

GMV Refinement for Clearer Customer Transactions: What You Need To Know

We condensed the exercise into digestible chunks so you can quickly get all the info you need.

First, Here is What You Need to Know

- The GMV attribution of content types in TikTok Shop has been simplified for your convenience, resulting in accurate transaction attributions that align with your buyers' behaviour, which helps you to make more data-driven decisions.
- It is now calculated based on content types: **Live**, **Video**, and **Product Card**.
- GMV is attributed based on the **last content type for checking out**.



While Product Card is a crucial GMV contributor, focusing on your Live and Video content is important. That means continuing to **produce quality livestreams and videos to captivate buyers**. After all, it is essential to remember that visual social content is a core attraction of what shapes TikTok.



Recap: Product Cards are cards that display everything you need to know about a product, like its title, image, and description.



Before

100% GMV =
LIVE + Video + Showcase + Other



Now

100% GMV =
Live + Video + Product Card

Who Should Pay Attention?

Sellers and Ops.

Scenarios for Your Understanding

As sellers and creators, understanding how the new GMV logic works will only help in your journey on TikTok Shop. These examples aim to illustrate how content types contribute to GMV.

Example 1:



You are selling an iPhone



Buyer finds your iPhone



Buyer buys your iPhone with the suggested Product Card



The GMV from the iPhone sale is attributed to the corresponding Product Card

Summary: Buyer A searches for an iPhone, sees a suggestion, buys it immediately, and the GMV contributes to the specific Product Card containing the iPhone.

Example 2:



Buyer A watches your video promoting an iPhone and adds it to the cart



After watching the video, they explore the Store Page, Buyer A changes their mind and decides to purchase an Android instead



Buyer A buys the Android, and the GMV from this purchase is attributed to the corresponding Android Product Card

Summary: Buyer A adds an iPhone to the cart after a video but switches to an Android on the Store Page. The purchase's GMV is attributed to the Android Product Card.

Note: If Buyer A buys the iPhone **from the video instead of the Store Page**, the GMV is attributed to Video.

Illustration Table

Scenarios	Content Types	GMV Attribution	Reason
Buyer purchases items from Product Card from Recommendations	Product Card	Product Card	Product Card is the last content type before check-out
Buyer purchases items from LIVE	LIVE	LIVE	LIVE is the last content type before check-out
Buyer watches video, adds item to cart, checks out	Video	Video	Video is the last content type before check-out
Buyer adds item from Video, but changes colour in cart	Product Card	Product Card	Although Video was interacted with at first, Product Card is the last interacted content type before check-out
Buyer watches livestream, adds item to cart, checks out 14 days later	LIVE	LIVE	LIVE is the last content type before check-out, no matter how long the item has been left in cart




What is Not Changing?

The new logic is used everywhere, **except for metrics related to Affiliate transactions (like Affiliate GMV and Est. Commission). These metrics stick to the old Commission Attribution-Based GMV model so that the commission you pay to the Creators via Affiliate Plans will not change.**

Conclusion

All in all, remember that no matter what scenarios (last click, time frames or changes in SKU/SPU), the GMV will always and only be attributed to **the last interacted content type upon checking out.**

Key Takeaways

-  The GMV logic is streamlined to be calculated on content types.
-  Product Card, LIVE, and Video are the three content types.
-  Each content type is equally important and you should always be strategic to improve them.

Resources

If you have any questions or require clarifications, please reach out to your respective AMs or CMs. Alternatively, you can also get in touch with the Help Center.