



# 2022 Mega Sales Playbook

SOUTHEAST ASIA



# Go Mega with Entertainment!

In Southeast Asia, the Mega Sales season represents a crucial shopping season for businesses to boost their revenue by capitalizing on an increase in buying activity.

Consumers know they get the best deals during Mega Sales and many look forward to refresh their homes or purchase broken big ticket items during the Mega Sales season.



## The power of our ads

**4 in 10** bought something during Mega Sales after watching ads on TikTok, higher than any other platforms<sup>1</sup>.



## Higher average spend of our users

**1.44x** average spend higher during Mega Sales vs non-TikTok users<sup>1</sup>.



## Our users are always ready to shop

**45%** of TikTok users make unplanned purchases<sup>2</sup>.

Our entertainment engine enables brands to drive **Commerce**, be part of the **Culture** and create **Content** that drives user action and engagement as well as fuels consumer demand this season.



## Commerce

**94%** of TikTok users **bought something** during the 2021 sales season<sup>1</sup>.



## Culture

**2.3x** YoY growth in **shopping videos created** during year-end<sup>3</sup>.



## Content

**81%** of TikTok users say video content **influenced their recent purchases**<sup>4</sup>.

# 90%

of our TikTok users look forward to the sales season every year<sup>1</sup>

Note: Recommendations in this playbook only serve as a reference to help inform ad campaign strategies. This does not guarantee marketing results. Marketing results vary from campaign to campaign, vertical to vertical, market to market etc.

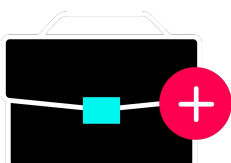
### Sources:

1. TikTok commissioned study on n=4,320 TikTok users and non-users consumption and behaviours in SEA, Feb 2022
2. Nielsen custom Authenticity Study commissioned by TikTok, Persons 18+, 5/1/2022
3. TikTok Internal Data, SEA, Sales season 2020 v 2021
4. Future of Commerce research by Boston Consulting Group, commissioned by TikTok. Conducted in ID, TH, VN, JP, KR, AU, Apr 2022

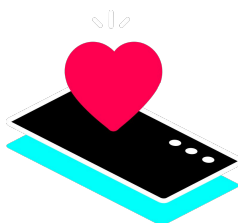


# Go Mega with Entertainment!

## Mega Guide to Campaign Preparation and Planning



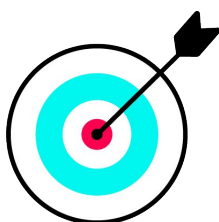
**Phase A**  
**Pre-Mega Sales: Set up Fundamentals**



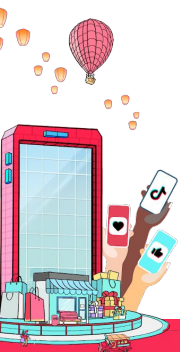
**Phase B**  
**Sale Announcement: Inspire & Excite**



**Phase C**  
**Teaser Sales: Discover & Consider**



**Phase D**  
**Countdown & Mega Sales Day:  
Retarget & Convert**





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## Phase A

# Pre-Mega Sales: Set up Fundamentals



# 1. Set up and check if pixels are firing and in-app events are passed back accurately

Signals are the fuel for our optimization algorithm to determine which ad is served on TikTok, in order to increase the likelihood of a conversion. Better signals brings us better optimization.

It is fundamental to ensure pixels (web) and in-app events (app) are set up to understand what actions are taken by users after an ad is clicked or viewed.

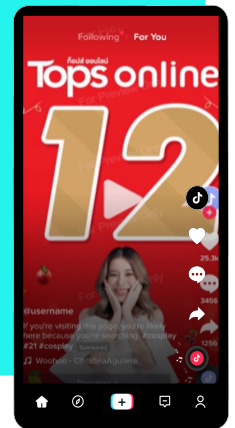


## Success Story: Advanced Matching

**Central Food Retail in Thailand** started to use TikTok Pixel Developer Mode (PDM) and subsequently enabled Advanced Matching (AM) to improve performance.

