

TikTok Shop: The E-Commerce Marketplace for the World's Trendiest Audiences

How to capitalize on #tiktokmademebuyit with new tools, research and automated support



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Executive Summary

TikTok isn't just a video-sharing app for Gen Z. It's become a major driver of social e-commerce. And despite looming legislation that could ban the app in the US, it continues to hold strong as the **highest generator of all social shopping GMV** (68.1%). Still, some brands sit on the sidelines believing myths that "TikTok only attracts young audiences" or its content is "only for entertainment." Today, TikTok Shop offers a one-stop e-commerce solution that makes it easy to sell products — from discovery to checkout to building post-payment loyalty. In this e-book, we show you how effective TikTok commerce and advertising is, how you can get started, and how Rithum's natively supported feed helps you grow your audience.



Capturing the Enormous Selling Power of TikTok

How much do you know about TikTok? If you're like **62%** of US adults under 30, you may already be on it. The social media app is full of short, engaging videos covering a broad range of topics, from fashion to cooking to viral dance challenges.

62%

of US adults under
30 use Tiktok

It's also become a major driver of social e-commerce.

In fact, TikTok Shop sold **68.1%** of all social shopping gross merchandise value (GMV) in 2024. The app keeps customers coming back, too, as 81.3% of TikTok Shop sales came from existing customers.

Thanks to the platform's powerful algorithm, TikTok also gives brands enormous advertising and selling potential to an audience of consumers ready for the next big thing. Consider TikTok's mass appeal:

- **More than half** of teens (58%) use it daily, including 17% who say they're on it "almost constantly."
- TikTok has been downloaded **4.92 billion** times since 2018.
- Teens spend **1.5 hours** per day on TikTok.
- Gen Z is 28% more likely than other generations to make a purchase through TikTok.
- Millennials, Gen X and Baby Boomers combined now make up **over half** of TikTok's US user base.
- It was the **top App Store app** between 2019 and 2022, falling second to Instagram in 2023 with 654 million global downloads.

Ready to secure your piece of the TikTok pie?

If you still haven't added today's most influential app to your channel mix, you may be missing out on tremendous sales potential. In this guide, we uncover must-know TikTok fundamentals, the advantages of selling on TikTok Shop and how to get started selling to the platform's hungry audience.



Why TikTok?

TikTok now reaches an incredible base of more than one billion users globally, with over 170 million in the US.

While TikTok is known for short-form videos, powerful creators and viral challenges, it's also where many consumers go to seek the newest trends and latest products. In fact, **43% of users** even head straight to the app for shopping inspiration.

With so much visibility and so many engaged users, it's a no-brainer to advertise and sell on **one of the world's fastest-growing** social media platforms. According to EMARKETER, TikTok gained **9.6 million** social buyers in 2023 — more than the net increase of Facebook, Instagram and Pinterest combined.

Brands' Misconceptions About TikTok

Still think the TikTok audience isn't for you? Think again. TikTok users are more global and diverse than ever, spanning multiple generations and tons of niche interests.

Myth: TikTok Only Attracts Young Audiences

While TikTok's audience trends younger (almost half of its base is Gen Z), the social media platform also attracts millennials, Gen X and baby boomers. Between 2022 and 2023, baby boomers' presence on TikTok grew **164%**. Women now account for a whopping **57%** of the platform's advertising audience.

Myth: TikTok Audience is Primarily American

TikTok is the third-largest social media platform in the US with **over 170 million** monthly users. But it also has a large user base in countries like Brazil, Indonesia and Vietnam, making it a strong choice for advertisers looking to **attract a global audience**.

Small and large businesses can advertise on TikTok, but the app is best-suited for brands looking for large, engaged audiences. That's why brands targeting customers 35 and younger (especially women) and hoping to build a strong presence in Asia and the Middle East will have the best chance for success advertising on TikTok.

Myth: TikTok is Just for Entertainment

While most TikTok users do find the app entertaining for its highly visual and viral content, it's also where people go to identify new trends, engage with their favorite brands and even shop. In fact, 69% of consumers who use TikTok once a month say they are willing to buy something from TikTok¹. Among TikTok's top spending categories are apparel and accessories (28%), health and beauty (24%), home and kitchen (10%) and electronics/accessories (8%)².

