



# Measure

TikTok's real business impact

Insight

**Measuring  
complex customer  
journeys  
remains one of the  
biggest industry  
challenges**

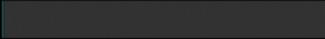
Source 1: 2023 Annual Marketing Report by Nielsen. TikTok's use of this data does not equate to an endorsement. Source 2: Fospha

Insight

# Measuring complex customer journeys remains one of the biggest industry challenges

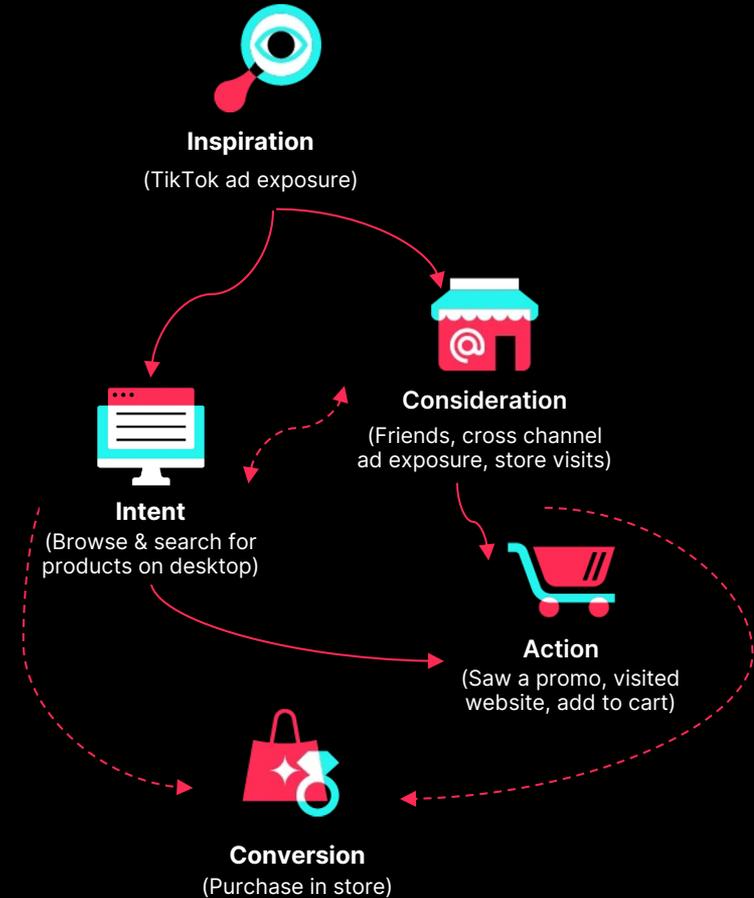
On average across EMEA<sup>1</sup>  
marketer **confidence in  
ROI measurement**  
across digital channels is

2 %



Source 1. 2023 Annual Marketing Report by Nielsen. TikTok's use of this data does not equate to an endorsement.

As consumer behavior  
becomes increasingly  
fragmented,  
**measurement**  
**approaches must adapt.**



Nearly 80% of all conversions attributed to TikTok by users themselves **were missed by common attribution models**

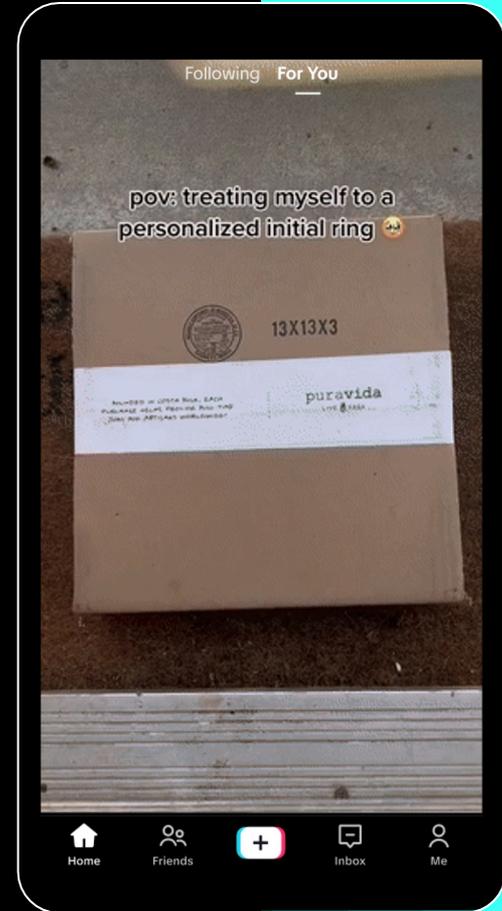


“

TikTok was heavily underreported in our web analytics. In the Post Purchase Survey, a third of new customers told us they're coming from TikTok.

