

# THE ULTIMATE TIKTOK WHITE PAPER

PARA LA COMPRA  
DE MEDIOS

POR: FANTÁSTICO INTERNATIONAL,  
LA AGENCIA DE PUBLICIDAD PARA TIKTOK

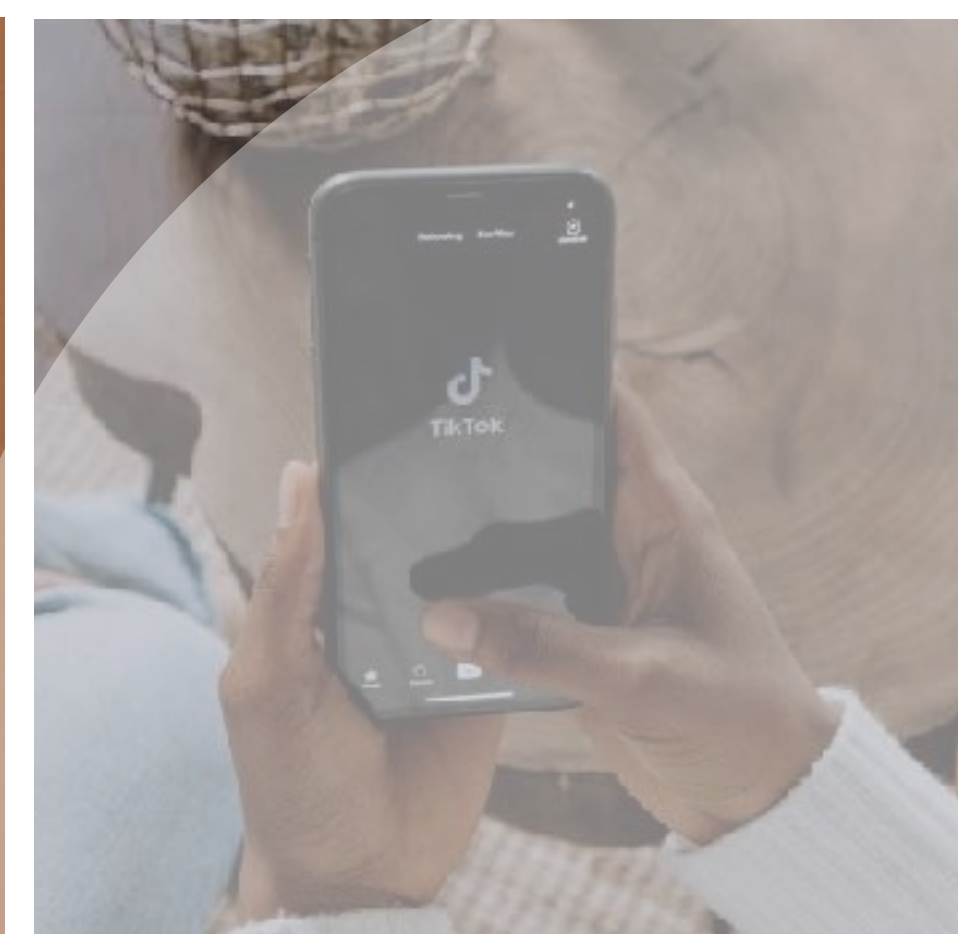
