






 TikTok Shop

Promotion Activities Playbook

Master all product manual and operation strategies

Contents

-  **1. TikTok Shop Promotional Activities**
What they are and why you should join them
-  **2. How to join TikTok Shop Promotional Activities**
A step-by-step guide
-  **3. How to win in TikTok Shop Promotional Activities**
All the best practices and tips & tricks
-  **4. How to create your own Promotional Activities**
Create, fund and manage Promotional Activities to your needs
-  **5. Data and tracking**
How to track optimize Promotional Activities performance

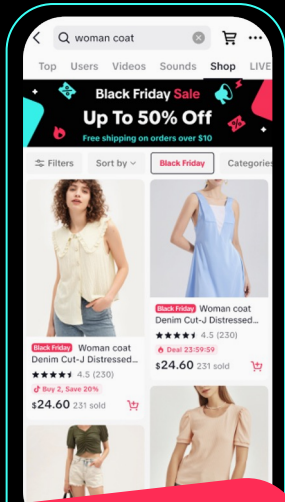




TikTok Shop

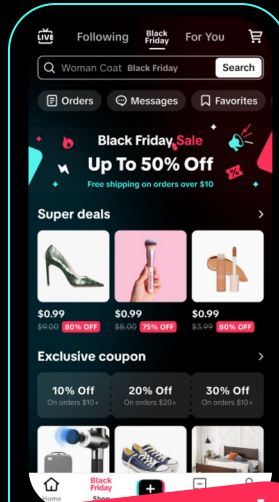
**hosts a series of sales Promotional Activities
for **sellers & creators** to join and
gain product exposures & sales**

Why join TikTok Shop Promotional Activities?



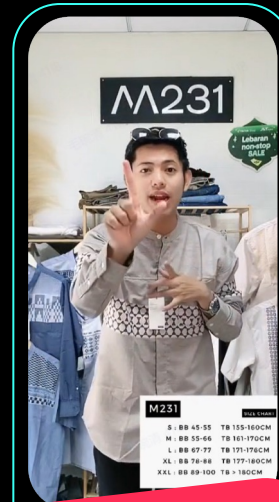
Increase Sales

Limited-time investments in marketing and offer from TikTok Shop means **increased sales conversion** across many channels



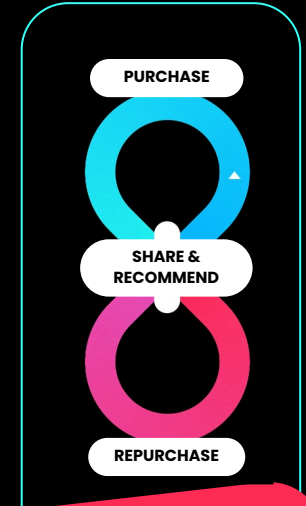
Raise Brand Influence

Visibility on the TikTok app and association with TikTok Shop large scale Promotional Activities **confers trust** and **increases brand's reach** during and after Promotional Activity



Enhance Interaction

TikTok Shop has a variety of engagement tools to support **any types of interaction** sellers may need with buyers to drive engagements and sales



Boost Repurchase

TikTok Shop Promotional Activities drive **novel discovery and sharing channels**, which in turn drive **first and post-Promotional Activity repurchases**

What are the common TikTok Shop Promotional Activities?

Contextual Promotional Activities that drive immediate engagement and action at key moments of the year.



The Double Eleven Sale is the first global year-end sale season launched by TikTok Shop, usually held between November 1st and November 12th.



The Double Twelve Sale is also part of TikTok Shop's global year-end sales season, usually held between December 1 and December 12.

Seasonal/Localized Promotional Activities

Ramadan

Songkran

Lunar New Year



CONFIDENTIAL & PROPRIETARY

Where Do Users See Our Promotional Activities

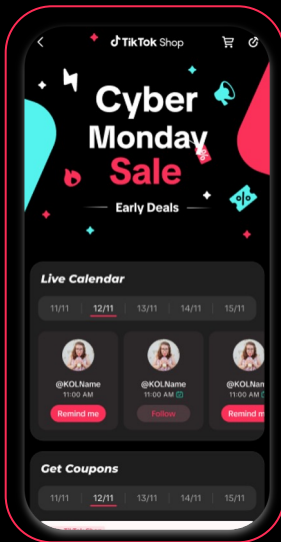
Other than **multiple advertising channels** like social media, TV, etc., Promotional Activities are displayed on a myriad of placements in **the TikTok app**



Black Friday:
Savings Start Now

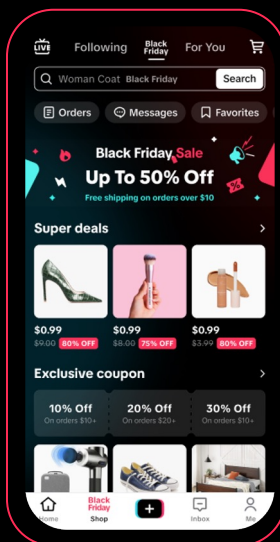
TopView Ads

TikTok's **most premium ad** placement pops up and showcases ongoing TikTok Shop Promotional Activities **immediately when users open the TikTok app**



