



 TikTok Shop

Playbook: Seller Promotional Tools

Content

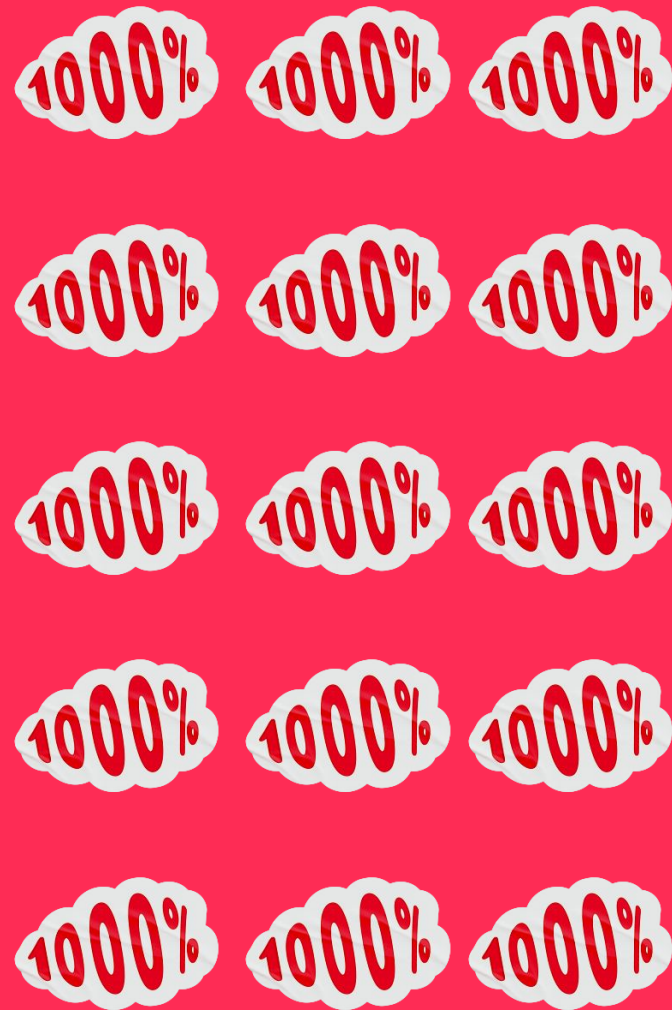
01 Introduction to Seller Promotional Tools

02 Seller Promotional Tools & Showcases

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04 Promotion Price Prioritization and Stacking Capability





Introduction

Tools & Showcases

Promotion Analytics

Promotion Prioritization & Stacking

Chapter

1

Introduction to Seller Promotional Tools

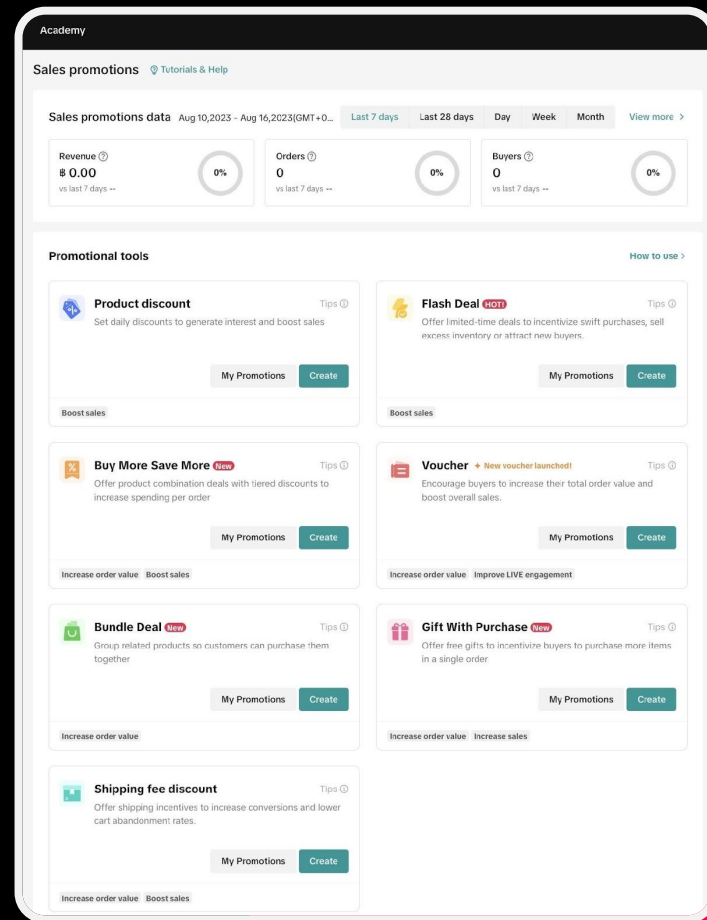
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What are Seller Promotional Tools?

Tools accessible on **Seller Center** which allows sellers to create various **sales promotion mechanics** and **shipping discounts**.

What you'll learn?

1. Understand the benefits of each promotional tools.
2. Consumer journey to enjoy the promotions
3. Tips and best practices to make your promotions even more effective.



Promotional tools can help increase your store's performance



	Product Discount	Flash Deal	Seller Voucher	CRM Voucher Broadcast	Bundle Deal	Buy More Save More	Gift With Purchase	Shipping Fee Discount
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Awareness

Exposure



Consideration

Click Through Rate (CTR)



Offer Upsells

Average Order Value (AOV)



Purchase

Conversion (C_O)



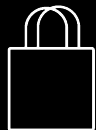
Loyalty

Repurchase Rate



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Recommended promotional tools on TikTok Shop



All Product Categories

Product Discount

Flash Deal

Regular Vouchers & New
Customer Vouchers

Flash Deal

LIVE Vouchers

**During
Livestream**



Multiple categories usage of promotional tools on TikTok Shop

Bundle Deal

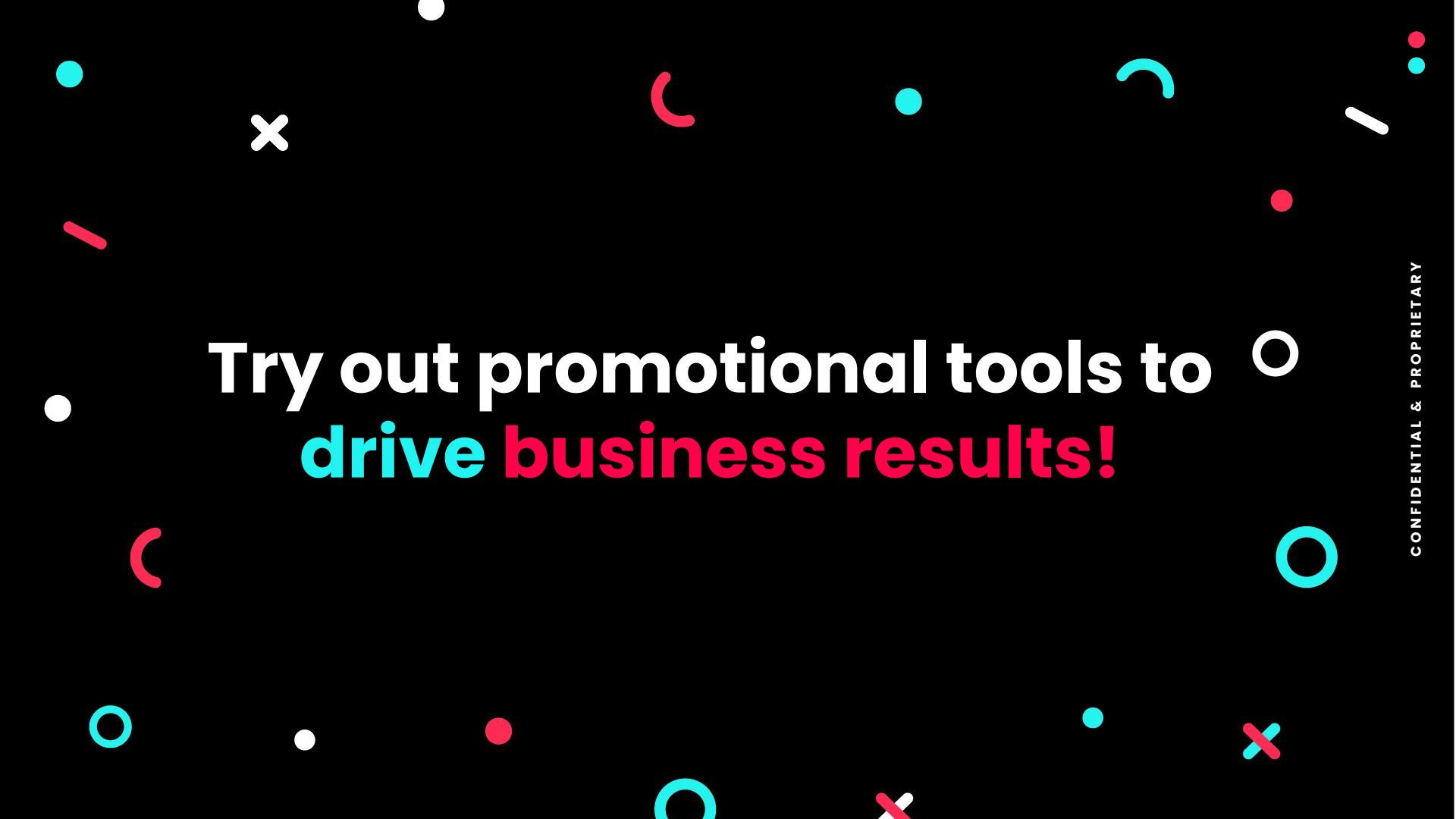
- 1 Food & Beverages
- 2 Phone & Electronics
- 3 Pet Supplies
- 4 Baby & Maternity
- 5 Beauty & Personal Care
- 6 Sports & Outdoor
- 7 Fashion Clothing

Buy More Save More

- 1 Fashion Accessories
- 2 Sports & Outdoor
- 3 Toys & Hobbies
- 4 Pet Supplies
- 5 Kitchenware
- 6 Baby & Maternity
- 7 Home Improvement

Gift With Purchase

- 1 Household Appliances
- 2 Jewellery & Derivatives
- 3 Pet Supplies
- 4 Baby & Maternity
- 5 Beauty & Personal Care
- 6 Phone & Electronics
- 7 Food & Beverage

The background is black and filled with various abstract geometric shapes in white, red, and teal. These include circles of different sizes, some solid and some hollow, as well as lines, arcs, and 'x' marks scattered across the frame.