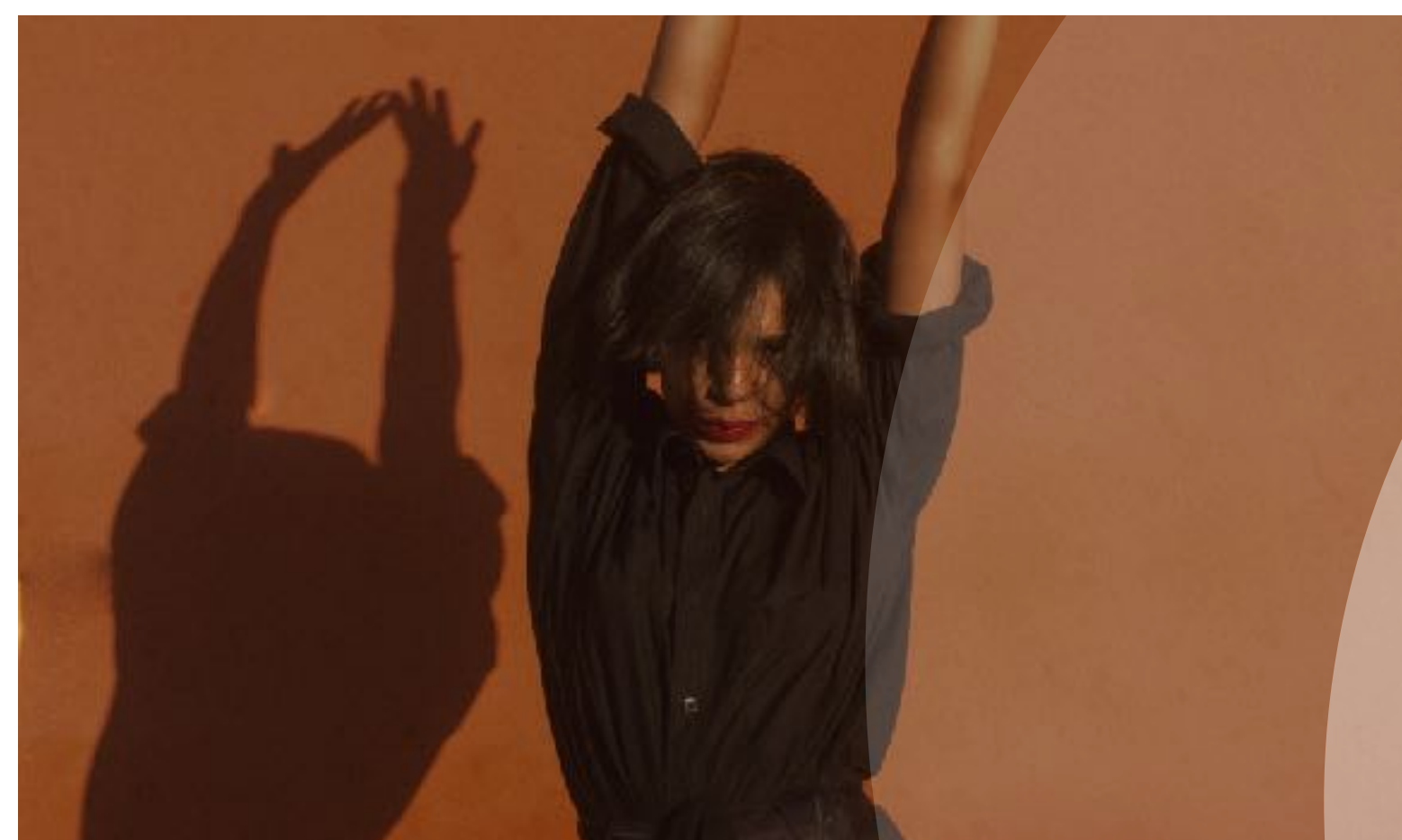
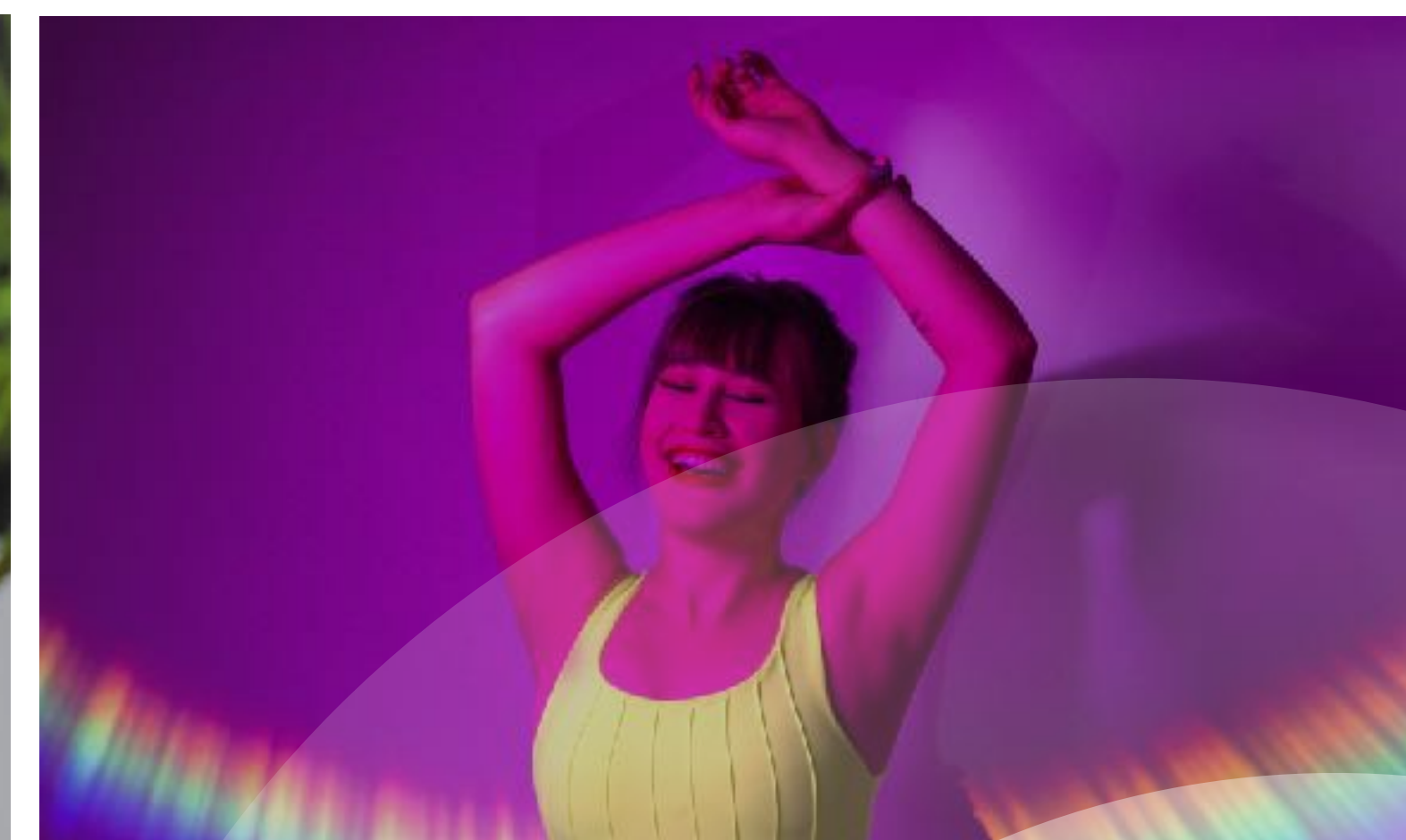
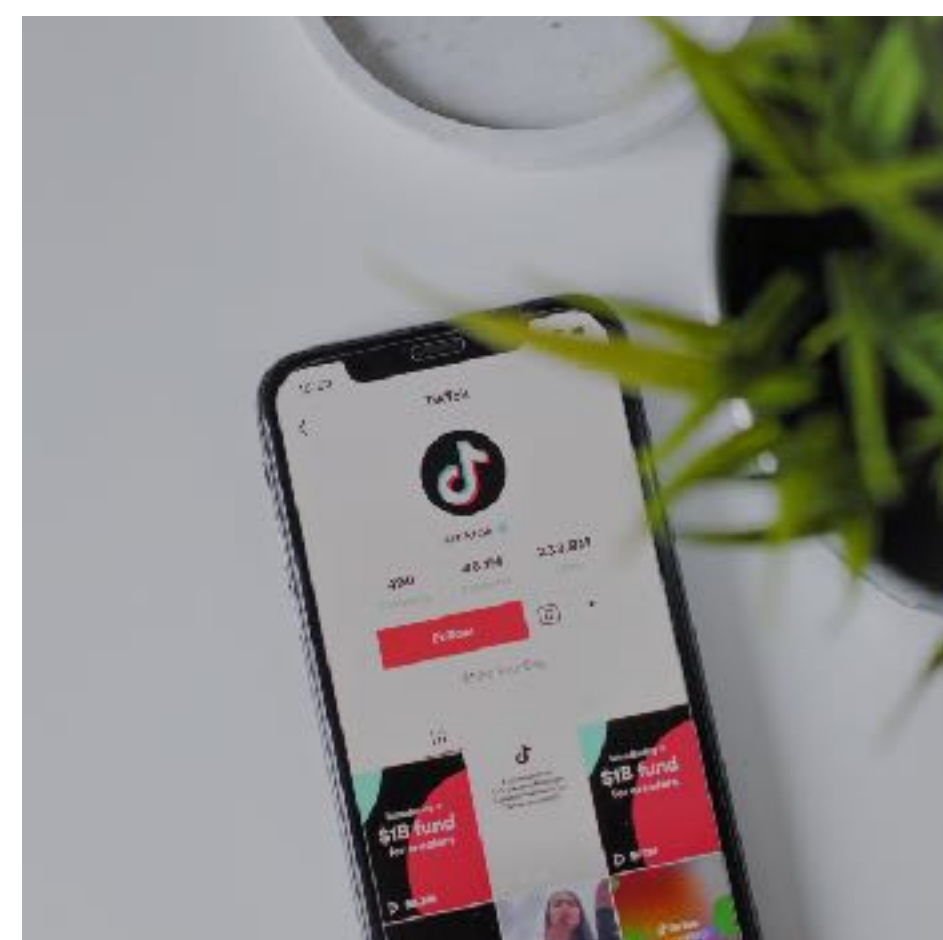
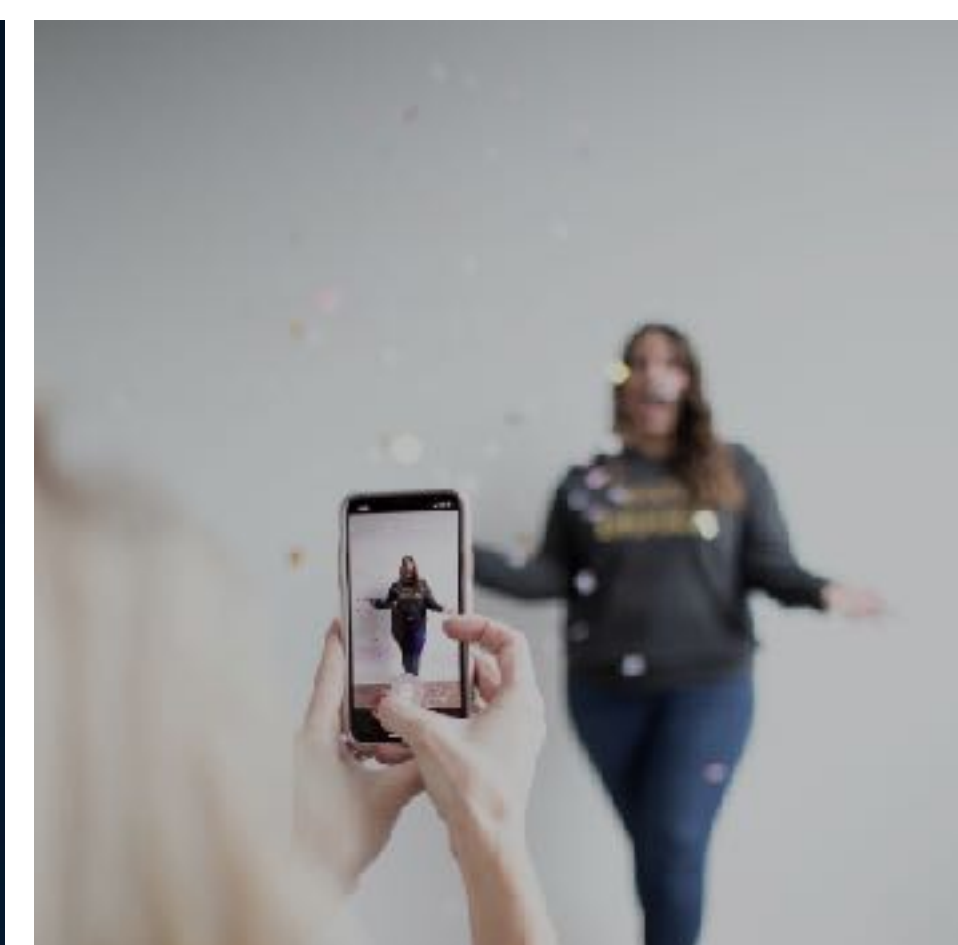
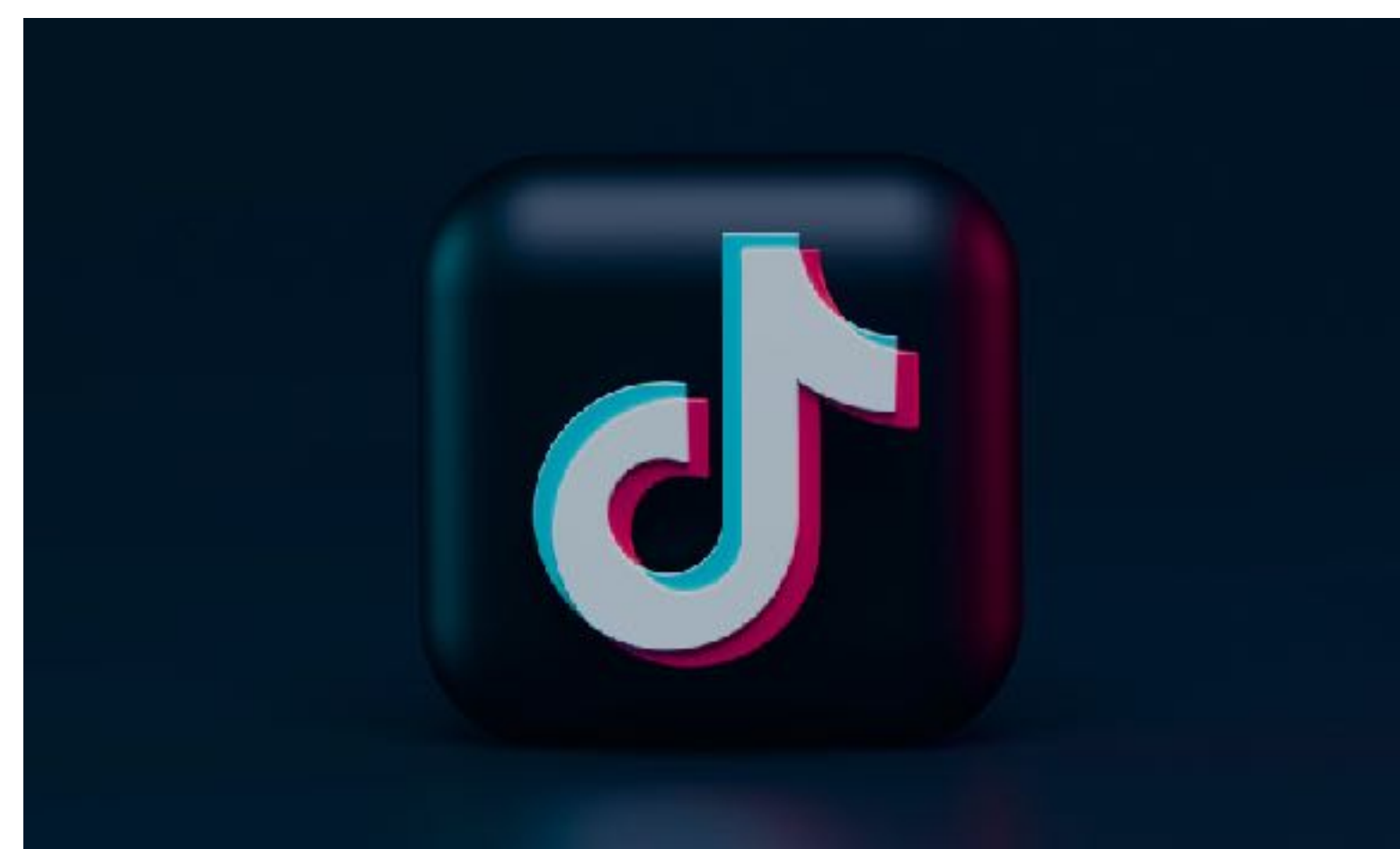