**+107%**  
conversion  
rate

**-71%**  
in CPA



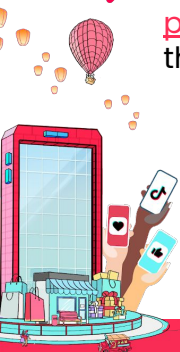
# 2. Check if all ad creatives, landing pages & products comply with our advertising policies

Follow these 3 tips to minimize the possibility of your ads getting rejected during ad review phase.

- Make sure ad consistency is applied across all ad elements such as ad videos, ad caption, display name CTA etc.
- Make sure your landing page is functional and mobile friendly.
- Make sure there are no display of prohibited products or services on the ads.

Refer to this ad review checklist to ensure you are good-to-go.

Read here for more information on our ad policy.





### 3. Build an Always-On presence to help understand your campaigns and customers better

Brands are encouraged to run Always-On campaigns to connect with your audience consistently and maximize your brand visibility. Take this chance to:

- Build a cohesive marketing strategy
- Run any test and learn
- Understand your campaign performance baseline and audience better

Build your #foryoupage presence natively, with In-Feed Ads to maximize the opportunities to be seen on TikTok.



#### Product Spotlight:

##### In-Feed Ads

**In-Feed Ads** allow you to tailor your content to ignite discovery all the way to purchase during Mega Sales, by appearing alongside User Generated Content in users' #foryoupage.

Read [here](#) for more details on how to setup an ad on TikTok Ads Manager.

# 86%

of video views  
come from the  
#foryoupage<sup>1</sup>

Source:  
1. TikTok Internal Data, SEA, 2021



### 3. Build an Always-On presence to help understand your campaigns and customers better

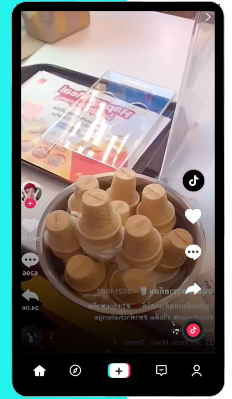


#### Success Story: In-Feed Ads

**McDonald's Thailand** jumped on the soft serve craze on TikTok by amplifying the user-generated content through Spark Ads. The native-format ads not just increase brand visibility but also interactions and sales.

**+130%**  
sales

**+83%**  
in-store traffic  
(compared to the  
previous month)



### 4. Active test and learn to inform your Mega Sales strategy

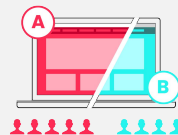
Conduct active test and learn during Always-on to inform your Mega Sales strategy.



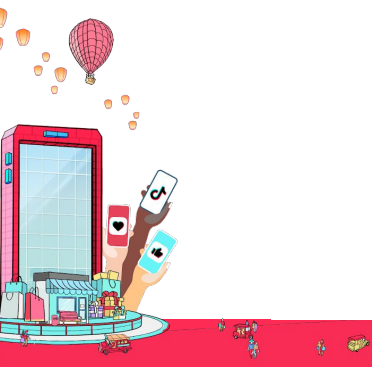
Target audience or interest groups that have worked well for your brand.



Test different bids and creatives to review which works best for your campaign objectives.



Use split testing where possible to understand specific elements that result in performance uplift.





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## Phase B

# Sale announcement: Inspire & Excite





## 1. Focus on exiting learning phase

Learning phase is an ad delivery experimental phase when the system continuously explores new potential customers. The data gathered during this stage is used to train the system to help better optimize delivery, and offer the best performance.

Here are the what-ifs and what you can do to exit the learning phase.

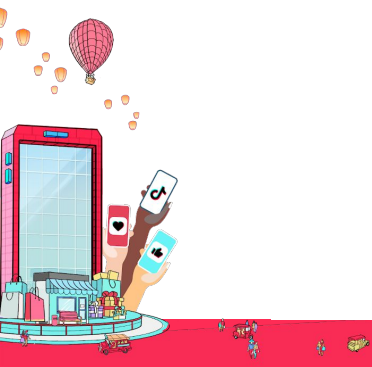
**+ Start your campaign...**  
a week before your official campaign launch, to buffer time to allow campaign to exit the learning phase.