**Try out promotional tools to
drive business results!**



Introduction

Tools & Showcases

Promotion Analytics

Promotion Prioritization & Stacking

Chapter 2

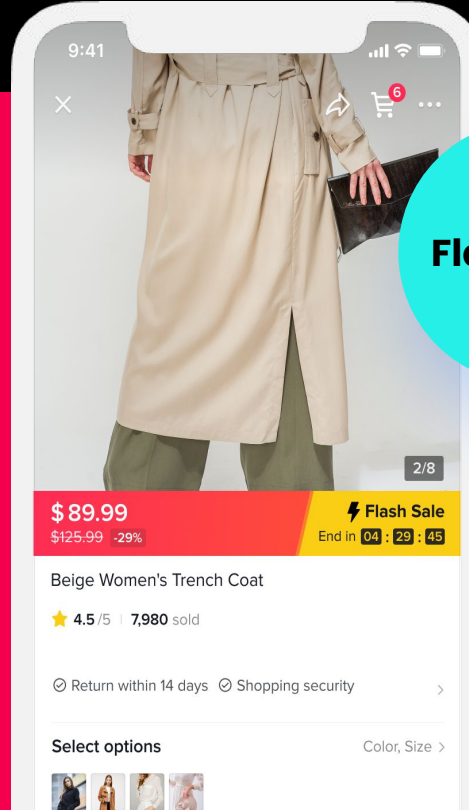
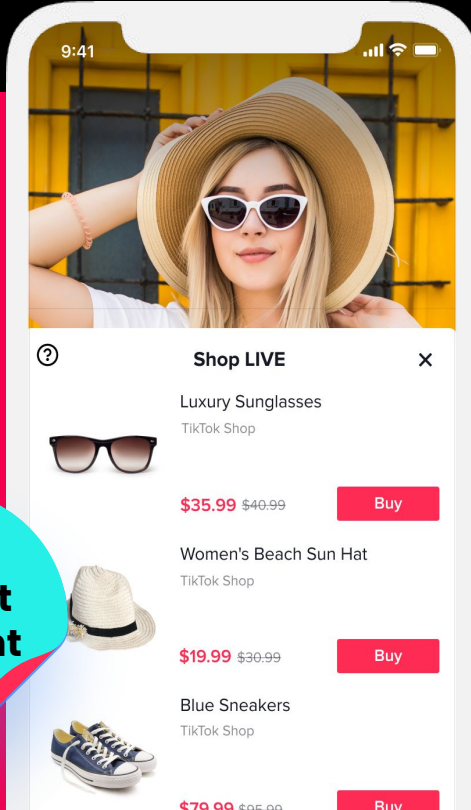
Seller Promotional Tools & Showcases

Drive **sales** and **conversion** with having direct discounts on your products

A simple and flexible tools to adjust product prices and make your product more attractive with a **strikethrough price** (supports bulk upload)

Product Discount

 TikTok Shop



Flash Deal

Offer limited time deals to encourage immediate purchases (supports bulk upload)

Product Discount

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Maintain competitive price by using **Product Discounts** to set direct discounts on your products

Tips for success



Turn on Smart Discount

Let our Smart Discount function suggest discount settings for you based on historical data of similar products and sellers, helping you to improve your product discount performance. You can edit the suggested discount before submitting.



Monitor performance on Promotion Analytics

Go to Data Compass > Promotion Analytics to see whether your discount settings on Product Discount has improved your sales and conversion.

< Product Discount
Create new promotion

Basic information

Promotion name
Discount 22/08/2023 15:54:01 28/50

Promotion period ⓘ
22/08/2023 18:54 (UTC+7) 18/02/2024 18:54 (UTC+7)

Discount type ⓘ
☐ Percentage Off ☐ Fixed Price

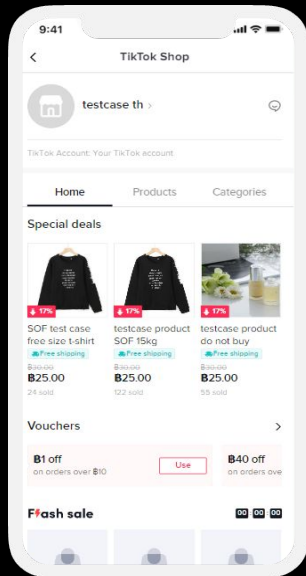
Products
The discount can apply to either:
☒ Smart discount ☐ The TikTok Shop smart discount
Turn on smart discount to let the system intelligently set discounts for your products. You can always adjust these later. Make sure to double check discounts before submitting.

☐ Product-level ☐ Various

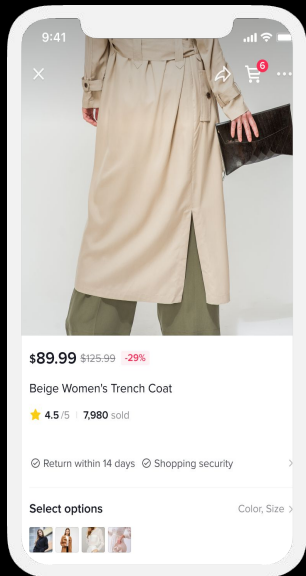
Product discount requirements

By clicking "Agree & Publish", you agree to TikTok Shop Seller Promotional Tools Terms & Conditions

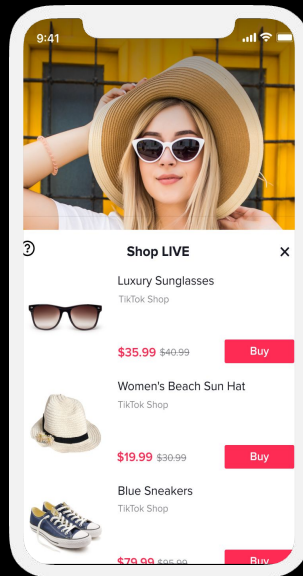
How customers can enjoy Product Discounts?



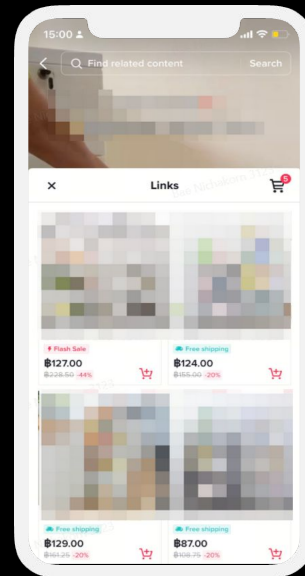
Store Page
Store Design feature



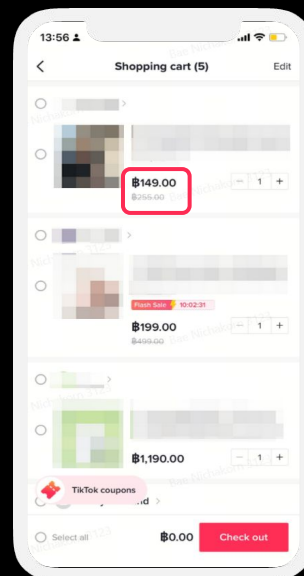
Product Detail Page



Livestream
Shopping Bag



Short Video
Product Link



Shopping Cart

FAQs

1. Can I set Product Discount at variation level (SKU level)?

Yes, you may set a discount on product level or variation level. If you set it on product level, then all product's variation will have the same discount.

2. What happens if there are multiple direct discounts applied to a product?

The prioritization for single product discounts for the same product in the same period is the following: **Campaign > Flash Deal > Product Discount.**

- If a Product Discount and Flash Deal are applied for the same product, then Flash Deal promotion price will take priority. If a Campaign, Product Discount and Flash Deal are applied for the same product, the Campaign price will take priority.

Flash Deal

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Skyrocket your product's sales with limited time offer **Flash Deal**

Tips for success



Choose the right product for Flash Deals

Select best selling, trending or most viewed products to maximize sales and potentially draw customers to visit other products in your store. Additionally, you can also utilize Flash Deal to introduce new products or stock clearance.



Create sense of urgency to encourage immediate purchases

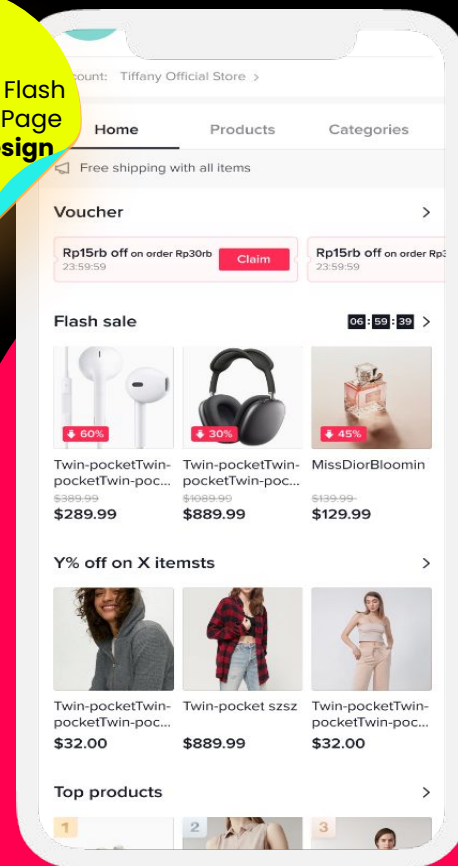
Flash Deal should not be too frequent or too long. Ensure to set Flash Deal with limited time, limited stock with a deep discount.



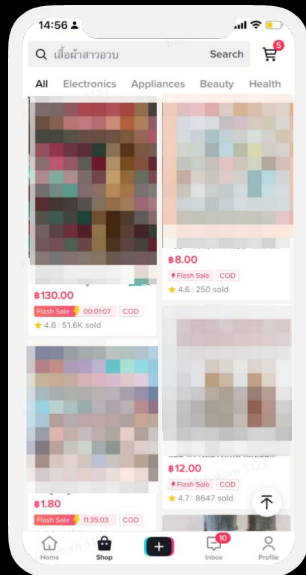
Improve your livestream performance by using Flash Deals

Flash Deals help drive sales, traffic and engagement. Closely monitor your product performance during livestream, for example products with high click through rate but low conversion rate, use Flash Deals to boost low product performance.

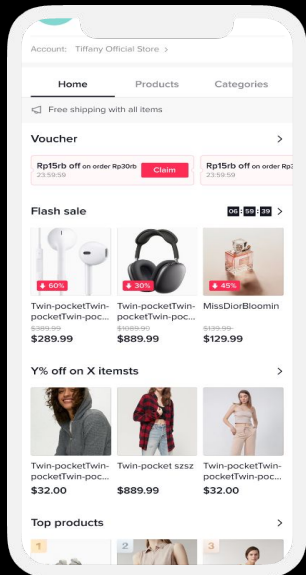
Highlight your Flash Deal on Store Page with **Store Design**



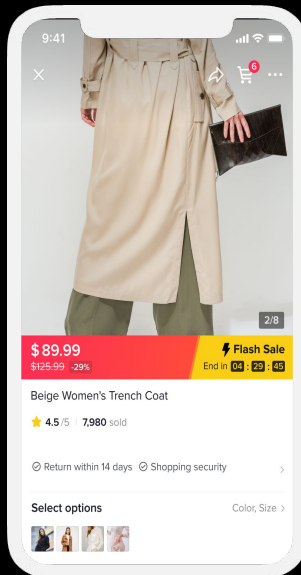
How customers can enjoy Flash Deals?



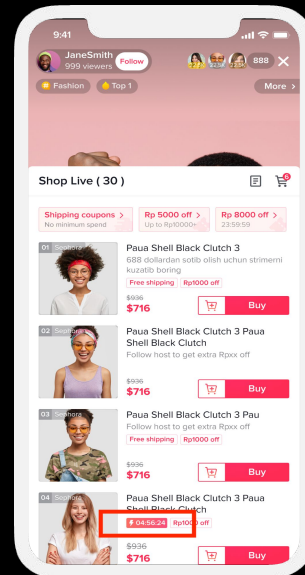
Shopping Center
Product Label



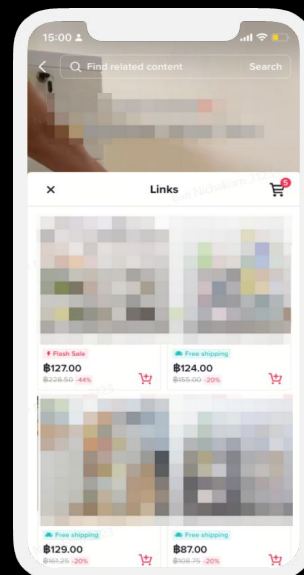
Store Page
Store Design feature



Product Detail Page



Livestream
Shopping Bag



Short Video
Product Link

Zucca

Product Discount for normal hours, and **Flash Deal** during LIVE to attract more traffic

Background

- Market: Malaysia – Local
- Category: Fashion
- Focus primarily on livestream and promote sales of diverse range of fashion and apparel products on TikTok Shop.

Objective

- Drive more traffic to livestream and increase GMV.

Strategy

Ensure that the Market Retail Price is higher than the cost that you have incurred to purchase from your supplier.