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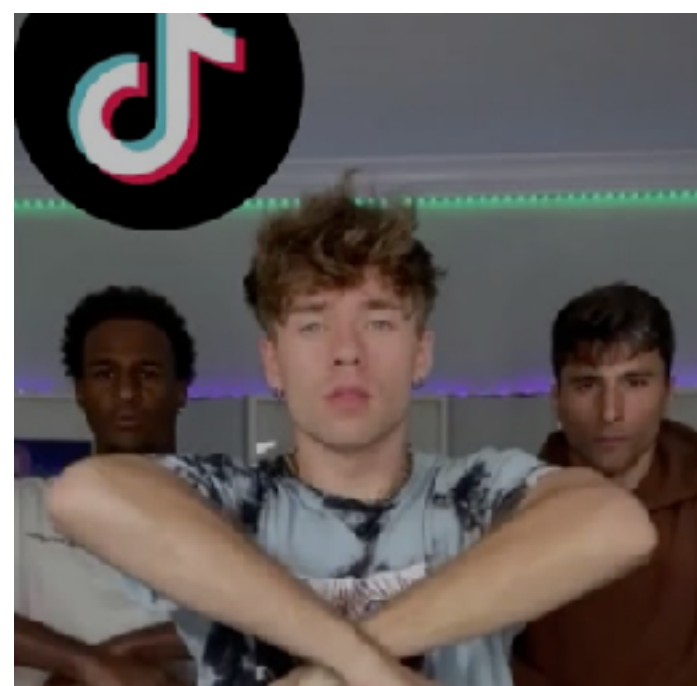
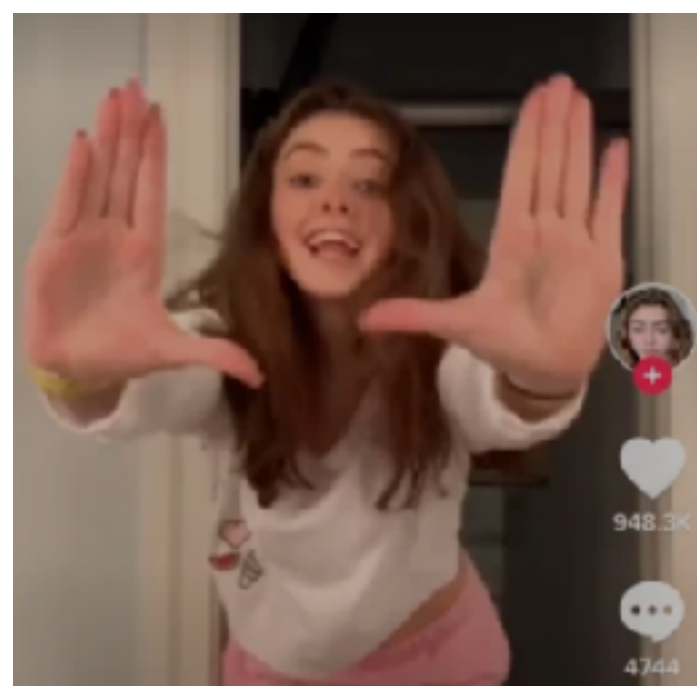
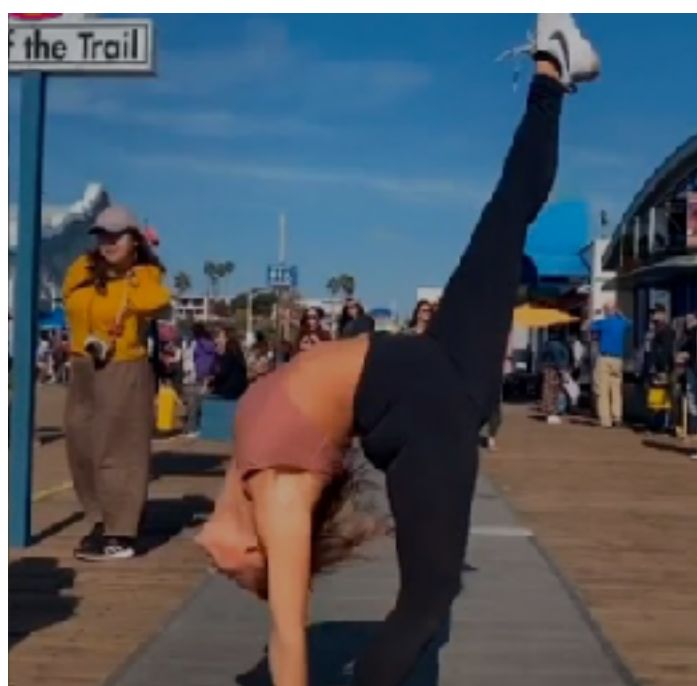
# WHAT IS TIKTOK?