**+ If an ad group is not delivering...**  
consider increasing the target audience or bid to speed up the learning phase; changes in bid should not be more than 20-30% each time.

**+ If an ad group does not exit learning phase in a week...**  
pause it and create another with new creatives and configurations.

**+ If you observe large fluctuations in CPA...**  
this is expected during the learning phase as the algorithm is learning the best delivery model for its goal.

**+ If your ads have exited the learning phase...**  
avoid making frequent changes to your campaign because any drastic changes to bid and budget may send the ad group back into learning phase.



## 2. Announce sale with reach and engagement in mind

TikTok users are excited about Mega Sales season all year long. Announce your sales and drive excitement to reach a wide audience pool. These audience will be essential in building up your retargeting strategy nearing to Mega Sale days.



### Pre-Mega Sales:

**73%** of TikTok users discovered news brands during the sale season<sup>1</sup>.



### During Mega Sales:

**8 in 10** of TikTok users started browsing for available deals before the Mega Sale Day<sup>1</sup>.



### Post-Mega Sales:

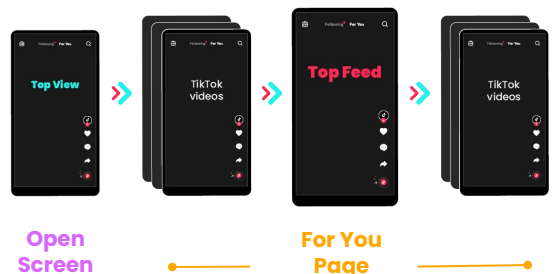
**89%** will continue buying again even after Mega Sales<sup>1</sup>.



### Product Spotlight:

#### Top Feed, Reach & Frequency (R&F)

- To maximize your reach further, leverage **Top Feed**, the premium and first In-Feed Ad users see in each session. It is available through R&F buying type.
- **R&F** allows brands to better predict the desired reach and frequency. There is better control and predictability in terms of reach and controlled frequency at a set cost.

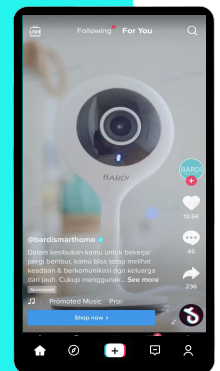


### Success Story: Top Feed

**BARDI Smart Home** ran an awareness campaign on Top Feed with the goal of building reach, awareness and consideration. Top Feed's premium positioning in the #foryoupage contributed to significant ad recall and purchase intent.

**+7.8%**  
Ad Recall

**+6%**  
Purchase Intent



Sources:

1. TikTok commissioned study on n=4,320 TikTok users and non-users consumption and behaviours in SEA, Feb 2022



### 3. Build up sufficient volume of engaging and entertaining creatives for TikTok

The secret to success on TikTok is creativity. That is why we offer a number of creative programs and solutions that can help brands to produce winning creatives.

We have a suite of creative tools to support with ideation and to make creating content on TikTok easier for you.



#### Product Spotlight: Automated Creative Optimization (ACO)

**ACO** helps manage your ads more efficiently and effectively by automatically finding high-performing combinations of your creative assets. Our system will automatically combine your creative assets into multiple ads for your campaign, and serve the best creative to your target audience.



#### Product Spotlight: Automated Creative Optimization (ACO)

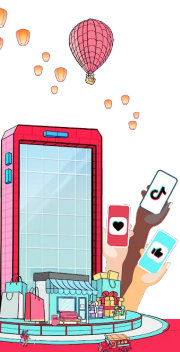
With ACO on, conversion is likely to improve by:

**1.8x**

conversion objective while achieving lower CPA<sup>1</sup>

**2.3x**

App installs<sup>1</sup>



Source:

1. Tik Tok meta-analysis across 34,613 campaigns within SEA region, from Oct2021 to Apr2022.



### 3. Build up sufficient volume of engaging and entertaining creatives for TikTok



#### Success Story: Automated Creative Optimization (ACO)

**Lingokids**, the playlearning™ app with engaging audiobooks, interactive video lessons and child-friendly navigation explored the ACO solutions to manage their ads and drive customer acquisition by automatically identifying high-performing creative combinations.

