



Meet TikTok Market Scope

Unlock real-time, first party insights on your **organic** and **paid** content and discover more ways to grow your business with TikTok Market Scope.

Access Rich, Rigorous Insights

Understand exactly where your audiences are in their decision-making journeys on TikTok and what resonates most with them as they move.

Nurture High-Intent Audiences

Identify high-value, in market customers and launch campaigns directly in your Ads Manager account to fuel purchase intent

Map Media Solutions to Audience Behavior

Optimize your product strategy and deliver the right creative to the right audience to maximize impact.



Audience Asset Module: Optimize your audience growth strategy at scale

Full Funnel Insights: Track, measure, and optimize key audiences and engagement at every stage of the funnel with insights no other platform provides.

Custom Targeting: Build tailored audiences and supercharge your campaigns with TikTok Ads Manager targeting for maximum impact.

Vertical Audience Penetration: Unlock new opportunities to expand your brand reach and engagement in your vertical.

Creative Intelligence: Refine your creative strategy by identifying top-performing ads, creators, and keywords.

Brand Challenge Example
Slow audience growth/sales GMV

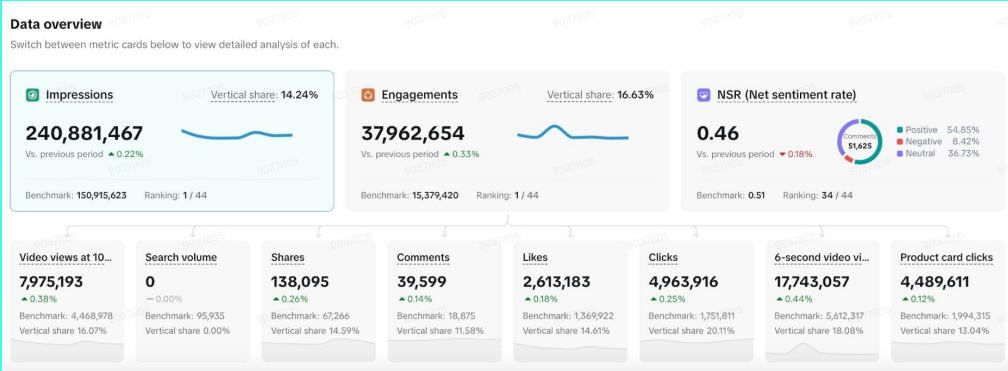
Market Scope Recommendation
Leverage personas breakdown to grow your highest-value audience pool across the funnel.



Brand Perception Module: Uncover in-depth insights about your brand on TikTok



- Analyze your brand power within the TikTok ecosystem—uncover what your consumers are searching for and posting about you.
- Measure and understand your brand’s share of voice and sentiment across paid and organic content to unlock future growth opportunities.
- Fuel your content strategy with trending insights in your industry and benchmark against competitors to adjust your content and creator approach in real time.



Want access to TikTok Market Scope? Speak to you TikTok Partner now!



Introducing

Brand Consideration ads

Mid-funnel strategies have long been held back by fragmented insight, limited attributions, and undefined audiences—until now.

Grow your pool of high-intent audiences and accelerate the path to future conversions with our newest ad objective—**Brand Consideration**.



Why consideration is critical for brands

Growth happens when you expand your 'consideration' audience. At this highly leaned-in stage, brand association and preference are at their strongest, and your audience is primed to take action and convert.

