

 TikTok Shop
EAMS Playbook
External Affiliate Merchant Solution



Hello, EAMS Starts!

Part 1: What is EAMS?

Part 2: Why Join EAMS? & Showcase

Part 3: How to Join? -Setup Process
by Register "Shop" or "Products"

Part 4: FAQ

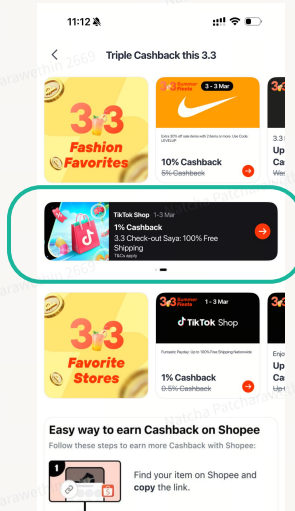
Part 1

What is EAMS?

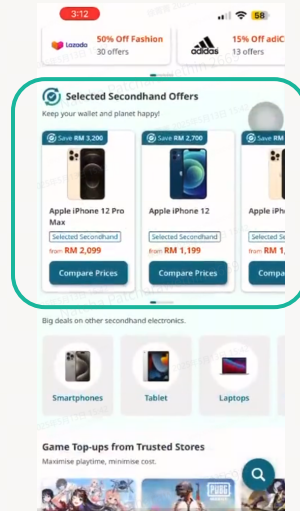


What is EAMS?

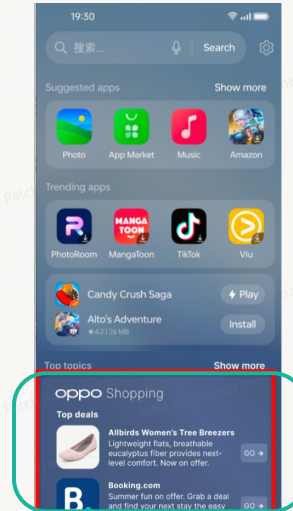
It is a performance-based external affiliate program that connects merchants with external traffic sources.