- Original price: \$80.00
- Product Discount price: ~~\$80.00~~ - \$28.90
- Flash Deal price: \$24.90 (promote during LIVE)



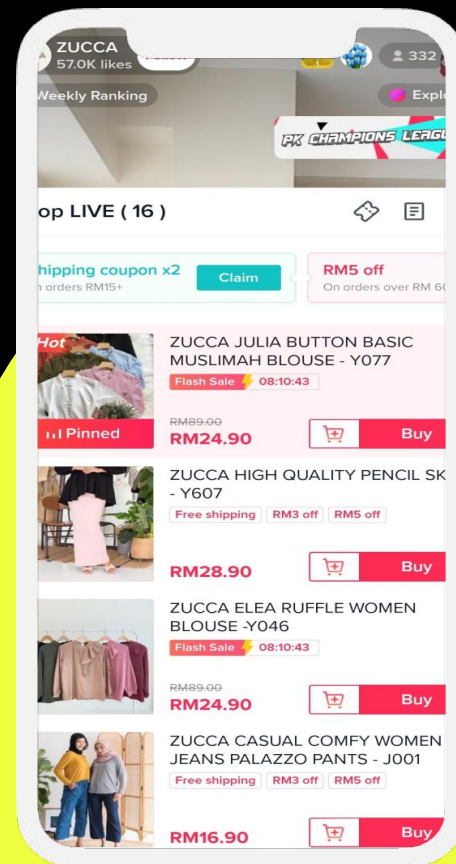
+36%

Traffic



+45%

LIVE GMV



Atera

Used **Flash Deal** during livestream to make customer feel rewarded when tuning into their livestream

Background

- Market: Indonesia - Local
- Category: 3C Electronic & Beauty

Objective

- Increase GMV during livestream

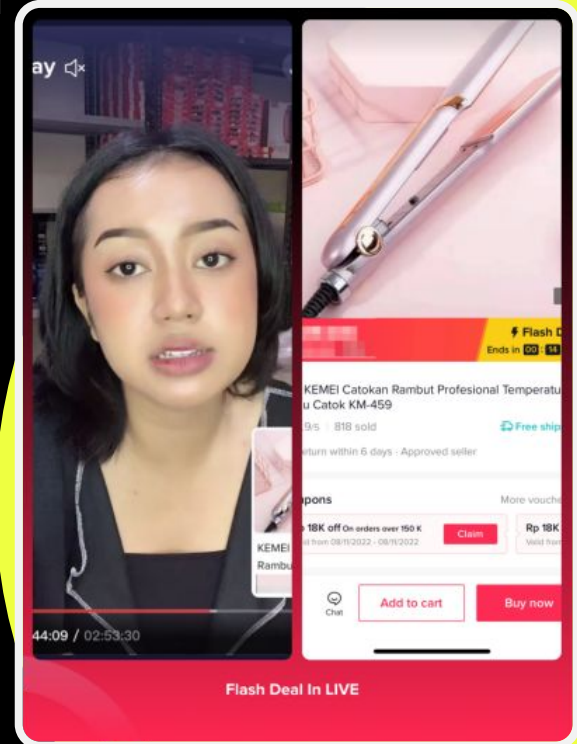
Strategy

- Atera created Flash Deal which is set to be active 30 minutes after starting their livestream. The Flash Deal is set at 70% discount and limited to 15 minutes only for their top selling product, hair curler.
- Atera believes that using Flash Deal for several minutes after the start of the livestream make audiences feel that they are rewarded for watching the livestream which helps boost the sales of the product.



+18%

LIVE GMV



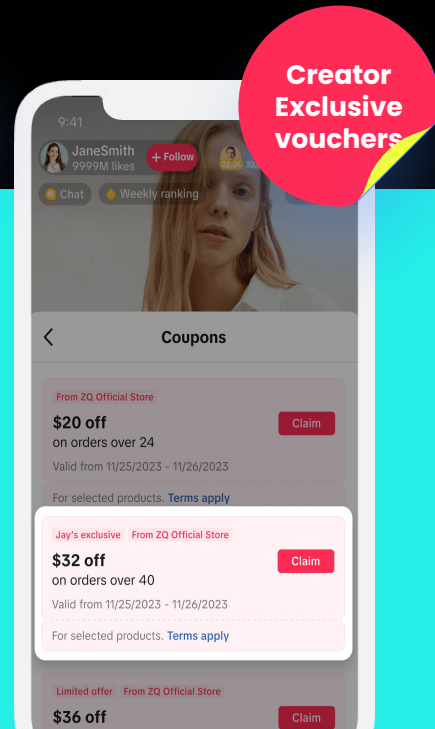
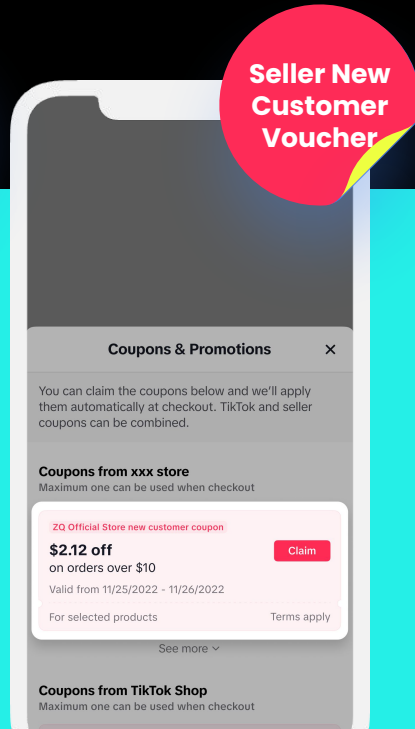
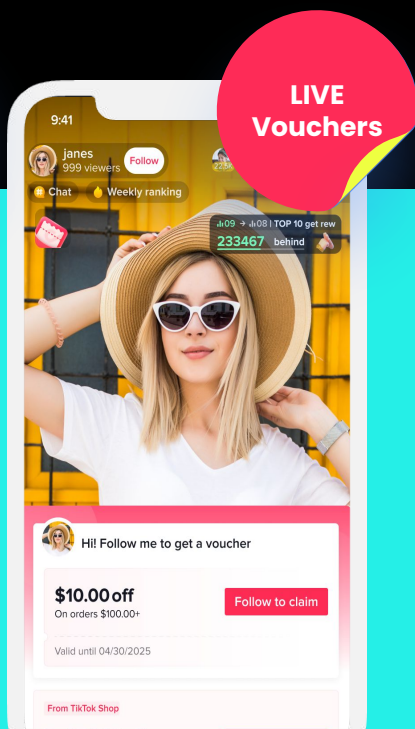
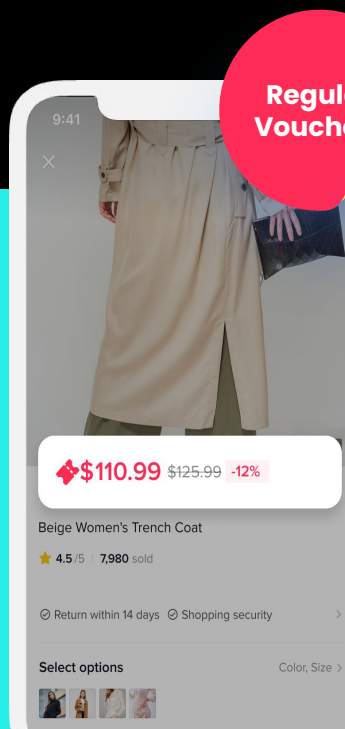
FAQs

1. Can I set Flash Deal at variation level (SKU level)?
Yes, you may set a discount on product level or variation level. If you set it on product level, then all product's variation will have the same discount.
2. What is Flash Deal's minimum and maximum time limit?
Flash Deal can be configured for 10 minutes to 3 days.
3. What is the minimum and maximum discount configuration?
The minimum discount for Flash Deals is based on the lowest price paid by customers after seller discounts in the last 30 days, and the maximum discount is 100%.
4. When there are multiple variations for a product with different prices, what happens when I fill in the "percentage off" value?
If you configuration the promotion based on product level, the "percentage off" and "amount off" value will be calculated based on the lowest price product variation and show only one price. If you wish to configure different prices for the variation, we recommend choosing variation level configuration.

Seller Vouchers

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Improve **average order value** and **conversion** with different voucher types that suit your business goals



Vouchers types available on Seller Center

Regular Voucher



Most popular voucher type that supports storewide or specific products. Customers can claim and redeem from various channels upon check-out.

LIVE Vouchers



Vouchers are exclusively distributed and claimed during your livestream. Supports additional interactive tasks to engage with LIVE audiences.

Seller New Customer Voucher



Vouchers targeted to your store's new customer only, to help you expand your customer base.

Creator Exclusive Vouchers



Strengthen partnership with creators by offering Creator Exclusive Vouchers. This voucher can only be claimed and redeemed in the selected creator's channels.

Regular Vouchers

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Increase average order value and conversion with **Regular Vouchers** that can be claimed from various channels

Suggested to set your voucher minimum spend to be higher than your average order value (AOV)

1.2x – 1.5x
of AOV

Tips for success



Create product specific vouchers

You don't always have to give discounts to your entire store. Vouchers could be valid for selected products such as promoting new products, clearance sales, or providing exclusive discounts during campaigns.



Create multi-tier voucher to encourage spending

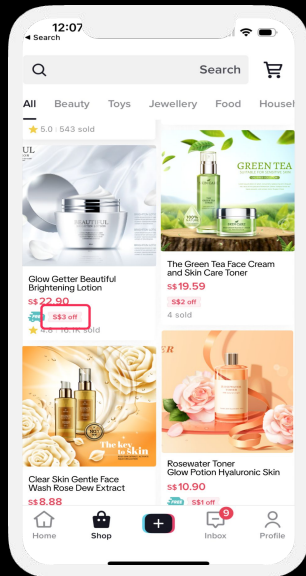
Set up a low, medium and high voucher to encourage customers to purchase more products in a single order (deeper discounts for higher minimum spend)



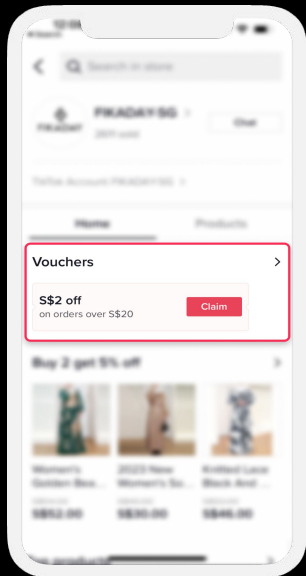
Make your vouchers visible on your Store Page

Highlight your ongoing vouchers on your Store Page. Go to Seller Center > Store Design > Drag and drop the Voucher (Supports a maximum of 3 vouchers)

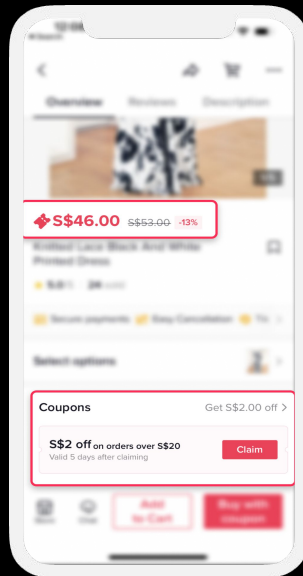
How customers can enjoy Regular Vouchers?



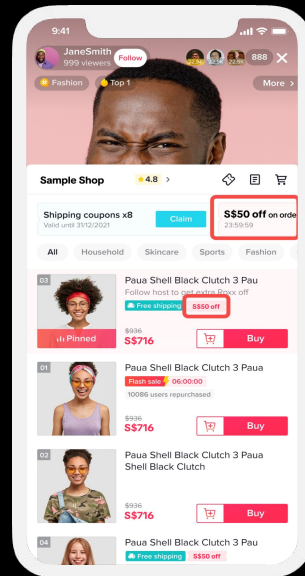
Shopping Center
Product Label



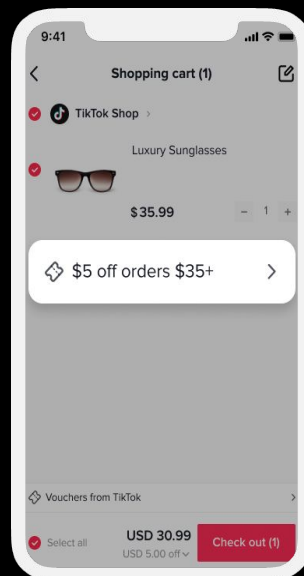
Store Page
Store Design feature



Product Detail Page



Livestream
Shopping Bag



Shopping Cart

THE KKR SHOP

Use **Regular Vouchers** to increase average order value and grow customer base

Background

- Market: Thailand – Local
- Category: Beauty and Personal Care – Eye & Eye Care

Objective

- Increase average order value (AOV)
- Increase seller's customer base

Strategy

- Created Regular Voucher with minimum spend THB 99, get 5 THB of (minimum spend was set a 1.45x higher than the store's AOV)
- The voucher was applicable to all products for customers' ease of use when they as the seller wanted to boost sales.
- The seller used Data Compass Promotion Analytics to track usage and decide on the promotional budget allocated for the tools.



