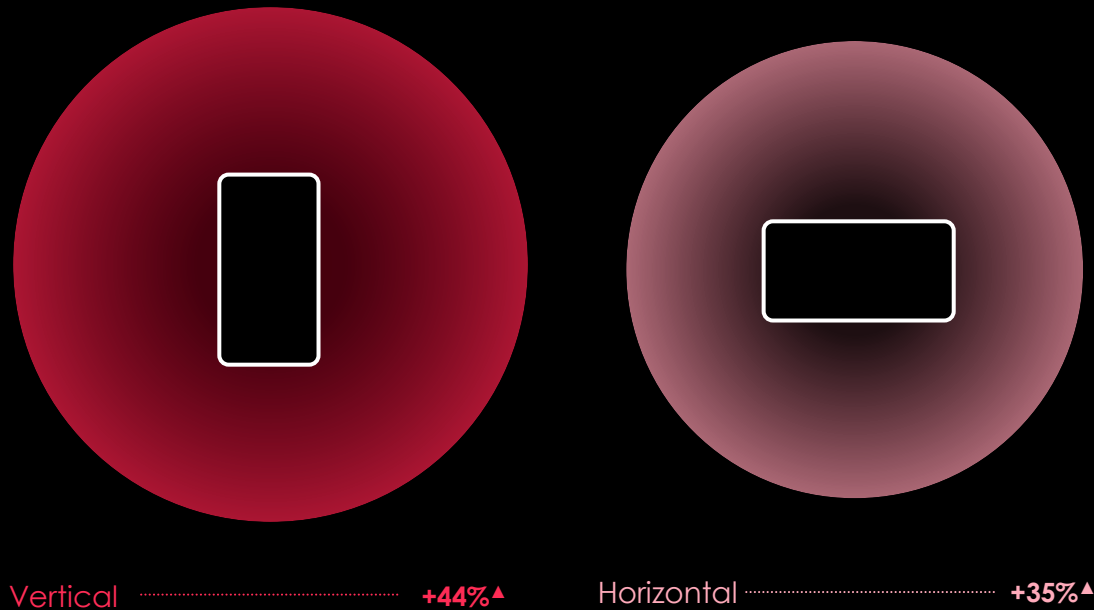
# Amplify repurposed ads by reformatting vertically

Brands should consider shooting ads in ways that allow for easy reformatting to vertical orientation post-production

Impact of Repurposed Ad Orientation: *Delta (Exposed – Control)*

■ Vertical ■ Horizontal

## UNAIDED AD RECALL, FIRST MENTION



## Purchase Intent



## Brand is Relevant



## Brand is Creative



# Key Takeaway

- Repurposed ads should focus on the entertainment factor through high-quality storytelling
- To ensure proper integration into TikTok content, convert repurposed ads to vertical orientation

# Implications

# Implications



## TikTok Native Ads For New Acquisition

Brands should lean-in to TikTok native ads and TikTok enhancement features, especially when focused on new acquisition

## TikTok Ads Drive Metrics That Matter

Forward-thinking brands should leverage TikTok ad types to drive both brand perceptions and lower funnel metrics like Search and Purchase Intent



## Repurposed, When Done Right

Repurposed ads can create big impact, but brands should keep the following in mind:

- When selecting existing assets, opt for those with the greatest focus on creative story telling as opposed to offer-oriented messaging
- Vertical orientation is highly recommended
- Leverage [TikTok's Creative Center](#) for additional best practices

**Thank  
You**