Myth: Advertising on TikTok requires professional-grade content.

Don't have a videographer on staff? That's ok. TikTok users actually prefer amateur or "lo-fi" content because it's more authentic. **According to Nielsen**, 53% of TikTok users trust others to be their real selves on the platform. Plus, TikTok provides a number of resources for brands to create effective content and even **"flop successfully"** by learning from your mistakes and continuing the content-making journey.

¹ Consumer Trends Survey powered by Toluna
² NielsenIQ

Getting Started on TikTok

It's easy to get started on TikTok with a business account and begin sharing unique content. Here's how:

1. Start a business account.

Download the TikTok app in your preferred app store and register for a free account. In the app, click "... " in the top right corner of the Profile page, navigate to Settings & Privacy and click "Manage" account to switch to a business account free of charge. With a TikTok business account, you can unlock performance insights, creative tools and exclusive account features for brands. You'll also be able to add links to your storefront and marketplace pages in your bio.

2. Brainstorm and create unique content.

Aim for the punchiest, most creative content. TikTok users seek new trends, exciting content and rave-worthy products. Your goal is to get them to share your posts with friends.

3. Interact with fans.

Let your audience know you're listening. Respond when users comment or like your posts, and showcase their user-generated content related to your product.

4. Invest in ads.

Take advantage of [paid ads](#) to target specific audiences. TikTok offers ad types in several different formats to blend in with users' feeds — or stand out above the noise.

Why Advertise on TikTok?

55%

of TikTok users say the platform helps them discover new products and brands³.

68%

of users look up reviews of a product or brand on TikTok⁴.

48%

of TikTok users are interested in making a purchase on or from TikTok in the next three months⁴.

50%

of the impact from a TikTok ad is realized in the first two seconds⁵.

It takes
6sec

to capture 90% cumulative impact on ad recall and around 80% for awareness⁶.

72%

of users agree a brand is more memorable, even three weeks after ad exposure⁷.

³ TikTok Marketing Science Global Entertainment Study conducted by Material

⁴ TikTok Marketing Science Global eCommerce Study 2021 conducted by Material

⁵ TikTok Marketing Science, Value of a View Internal Meta-Analysis, 2021

⁶ TikTok Marketing Science US Value Of A View 2021 conducted by MediaScience

⁷ TikTok Marketing Science US Brand Building Study conducted by DIRT, April 2022

Advertising on TikTok

Once you've created an account, it's easy to start advertising on TikTok. [TikTok for Business](#) lets you run ads, connect with influencers, analyze campaign data and more. These ads are so effective that TikTok users are **1.5x more likely** to immediately go out and buy something they discovered on the platform.

Get started advertising on TikTok with a few simple steps:

1. Create an ads account on TikTok Ads Manager.

Once you go through the registration process, your ad account will be automatically submitted for approval. Most account reviews take less than 24 hours. You can check your account approval status under Account Settings in Account Info.

2. Install TikTok Pixel.

TikTok Pixel is code you install on your website to monitor visitors' activity, sales and other events to help you find the right audience for your TikTok ads. That way, you can target the users who will be most responsive to your ads. Use Pixel Helper to view the data being sent to TikTok to ensure it aligns with data-sharing policies and does not include data that may be deemed sensitive.

3. Set up a campaign.

Log in to the TikTok Ads Manager and specify your campaign objectives, name and budget.

4. Create an ad group.

Start selecting your ad placements, audiences, targets, goals, schedule and bids.

5. Start creating content.

Build your first ad by uploading an image or video as your creative. Be sure to check out TikTok's ad guidelines and specs to ensure total compliance and visibility.

TikTok offers six primary ad types:

In-Feed Ads

In-feed ads are video ads up to 60 seconds long that are displayed within users' For You news feed. Because they are integrated into the native news feed, they blend well with user-generated content, making users less likely to avoid it. However, your content should be eye-catching and engaging enough to keep audiences from scrolling past. Users can then like, comment, interact and share your ad videos.