TikTok is a video sharing platform with a twist. Videos usually are not longer than 15 seconds, and they are based on various themes: music, cooking, travel, dance, fashion, and so on. Users create these short videos, use tools to add music and special effects and share them on the app.

The mission of TikTok is to capture and present the world's creativity, knowledge, and moments that matter – directly from their mobile phone. In this way, TikTok wants to encourage users to share their passion and creativity.







# THE BEST WAY TO UNDERSTAND TIKTOK, IS TO EXPERIENCE IT

\*TikTok, 2021





# TIKTOK IN NUMBERS





**1.2 Billion**

USERS  
WORLDWIDE

**680M**

GLOBAL  
MONTHLY  
ACTIVE USERS

**Gender**

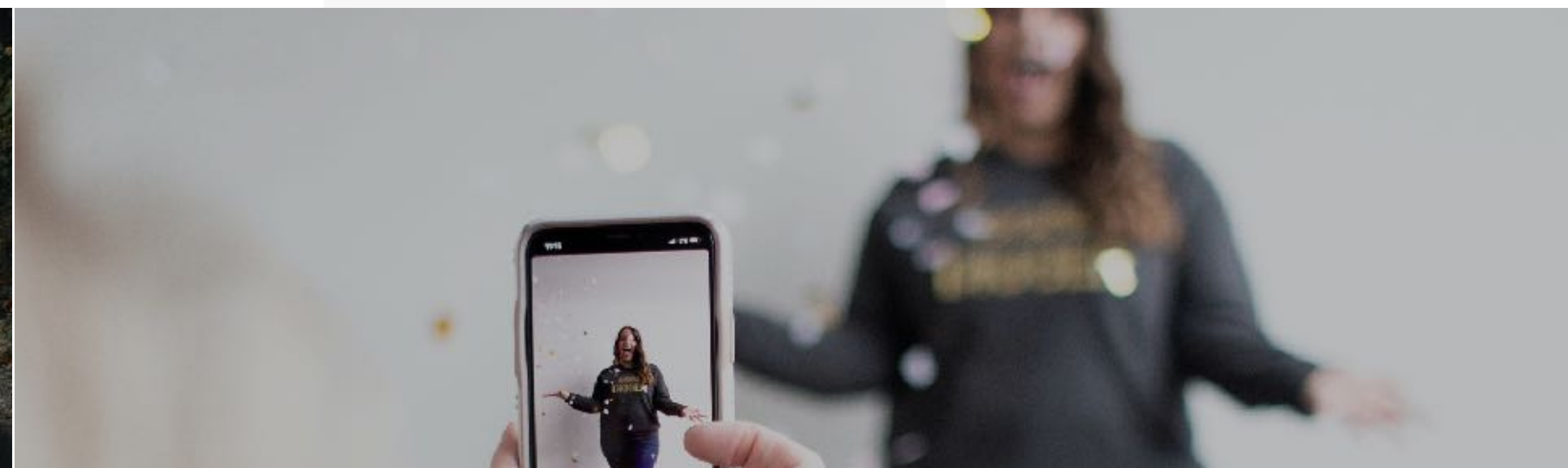
GIRLS 60%  
BOYS 40%

**52 Mins**

MINS SPENT ON  
THE APP PER  
DAY

**7 Times**

TIMES A USER  
OPENS THE APP  
PER DAY

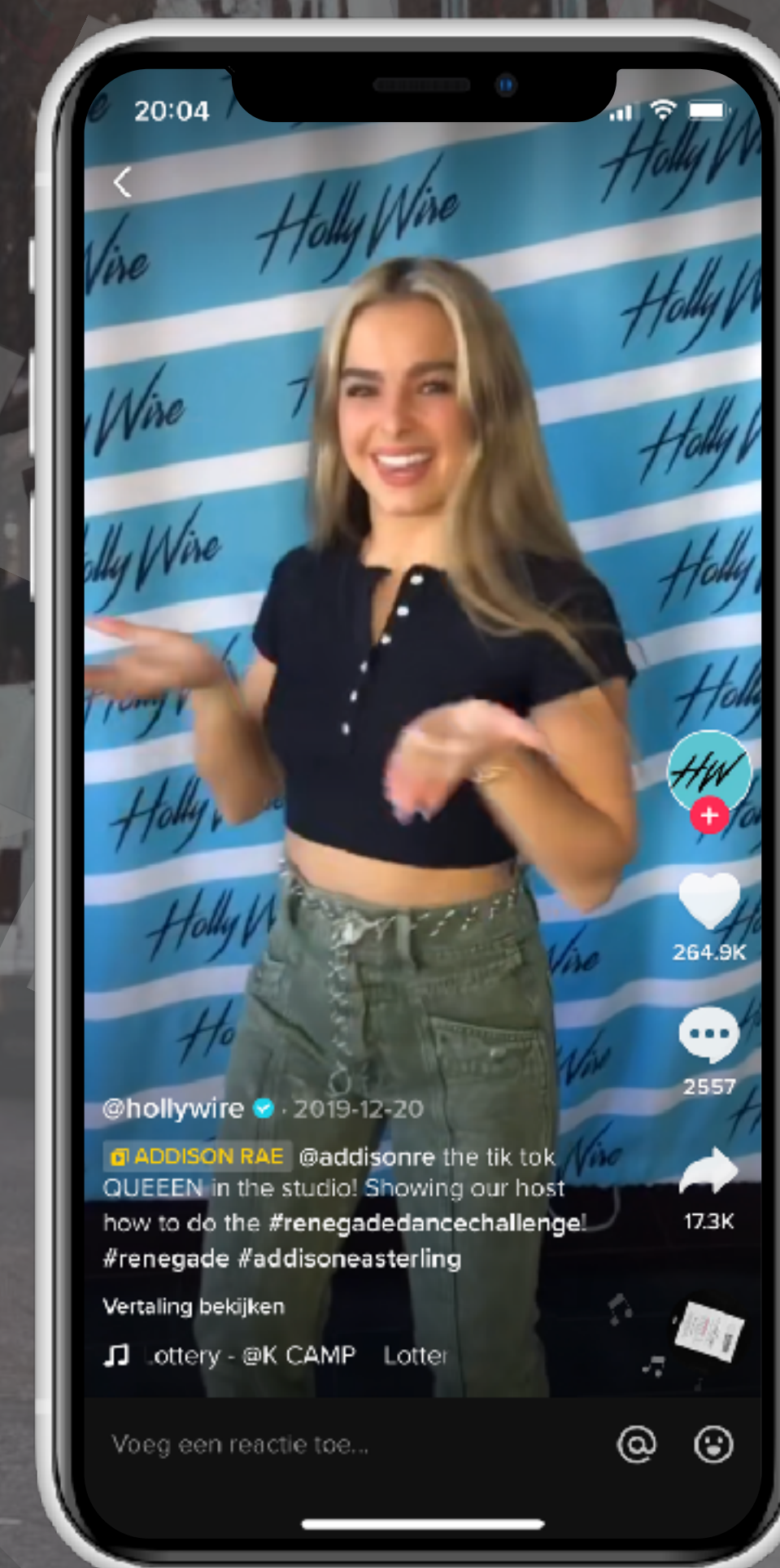
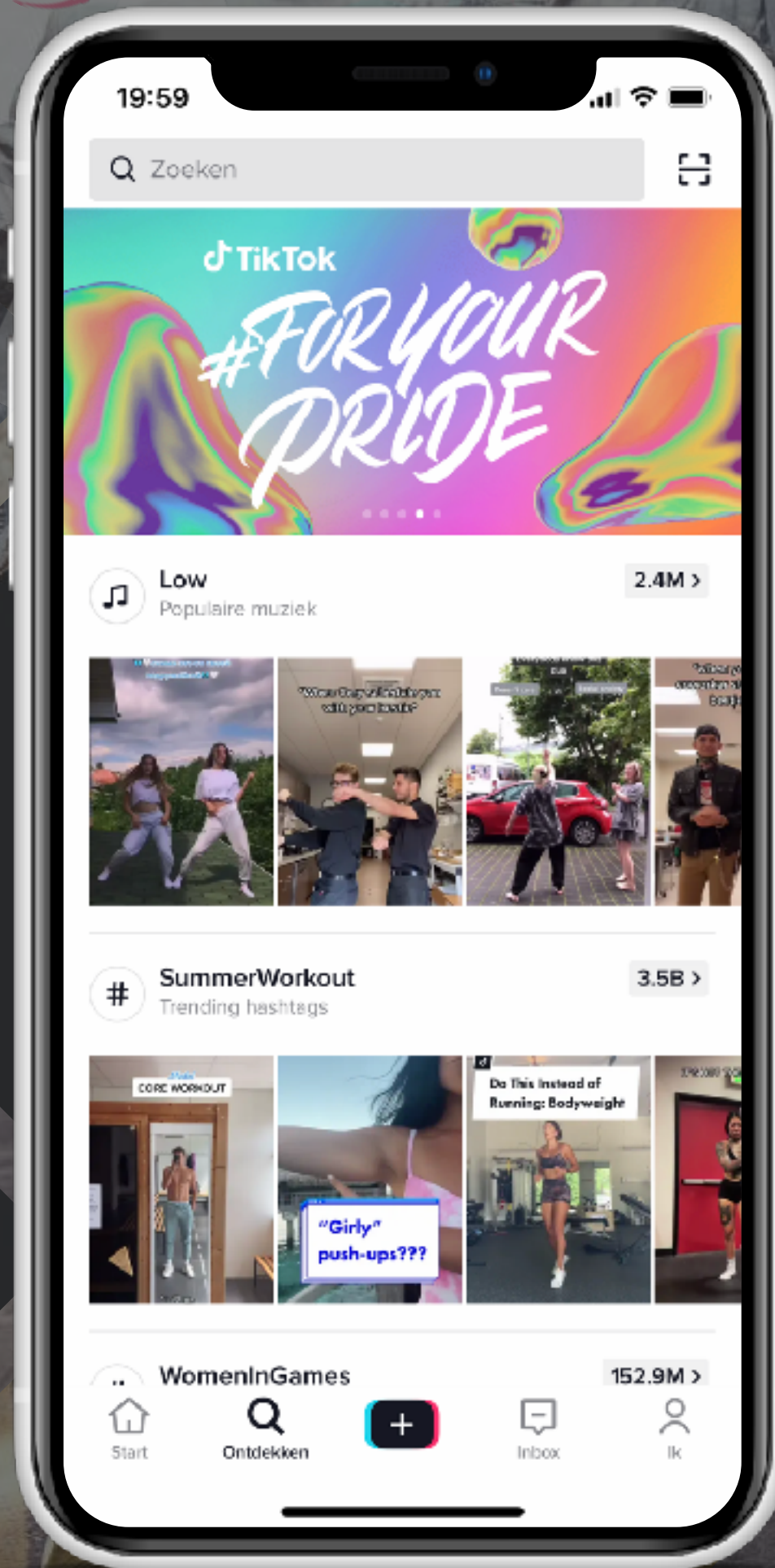
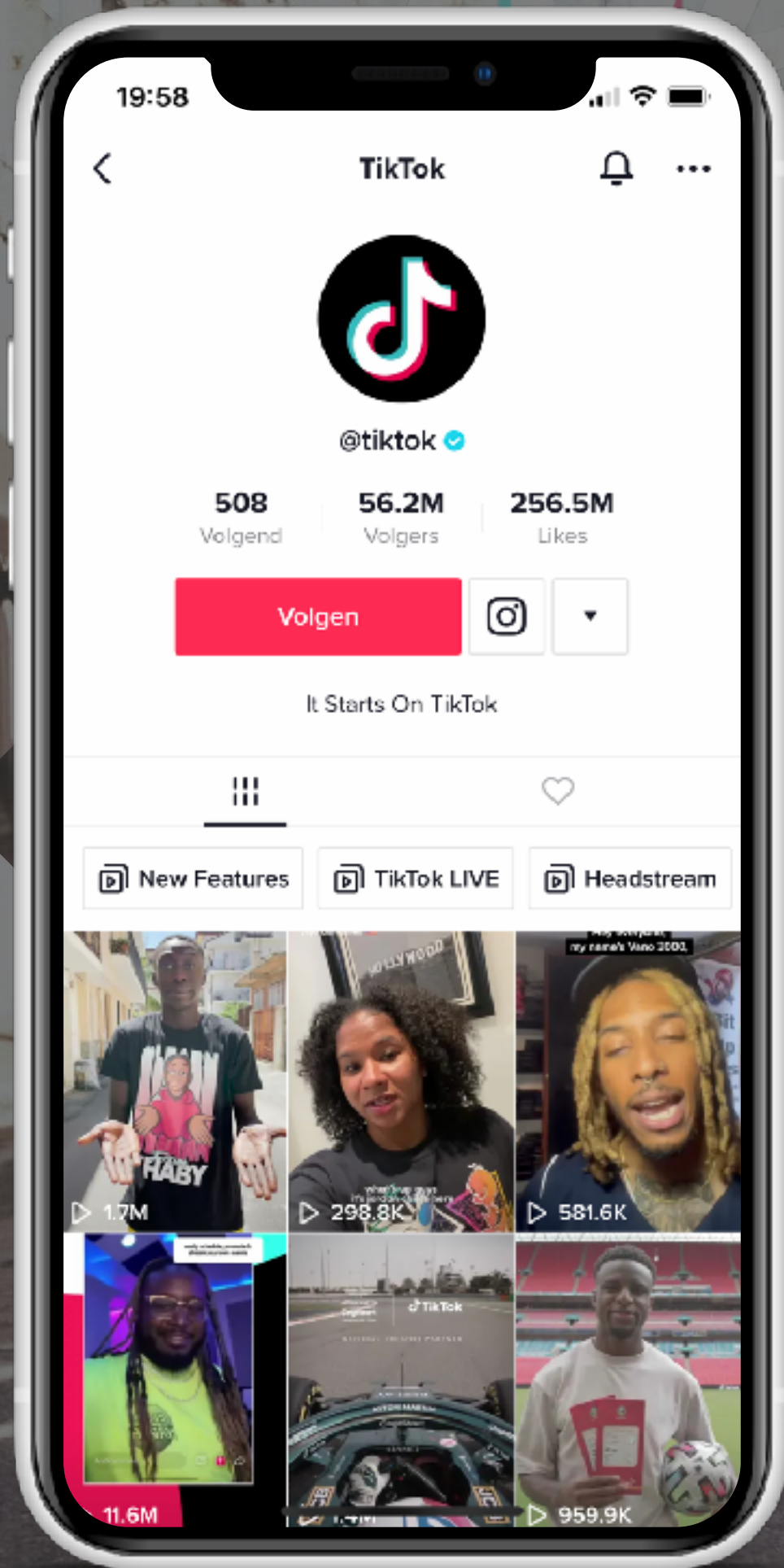