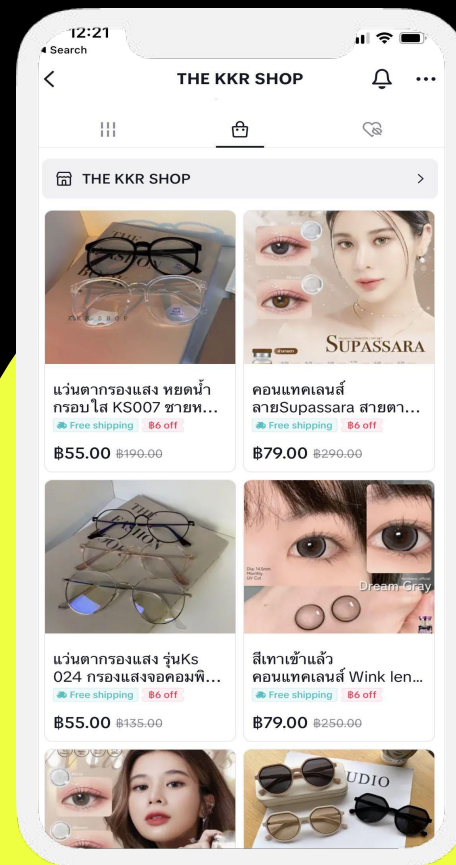
2.08x

Regular Voucher AOV
uplift compared to store's
overall AOV



92%

of the customers who used
the voucher were new
customers to the store



FAQs

1. Should the customer claim the Regular Vouchers first before they can use it during check-out?

Yes, customer should claim the voucher first before check-out. Discounted price after vouchers will still be shown on PDP although the voucher is not claimed yet.

2. If customer claimed a Regular Voucher (Shopping Center channel) and added multiple products from the seller to cart from both Shopping Center and non-Shopping Center, can customers continue to use the voucher?

Yes, Regular Vouchers can be used on any channel if the voucher is applicable to those products and the purchase is made within the voucher validity period.

3. What happens when the voucher usage quantity has reached the limit?

Customers will not be able to see or use the voucher anymore even though the customer has claimed it. The voucher redemption is based on a first come first serve basis.

4. For orders that have applied regular vouchers and resulted in cancellation or return, will the voucher usage quantity be updated?

Yes, in the case of order cancellation or returned, the voucher usage will be updated based on the actual usage amount.

5. Why am I receiving a "Maximum Discount Per Order is Low" message when creating a voucher?

When the voucher is configured with "Percentage off" and has a low maximum discount per order you need to check if the promotion is created as intended. If you continue to submit after seeing the message the promotion will take effect as configured. For example:

- 20% off voucher with a maximum discount per order at \$2 for Product A with original price of \$1000
- Ideally, at 20% off the discount will be \$200 however the maximum discount per order is locked at \$2. This is an unattractive promotion as the price after promotion will be $\$1000 - \$2 = \$998$

LIVE Vouchers

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Increase engagement and reward your livestream audiences with **LIVE Vouchers**

Tips for success



Create multiple LIVE vouchers before starting livestream

This allows the host to have flexibility to select and distribute vouchers at the host's own pace based on the livestream's performance.



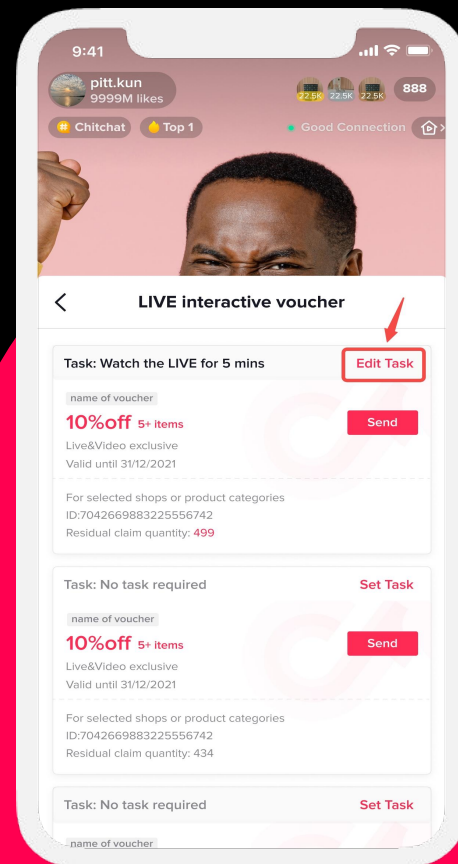
Set a "Follow LIVE Host" task every time you go LIVE

An easy way to increase your followers and reward those new followers right away (Following and unfollowing behavior will not reward the viewer with the voucher).

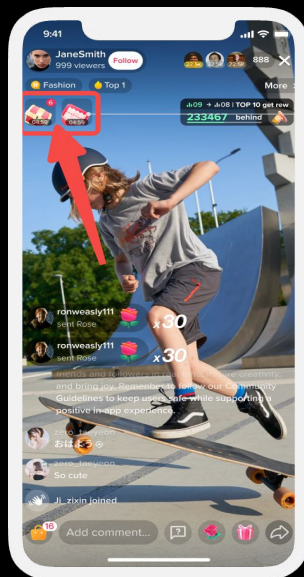


Distribute a "Watch LIVE" task strategically

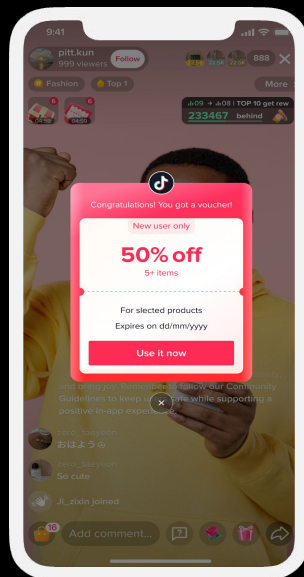
The voucher supports 1, 3, 5 minutes watch duration task to help you increase your livestreaming viewing time. You can distribute this voucher when viewers count seems lower, before unveiling new products or simply to reward your audiences for staying tuned.



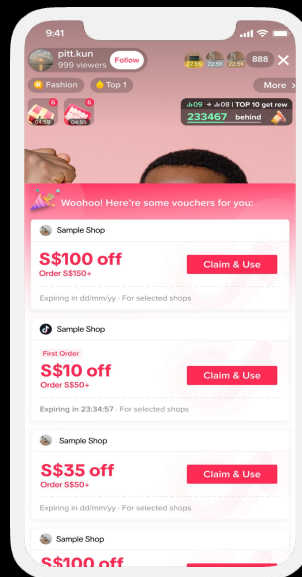
How customers can enjoy Live Vouchers?



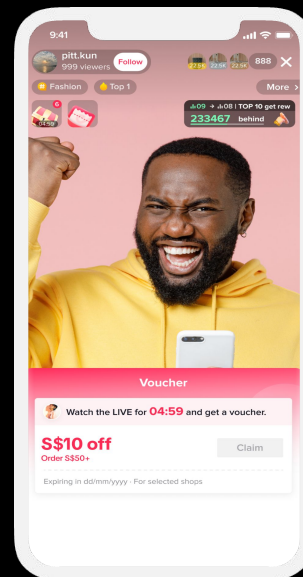
Livestream
Voucher icon



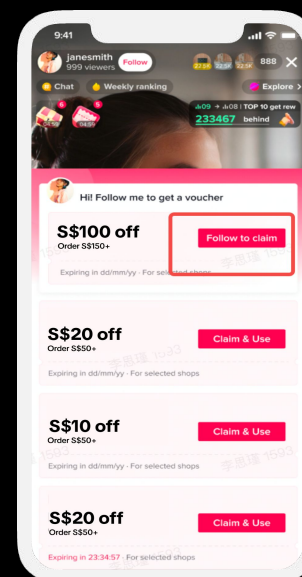
Livestream
Pop-Up



LIVE Voucher
No task required



LIVE Voucher
Watch task



LIVE Voucher
Follow task

Thế Giới Khuyến

Used **Regular Vouchers** and **LIVE Vouchers** to increase average order value

Background

- Market: Vietnam – Local
- Category: Fashion
- Seller's average selling price of their products ranges from 80k to 90k VND

Objective

- Increase the number of viewer in livestream
- Increase sales and average order value (AOV)

Strategy

Created multiple vouchers with different minimum spend tiers for Regular and LIVE vouchers. The minimum spend for LIVE voucher is lower to reward viewer loyalty.

- Regular Vouchers: Minimum spend VND 300k, get VND 30k off (minimum spend is 3.19x higher than the store's AOV)
- LIVE Vouchers: Minimum spend VND 200k, get VND 15k off and minimum spend VND 100k, get VND 5k off (minimum spend is 1.6x higher than the store's AOV).



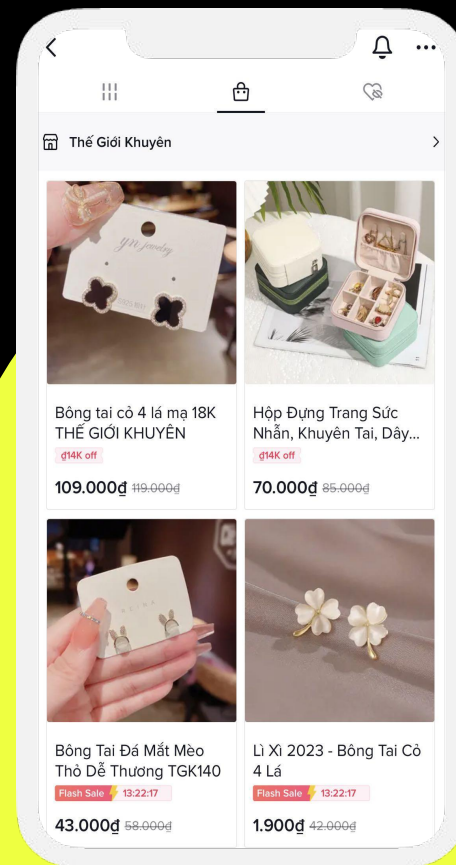
3.85x

Regular voucher AOV
uplift compared to store's
overall AOV



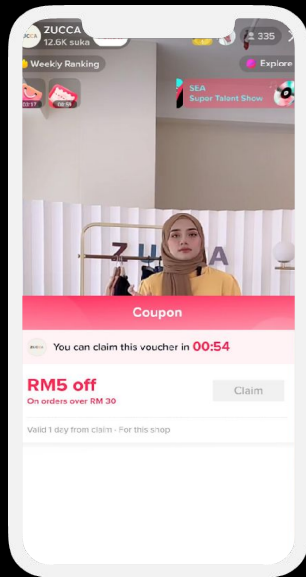
30x

LIVE Voucher ROI



Zucca

Used **LIVE Vouchers** to increase LIVE viewing time



Watch LIVE task



Comment to remind audience of voucher only available in LIVE

Background

- Market: Malaysia – Local
- Category: Fashion
- Focus primarily on livestream and promote sales of diverse range of fashion and apparel products on TikTok Shop.

Objective

- Improve order conversion in livestream and increase live viewing time

Strategy

- ZUCCA set a LIVE Voucher with minimum spend RM 30, get RM 5 off.
- As the voucher is only available for LIVE audiences, the seller makes an announcement during LIVE in the comment section to remind the audience about the LIVE Vouchers available.