Turns out, TikTok is our primary discovery channel.

puravida  
LIVE  FREE



Insight

# Click-based metrics don't uncover true ROI

Over a decade ago, Nielsen proved that the click-through rate didn't demonstrate a significant correlation with return on investment.



Source: Nielsen BrandEffect meta-analysis of 478 online global campaigns that ran between Oct 2014 – April 2015; Nielsen NetEffect meta analyses (CPG), 200+ online campaigns, Oct 2009  
TikTok's use of this data does not equate to an endorsement

Insight

**TikTok is a uniquely creative video platform where views lead to action, but not straight away.**



**2 %**

TikTok users **have made a purchase** either directly on TikTok, or online after seeing an ad on TikTok<sup>1</sup>.

**1 %**

**Delay visits** to the advertisers' website/app instead of disrupting content browsing<sup>2</sup>.



Source 2: SEA Appsflyer & TikTok Report - Video is on the rise

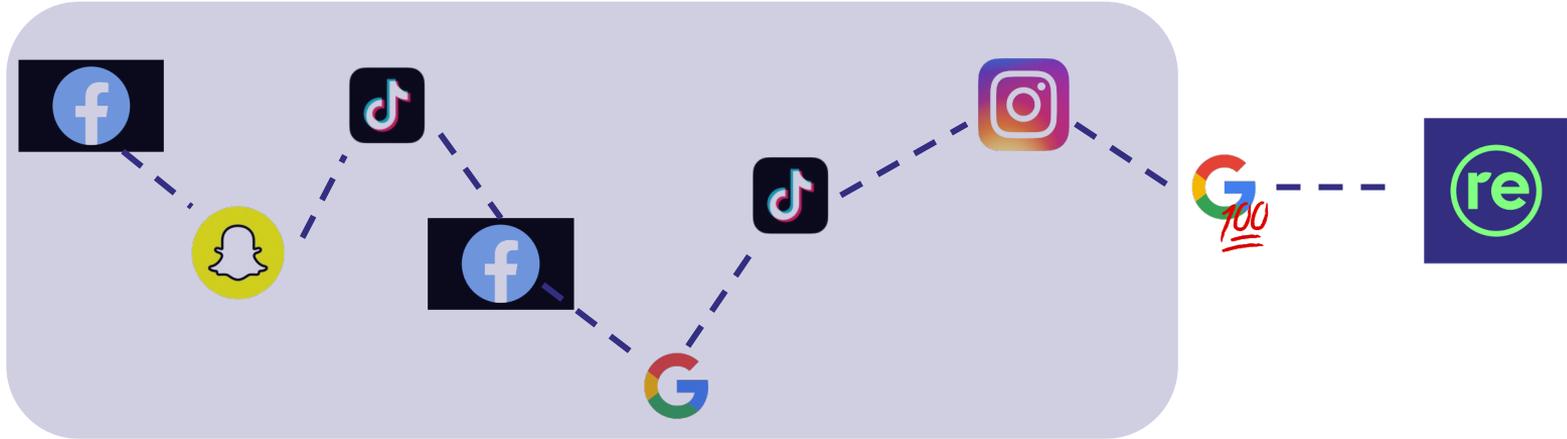
Source 1: TikTok Marketing Science Global Shopping Ad Products Study 2022 conducted by Material February 2022 (n=17,937).



**But don't just take it from us...**



## Measuring Impact on Paid Social is challenging



Social media channels are at a disadvantage when using common web analytics tools for attribution measurement because of **cross-device journeys** and because **impressions are not given any value**.

“

The idea that one channel can be given 'credit' for a given lead or sale is nearly always nonsense, <...> **Each sale is usually the combined result of multiple channels working together, often over a period of months or years.**

**Les Binet**

Group Head of Effectiveness at adam&eveDDB

SHARE 



# Click-based measurement is no longer sufficient

As discovery and conversion become decoupled - where a TikTok video triggers an Amazon sale or a Meta ad influences a branded search - traditional attempts to track individual customer journeys fall short.

Deterministic tracking can't reliably connect these behaviours, especially across walled gardens and privacy-restricted environments. Instead of trying to track users across platforms, brands need to adopt probabilistic and causal models that measure how different channels contribute to outcomes collectively. This means quantifying incremental impact, identifying cross-channel interactions, and capturing halo effects.