# HOW IT LOOK LIKE





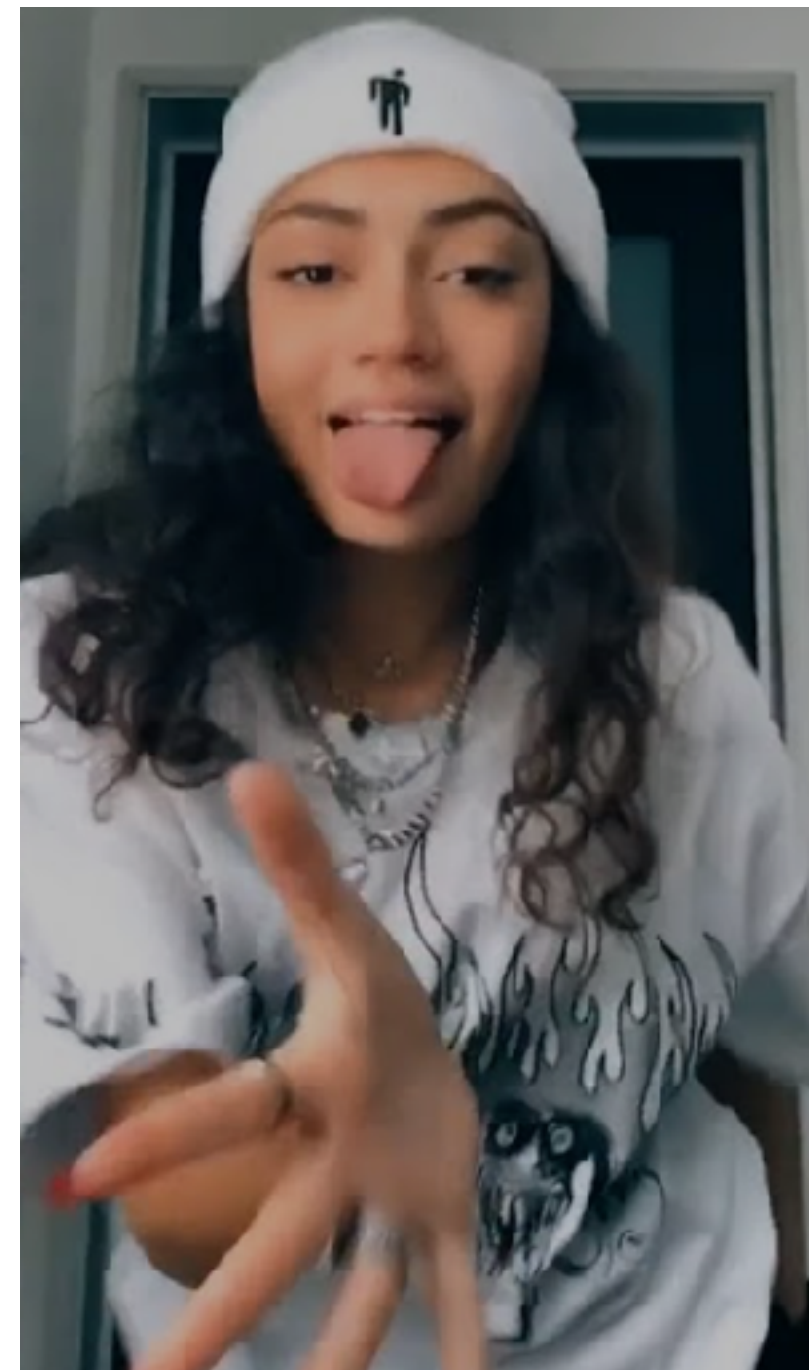






# 3 REASONS FOR TIKTOK



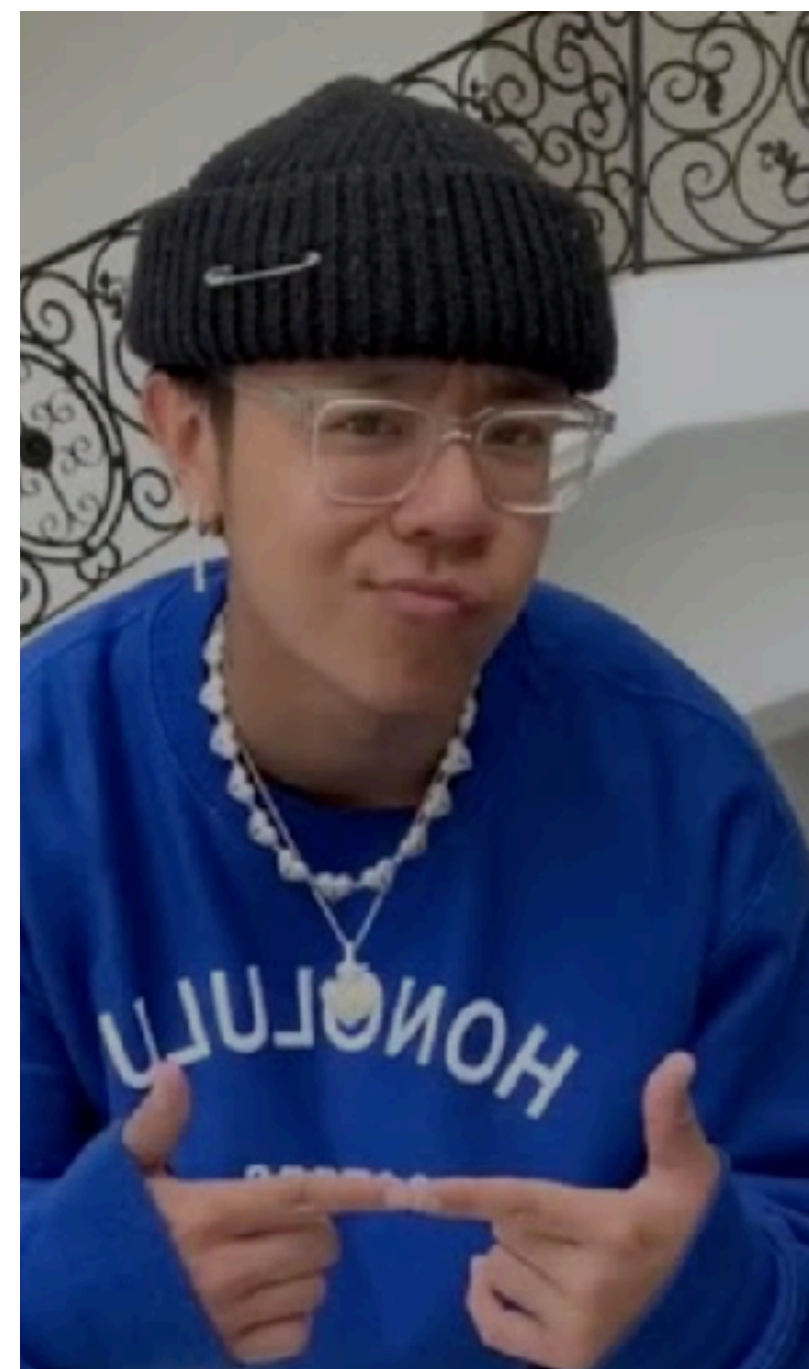
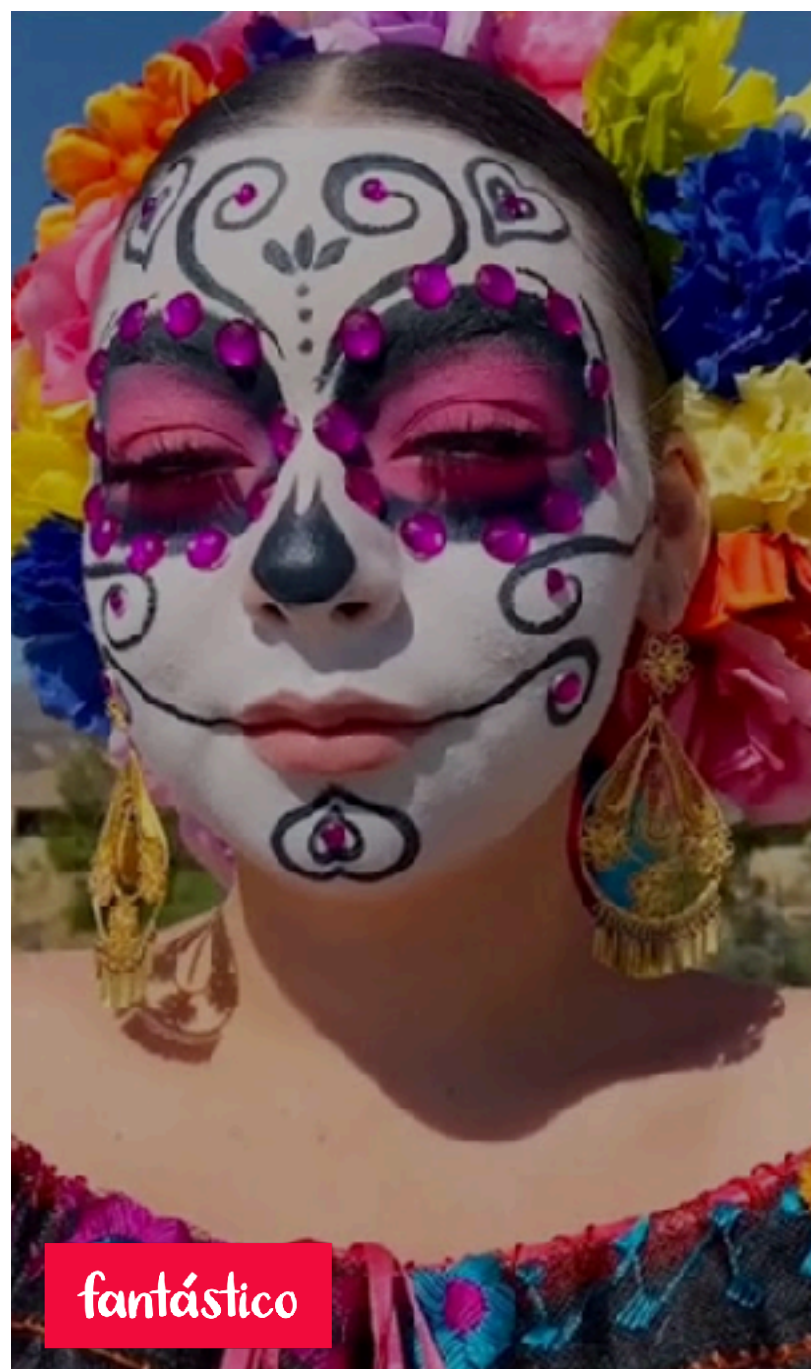


# 01 Millennials and Gen Z

Reaching Millennials and Gen Z is getting harder and harder. They're everywhere, they have clear opinions and they are mobile pioneers.

It's a target group that lives online and reacts to brands that feel authentic and share their value. They don't care about flashy tv commercials; they want to interact with the things they love.

And most important, Millennials and Gen Z are hard to target, they move fast and want new experiences. The fact is that this target group is gently forgetting other social media platforms, they are searching for the next big thing, and a lot of them already found it; It's TikTok.







# 1.1 Parents & Family

Family is very important on TikTok.

Although over 60% of Tiktok is Gen Z or young Millennials, their parents and family members are a big part of the other 40%. This is what most marketers are forgetting.

With TikTok, anyone can use the platform and grow an audience. A quarter of US users, for instance, are aged 45-64, demonstrating that the app can reach a wide array of people beyond the teenage demographic. In the US this is over 32 million users over the age of 45.



