

Maximize Reach and Revenue:

Tap Into the Power of TikTok Shop

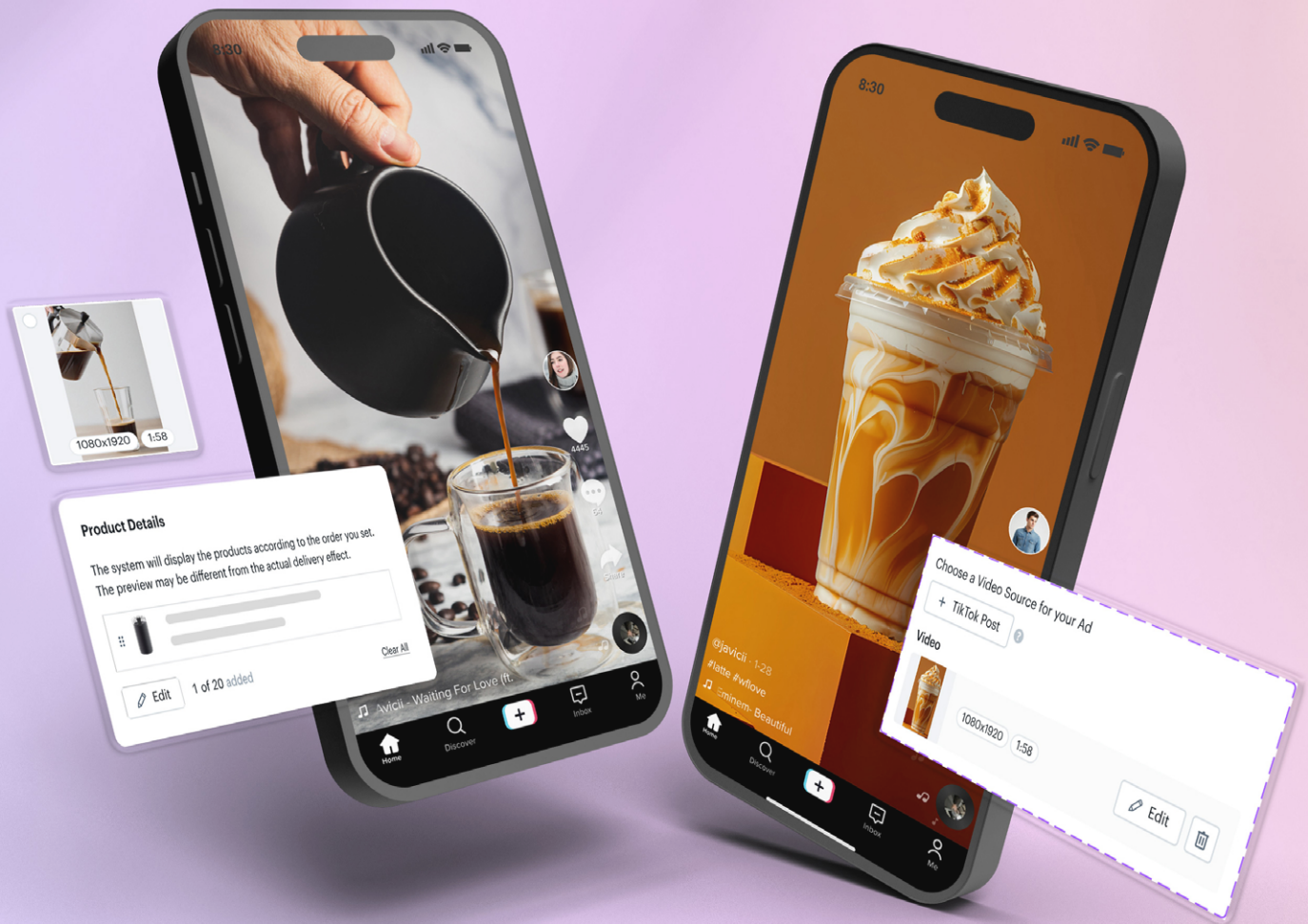


Table of Contents

Foreword

Are you leaving revenue on the table? Sticking to your tried-and-true ecommerce marketplaces means that you could be missing out on high-intent audiences - and revenue.

TikTok Shop is changing the way people find what they love and defining the next era of shopping through its discovery e-commerce model.

Reaching new audiences and maximizing revenue depends on diversifying your marketplace presence. TikTok Shop offers a direct path to a highly engaged audience, unlocking new, innovative revenue opportunities.

Consumers aren't just searching for products anymore; they're discovering them through immersive experiences. TikTok Shop is leading this shift, uniquely blending entertainment and commerce. This guide will reveal how you can generate substantial new revenue streams.



Anna-Claire Hayden

Content Specialist at Teikametrics

01

Reaching New Audiences on TikTok Shop



TikTok Shop is an e-commerce solution integrated within TikTok itself. It provides a frictionless shopping experience where discovery, engagement, and purchasing happen in one place. A user simply browses, selects a product, and completes the purchase without ever leaving the app.