**+47%**  
Conversion  
Rate

**+56%**  
Conversion

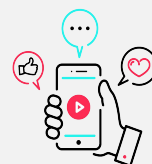


### 4. Creative tips to make your sale announcement loud and lively

Consider these creative tips that may help you with your Mega Sales announcement.



Announce your sale with a “Mega” bang to ensure a key message is announced within the **first 3 seconds**.



Inspire and excite with a variety of scenes to keep it lively and engaging. Adding varied scenes indicate a **38% lift** in conversion<sup>1</sup>.

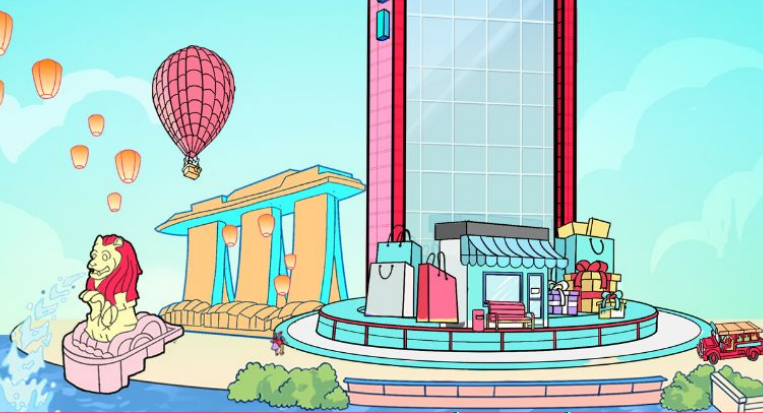


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## Phase C

### Teaser Sales: Discover & Consider





# 1. Drive traffic and meaningful engagement

During Mega Sales, competition intensifies and all brands are jostling for consumers' attention. To stand out, brands need to discover meaningful engagement to drive traffic and memorability.



## Product Spotlight:

### TikTok Business Account, Spark Ads, Brand Auction

- > By setting up a **TikTok Business Account**, you get to unlock business account analytics that can help you understand your profile visitors and ways to engage with them better.
- > You can amplify your organic posts in TikTok Business Account or videos of creators using **Spark Ads** and bring community engagement to the next level.
- > **Brand Auction** is available for Traffic objective, and it allows brands to have better flexibility in driving reach and traffic to your app or website.

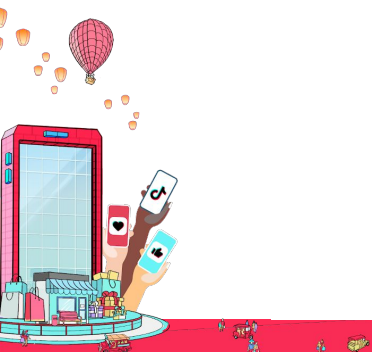
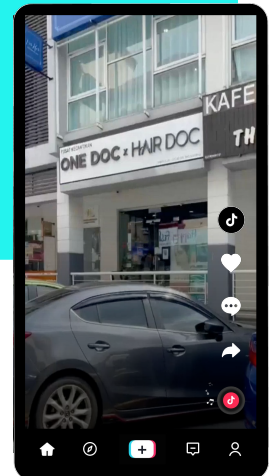


## Success Story: TikTok Business Account, Spark Ads

**One Doc X Hair Doc** activated a full-funnel campaign to drive awareness, consideration and conversion on top of maintaining its TikTok Business Account presence. The brand leverage Spark Ads to boost the videos of multiple content creators that they worked with as In-Feed Ads. As a result, we saw an increase in brand account's follower count.

**-88%**  
**CPA**

(compared to initial campaign targets)



## 2. Entertain and engage with joyful interactions

Every day, people come to TikTok to be inspired by diverse communities and discover new ideas, products and tips. Our goal is to create an environment that allows everyone to express themselves, find inspiration and be entertained.