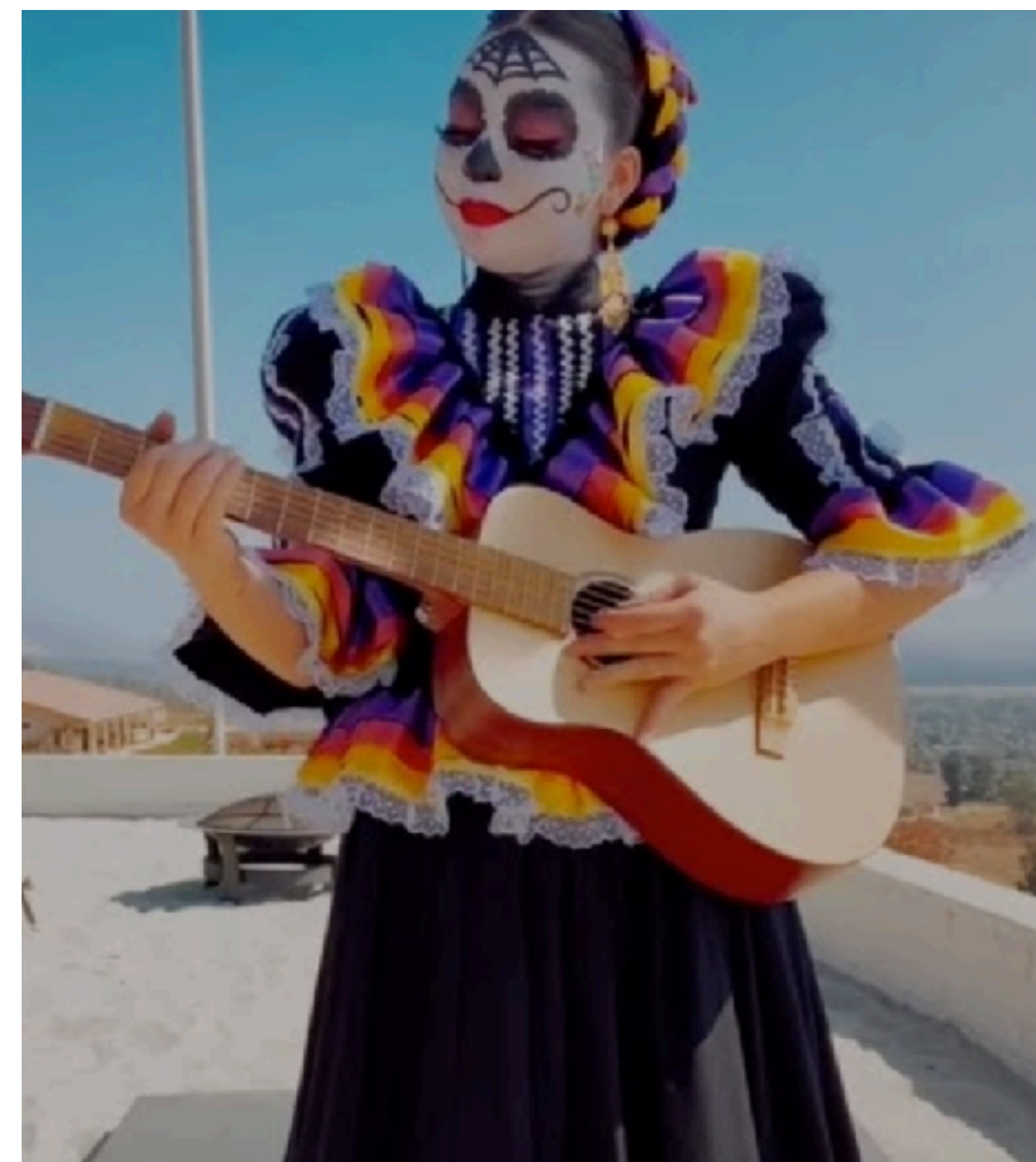


# 02 Fast and short videos work

**TikTok video's get, very quickly, to the point. And that's what you target audience wants.**

In essence, TikTok is built on three different simple models. 1: It's a vertical video platform. 2: The videos are combined with music. 3: And most of the time, the videos have a run-time of 15 seconds.

Research shows that Gen Z has a concentration span of about 8 seconds (4 seconds less than the 12 seconds of a Millennial). In those 8 or 12 seconds, there has to happen something that stimulates their interest field, if that doesn't happen, they are gone.





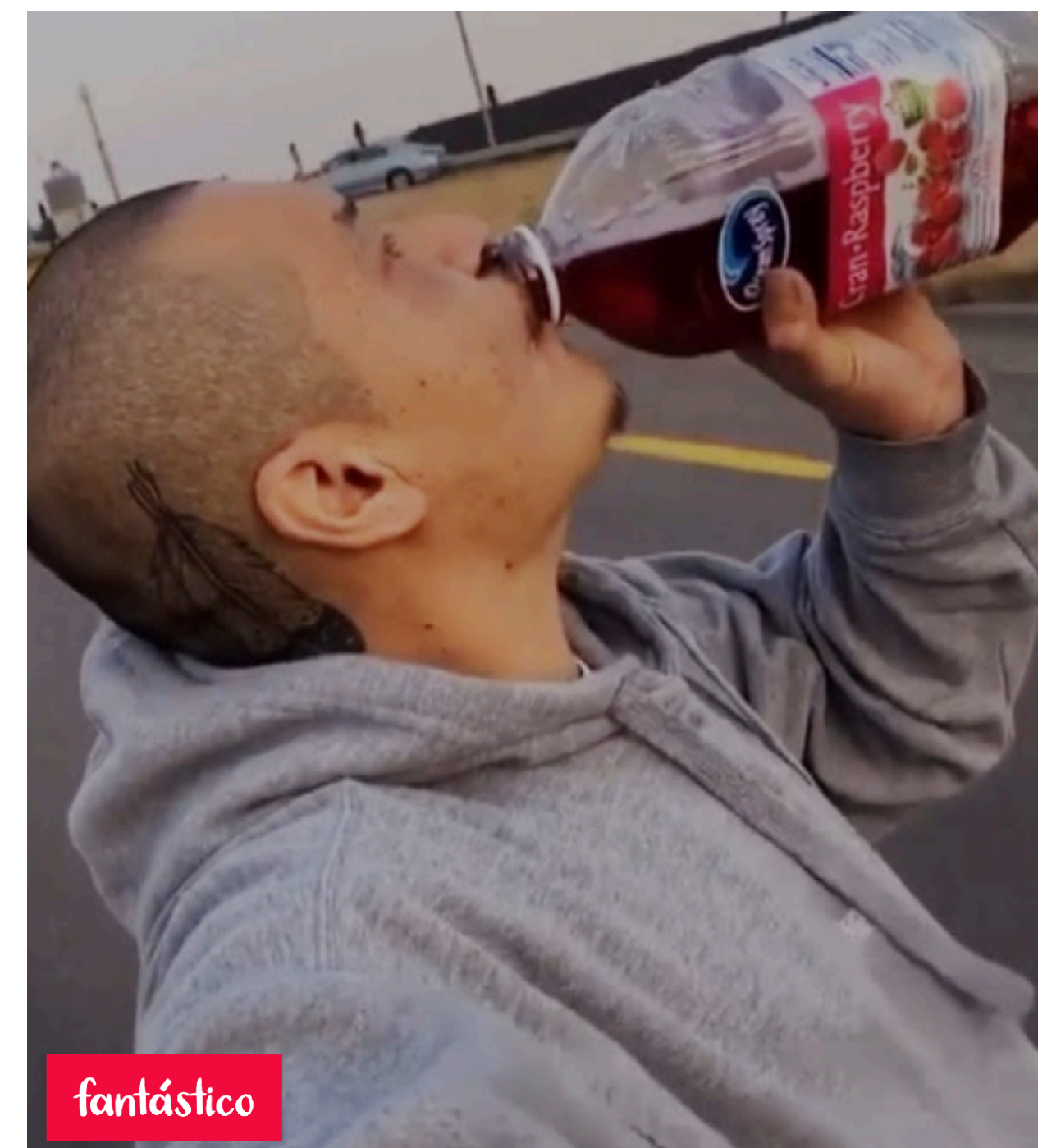
# 03 The TikTok Viral Effect

**Organically creating traffic and putting users into action.**

TikTok is different in that it changes the way users interact with social media. A user doesn't just watch a video or look at a photo. TikTok sparks your creativity by watching videos from Influencers and interacting with each other.

This means that users will re-create your content and therefore get much more personally invested with your service and product.

We call this: the TikTok viral effect. Remember this when you get creative.







