

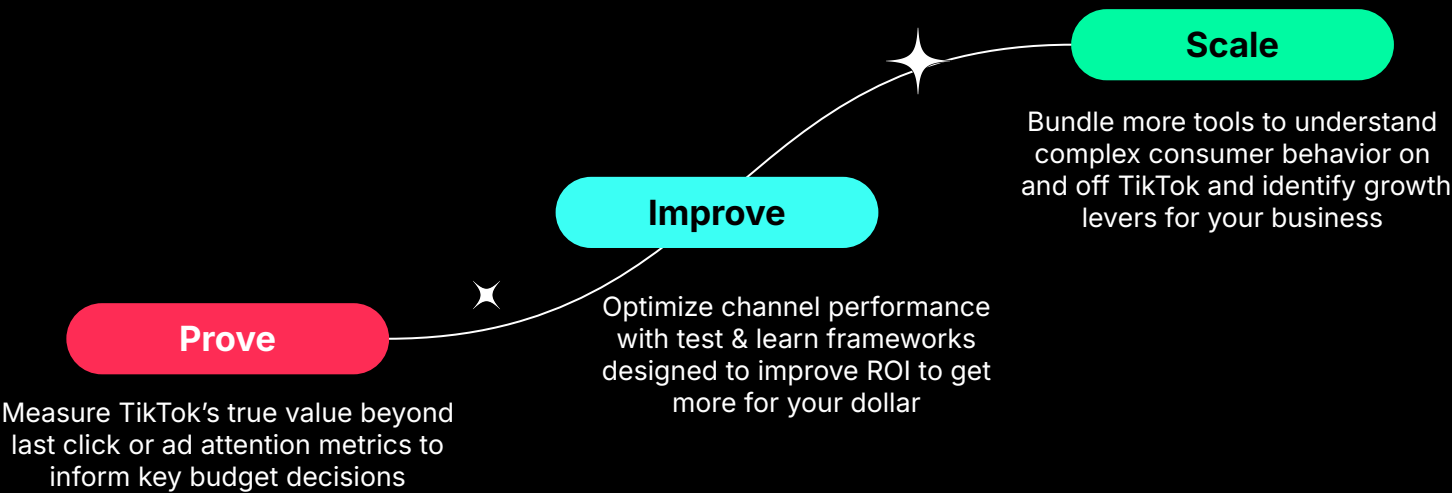


# Holistic Measurement

When a user views an ad on TikTok, it's not always a simple click and convert. TikTok ad views frequently serve as the starting point for further exploration and purchases across platforms. Therefore, a holistic measurement approach involving the right solutions and partners is essential to showing TikTok's true impact.



## Your Path to Measurement Success



**TikTok drives incremental conversions for performance-focused advertisers in US**

Source: TikTok NA CLS Power Slides meta-analysis, September 2023 -December 2024; n > 250



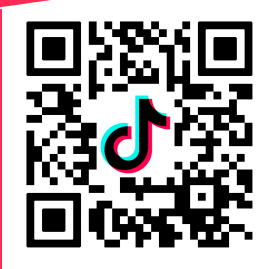
Of web conversion lift studies in North America result in a **significant lift in complete payments**.

## Measurement Solutions Overview

Accessible for all	Unlock business outcomes	Understand impact across the funnel
Split Test (TikTok)	Conversion Lift Study (TikTok)	Unified Lift Study (TikTok)
Attribution Analytics (TikTok)	Media Mix Modelling (TikTok data UI, API, 3p Partners)	Multi Touch Attribution (Regional partners)
Brand Lift Study (TikTok, Kantar, Nielsen)	Multi-Cell Conversion Lift Study (TikTok)	Sales Lift - Geo Lift (Regional partners)
Post Purchase Survey (PPS) (TikTok, KnoCommerce)	Store Visits Lift (Regional partners)	

The TikTok Marketing Partners Program has launched a **new focus area, Media Mix Modeling (MMM)**! Now, advertisers can turn to trusted TikTok badged partners for advanced MMM solutions. Scan to learn more!

Scan me!



### TikTok Measurement Partners



## Key takeaways

- 1 Know the **limitations of web analytics** by leveraging Attribution Analytics to understand how TikTok drives conversions, whether that's through view-through or click-through attribution
- 2 **Measure beyond last click** to capture TikTok's channel value (including view-through impact) for key investment decisions across channels.
- 3 Determine the **most effective TikTok touchpoints** by calibrating attribution with CLS or PPS results or leveraging robust cross-channel measurement (MTA, MMM)

# Split Testing

We're introducing new features to give advertisers more control over optimization and strategy experimentation. With **Smart+** and **Custom** Testing at the campaign level, A/B testing becomes faster and more efficient in **TikTok Ads Manager**, along with **UI improvements** for easier setup.