Examples of in-feed ads might include:

- Beauty brands featuring a quick tutorial
- Food brands offering quick recipes or preparation ideas
- Athletic brands showcasing exercises to try

How effective is it?

Forty-three percent of heavy TikTok users feel that advertising blends in with content on the platform.

Brand Takeover

A Brand Takeover ad appears right as TikTok users open the app, "taking over" the screen for a few seconds and ending as an in-feed video. The ads are highly exclusive, offering positions to only one brand per category and country per day and are more expensive than other ad options. However, the ad type drives mass awareness and sales since it puts your brand directly in your target audiences' line of sight.

How effective is it?

Brand Takeover ads are highly effective because they dominate users' screens without the worry of competing ads for three to five seconds.



TopView

TopView ads are similar to brand takeovers, but slightly delayed. They appear in a user's For You feed after three seconds and take up the full screen with up to 60 seconds of video with autoplay and sound.

How effective is it?

According to TikTok, **71% of users** say TopView grabs their attention. When combined with In-Feed Ads, TopView has proven to be TikTok's most effective ad type in driving sales impact. Forty-six percent of TikTok users say they discover products and brands on their For You page⁸.

Branded Mission

Branded Hashtag Challenges are exclusive to TikTok. They encourage users to generate content featuring sponsored hashtags that spark new trends and cultural movements by issuing participatory challenges.

How effective is it?

TikTok users especially want to participate in branded hashtag challenges because they're easy to join in, they inspire creativity and diversity and they drive viral engagement. TikTok claims Branded Hashtag Challenges have a median engagement rate of **17.5%**, and more than half of the ads have achieved ROAS greater than \$5 for the CPG industry. A **Nielsen MMx study** also revealed that organic engagement doubled ROAS for the CPG industry when measured with Branded Hashtag Challenge.

⁸ TikTok Marketing Science Global Retail Path to Purchase Study, January 2023, conducted by Material

Branded Effects

Branded Effects or filters are custom augmented reality video lenses users can activate to generate unique, shareable content. They allow brands to add customizable games, stickers, filters and special effects to users' video content and can be live for up to 10 days. **Introduced in 2023**, Effect House Branded Effects allows brands to work directly with creators from TikTok's effect creation platform to produce custom filters.

How effective is it?

Seventy-nine percent of TikTok users agree the platform is a place for brands to demonstrate their personality and creativity. That's why the most effective branded effects are fun and engaging, sparking viral and shareable content that boosts brand awareness. For example, **Mucinex's Branded Effect campaign** resulted in a 42.7% lift in purchase intent.

Spark Ads

Spark ads boost posts you've already made or other organic posts (with their permission). That way, any views, comments, likes, shares or follows are attributed to your account. Plus, there's no limit to how many times you can use the same organic TikTok posts as your ad creative.

How effective is it?

Spark ads are most effective for brands trying to fine-tune their advertising strategies and maximize the impact of their organic content. According to **Business of Apps**, Spark ads generate about 250% more followers and a 150% boost in likes in three weeks compared to previous statistics.

Influencers Supercharge Your Advertising

Don't forget about TikTok influencers. Influencers drive buzz and news with regular content and droves of followers. They also benefit you by promoting relevant products. On TikTok, these users are highly influential, acting as a launching point for brands who want to achieve high exposure in a short amount of time.

TikTok provides tools to help you connect with influencers who make sense for your brand and products through the TikTok One. Choose from over 2 million influencers and let TikTok recommend the best ones for your audience based on data-driven insights. Then, use the TikTok Selling Center to collaborate with them, set up a promotion plan and share affiliate links.

Branded Hashtag Challenges have a median engagement rate of

17.5%

Sell on TikTok Shop

In 2023, TikTok introduced a new way to blend product discovery with e-commerce. TikTok Shop is a one-stop e-commerce solution for selling products directly on TikTok from discovery to checkout to post-payment activities — all within the app.