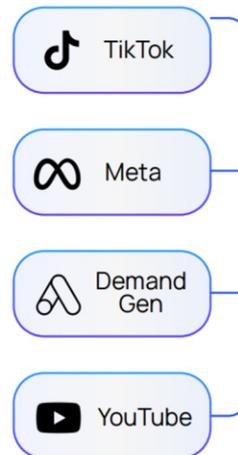
Amazon and TikTok Shop are becoming more influential as sales channels:



As growth now happens across a fragmented ecosystem, beyond .com measurement must evolve to match.

The eCommerce journey has become increasingly fragmented with the rise of marketplaces and sales channels. There exists many potential paths that can lead to a purchase:

Where users see ads:



Where users buy:

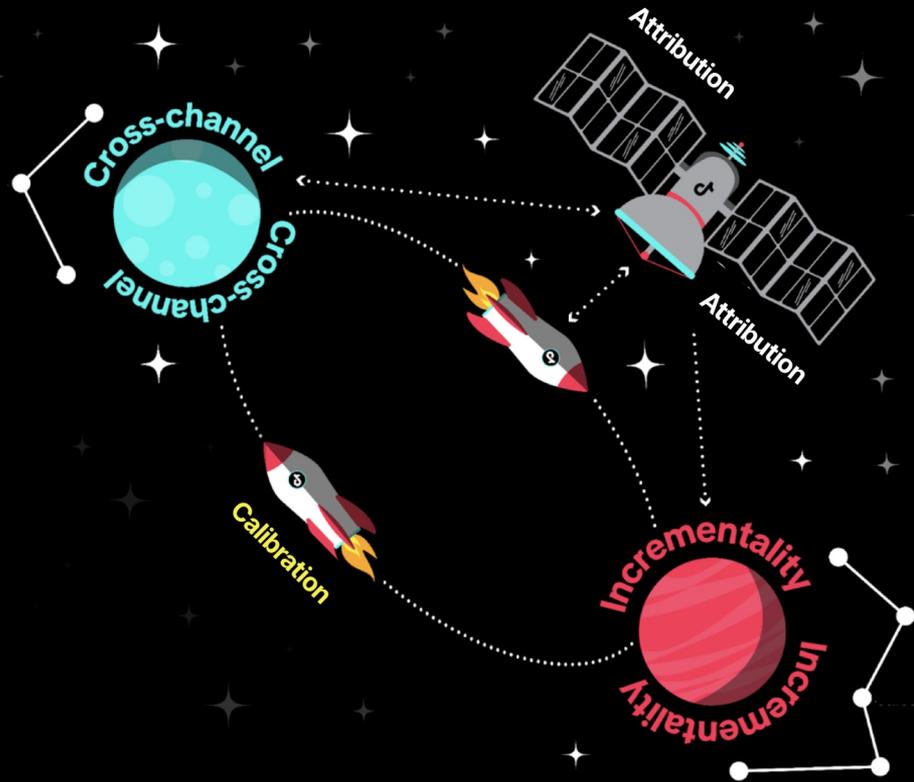


**So what's the answer?**

## Solution

Having a holistic measurement plan that **captures multiple data sources** is essential.

After all, a single data source cannot reflect the results of the entire channel mix.



# Full Funnel Measurement Framework

	Beginner	Intermediate	Advanced
Prove	 <p><b>Post Purchase Survey</b></p>	 <p><b>Conversion or Brand Lift</b> <i>Measure incrementality on KPIs</i></p>	 <p><b>Causal Impact &amp; Geo Lift</b> <i>Understand the impact of an intervention on business results</i></p>
Improve	 <p><b>Split Testing</b> <i>Test &amp; learn strategies that increase TikTok Ads Manager ROAS</i></p>		 <p><b>Multi-Cell Lift</b> <i>Test &amp; learn strategies that increase incremental returns</i></p>
Scale	 <p><b>Attribution Analytics</b> <i>Understand TikTok conversion journey to identify opportunities</i></p>	 <p><b>Unified Lift</b> <i>Full funnel incrementality</i></p>	 <p><b>Media Mix Model</b> <i>Evaluate long-term impact to identify growth levers</i></p>