50 sec → 120 sec

Average LIVE viewing time

FAQs

1. How come I cannot see my LIVE Voucher after creating the voucher already on Seller Center?

After creating LIVE Voucher, it is required to use TikTok App or Streamer Desktop (PC) to distribute the LIVE Vouchers during your livestream.

2. Can the livestream hosts set more than one task if the seller only set up one LIVE Voucher?

No, one LIVE Voucher can only have one task at a time. If you wish to have multiple tasks you need to set up multiple LIVE Vouchers on Seller Center.

3. What happens if the host stops distributing the voucher during livestream will the customer still be able to use the voucher?

The host can stop distributing the voucher anytime during livestream. The host can also choose to redistribute again with a different task. However, once the audience has claimed the voucher, the host cannot take it back and customers can use the voucher within the validity period.

4. Which TikTok accounts have access to use LIVE Vouchers?

All linked accounts including TikTok Official Account and (up to 4) marketing accounts bound to your seller account can access and set up LIVE Vouchers and tasks for your livestream.

- If there are multiple accounts using the same LIVE Voucher that was created, the voucher will be deducted from the same claimable quota.

Seller New Customer Voucher

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Attract potential customers and build on your customer base with New Customer Vouchers

Tips for success



Set a New Customer Voucher as an 'always-on' promotion

The voucher is only visible to customers who have never placed an order from your store, so you don't have to worry about offering vouchers to the repeated customers.



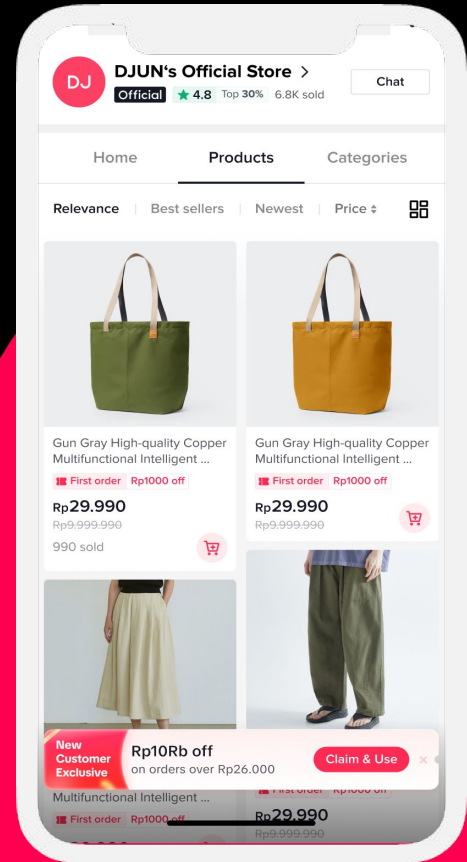
Set a low minimum threshold voucher

Easily attract customers to make their first order by setting no minimum threshold or low minimum threshold vouchers.



Set up New Customer Vouchers with other voucher types

Offer vouchers with different tiers to drive AOV. Customers can only enjoy 1 seller voucher per order and the system will choose the optimal voucher, so you don't have to worry [voucher stacking](#).



FAQs

1. How many new customer vouchers can be created at the same time?
You can only set one new customer voucher for the same time period.
2. If customers return the order that they have used the New Customer Voucher, can they use the New Customer Voucher again?
Yes, the New Customer Voucher will also be returned to the customer, and the customer can use it again on their next purchase within the voucher validity period.
3. If the customer claimed the New Customer Voucher, but it has expired can they claim the voucher again?
If the customer claimed the voucher and it expired before usage, the customer will no longer be able to use that specific New Customer Voucher anymore. However, in the future, if the seller creates another New Customer Voucher, the customer will be able to claim the voucher again if they are still a new customer to the store.
4. If the customer have used a new customer voucher funded by TikTok Shop, can they continue to use a new customer voucher funded by sellers?
It depends whether the New Customer Voucher funded by the platform was used in the specific store. If not use in that store, the customer can still use the New Customer Voucher funded by the seller.
5. Can the new customer voucher be used with other seller voucher types in the same order?
No, only one seller-funded voucher can be redeemed for the same order. The system will auto-apply the optimal discount amount of seller voucher for the customers upon check-out.

Creator Exclusive Vouchers

Establish exclusive partnerships with creators by offering **Creator Exclusive Vouchers**

Tips for success



Strategically create vouchers for selected products

Increase your chance of collaborating with creators by pairing creator exclusive vouchers with an attractive affiliate commission. You may want to provide vouchers for products that are new or have less reviews/ratings to drive creator collaboration.



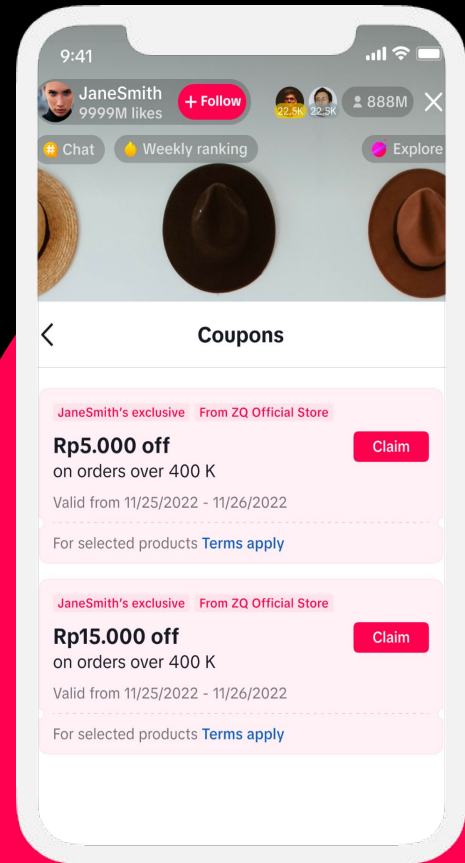
Ensure creator audience fit

Look into the creator's profile and choose creators that match your target audience, ensure that selected products resonate with creator's style and expertise.

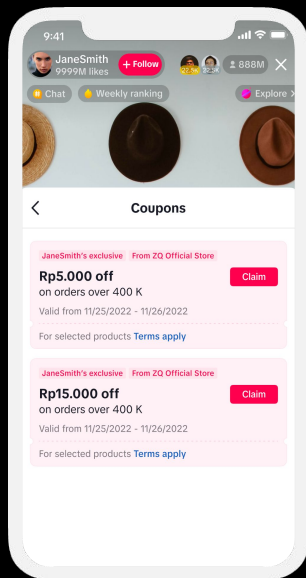


Planning and communication is key

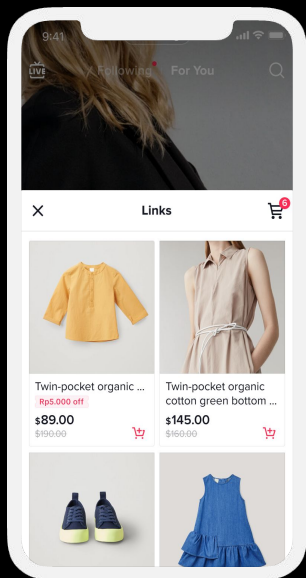
To ensure smooth collaboration and for creators to promote the vouchers effectively, connect with your creators before issuing the vouchers to ensure creators are aware of the voucher details and terms.



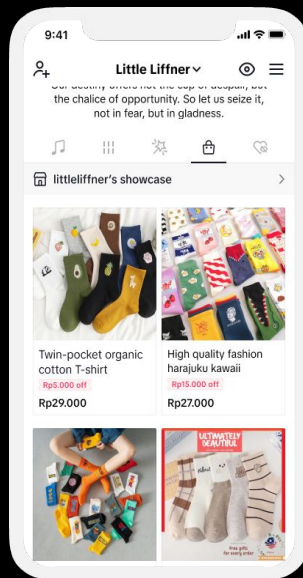
How customers can enjoy Creator Exclusive Vouchers?



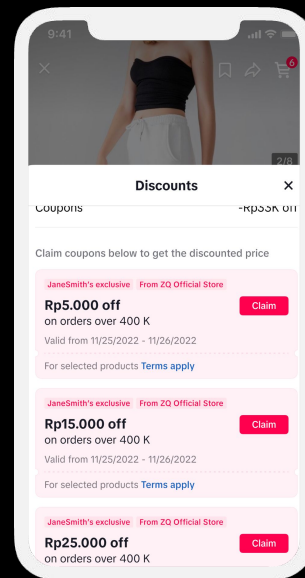
Creator's Channel
Livestream



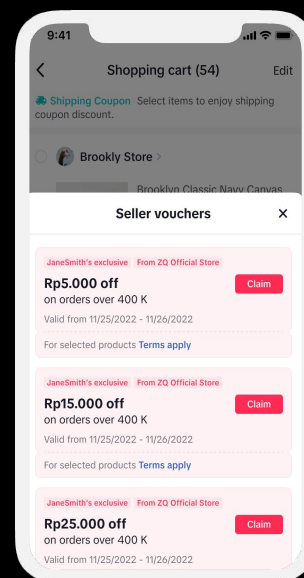
Creator's Channel
Short Video



Creator's Channel
Showcase



Product Detail
Page



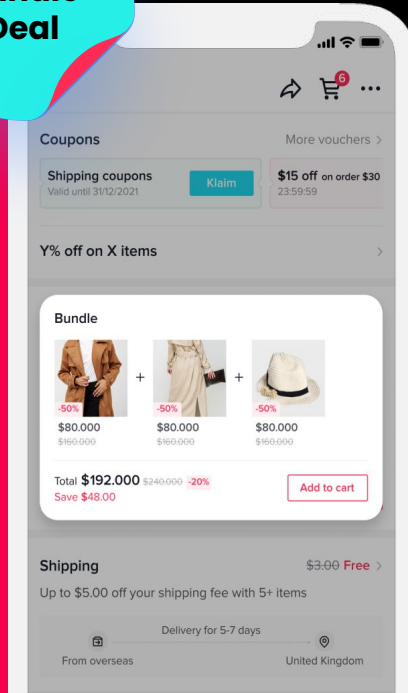
Shopping Cart

FAQs

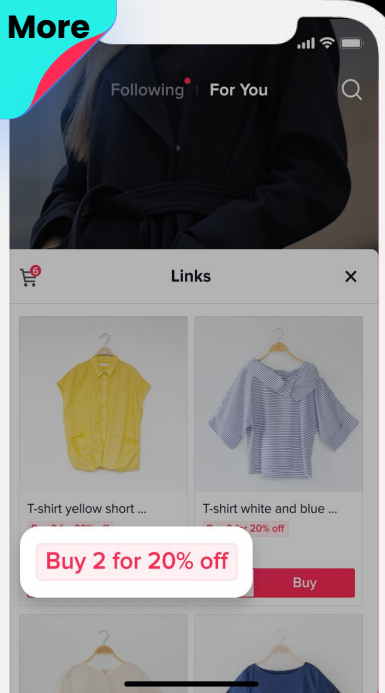
1. How many Creator Exclusive Vouchers can be created at the same time?
There is no limit for creating Creator Exclusive Vouchers
2. How many creators can be chosen when creating Creator Exclusive Voucher?
Each voucher can only be bound to one creator. However, one creator can have multiple Creator Exclusive Vouchers offered by the same seller.
3. Is there a restriction to which creators can be chosen to offer Creator Exclusive Vouchers?
No, any creator can be eligible for Creator Exclusive Voucher as chosen by the seller when setting up the voucher. Creators must be from the same operating country as the seller and cannot be under a seller official account or marketing account.
4. Does the creator and seller need to have an active affiliate plan for the seller to be able to offer the Creator Exclusive Voucher?
Yes, the seller needs to have any active affiliate plan (shop plan, open plan or target plan) with the designated creator, and the creator needs to add seller's product to their showcase for the voucher to appear on creator's channel.
5. How will the creators be notified that they have received a Creator Exclusive Voucher?
The creators will not be notified that they have received a Creator Exclusive Voucher. The voucher will be automatically displayed for the designated creator during the selected claim period if the affiliate plan and product has been added to creator's showcase.
6. If the customer claimed a Creator Exclusive Voucher from creator's channel, how can the customer use the voucher?
Customers can use the voucher if the order is placed or added to cart from the designated creator's channel (LIVE, short video, showcase). If the purchase or add to cart happened in other channels (i.e. different creator or Shopping Center), the Creator Exclusive Voucher will not apply.