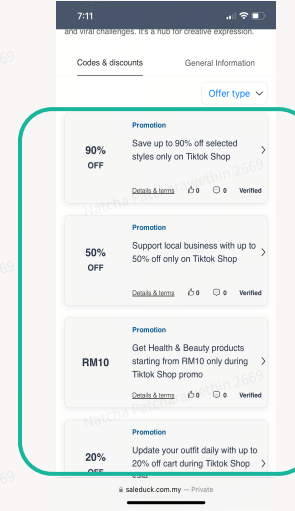
Shopback
Gocashback



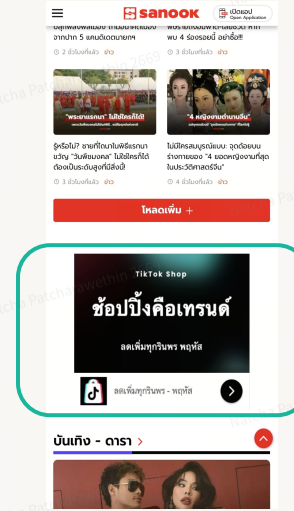
Priceza
Comparison



Vivo & Oppo
Recommendation



Coupon &
Vouchers



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Contents

Part 2

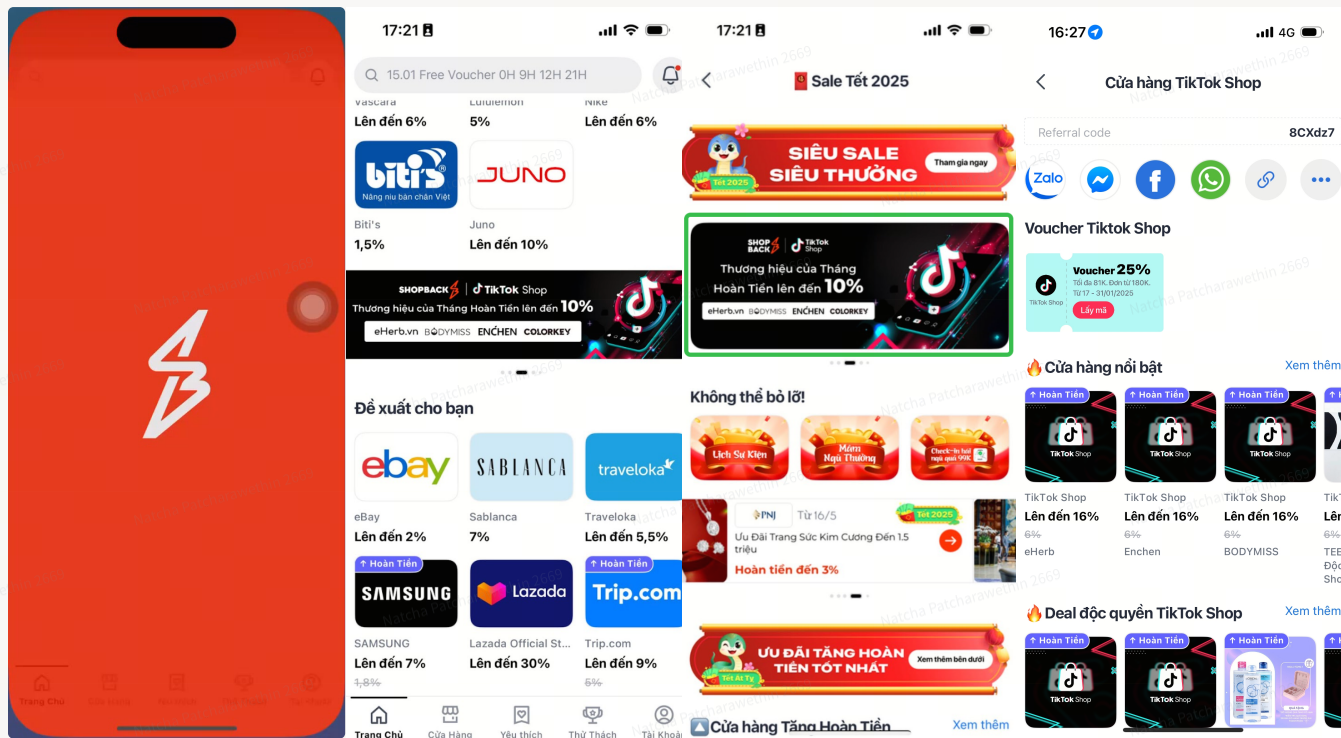
Why Join EAMS? & Showcase



Key Benefits

- 01** **Multi-Channel Exposure**
Showcase your store or products on cashback sites, coupon portals, content platforms, etc.
- 02** **Pay Only for Results**
Commission-based (**CPS**) – no cost unless a sale happens.
- 03** **Drive More Sales**
Reach high-intent customers through external affiliate promotions.
- 04** **Proven Merchant Success with trust & credibility**
Highlight real examples of GMV growth & strong ROAS through AMS.(Detailed in showcase)
- 05** **Platform Support Available**
Enjoy **up to 6-7%** commission subsidy during EARLY BIRD PERIOD!
- 06** **Flexible Product Selection**
Choose which SPUs to include or exclude in affiliate promotions.