# What is incrementality?

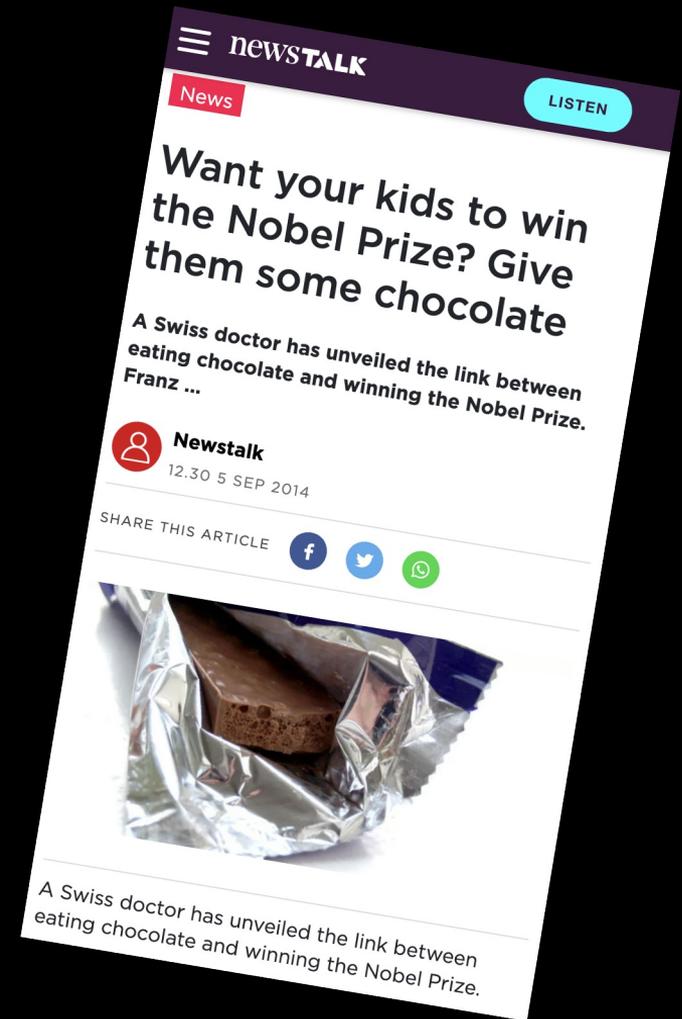
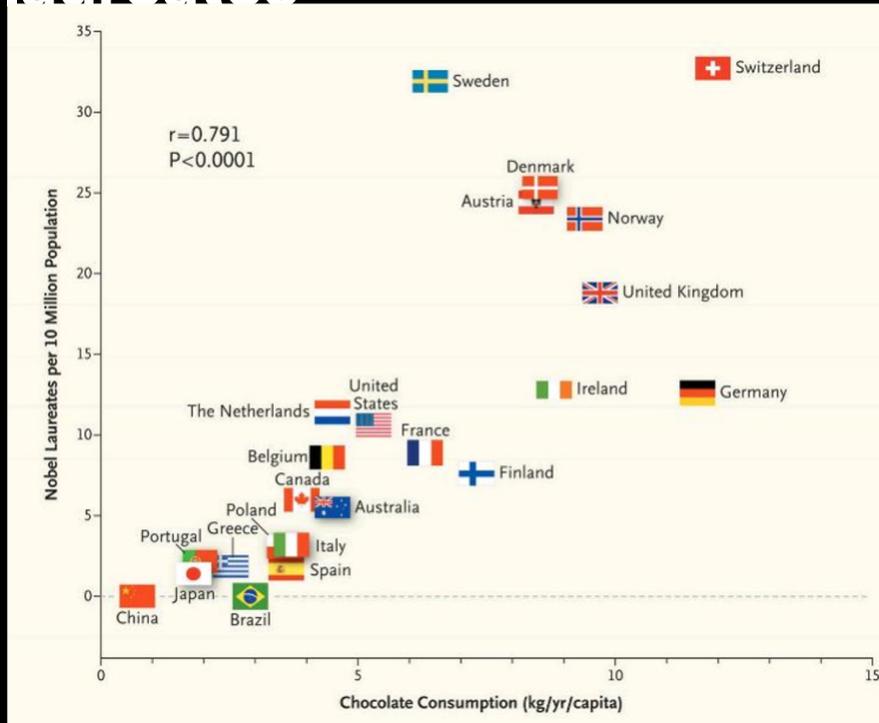