Increase **basket size** and **average order value** with **combo deals**

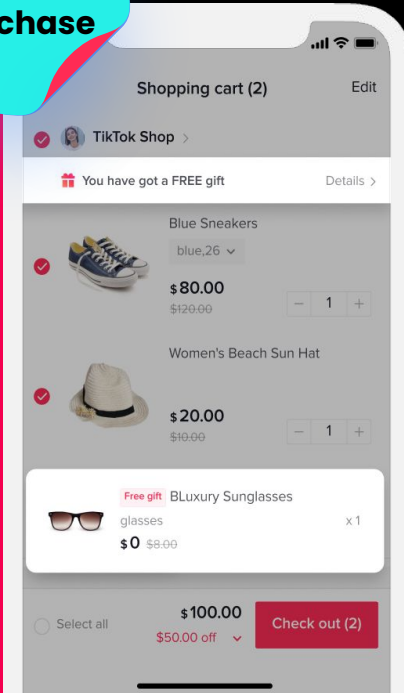
Bundle Deal



Buy More Save More



Gift With Purchase



Bundle Deal

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Offer complementary products at a discounted price with **Bundle Deal**

Discount settings

Discount type ⓘ

☐ Percentage Off ☐ Fixed Price

Buyer Purchase Limit ⓘ

No limit ▼

Products

Create a product bundle or select an existing bundle of 2-3 products. [About product bundles](#)

Create a new bundle Select an existing bundle

Tips for success



Recommended for low involvement products and categories

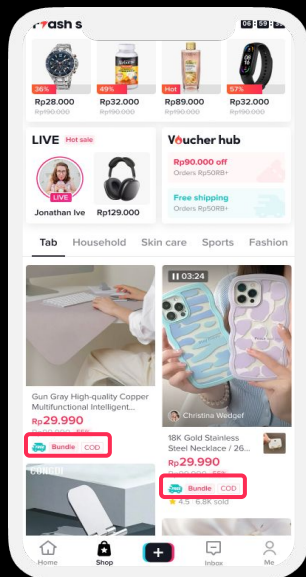
Suitable for low price products and products that are low involvement in purchase decision



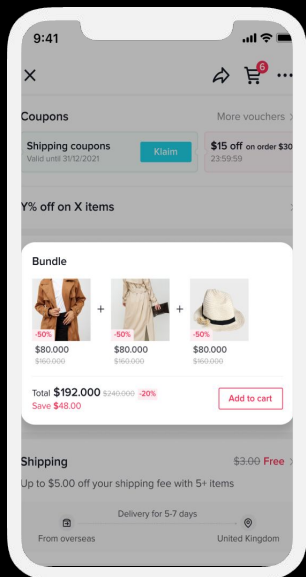
Try various bundle offers to find what works for your products

- Complementary product: Bundle complementary products, accessories of the products, or products that could be used together.
- New Product Bundling: Boost new product visibility by bundling with existing/popular products.
- Inventory Clearance Bundling: Pair a popular product with a a slow-moving product to clear inventory space.

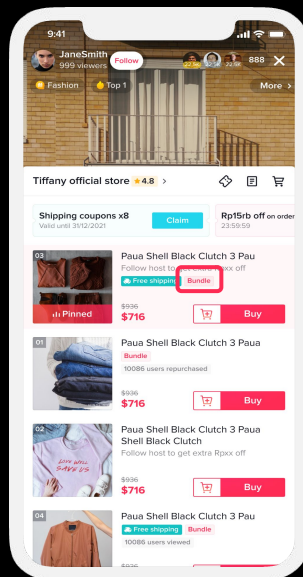
How customers can enjoy Bundle Deal?



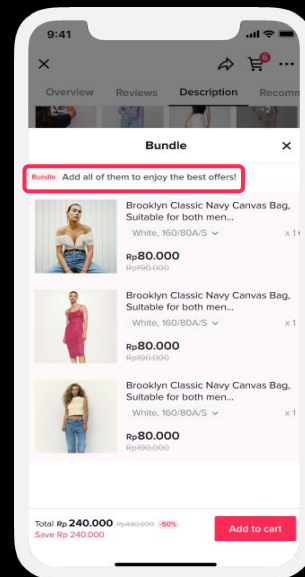
Shopping Center
Product Label



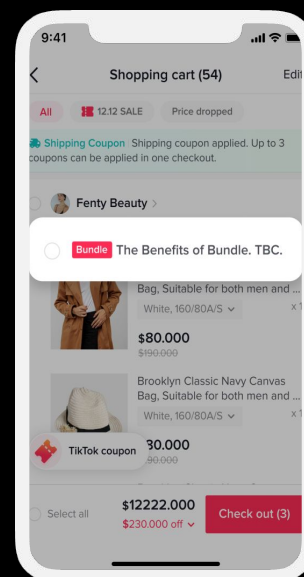
Product Detail
Page



Livestream
Shopping Bag



Bundle Deal
Promotion panel



Shopping Cart

FAQs

1. How many Bundle Deals can I create at the same time?

You can create up to 3 Bundle Deals in ongoing and upcoming promotions.

2. How many items can be combined per product bundle?

You can combine 2-3 items per bundle

3. Can a buyer be eligible for 2 different Bundle Deals and check out altogether

Yes, for example

- Bundle Deal 1: Product A (\$8), Product B (\$4) = \$12
- Bundle Deal 2: Product C (\$7), Product D (\$2) = \$9
- The customer can check out together and will be $\$12 + \$9 = \$21$

4. Why are customers not getting the discount from my Bundle Deal promotion?

Customers need to select the SKUs via the Bundle Deal promotion panel only for the Bundle Deal price to take effect, building their own cart and selecting products separately will result the Bundle Deal price to not take effect.

Buy More Save More

Offer tiered discounts to increase spending per order with **Buy More Save More**

Tips for success

Understand the types of products you sell to group the BMSM products

- Necessity of the product: Basic products that are ideal for stocking up (e.g. underwear, basic clothing, cleaning products, diapers, paper towels).
- Variety of the products: Makeup or fashion products with multiple styles or colors (e.g. lipstick shades).

Try different BMSM product groupings to find the most effective one for you

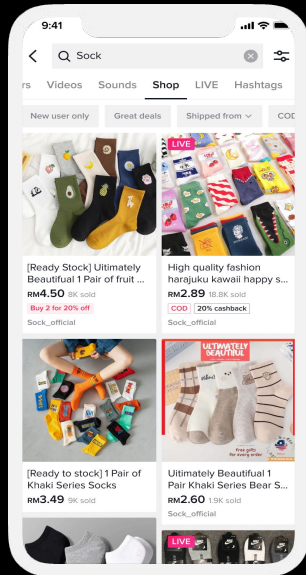
- Group same product: Choose only 1 item to encourage bulk purchases through BMSM promotion
- Group related products: Select multiple items to allow customers to choose from the BMSM product pool. It is recommended to group products with similar price range in order to avoid the risk of over subsidizing.

Set up 2 tiers of BMSM promotion to encourage higher spend

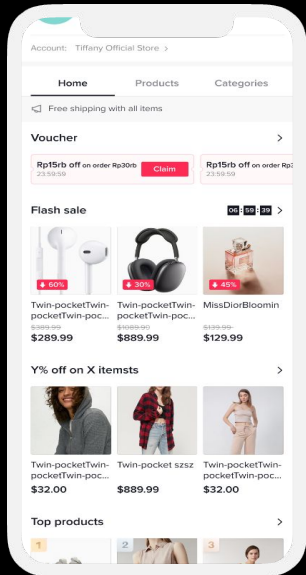
By setting 2 tiers of minimum purchase quantity and discount, you can incentivize customers to add more items to their order to get a better offer.

Buy More Save More

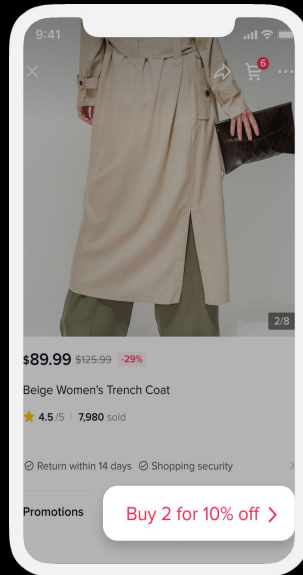
How customers can enjoy Buy More Save More?



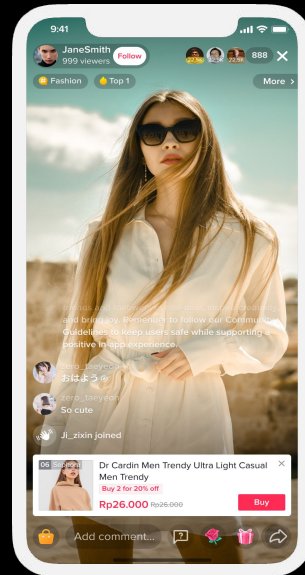
Shopping Center
Product Label



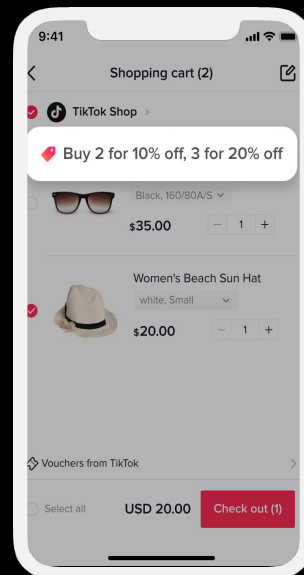
Store Page
Store Design feature



Product Detail Page



Livestream
Pinned Product



Shopping Cart

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KYODAi Kimuchi

Used **Buy More Save More** to encourage bulk buying

Background

- Market: Thailand - Local
- Category: Food & Beverages - Drinks

Objective

- Increase average order value (AOV)
- Encourage bulk buying

Strategy

- Created 2-tiered Buy More Save More (Buy 2, get 2% off and Buy 3, get 3% off). The BSM promotion had 6 products consisting of 2 top selling products and the remaining 4 products are related products (allowing customer to choose variations based on product flavor or health symptoms).
- BSM product pool selection was refreshed every 2 months based on promotion performance and stock
- The seller used Data Compass Promotion Analytics to monitor the revenue and conversions to see if the promotion is effective.



2.42x

BSM AOV uplift
compared to store's
overall AOV



41.27x

BSM ROI



Jussy Official

Used **Buy More Save More** to encourage bulk buying

Background

- Market: Vietnam – Local
- Category: Fashion – Clothes Accessories

Objective

- Stock clearance
- Increase average order value (AOV)

Strategy

- Created 'Buy 2, get 5% off' Buy More Save More promotion. The seller selected a lot of products in their BMSM product pool (171 out of 281 products) instead of their entire stock to control profit margin. By grouping similar products and allow customers to choose from different designs encouraged bulk purchases.