What you need to know:

1. TikTok Shop enables brands to sell through a variety of seller tools:

- **In-feed video and LIVE shopping:** Consumers can shop tagged products directly from videos and LIVEs in their For You feed.
- **Product showcase:** Curate custom product collections directly on your profile page. Users can then browse product tiles, read reviews and purchase directly from you.
- **Shop tab:** Brands and consumers come together here, where you can display your products and customers can easily search and discover promotions. The tool showcases product recommendations to consumers via product listings and shoppable content and allows them to manage any existing orders.
- **Affiliate program:** Connect with content creators through new commission-based product marketing opportunities. This way, you can choose the affiliate plan that's the right fit for your brand, while creators have a way to monetize their creativity by sharing products in short videos and livestreams.
- **Shop ads:** Promote your TikTok Shop with ads that help customers discover you more easily and complete their purchases all within TikTok.
- **Fulfilled by TikTok:** Focus on your products and selling strategies while letting TikTok handle fulfillment. Fulfilled by TikTok is a new logistics solution that stores, picks, packs and ships products to customers for you.
- **Secure checkout:** TikTok offers a safe environment for purchases because it works with trusted third-party payment platforms to facilitate transactions. This ensures a quick, smooth and secure checkout process for you and the customer. All TikTok-protected US user data is stored in the US and managed by USDS.

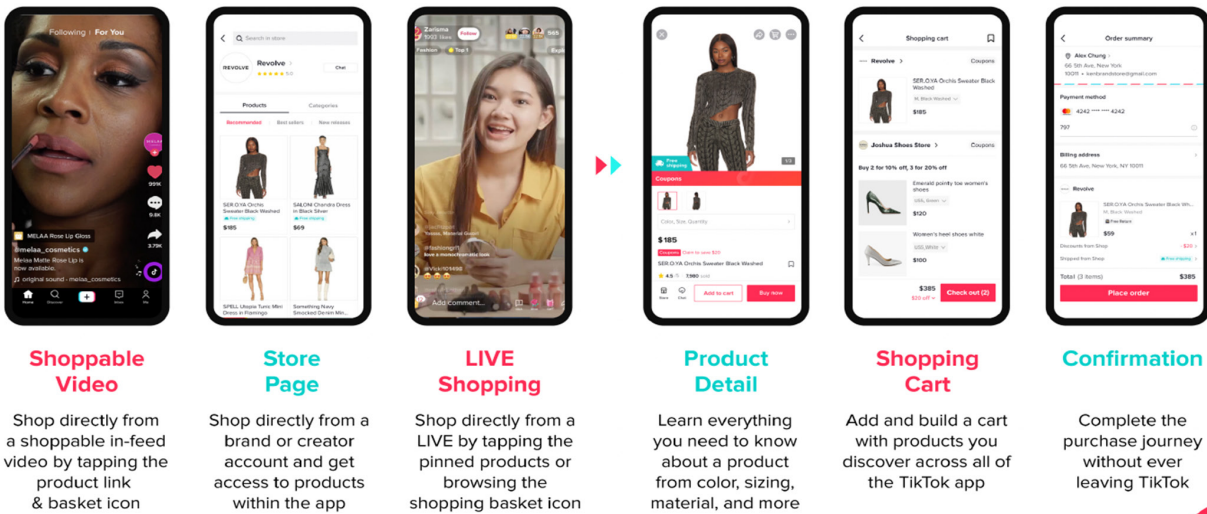
2. TikTok Shop is currently available in:

Indonesia, Malaysia, the Philippines, Singapore, Thailand, the United Kingdom, the United States and Vietnam.

3. Live selling is a major differentiator for TikTok.

In the platform's home country of China, consumers spend hours watching shoppable live videos featuring celebrities and influencers. In 2023, EMARKETER predicted Chinese consumers would spend \$234.75 billion on livestreaming social commerce, accounting for 45.4% of the country's social commerce sales.

Browse and buy in just a few taps



Source: TikTok

What's in it for You?

TikTok Shop sellers enjoy numerous benefits from training resources and support to increased revenue and brand growth. As a TikTok Shop seller, you get:

- Competitive commission (for new sellers) – one of the lowest among similar marketplaces
- Limited-time shipping subsidies when you use the platform
- Exclusive incentives to keep growing your business (terms and conditions apply)
- Dedicated specialists to address your unique needs
- Customized integration support to help you manage TikTok Shop from your preferred system
- TikTok Shop Academy featuring knowledge materials with helpful tips and tricks
- Partnerships with a network of approved vendors to help you grow and succeed
- A hub of everything you need to run your business on TikTok in the TikTok Shop Seller Center



Is TikTok Shop Effective?