# HOW TO ADVERTISE



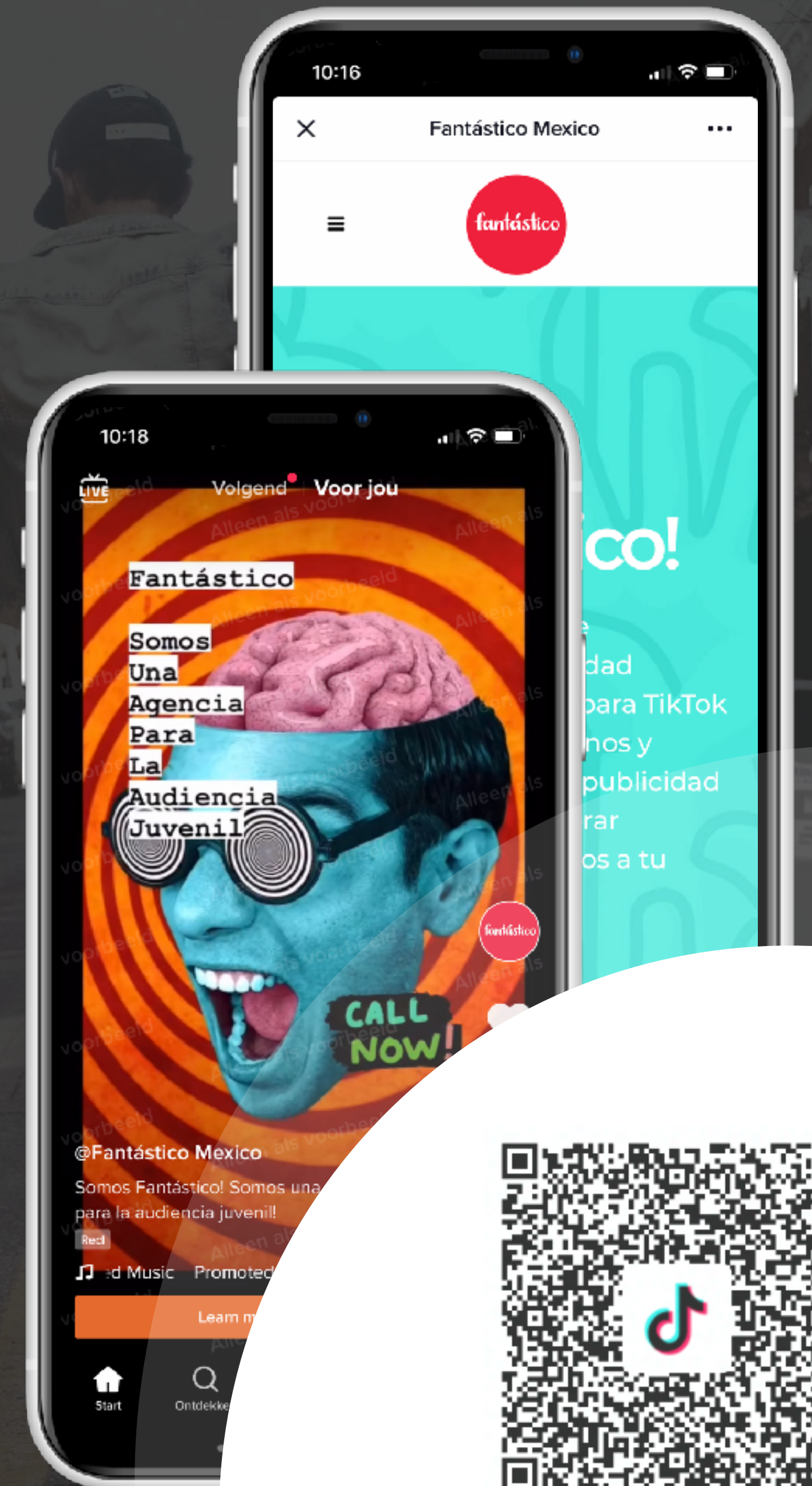
# IN-FEED VIDEO ADS

**The easiest and most traffic driven Advertisement on TikTok.**

Your Native in-feed video ad will be viewable between the video's in the 'for you' page. Users will see it as they scroll through content. The In-Feed Native Video is a 5-15 second long, full-screen, sound on format. Use this In-Feed Video to drive awareness and action.

Our CTA buttons can send users to a landing page, download page, TikTok profile or App Store. Try to scan the QR code on this page with your TikTok app\*.

\*go to TikTok Settings -> QR-code and click on the top right icon to scan



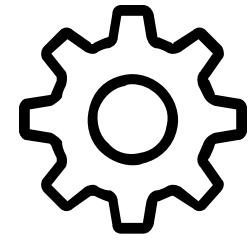
## METRICS

- Impressions
- Clicks
- CTR
- Video views
- Video Viewability
- Unique Reach

More on request

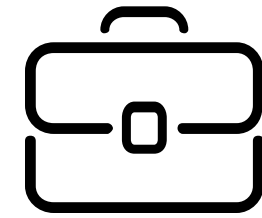


# ADVERTISING TARGETING



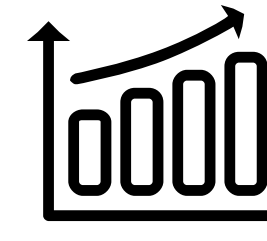
## DEVICE / OS TARGETING

Target devices like iPhones or Samsungs or even which OS version. *Only for Advanced campaigns.*



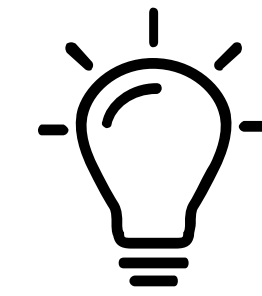
## MULTIPLE CREATIVES

Rotate multiple creatives and have the best performing ad optimized automatically



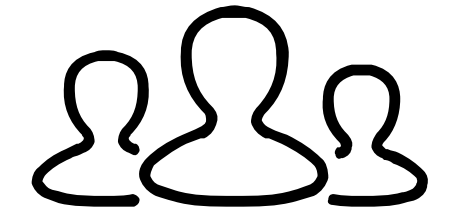
## DAYPARTING

Schedule ads for certain times of day or certain days of the week, as you please.



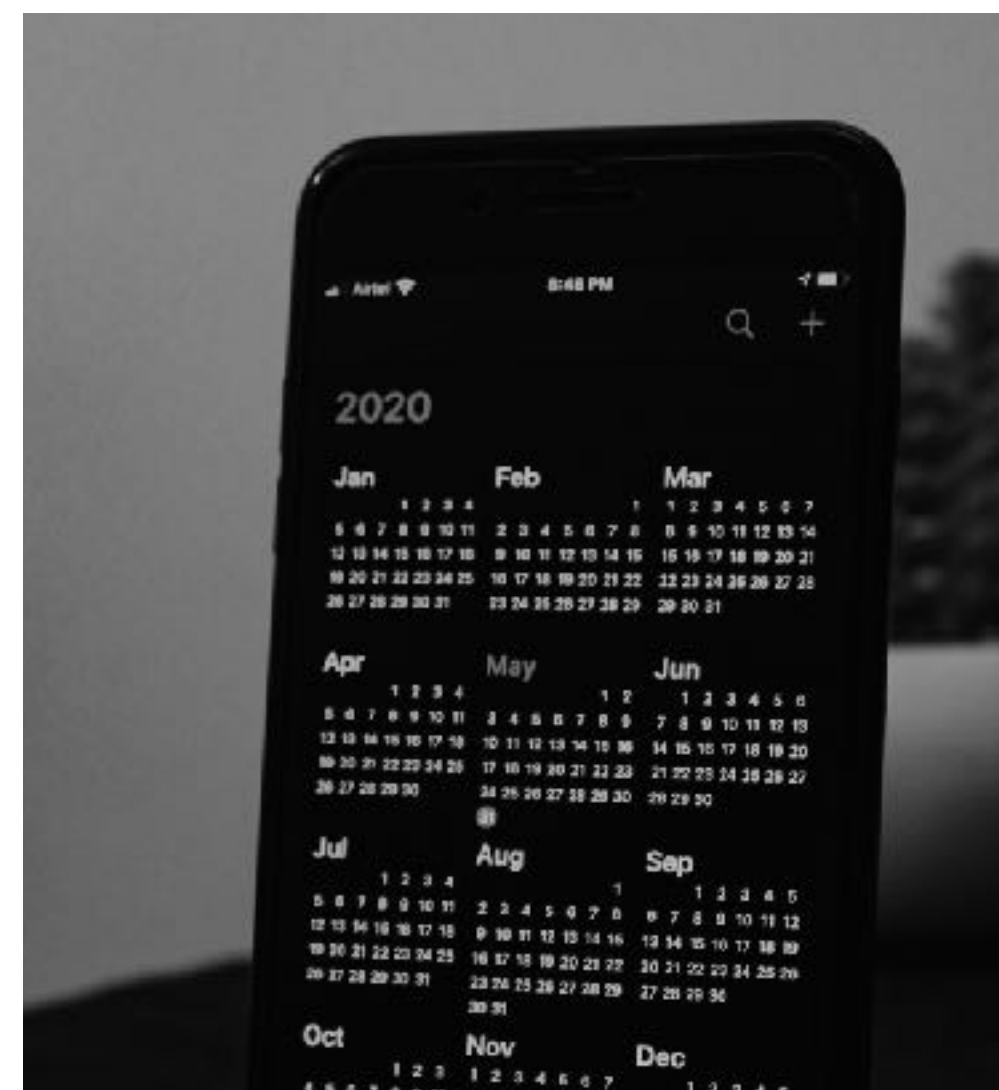
## INTEREST / BEHAVIOR

Target behavior like viewability behavior or specific interests of users. *Only for Advanced campaigns.*



## AGE & GENDER

Standard age & gender targeting. This even offers language targeting within a geo.





# BRAND SAFETY



**TikTok has developed a series of policies and tools in order to promote a positive in-app environment. A safety center so your brand, message and target users are also in a safe environment.** This includes a robust content moderation system with several layer of tools and processes, including automated classifiers, user reports, viewership threshold and proactive detection technology.

Next to this there are strict TikTok Community Guidelines which prohibit the posting, sharing or promoting of:

- Harmful or dangerous content
  - Graphic or shocking content
  - Discrimination or hate speech
  - Nudity or sexual activity
- Child safety infringement
- Harassment or cyberbullying
- Impersonation, spam, or other misleading content
- Intellectual property and workplace content
- Other malicious activity



# QUIERES SABER MÁS

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