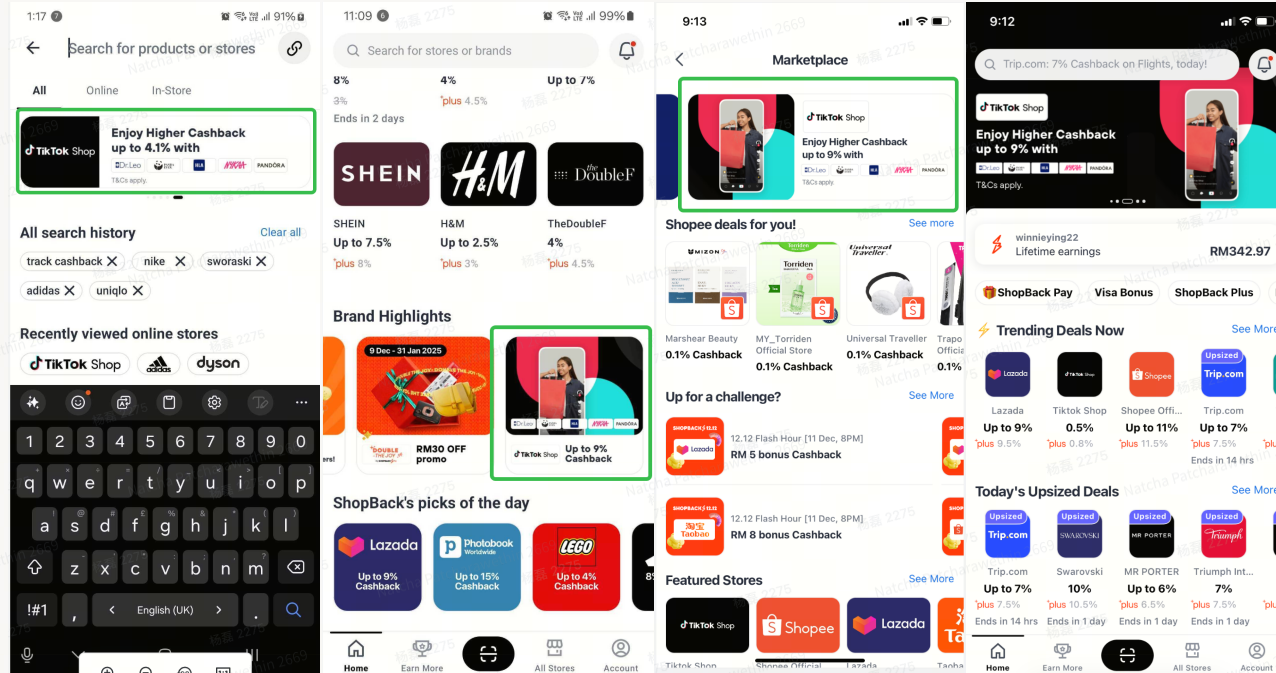
Showcase 1-Tiger Food



 **Tiger Food** skyrocketed its MoM GMV by an impressive **395%** with a stellar **ROAS of 13** through EAMS affiliate marketing—maximizing growth and profitability like never before!

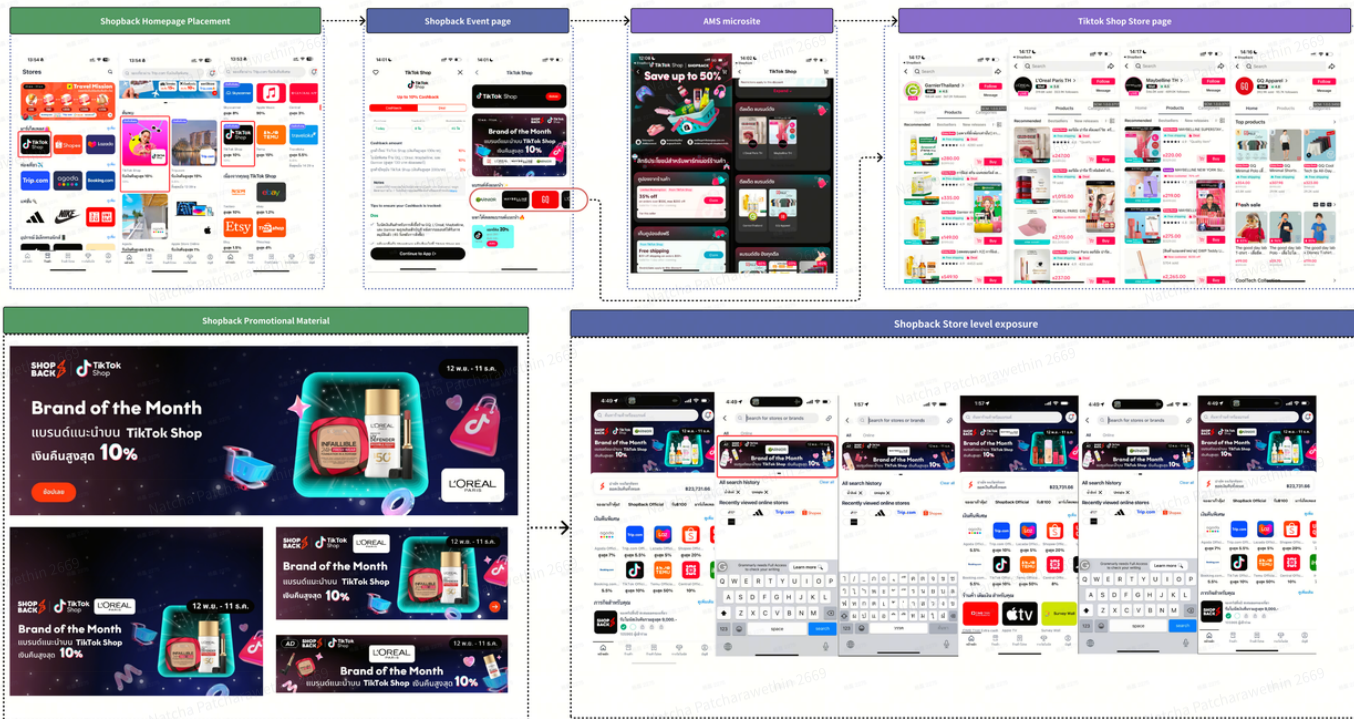


Showcase 2-Pandora



💡 Pandora MY soared to a **141% MoM GMV boost** with an incredible **ROAS of 20** through EAMS—turning affiliate marketing into a powerhouse for growth! 🚀

Showcase 3-Ganier



In just 30 days, Garnier unlocked an incredible **+454% GMV** surge with EAMS—transforming affiliate marketing into a powerful engine for growth and profitability! 🚀

Part 3

How to Join?