### Product Spotlight: **Branded Mission, Branded Effect**

- **Branded Mission** is our latest and also the industry-first ad solution that enables advertisers to crowdsource authentic content from creators on TikTok, turn top-performing videos into ads, and improve brand affinity with media impressions.
- Our **Branded Effects** are unique to TikTok, with AR capabilities and gamified elements. Brands can now entertain, drive participation and video creations among our community.

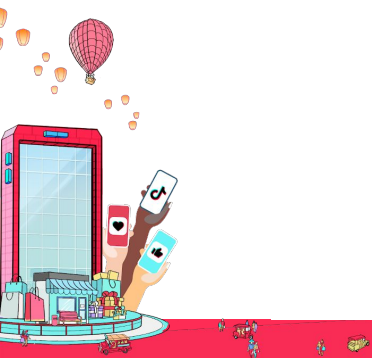
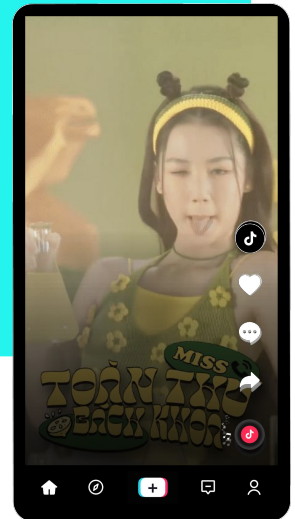


### Success Story: **Branded Mission, Branded Effect**

**Garnier Vietnam** ran an engagement campaign to promote the launch of its hero product, a new serum. The campaign aimed to drive sales and strengthen its brand association related to confidence.

**+30%**  
**Sales in Shopee**

**#1 Serum**  
**On Shopee**  
(in the campaign month)



### 3. Work with creators to add authenticity & credibility to your campaign

Creators are a new generation of storytellers that are redefining culture. Users feel engaged and are motivated to buy from a brand that engaged authentic creators. Engagement rate of content in partnership with creators is +93% higher vs those that not<sup>1</sup>.

Read [here](#) for more information on how to kickstart your campaign powers by our TikTok creators.



#### Product Spotlight:

#### TikTok Creator Marketplace (TTCM)

**TTCM** allows businesses to find their perfect creator, manage collaborations, receive detailed data insights and promote branded content with targeted ads.

#### Engagement

**+93%**

Higher ER for ad content created for TikTok and partnering with creators



- TikTok-specific & in partnership with creators
- TikTok-specific but not in partnership with creators
- Not TikTok-specific & not in partnership with creators



#### Success Story: TikTok Creator Marketplace

**Pomelo**, a startup fashion brand in SEA, achieved a full-funnel success with creator collaborations in TTCM and further amplified the videos produced by creators for the campaign as Spark Ads.

**+25%**

Cost efficiency (app installs)

**5.3M**

Video views



#### Sources:

1. 1st party meta-analysis: Historical TikTok data covers the period Oct 20 to May 21 and EU5 markets (UK, FR, DE, ES, IT). The analysis covers ~2,800 pieces of inventory, featured in ~220 brand lift studies.



## 4. Creative tips to excite users and entice them to add to carts

Five creative tips that can inspire brands to take on an entertaining approach and drive impactful actions.



Use an upbeat and catchy tune to drive excitement. Adding audio of any kind indicate a **16% lift in impression<sup>2</sup>**. Check out [TikTok's Audio Library](#) for more audio library usage and guidelines.



Grab attention with shopping tips for users.



Promote your hero deals with concise and informative text overlays, effects or stickers. Adding text overlays indicates **80% lift in conversion** and a **16% lift in impressions<sup>2</sup>**.



Set reminders that will help audience get in the mood to shop.



Ride on latest and most relevant trends unfolding during the period.