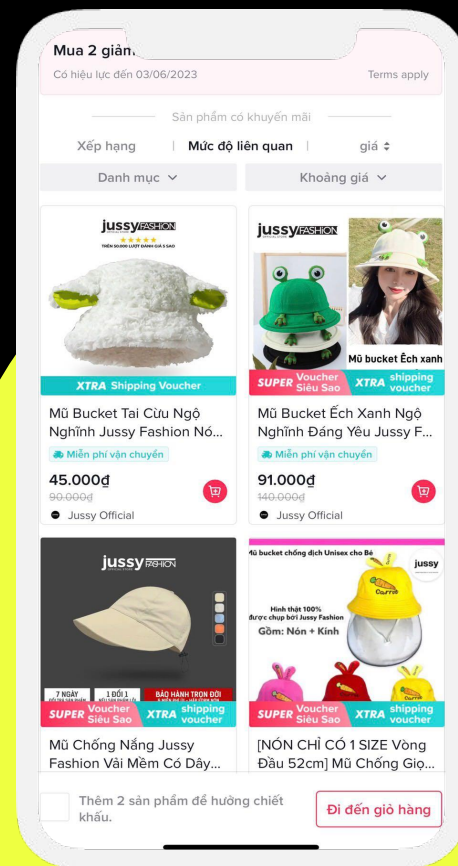
2x

BMSM AOV uplift
compared to store's
overall AOV



19.95x

BMSM ROI



FAQs

1. How many Buy More Save More promotions can I create at the same time?
You can create up to 10 Buy More Save More promotions in ongoing and upcoming promotions.
2. Why can't I create a Buy More Save More promotion?
Please check if you have either 10 ongoing and upcoming BMSM promotions already or if your store account is facing a negative account balance.
3. Are there any restrictions on Buy More Save More product selection?
Products that have been selected for Flash Deals, Bundle Deals within the same period can no longer participate in BMSM promotion. Additionally, a product can only participate in one BMSM promotion at the same time period.
4. What happens if a customer exceeds the minimum quantity threshold on a multi-tiers Buy More Save More promotion?
Customers will only enjoy one tier of BMSM promotion in one order based on the optimal discount. For example,
 - Tier 1 BMSM: Buy 2 products get 20% off
 - Tier 2 BMSM: Buy 3 products get 30% off
 - If the customer buys 6 products that are selected under the BMSM promotion the customer will get 30% off for all 6 products.
5. In the scenario of cancellation or refund of a Buy More Save More order will the be promotion cost be refunded back to the promotion budget?
If the customer cancels the order before shipping, the promotion cost will be refunded back to the promotion budget. If customer request a return or refund after the order is shipped, the promotion cost will not be refunded to the promotion budget.

Gift With Purchase

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Use **Gift With Purchase** to reward customers with free gifts when order spending threshold is met

Tips for success



Make you offer attractive with relevant free gifts

Use high quality gift images to enhance the aesthetics of the gift and potentially help with conversion



Choose a gift that is cost-effective for your business

Recommended to use free gifts that are light in weight to avoid additional shipping costs for the buyers/sellers.



Set up 2 tiers of GWP promotion to encourage higher spend

By setting 2 tiers of minimum purchase quantity and different gift sets, you can incentivize customers to add more items to their order to qualify for the gift set.

Gift With Purchase

Create new promotion

Basic information

Promotion type

Buy N items to get gifts

Promotion name

Free Gifts 17/08/2023 20:07:20 30/50

Promotion period

17/08/2023 23:07 (UTC+9) - 16/10/2023 23:07 (UTC+9)

Main items

Add a maximum of 100 main items from your shop to this promotion. Learn more about Gift With Purchase rules

Add Main Items

Gift settings

A maximum of 7 gifts can be added to each gift set and each gift will only be claimed once in a gift set.

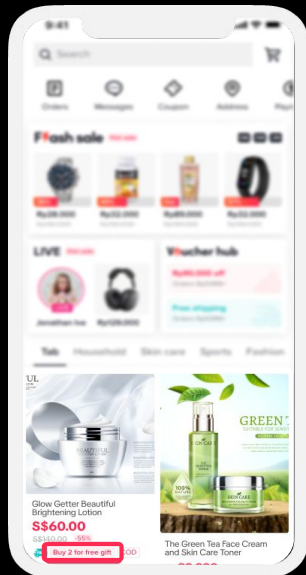
Tier 1

Get 1 gift set when the number of main items in an order reaches Enter number

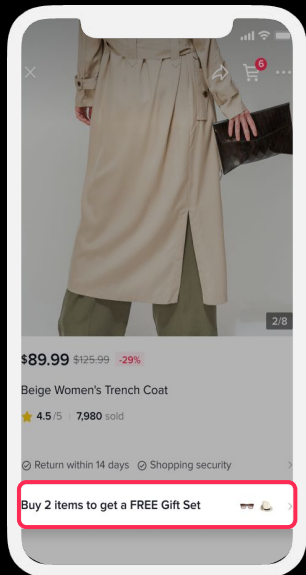
+ Add tier The minimum order threshold must be higher for Tier 2

This promotion is limited to one per customer

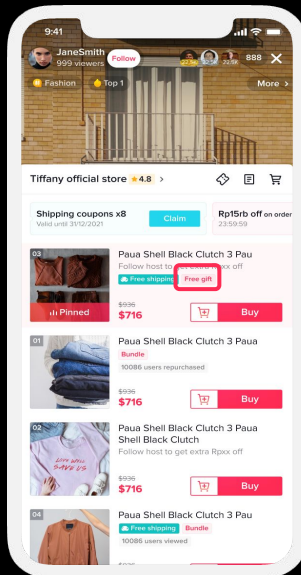
How customers can enjoy Gift With Purchase?



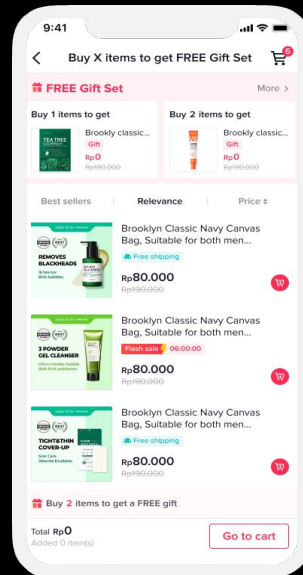
Shopping Center
Product Label



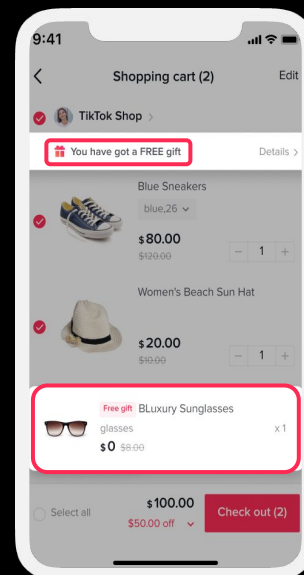
Product Detail
Page



Livestream
Shopping Bag



Gift With Purchase
Landing Page



Shopping Cart

FAQs

1. Can the same product be chosen in different GWP promotions?
No, you will not be able to select a product that already exists in another GWP promotion
2. How many main items and gifts can be set per GWP promotion?
Each GWP promotion can have a maximum of 100 main items and a maximum of 7 gifts in the gift set of each tier.
3. Is it possible to set the total number of gift sets and what happens if the gift set runs out?
Yes, you can set the total numbers of gifts stock quantity for each tier.
 - If the gifts from the first tier are all received, customers will only see gifts from the second tier. The GWP promotion will be active displaying the active tier.
 - If the gifts in the second tier are all received, the order will automatically use the gifts in the first tier. If the gifts in the first tier are all received, the GWP promotion will be deactivated.
4. Can customers enjoy more than one Gift With Purchase promotion in one order?
Yes, different GWP promotions can be enjoyed in the same order. For example:
 - GWP 1: Buy 2 items, get gift A
 - GWP 2: Buy 3 items, get gift B
 - If customer purchases 5 items in the GWP promotion the customer will receive gift A and gift B.
5. If customers hit the minimum quantity threshold of the first and second tier at the same time, can customers get the gift set from both tiers?
No, if customers qualify for both tiers within the same GWP promotion, the system will prioritize the gift from the second tier. For example:
 - GWP 1 tier 1: Buy 2 items, get gift A
 - GWP 1 tier 2: Buy 3 items, get gift B
 - If customer purchases 5 items from the GWP promotion the customer will receive gift B.
6. What is the return policy of orders with Gift With Purchase promotion?
For a return request which involves all the main items in an order, any free gifts involved in the promotion shall be returned together. If the gift is return damaged or not returned at all, the seller has the right to reject the order refund request.
 - Return of all main items = Gift needs to be returned with the main items
 - Return partial of main items = Gift can be kept by customers.

Shipping Fee Discount

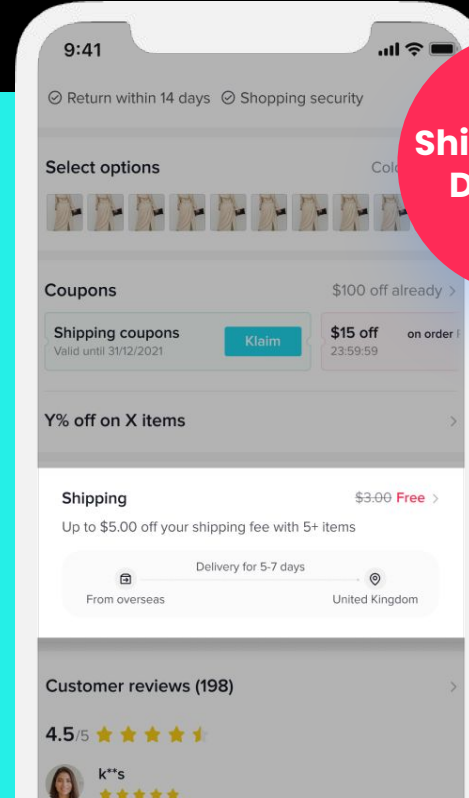
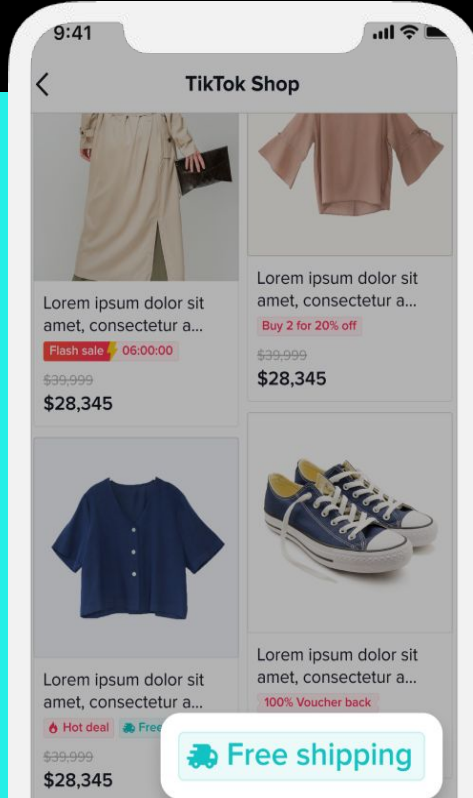
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Increase **sales** and **conversion** effectively with Shipping Fee Discount

A promotional tool where customers can **buy products without having to pay for shipping fee** when they reach the threshold set by the seller.

Benefits

- Increase competitiveness
- Increase visibility with product label
- Increase conversion rate
- Increase basket size



Shipping Fee Discount

The feature supports **free shipping** or **partial discount**. Additionally, you can select **shipping area regions** to better control your budget.

Learn more on
TikTok Shop Academy
[ID](#), [VN](#), [TH](#), [MY](#), [PH](#), [SG](#)

PH-KILY.PH online

Used **Shipping Fee Discount** to get more conversion for low-priced items

Background

- Market: Philippines – Local
- Category: Women's Fashion
- KILY.PH is well known shop catering to women and their fashion needs. Although fairly new to TikTok Shop, their monthly sales is already at the top 30% of the fashion category.

Objective

- Improve conversion rate

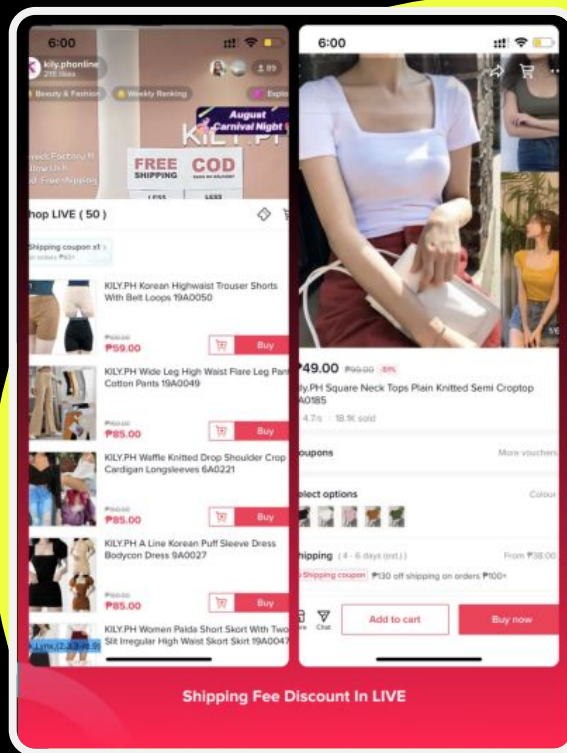
Strategy

- Created shipping fee discount promotion with minimum spend PHP 100 to attract buyers.