-Setup Process by Register
"Shop" or "Products"



EAMS Project Offers Two Types of Enrollment Methods.

Register "Shop" (👉Recomanded)

All products under your TTS Shop will be promoted based on a fixed commission rate!
(Optional to exclude some non-participating products.)

Register "Product"

Selected Products will be promoted based on a fixed commission rate setup on the campaign detail.

Notes: In this phase, we will prioritize **store-level enrollment**, which is only open to **whitelisted sellers** or those **nominated by Account Managers (AMs)**. These eligible sellers will be able to view and join the program directly via Seller Center.

Please note that the two enrollment types are **mutually exclusive** — sellers can only participate in **one** of them at a time.

Join Steps Please Follow Below Instructions

Store Registration

Enter TTS Seller Center

Log in to Seller Center
<https://seller.tiktok.com/>

Find EAMS Program Entrance

Select "Program", then click "External Affiliate Merchant Solution" to view the details.

Register Shop

Choose "Register" and Shop registered successfully.

Product Registration

Enter TTS Seller Center

Log in to Seller Center
<https://seller.tiktok.com/>

Find AMS Campaign Entrance

Select "Program", then click "External Affiliate Merchant Solution" to view the details.

Register Product

Choose "Register Product" and Confirm "Terms & Conditions" and click "Register Products".

Set up products

Can choose either "Online Registration" or "Upload File" to set up your promotional products.

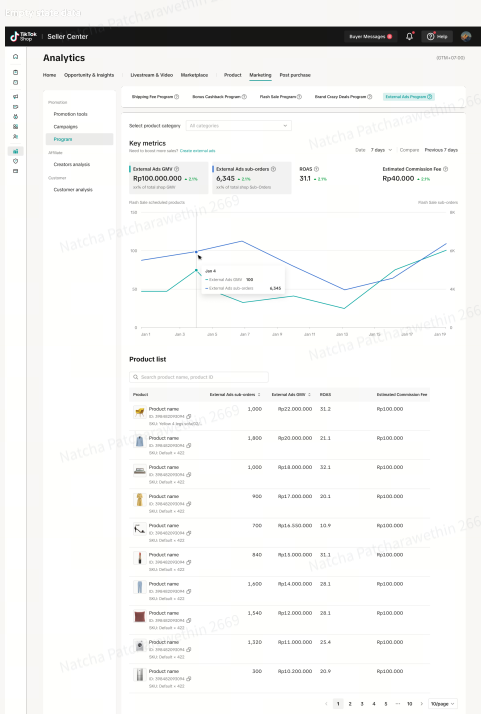
Product submitted

Registered successfully.

Key Metric Monitoring & Payment Checking

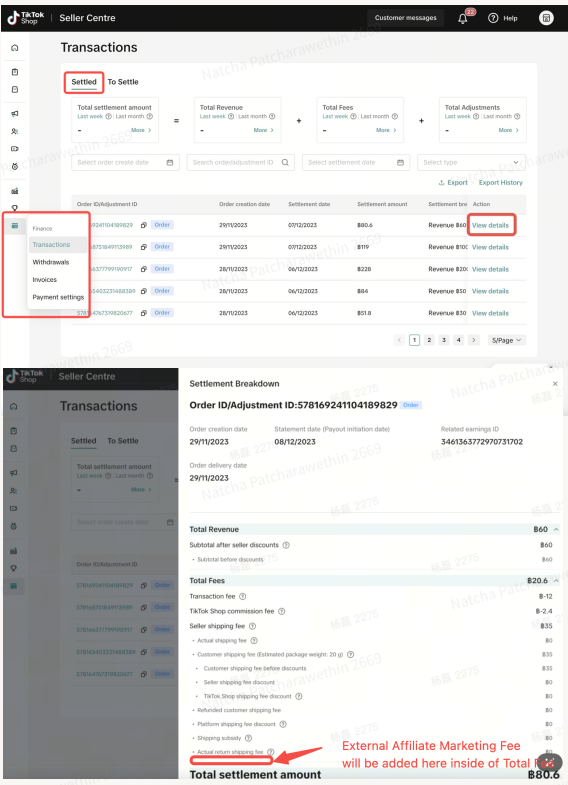
Dashboard

Once promotion begins, you are able to check GMV & Commission data freely on Seller Center dashboard.