### Sources:

1. TikTok Creative Center

2. 1st party meta-analysis: Historical TikTok data covers the period Oct 20 to May 21 and EU5 markets (UK, FR, DE, ES, IT). The analysis covers ~2,800 pieces of inventory, featured in ~220 brand lift studies

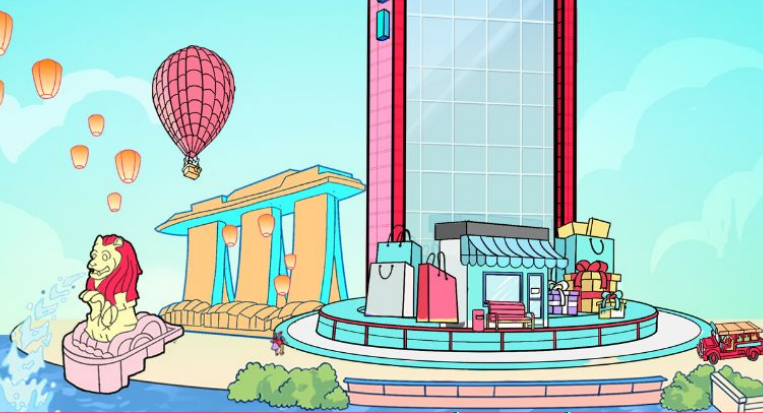




# 2022 Mega Sales Playbook

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## Phase D Countdown & Mega Sales Day: Retarget & Convert





# 1. Build a solid retargeting strategy around your most important audience

Retargeting is an ad group setting that allows you to show your ads to people who have already installed your app, visited your website and taken any high-value actions on your website or app, such as add-to-cart.

To ensure you are driving conversion with audience of the highest purchase intent, be sure to run a full-funnel audience approach and have a clear audience segmentation plan.

Drive  
discoverability,  
interest during  
Mega Sales  
announcement

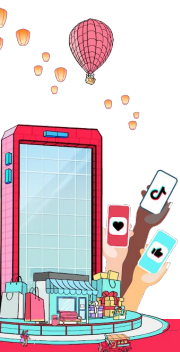
Go **broad** or leverage **Lookalike, Interest and Behaviour** targeting to reach your shoppers.

Optimize towards  
traffic, app  
launch, view  
content

Engage with audience who have expressed curiosity or **interacted with your ads** or at least **visited your web or app**.

Drive action to  
add-to-cart and  
checkout

**Re-target** existing purchasers, users who have installed/visited but not purchased, and churned purchasers, news users and past ad engagers with clear CTA to add-to-cart and checkout.



## 2. Maximize purchases and direct traffic to third-party marketplaces or website

TikTok's suite of commerce-oriented solution can help your business drive sales to brand websites or third-party shopping apps. Simply connect your catalog to unlock our catalog-based shopping ads. [Read here](#) to find out how to create and manage catalogs.

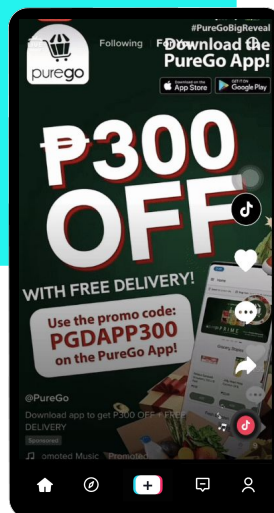


### Success Story: Collection Ads

**PureGo** is an online grocery shopping platform and a major supermarket chain in the Philippines. The brand sought to drive consideration of its product range via a targeted ad campaign during Christmas season.

**USD0.07**  
Cost per page view  
on onsite instant  
Gallery Page (IGP)

**>76%**  
audience  
clicked on  
CTA



### Product Spotlight:

#### Collection Ads, Dynamic Showcase Ads

- > **Collection Ads** is an ad format that enables people to seamlessly find, discover and browse products in a full-screen mobile experience. When Collection Ads are published, you will create an ad that leads to an Instant Gallery Page, where people can explore a curated collection of your products.
- > **Dynamic Showcase Ads** helps to improve users purchase intent by creating targeted ads that combine product inventory and customer activity on apps and websites, such as adding to cart or viewing a product. Dynamic Showcase Ads can help to achieve:

**48%**  
lower CPA<sup>1</sup>

**>10x**  
higher median  
conversion  
count<sup>1</sup>

Source:

1. Tik Tok meta-analysis across 34,613 campaigns within SEA region, from Oct2021 to Apr2022.



## 2. Maximize purchases and direct traffic to third-party marketplaces or website



### Product Spotlight: Value-Based Optimization (VBO)

**VBO** is a method of delivering ads to people who have a potential for becoming a high value customer. By optimizing ad delivery for value, TikTok will help you find the audience most likely to spend more money on your products or services than other people.



