

Maximize

Total ROI

on your TikTok Shop

More than just advertising, GMV Max is a first of its kind marketing solution that looks beyond ROAS to optimize for total return on investment.

This solution is automatically powered by the entire TikTok Shop ecosystem: approved organic content, affiliate, and paid ads to maximize your ROI—so you can spend time focusing on what matters most—your products.



Key Benefits

Enhanced delivery

GMV Max optimizes organic delivery in addition to paid ad traffic, providing you with incremental GMV that would not otherwise be attainable without GMV Max.

Less guesswork, so you can focus on what matters

You choose the products, ROI and budget, automation takes care of the rest, leveraging AI to fully optimize your campaign operations for TikTok Shop, resulting in more efficient spending and faster results.

Powered by the full TikTok Shop content ecosystem

This solution is powered by the entire TikTok Shop ecosystem: approved organic, affiliate, and paid ad content work together to maximize your ROI. With the help of automation, creatives are tested and optimized at scale, ensuring that the right creatives are placed in front of the right audiences.

How it Works

GMV Max is a new goal-oriented campaign type that leverages AI to drive sales across your shop in a more efficient manner.

It starts with signal synergy. TikTok Shop marketing automation creates signal synergy based enhanced delivery by optimizing organic delivery in addition to paid ad traffic, providing advertisers with incremental GMV that would not otherwise be attainable without GMV Max.

Automated decisioning on ad formats and placements across TikTok. GMV Max looks at all possible placements across TikTok, including in the Shop Tab across search results and recommendations, the For You Feed, TikTok search results, and video and product card Shop Ads ad formats.

AI Powered Creative Optimization. TikTok Shop marketing automation uses AI powered optimization to choose which creative to place where - including even approved organic videos with a product anchor link!



Availability

Available in MX (Beta), US, and SEA through TikTok Ads Manager and Seller Center