With **3** out of **4** TikTok¹ users reporting that they're likely to buy from a brand they've seen on TikTok Shop, the platform provides access to a demographic that traditional platforms often miss.

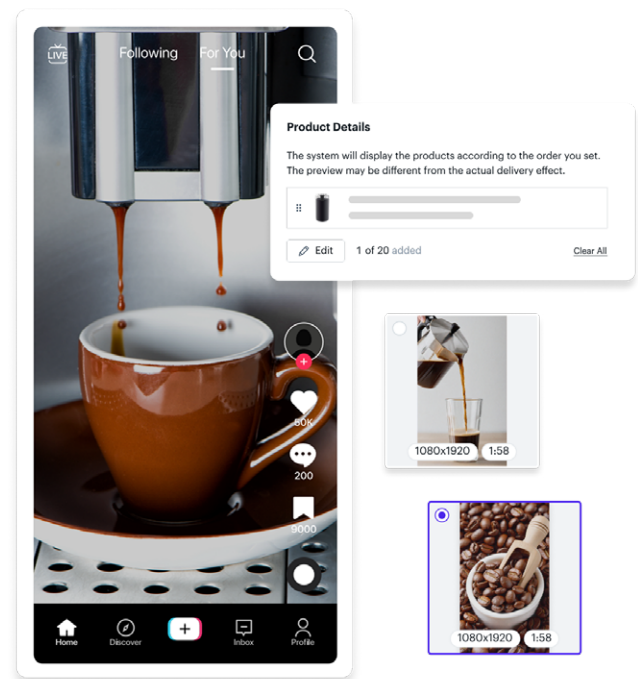
Traditional marketplace customers are actively searching for one specific product that they need at the moment. TikTok users, however, go beyond active search. In addition to looking for specific products, they're also in a consistent discovery mode.

They're a highly engaged audience, trying to find new products that match their interests. When surveyed, **58%** of TikTok users report that they discover new brands and products on the platform².

And it's not just a latent discovery process. Two out of three users make intentional searches to find what they're looking for, and users are more likely to search for brand and retail accounts on TikTok than on any other platform³.

But the real value is that these users are immediately engaged. They can participate in and receive instant information and validation through how-to content, reviews, comments, in-feed videos, livestreams, and more.

The result is a shorter path-to-purchase and a more engaging customer experience, transforming casual viewers into loyal customers. However, navigating a new platform can often come with a learning curve.



¹TikTok Marketing Science Global TikTok Shop Research (US Results) 2024, conducted by Material

²TikTok Marketing Science Global Retail Path to Purchase Study 2021 conducted by Material

³TikTok Marketing Science Global TikTok as a Discovery Engine Study 2023, conducted by Material

Key Considerations for Successful Selling on a New Marketplace



Despite its potential, many brands hesitate to expand to new marketplaces for two primary reasons: the need for additional content and the perceived burden of managing multiple marketplaces.

1. Content Creation

The first concern is content creation. Many sellers are unsure about how to create content that performs well on newer platforms like TikTok Shop, which prefers dynamic, engaging video content. Fortunately, there are tools and resources that can help.

TikTok itself provides great insight into what performs best. For example, how-to/tutorial videos are the most popular viewing concept among its users, the most successful videos sync with their music, and **15-35** seconds is the sweet spot for engagement.

Additionally, a strong affiliate program can take the pressure off of your team to constantly create more content, while simultaneously building trust and expanding reach among users.

And if you need a more hands-on approach, Teikametrics can provide a suite of solutions to simplify your content creation workflow.

2. Marketplace Management

Secondly, many brands and sellers have uncertainties about managing another marketplace. Maintaining listings, optimizing bids, and tracking performance within each individual marketplace is a challenge. And without the proper tools and planning, that uncertainty can become reality.

But there is a better way.

With a market optimization platform like Teikametrics, you can view, manage, optimize, and track campaign performance across all of your marketplaces from one hub. This centralized approach removes complexity, allowing you to focus more on strategic growth initiatives and less on marketplace management logistics.

Plus, with AI tools like Teikametrics' Smart Bidder and reporting dashboard, you can make real-time bid adjustments and campaign decisions based on performance data, which will help you reach your sales goals faster.