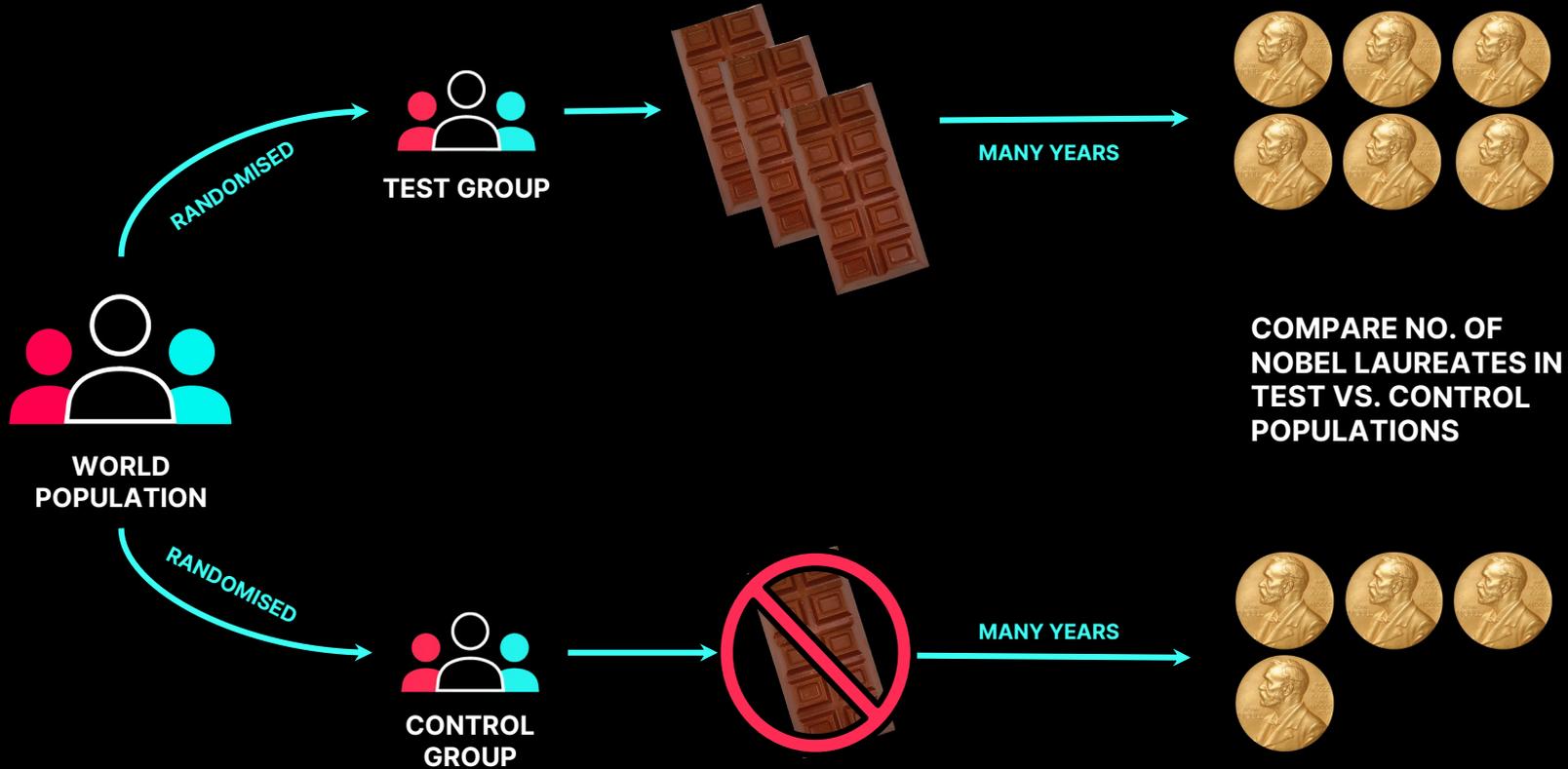
## Question:

**Does eating chocolate make you more likely to win a Nobel prize?**

# Chocolate consumption correlates with no. of Nobel laureates



# How to **prove causal** relationship between chocolate munching & Nobel prizes

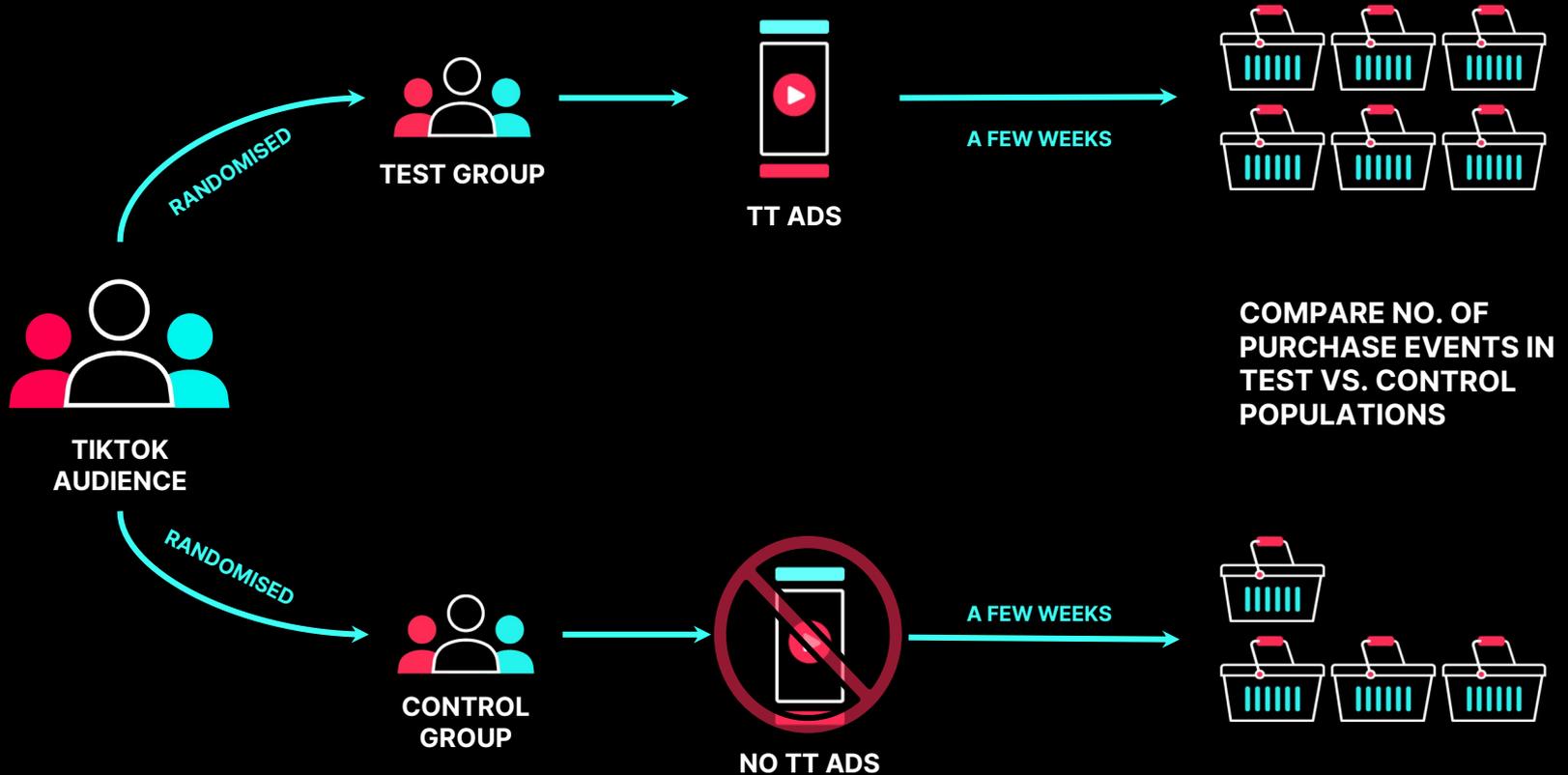




## Question:

**Do TikTok ads cause more sales (or awareness) for my brand?**

# How to prove **causal, incremental** relationship between TT ads & a business outcome



# Incrementality Experiments for all advertisers

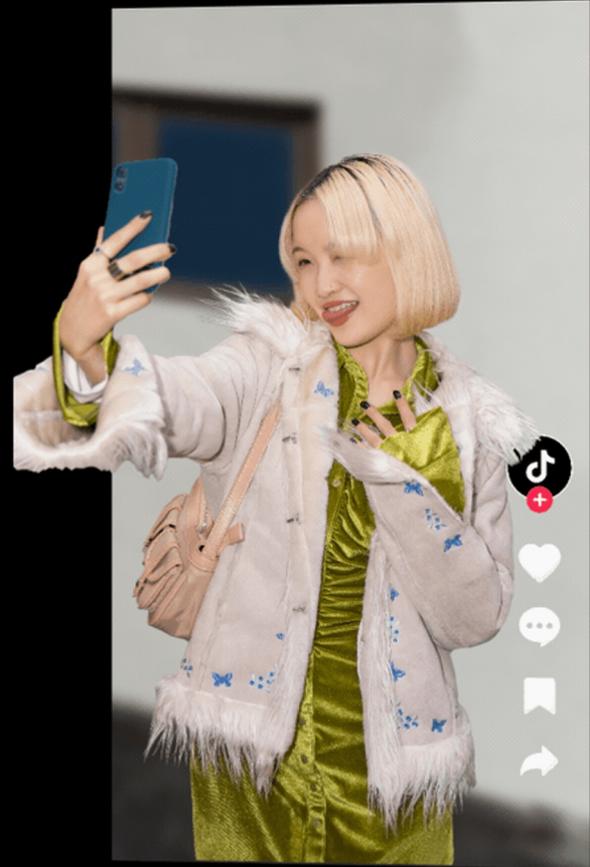
## USER BASED:

- TikTok Lift Study - BLS or CLS

## GEO BASED:

(through third parties)

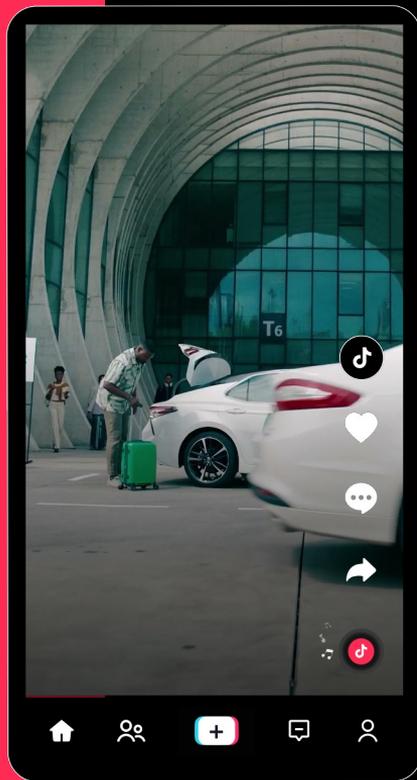
- Match Market Test (Sales Lift)
- GeoLift





# Bolt proved campaign efficiency with **Unified Lift**

To validate the impact of its full-funnel strategy, Bolt launched a Unified Lift Study (BLS + CLS) in Romania, aiming to measure TikTok incrementality on user acquisition.



9.2 pp

Ad Recall Lift

+15.6%

Relative Purchase Lift

3.7pp

Intent Lift

Incrementality tests can offer other learnings:

# Meaningful Connection is Key to Impact on TikTok

Insight

Romanian BLSs 2024-25:

Ads with **view duration >2.5 sec** deliver **2.2x** more incremental awareness vs. ads with shorter watch times.



Incrementality Tests can offer other learnings:

**More creatives prevent fatigue and allows for asset optimisation.**

Insight

Romanian BLSs 2024-25:

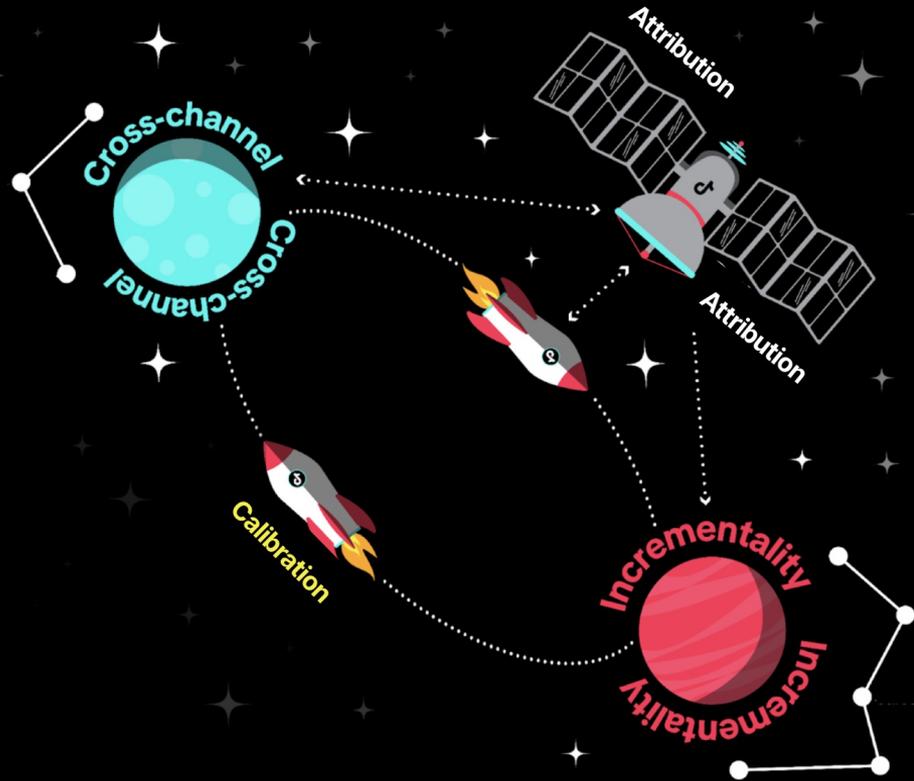
**Campaigns with >5 creatives drive 30% more incremental awareness lift vs. campaigns with fewer creatives.**



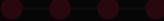
## Solution

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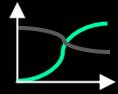
After all, a single data source cannot reflect the results of the entire channel mix.