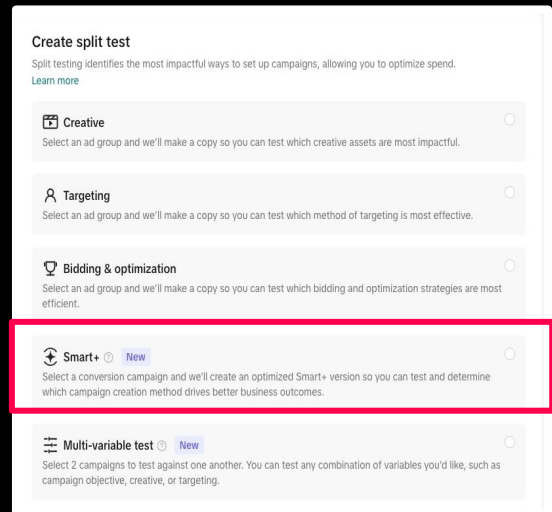
In **Experiment Manager**, advertisers can now create campaign-level tests with a self-serve interface and robust reporting tools.

NEW

## New Beta Features!

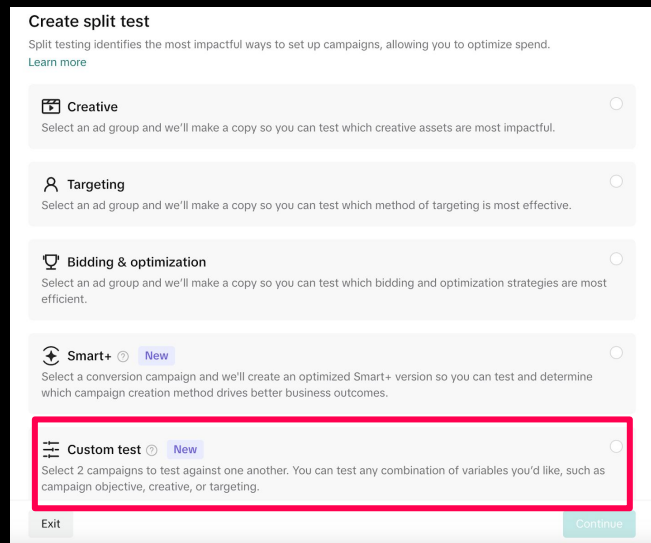
### Smart+ Split Testing

- **Overview:** Easily set up a split test to compare Smart+ performance with a manually created campaign.
- **Key Features:** Automatically generate a Smart+ campaign based on a provided manual campaign for a precise and accurate comparison.



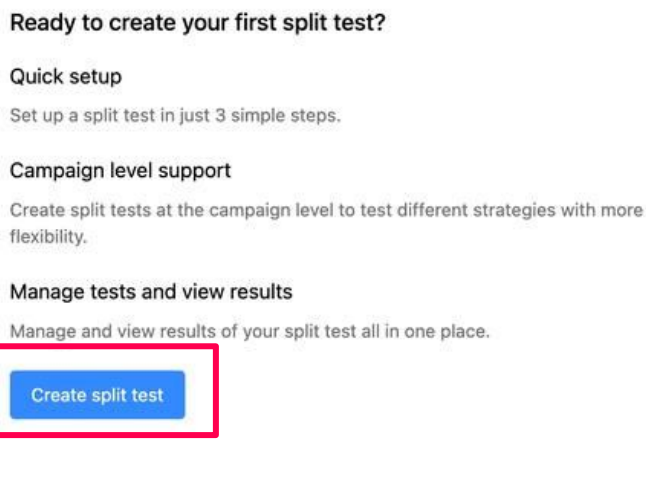
### Custom Split Testing

- **Overview:** Create a split test to compare two different campaigns, enabling more advanced measurement scenarios beyond the current ad group-level testing experience.
- **Key Features:** Conduct Campaign-Level split tests (i.e. Reach vs. Traffic Objectives)



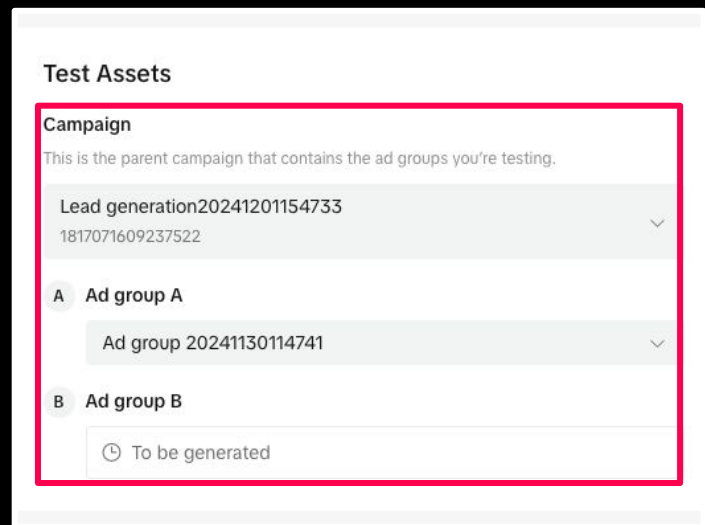
### Experiment Manager

- **Overview:** A self-serve platform designed to streamline your measurement testing, starting with Split Testing.
- **Key Features:** Effortlessly create and manage campaign level split tests created in either Experiment Manager or TikTok Ads Manager.



### Ad Group Testing Improvements

- **Overview:** UI improvements to the ad group split testing experience for the Creative, Audience, and Bidding & Optimization variables, make it more intuitive and efficient.
- **Key Features:** Easily create ad group split tests from the campaign list with improvements to the setup flow.



## Interested?

Please reach out to your TikTok representative for additional information.