### Success Story: Value-Based Optimization

tiket.com wanted to go big and drive user acquisitions for its app as well as drive up ROAS by reaching out to users with higher value to purchase more on the app.

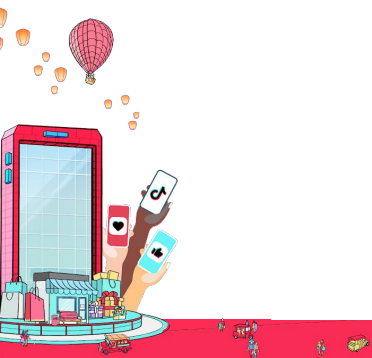
**+16%**

#### Higher value per purchase

(whilst controlling  
cost per purchase  
and maintaining at a  
cost-effective rate)

**219%**

#### Higher ROAS (compared to App install, in-App Event Optimisation)



### 3. Drive direct conversions on TikTok with TikTok Shop

TikTok Shop gives brands and merchants a new way to showcase their products. By setting up a TikTok Shop, brands can easily unlock greater conversion, ROAS and more features on TikTok such as better optimization levers, product links and more ad formats as the likes of Live Shopping Ads and Video Shopping Ads.

Registering on TikTok Shop is seamless and convenient.

- Sign up with an existing TikTok account, or make a new dedicated account just for TikTok Shop.
- Follow this [step-by-step guide](#) to start to driving conversions natively on TikTok.



#### Product Spotlight: **LIVE Shopping Ads, Video Shopping Ads**

- **LIVE Shopping Ads** is built to expand reach and drive engaged viewers to your TikTok Shop via Live Shopping sessions.
- **Video Shopping Ads** is a shoppable videos directly from #foryoupage, with fully automated, smart functionalities including creative automation and dynamic product landing pages.

LIVE Shopping Ads and Video Shopping Ads are currently in testing and available to limited markets. Please reach out to our Partnerships Manager for more details.

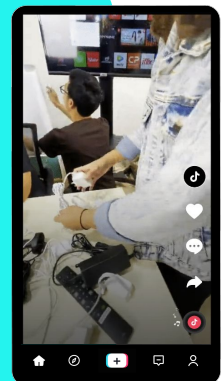


#### Success Story: **TikTok Shop, LIVE Shopping Ads**

**BARDI Smart Home** is an Indonesia-based smart home electronics and appliances brand. Tapping into consumers' appetite to shop during the Mega Sales season, BARDI planned a full-day livestreaming session during its 11.11 campaign.

**<\$0.1**  
Cost per  
effective view

**>370**  
Products sold from  
acquired viewers



## 4. Be Top of Mind with maximum Share of Voice

To further accelerate your top of mind presence during Mega Sales, TopView, TikTok's premium open screen ad format can help your brand stand out from the crowd during Mega Sales season.

TopView with different buying models are available across Mega Sales season through our reservation platform and Sponsorship packages, on a first come first serve basis.



### Product Spotlight: Exclusive & unique sponsorship packages

Own your Mega Sales moment through four different **Sponsorship packages** this year: D-Day Package, Ambassador Package, Boost Package, and TikTok Shop Package.

Reach out to our Partnerships Manager for more details.

## 5. Creative tips with the right Call-to-Action (CTA) can give users final push to buy

Prior to Mega Sale Day, remember to focus on CTA, CTA, CTA. Users need clear instructions on what the next course of action is.



Re-emphasize your differentiating factor or promo message and stick to it for greatest impact.



Provoke impulse with clear CTA. Adding a clear CTA indicates a **152% lift in conversion<sup>1</sup>**.



Drive urgency with end-of-sales countdown.