		Beginner	Intermediate	Advanced
Prove	Understanding TikTok's efficacy to influence business outcomes	 <b>Post Purchase Survey</b> <i>Make decisions using a turnkey solution that captures TikTok value</i>	 <b>Conversion Lift</b> <i>Compare incrementality on Performance KPIs</i>	 <b>Causal Impact &amp; Geo Lift</b> <i>Understand the impact of an intervention or action on the business results</i>
Improve	Test and learn with ads to enhance brand perception or media metrics	 <b>Split Testing</b> <i>Test &amp; learn strategies that increase TikTok Ads Manager ROAS</i>		 <b>Multi-Cell Conversion Lift</b> <i>Test &amp; learn strategies that increase incremental returns</i>
Scale	Evaluate user conversion journey to identify opportunities for growth	 <b>Attribution Analytics</b> <i>Understand TikTok conversion journey to identify opportunities</i>	 <b>Unified Lift (Beta)</b> <i>Compare incremental growth to MTA results to identify levers</i>	 <b>Media Mix Model</b> <i>Evaluate long-term impact to identify growth levers</i>

# HOW and WHY we work with MMM at TikTok



**Contribution:** What is TikTok's business impact?



**Positioning:** TikTok's role in the media mix



**Optimisation:** Deepdive into what drives more sales



# TikTok can be more efficient than other channels at driving sales

Premium Beauty Brands in Romania: TikTok ROI was

# 186%

higher than other digital channels





# Untapped Potential: Scaling

These beauty brands are currently **investing at only 50% of optimal TikTok spend levels**

**Market Leading Skincare Brand**

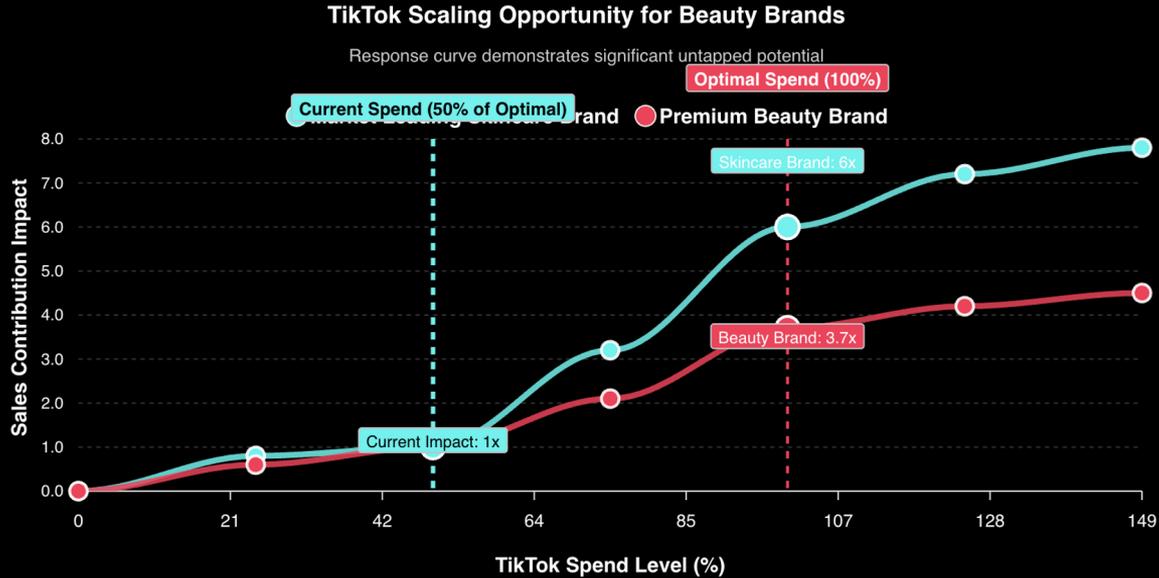
**6x**

Increase in sales by doubling investment

**Premium Beauty Brand**

**3.7x**

Increase in sales by doubling investment



37%



SHARE

Skincare Brand  
saw higher ROI  
from Spark Ads  
compared to  
regular ad  
formats



There is **no single source of truth**.

**Triangulate** results across different measurement methodologies to get closer to **true ROI**.