Payment

The payment process will happen after one period of the EAMS campaign ends, and can be operated inside the Seller Center system.



External Affiliate Marketing Fee will be added here inside of Total \$880.6

Part 4 FAQ

- How it works?
- How to Join?
- What should I Pay for?
- Commission Rate?
- Visible data?
- Flexible Product?



🌟 How it works?

What is EAMS and how does it work?

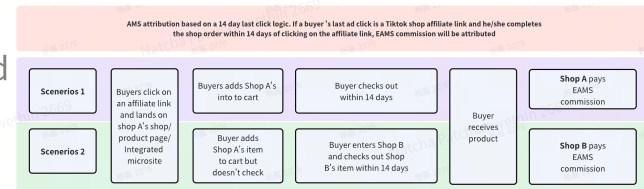
EAMS (External Affiliate Marketing Solution) helps merchants drive sales by partnering with external traffic channels (e.g. cashback, coupon, content, OEM etc. But no social type traffic.). Affiliates promote your products, and you **only pay a commission for successful orders** (CPS model).

Will this impact my store traffic or brand image?

Yes. EAMS focuses on external affiliate channels outside of TikTok creators—like, like cashback apps, deal sites, blogs, etc.,—providing broader reach and new customer acquisition.

How is external affiliate traffic tracked and attributed?

Affiliate clicks are tracked through unique links. Orders completed within the attribution window (14- days) will be credited to the affiliate, and commissions calculated accordingly.





How to join?

How do I join the program?

You can join via the **Seller Center** once EAMS is available in your region. Before the system launches, we may manually onboard selected merchants with your approval. Detailed in Part-4.



What should I Pay

Do I need to pay if there are no sales?

EAMS operates on a **performance-based model**. You only pay commissions when sales are generated via affiliate links, and only pay for the products that you chose to join in.



Commission Rate?

What is the commission rate if I decide to join?

We will have a fixed TTS EAMS Category Suggested Commission Rate for your reference, organized by store category and country dimension.

How's Affiliate Commission Calculation Rules?

Commission Amount = Actual Transaction Amount (excluding shipping fees) * Product Commission Rate (the commission rate signed while you join the EAMS program).

*Example: Buyer Jim sees Mr. Wang's necklace on Affiliate Website A. He enters the store but only buys two other electronic products (priced at \$100 and \$120, respectively) and incurs a shipping fee of \$30. The commission rate for electronic products is 5%. Mr. Wang will need to pay an affiliate commission of $(\$220 - \$30) * 5\% = \$9.50$ for this order.

Note: The product commission rate refers to the affiliate promotion commission rate aligned with the merchant for the product.



Visible Data ?

What real-time results data can I see in the backstage?

We can provide real-time effect data including **EXTERNAL Affiliate GMV/ROAS (Return on Ad Spend)/Order volume & commission details** in the backstage for your reference, and we'll also split the data into product dimensions that can help understand how different items are selling.



Flexible Product?

Can I control which products are included in EAMS promotions?

Yes. You can include your **entire store** or **select specific SKUs** for affiliate promotion. You also have the option to **exclude products** from the program anytime.

Affiliate Partner

[Affiliate Partner] Do you have the the affiator incentives on EAMS, why do they have to pick TikTok?

Yes — we do have clear incentives for external affiliate media partners to choose TikTok merchants over other platforms for early bird round!

1: Higher commission rates (CPS/CPA) compared to traditional e-commerce platforms.

- Early Bird Seller commission: 2%-5%
 - TTS targetted subsidies commission 2%-5%
 - TTS general subsidies commission 1.3%
- Total commission ranges from 5.3%-11.3%

2: Better conversion rates thanks to TikTok' s content-driven user journey & high retention rate.

3: Stable tracking and reporting via Impact

Registration

[Registration] In Jun batch, if category required commission is 10%, but we only ask seller to pay 5% and platform subsidize another 5%. In Seller Center, what commission rate should seller fill in?

As part of the EAMS setup journey, we will define commission rates for each cluster in advance.

Sellers will simply need to review the commission rules, terms & conditions of the project, and sign the agreement — once that's completed, the setup will be done.

For early-bird participants, we will offer a reduced commission threshold, lowering the default rate from 4%–10% to 2%–5%.

Sellers do not need to input any commission rates manually in the backend.

Thanks
Come & Join