28%

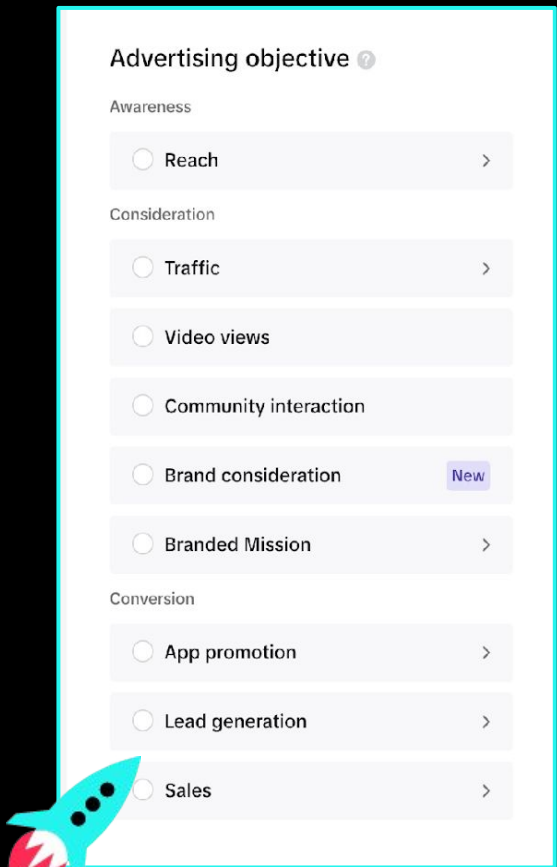
of your consideration audience is **more likely to prefer your brand** over competitors

46%

of business revenue is **directly contributed** by consideration audiences

14x

more likely to convert, versus users in the awareness stage

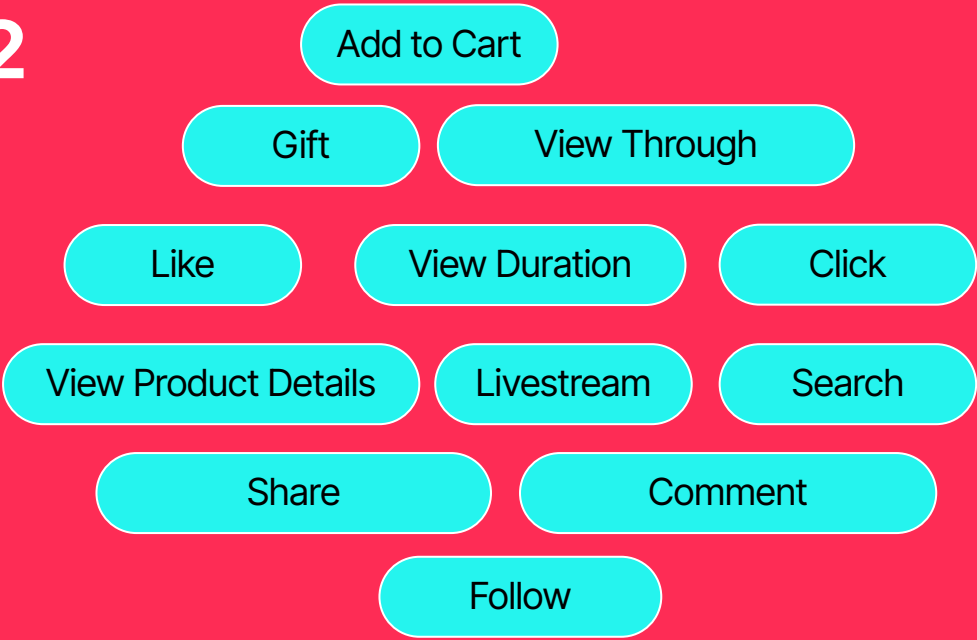


Grow the audience that sees it, loves it, and wants it with Brand Consideration ads

- 01 Expand your high-intent audience pool using real-time, first party signals
- 02 Lower and stabilize cost-per-action by focusing on users who show the most interest
- 03 Drive more efficient full-funnel performance

Consideration: Powered by 12 high-intent behaviors

TikTok uses a rigorous, data-backed methodology, analyzing 12 signals to scientifically identify users in the consideration stage—those most likely to convert—so you can drive purchase intent with your Brand Consideration campaigns.



Reach out to your TikTok client partner to find out how you can deepen intent and magnify your impact.

Source: Internal TikTok Market Scope analysis, SEA, Feb-March 2025.