TikTok Shop is an ambitious attempt at creating a huge, new e-commerce marketplace with built-in traffic. It's still in early stages, but it's gaining traction.

1 in 4

TikTok users are interested in buying from TikTok LIVE because they get to see the products (vs just seeing pictures).

62%

of weekly TikTok users have engaged in e-commerce behavior on TikTok.

1.5x

users are more likely to immediately buy something that they discovered on the platform in comparison to other platform users.

Source: <https://business.tiktokshop.com/uk/seller>

One inspiration behind the new marketplace is the ever-viral #tiktokmademebuyit hashtag. TikTok users are especially eager to shop and buy things they see on the platform, generating an unbelievable 40 billion views⁹ in 2023.

The e-commerce platform is gaining ground among social buyers across platforms too. According to **EMARKETER**, TikTok gained an estimated 9.6 million social buyers in 2023, accounting for more than the net increase of Facebook, Instagram and Pinterest combined.

Plus, users who have already made a purchase on TikTok Shop had positive experiences and intend to buy again.

Of consumers who say they have made a purchase from TikTok Shop...

93%

say they were satisfied with the TikTok Shop experience

92%

say they would make another purchase in the future

90%

say it felt like a natural extension of the TikTok experience



⁹ TikTok Marketing Science Global Retail Path to Purchase Study, January 2023, conducted by Material

Introducing Rithum for TikTok Shop

Rithum's TikTok Shop integration allows you to list and sell products on TikTok in the United States and the United Kingdom from within the Rithum platform. It's a frictionless experience that lowers drop-off rates and increases sales. We help you gain:

- **More high-quality traffic:** Visibility on purchases improves our algorithms to optimize traffic for conversions.
- **More data visibility:** Track real-time performance, traffic, customer reviews and transaction data through TikTok Shop's data dashboards.
- **Creator collaboration at scale:** Get access to TikTok Shop's Affiliate Program to easily partner with creators and grow your business.
- **Real-time interaction:** Leverage the power of livestreams to speak directly with viewers and answer their questions to build trust and interest.

Requirements

To sell through TikTok Shop with Rithum, sellers must:

- Register their business and have warehouses located in the United States or the United Kingdom.
- Register through TikTok Shop. You can then add the channel to your Rithum platform account.

Case Study: Book & Mortar Record Store LLC

US-based online retailer Book & Mortar Record Store LLC began selling products through TikTok Shop in August 2023. In October 2023, the store turned to Rithum to automate selling through TikTok Shop.

During the first month, sales jumped by **more than 250%** compared to the month prior. In November 2023, **sales jumped by 694%** and has since shown no signs of slowing.

"Rithum has been super helpful with handling orders. I couldn't do this myself," said Eric Auth, Owner of Book & Mortar Record Store LLC. "The software helps me save time by automating mundane tasks like listing management."

Rithum Helps You Win at TikTok

TikTok is one of over 400 channels Rithum supports. We began with TikTok advertising in April 2022 as a natively supported feed destination to help you connect with your growing audience on this popular platform. With the advent of TikTok Shop, we're helping sellers take their social commerce to the next level with automated ease.

Our feed template saves you time and resources in setup and maintenance. Plus, the template is automatically maintained as changes occur.

Rithum managed support is also available to help you:

- Streamline campaign creation, management and reporting across ad types
- Transform and optimize product data and automate feed delivery
- Activate cross-channel insights across social commerce and digital marketing campaigns
- Manage costs and uncover revenue-increasing opportunities
- Help scale your social commerce presence

Get started selling on TikTok with guidance from [Rithum Managed Services](#) and join one of the world's fastest growing e-commerce platforms.



READY TO TRANSFORM YOUR BRAND'S ONLINE PRESENCE?

Start Now with Rithum and TikTok Shop, and let's make your brand the next big thing on everyone's feed.

Start Now with Rithum and TikTok Shop