03

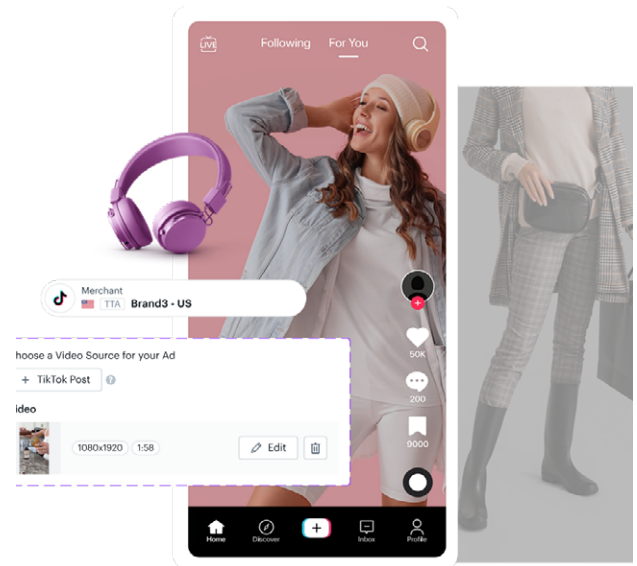
How to Get Started on TikTok Shop with Teikametrics



Teikametrics streamlines your TikTok Shop expansion, making it easy to launch and scale with confidence.

No Shop? No Problem.

We'll handle everything. From shop setup to creator partnerships, our AI-powered tools and white-glove service give your brand everything it needs to thrive so that you can start selling faster and maximize your results effortlessly.



With Teikametrics, you'll get:

- **Unified Marketplace Visibility**

Track performance across TikTok, Amazon, Walmart and more, in one unified view.

- **Integrated Campaign Management**

Effortlessly create, launch, and refine TikTok Shop Ads directly through the Teikametrics platform, ensuring cohesive strategies across all your channels.

- **AI-Powered Insights**

Leverage our AI Smart Bidder to automate bid adjustments, optimize ad spend, and drive real-time profitability on TikTok Shop.

- **Strategic Content and Creator Partnerships**

Eliminate the guesswork of content creation. We identify and connect you with relevant creators and develop engaging video content for high converting ad campaigns.

- **Dedicated Onboarding and Support**

Experience a smooth launch on TikTok Shop with our comprehensive onboarding, compliance assistance, and ongoing support.

04

Real-World Success with TikTok Shop



Many brands have successfully expanded to TikTok Shop and are seeing significant growth. Premium coffee brand **Kaffe** aimed to grow its brand presence and boost sales on TikTok Shop but needed a comprehensive strategy to leverage the platform's unique features.

To solve this challenge, Teikametrics implemented a multi-faceted strategy for Kaffe on TikTok Shop, focusing on affiliate management, targeted promotions, customer engagement, and optimized content creation.

The result was a **74.3%** increase in Gross Merchandise Value over the previous period, enhanced brand visibility, improved customer retention, and so much more. You can read the [full story here](#).



Get Started Now

Expanding into TikTok Shop with Teikametrics is a seamless process:

01

Schedule a Demo

Our team of experts will walk you through how Teikametrics can support your brand's growth on TikTok Shop.

02

Get Set Up Quickly

We handle onboarding, account setup, and any compliance-related tasks to ensure a smooth set-up process.

03

Launch Optimized Campaigns

Teikametrics will create, manage, and optimize your TikTok Shop ads and content strategy.

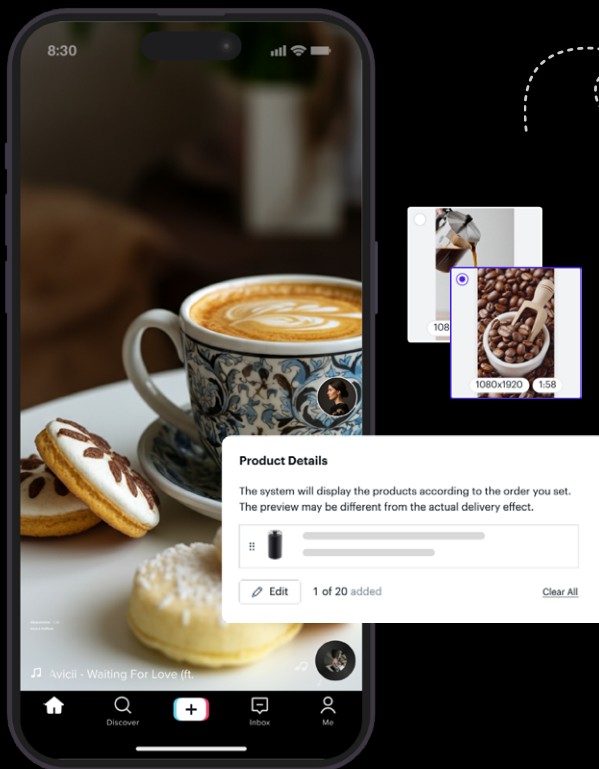
04

Scale with Data-Driven Insights

Track performance, refine strategies, and drive profitable growth with real-time analytics.

Take the Next Step

TikTok Shop offers a unique opportunity to engage new customers, drive sales, and build a lasting brand presence. With Teikametrics as your partner, you can simplify the process, maximize ROI, and integrate TikTok Shop seamlessly into your existing e-commerce strategy.



Ready to tap into TikTok's high-converting audience? [Schedule your Teikametrics demo](#) and start scaling today.