+45%

Increase in LIVE conversion rate compared to without free shipping



FAQs

1. Why am I not eligible to use Shipping Fee Discount?

For you to access the Shipping Fee Discount, you must meet all the following criteria

- Seller must maintain a positive shop account balance (>0 USD); and
- Sellers must graduate from the new shop probation period. ([Probation period for each market](#))

2. Will a negative account balance affect my current Shipping Fee Discounts?

No, your account balance will not impact active discounts, but you will be unable to publish new promotions.

3. Can Shipping Fee Discount be used with platform funded shipping fee discounts?

Yes, platform funded shipping fee discounts will be applied first followed by seller Shipping Fee Discount. If the platform shipping fee discounts covers the shipping fee, then the seller Shipping Fee Discounts will not be applied.

4. Can I set a budget for Shipping Fee Discount?

No, you may only set shipping region and discount criteria to help control your budget.



Introduction

Tools & Showcases

Promotion Analytics

Promotion Prioritization & Stacking

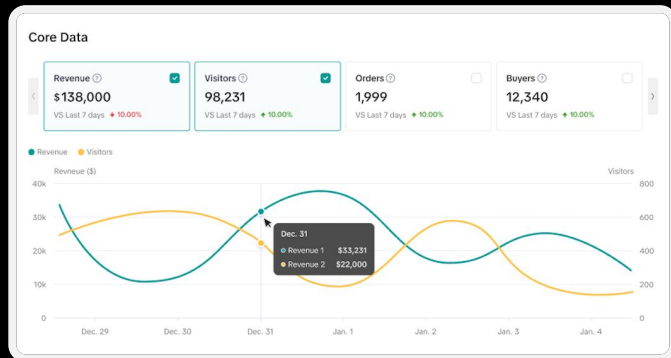
Chapter **3**

Monitor Performance with Promotion Analytics

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How to use Promotion Analytics?

Core Data



Select the time period, and in the **Core Data** section you can easily find the quick overview of the promotion or compare the key indicators at promotion tool level.

Examples:

- Flash Deal: Has my conversion rate improved?
- Seller Voucher: What is my shops voucher usage rate? What is the ROI? How many new buyers?

Promotion List

Status	Total	Type	Total		
Please Search Promotion ID or name					
Promotion name	Promotion period	Status	Type	C.O	Action
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details

It is recommended to deep dive to promotion level, in the **Promotion List** section. It is important to identify effective and ineffective promotions in order to optimize future promotions.

For Example:

- Which promotion event resulted in the most effective ROI? Why?



Introduction

Tool & Showcases

Promotion Analytics

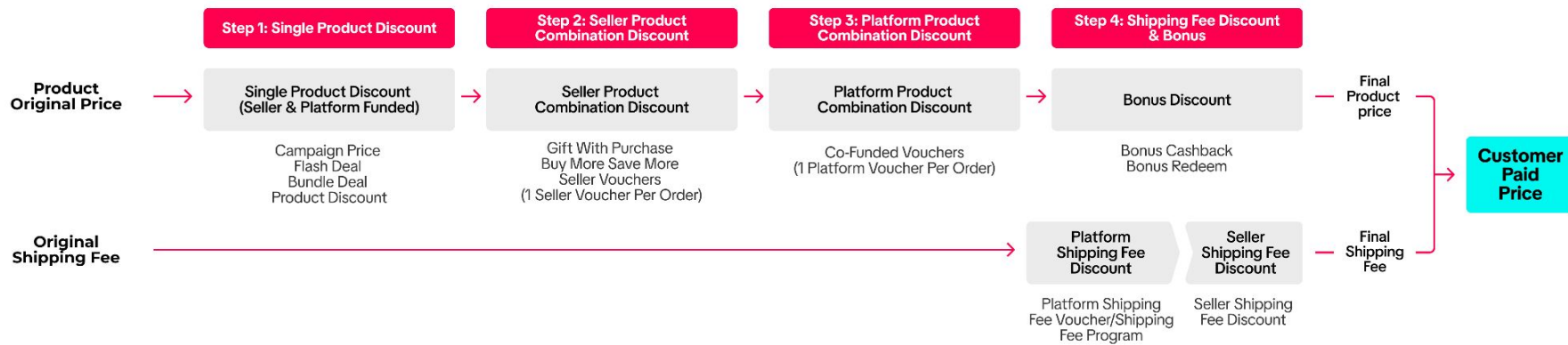
Promotion Prioritization & Stacking

Chapter **4**

Promotion Price Prioritization & Stacking Capability

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Promotion Calculation Sequence



Stacking Capabilities of Campaign & Seller Promotions

	Type	Single Product Discount				Product Combination Discount				Shipping Fee Discount & Bonus		
	Promotion Type	Campaign Price (Seller)	Product Discount (Seller)	Flash Deal (Seller)	Bundle Deal (Seller)	Voucher(Seller)	Co-Funded Voucher	Buy More Save More (Seller)	Gift With Purchase (Seller)	Bonus Cashback Voucher (Platform)	Free Shipping Discount (Seller)	Free Shipping Program
Single Product Discount	Campaign Price (Seller)	Optimal										
	Product Discount (Seller)	Display Campaign price	Optimal									
	Flash Deal(Seller)	Display Campaign price	Display Flash Deal price	One product can only be in one Flash Deal at the same period								
	Bundle Deal(Seller)	Display Campaign price	Display Bundle Deal price	Display Flash Deal price	One product can only be in one Bundle Deal at the same period							
Product Combination Discount	Voucher(Seller)	Stackable	Stackable	Stackable	Stackable	Optimal						
	Co-Funded Voucher	Display Campaign price of co-funded voucher	Display Campaign price of co-funded voucher	Display Campaign price of co-funded voucher	Display Campaign price of co-funded voucher	Stackable	Optimal					
	Buy More Save More (Seller)	Stackable	Stackable	Display Flash Deal price	Display Bundle Deal price	Stackable	Stackable	One product can only be in one SMSM at the same period				
	Gift With Purchase (Seller)	Stackable	Stackable	Stackable	Display the first one set	Stackable	Stackable	Display the first one set	Stackable			
Shipping Fee Discount & Bonus	Bonus Cashback (Platform)	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Optimal		
	Free Shipping Discount (Seller)	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Optimal	
	Free Shipping Program	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Optimal

Stackable: Can be used together with other promotion types.

Non-Stackable: Two promotions cannot be applied together, promotion will follow the present prioritization rules.

Optimal: Two promotions cannot be applied together, the promotion with the largest discount will be taken by default.

Calculation Examples

Calculating with multiple seller funded promotions

SKU A product original price = 52

Multiple active promotions:

- Product Discount: SKU A 50
- Buy More Save More: Buy 2, get 10% off
- Seller Voucher: Minimum spend 120, get 10 off
- Free Shipping Discount: Minimum spend 60, get free shipping

Number of SKUs purchase by the customers	Single Product Discount	Seller Product Combination Discount		Order Value	Seller Shipping Fee Discount
	Product Discount	Buy More Save More	Seller Voucher		Free Shipping
1	✓	✗	✗	50	✗
2	✓	✓	✗	$(50 \times 2) - 10\% = 90$	✓
3	✓	✓	✓	$((50 \times 3) - 10\% = 135) - 10 = 125$	✓

Example 2

Calculating with seller & platform funded promotions

SKU A product original price = 50

Multiple active promotions:

- Campaign Price: SKU A 45
- Buy More Save More: Buy 2, get 10% off
- Seller Voucher: Minimum spend 90, get 10 off
- Platform Voucher: Minimum spend 75, get 5 off
- Free Shipping Discount: Minimum spend 60, get free shipping

Number of SKUs purchase by the customers	Single Product Discount	Seller Product Combination Discount		Platform Product Combination Discount	Order Value	Seller Shipping Fee Discount
	Campaign price	Buy More Save More	Seller Voucher	Platform Voucher		Free Shipping
1	✓	✗	✗	✗	45	✗
2	✓	✓	✓	✗	$((45 \times 2) - 10\% = 81) - 10 = 71$	✓
3	✓	✓	✓	✓	$((45 \times 3) - 10\% = 1,21.5) - 10 - 5 = 106.5$	✓

Example 3

Calculating campaign, seller platform funded promotions

SKU A product original price = 50

Multiple active promotions:

- Campaign Price: SKU A 50
- Seller Voucher: Minimum spend 90, get 10 off
- Co-Funded Voucher: Co-Funded Campaign Price: SKU A 48, Co-Funded Voucher: Minimum spend 90, get 5 off
- Free Shipping Discount: Minimum spend 60, get free shipping

	Single Product Discount	Seller Product Combination Discount	Platform Product Combination Discount		Seller Shipping Fee Discount
Number of SKUs purchase by the customers	Campaign price	Seller Voucher	Co-Funded Voucher	Order Value	Free Shipping
1	×	×	×	48	×
2	×	✓	×	$(48 \times 2 = 96) - 10 = 86$	✓
3	×	✓	✓	$(48 \times 3 = 144) - 10 - 5 = 129$	✓

Note: Co-Funded Campaign will be prioritized over the regular campaign, this means co-funded campaign price will take effect. If sellers did not join a co-funded campaign but the submitted the same products to multiple regular campaigns, then the lowest campaign price will take effect.

Example 4

Calculating seller & platform shipping fee promotions

SKU A product original price = 12

Shipping Fee = 7

Multiple active promotions:

- Seller Voucher: Minimum spend 12, get 1 off
- Platform Voucher: Minimum spend 20, get 1 off
- Shipping Fee Voucher or Shipping Fee Program: Minimum spend 20, get 4 off
- Shipping Fee Discount: Minimum spend 30, get 3 off

	Seller Product Combination Discount	Platform Product Combination Discount	Platform Shipping Fee Discount	Seller Shipping Fee Discount		
Number of SKUs purchase by the customers	Seller Voucher	Platform Voucher	Shipping Fee Voucher/SFP	Free Shipping Discount	Order Value	Shipping fee
1	✓	✗	✗	✗	$12 - 1 = 11$	7
2	✓	✓	✓	✗	$(12 * 2 = 24) - 1 - 1 = 22$	$7 - 4 = 3$
3	✓	✓	✓	✓	$(12 * 3 = 36) - 1 - 1 = 34$	$7 - 4 - 3 = 0$ (Free Shipping)

Example 5

Calculating seller funded promotion & platform Bonus promotion

SKU A product original price = 12

Multiple active promotions:

- Seller Voucher: Minimum spend 12, get 1 off
- Platform Voucher: Minimum spend 20, get 1 off
- User Bonus balance: 2
- Platform Bonus Cashback Voucher: Minimum spend 20, get 20% cashback, capped at 5

Number of SKUs purchase by the customers	Seller Product Combination Discount	Platform Product Combination Discount	Bonus		Order Value	Cashback Bonus (To be earned)
	Seller Voucher	Platform Voucher	Bonus Balance (Toggle on/off)	Bonus Cashback Voucher		
1	✓	✗	✓	✗	$12 - 1 - 2 = 9$	0
2	✓	✓	✓	✓	$(12*2 = 24) - 1 - 1 - 2 = 20$	$20*20\% = 4$
3	✓	✓	✓	✓	$(120*3 = 36) - 1 - 1 - 2 = 32$	$32*20\% = 5$ (6.40 but capped at 5)

**Thank
you!**



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