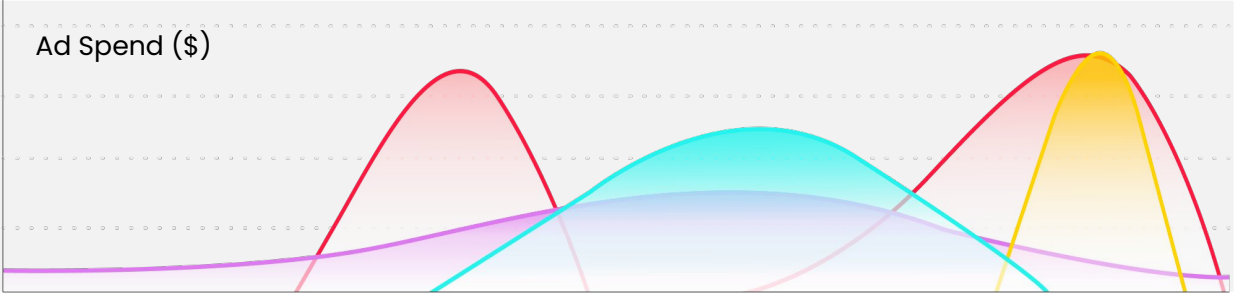
21 - 34s

Videos with a duration between 21 to 34 seconds indicate a 280% lift in conversion<sup>1</sup>.

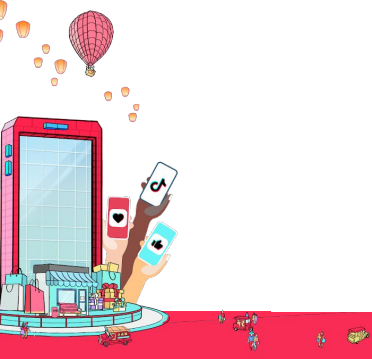


# Heavy-up during your Mega Sales moment

As brands gear up with the best learnings ready to drive revenue uplift, here are some recommendations of media budget phasing and ad products that can help brands to achieve mega success this Mega Sales.



| Phase A<br>Pre-Mega Sales   | Phase B<br>Sale Announcement   | Phase C<br>Teaser Sales   | Phase D<br>Countdown & Mega Sales Day   |
|---|--|---|---|
| Targeting   |  |   |   |
| Set up fundamentals by getting signals and advertising policies right from the very beginning | Broad  | Custom audience, lookalike audience, automatic targeting for prospecting                              | Existing purchasers, users who have installed/visited but not purchased and churned purchasers, news users and past ad engagers |
| Build an always-on presence   |  |   |   |
| Leverage learnings from past campaigns  |  |   |   |
| Objective   |  |   |   |
|   | Reach and awareness  | Traffic and Sales   | Sales   |
| Bidding & Optimization  |  |   |   |
|   | Standard bid   | Standard bid  | Lowest cost bid to maximize conversion  |
| Ad Solutions  |  |   |   |
| Top Feed, In-Feed Ads, R&F, ACO   | Spark Ads, Brand Auction, TikTok Business Account, Branded Mission, Branded Effect, TTCM, Collection Ads, Dynamic Showcase Ads | Collection Ads, Dynamic Showcase Ads, Video Shopping Ads, LIVE Shopping Ads, Value-Based Optimization |   |
| Creative  |  |   |   |
| Make your sale announcement loud and lively.  | Excite users and create joyful interactions. Entice them with specific deals and CTA to drive actions.                         | Drive urgency to cart out. CTA on your ads is one key levers to conversions                           |   |
| Measurement   |  |   |   |
| Brand Lift Studies, Sales Lift, Kantar Ad Effectiveness Study, MMx                            |  |   |   |



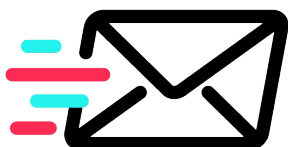
# Go Mega with Entertainment!



Get in touch with your  
**Partnerships Manager**  
to kickstart your session



Stay updated with our  
latest resources on  
[www.TikTokMegaSales.com](http://www.TikTokMegaSales.com)



New to TikTok?  
Drop your contact details  
[here](#) and we will get in touch!