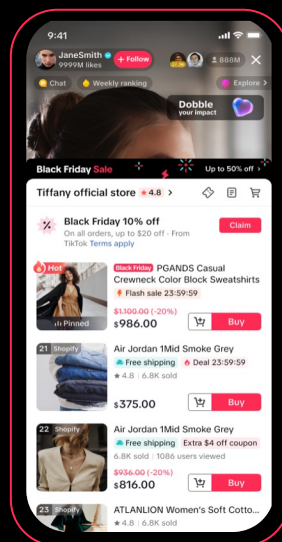
Main Event Page

This H5 page is the **main event page**. Users can access this page via **many entries**, including TopView ads, LIVE shopping banner, and search banner



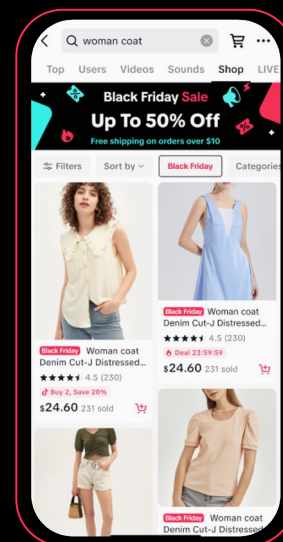
Shop Tab

TikTok Shop's new shopping feature helps brands reach users and promote Promotional Activity products through **a marquee position within the TikTok App**



LIVE Shopping

Users can see Promotional Activity deals through and **purchase items directly**. They can also click on the top banner to enter the main event page



Search Banner

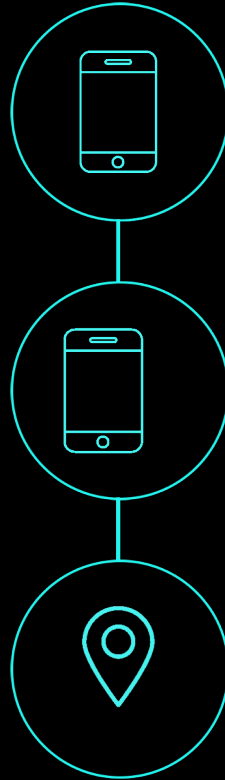
When users search for the Promotional Activity name and related terms, the **Promotional Activity banner** will show up on **top of the search results page**



How to join TikTok Shop Promotional Activities

A step-by-step guide

How to join TikTok Shop Promotional Activities



Product Promotional Activities

LIVE Promotional Activities

Content Promotional Activities

1

Find the Promotional Activity and register



Go to: **Seller Center** >
Promotions > **Campaigns**.
Click **View details** under
Product/Shop Campaigns



Click **Join now** on the
Promotional Activities you
want to join



Click **Register products**

Homepage
Products
Orders
Shipping
Promotions
Campaigns
Promotional tools
Shop page

Campaigns

Product/Shop Campaigns
Register your products or shop for TikTok's official campaigns to increase traffic and drive sales.
[View details](#)

LIVE and short video campaigns
Register your live streams and get more exposure through TikTok's official live stream campaign!
[View details](#)

Recommended

Homepage
Products
Orders
Shipping
Promotions
Campaigns
Promotional tools
Ads
Shoppable videos
Shop page
Finance

Product/Shop Campaigns

Check out instructions on how to register for a product campaign. [Instructions](#) Registered Products

Major Campaigns Everyday Campaigns Special Campaigns

Campaign Name Search campaigns

Campaign Information	Eligibility	Registration Type	Registration info	Action
11.11 Mega Sales Don't miss TikTok Shop's biggest annual sales campaign!	Eligible	Product campaign	Registered product: 0	Join now

1 / 20 /Page

Homepage
Products
Orders
Shipping
Promotions
Campaigns
Promotional tools
Ads

Product/Shop Campaigns

Campaign details

11.11 Mega Sales
Campaign price effective dates: in accordance with the campaign dates ⓘ
Product campaign
ID: 7293482102065022722
Registration Dates: 24/10/2023 00:00:00 (GMT+8) - 30/10/2023 23:59:59 (GMT+8)
Campaign Dates: 1/11/2023 00:00:00 (GMT+8) - 1/11/2023 23:59:59 (GMT+8)
Eligibility: Eligible

[Register products](#)

2a Submit products from your list



Click **Register products**
➤ **Select from list**

The screenshot shows the 'Campaign details' page for a '11.11 Mega Sales' campaign. On the left is a navigation menu with options: Homepage, Products, Orders, Shipping, Promotions, Campaigns, Promotional tools, and Ads. The main content area displays campaign information: '11.11 Mega Sales', 'Campaign price effective dates: in accordance with the campaign dates', 'Product campaign ID: 729548210206502272', 'Registration Dates: 24/10/2023 00:00:00 (GMT+8) - 30/10/2023 23:59:59 (GMT+8)', 'Campaign Dates: 1/11/2023 00:00:00 (GMT+8) - 11/11/2023 23:59:59 (GMT+8)', and 'Eligibility: Eligible'. On the right, there are three buttons: 'Register products', 'Select from list' (highlighted with a red box and a red arrow), and 'Import using Excel'.

Select from your
product list, then **Next**

Set you Promotional
Activity price &
quantity, then **Submit**

The 'Select Products' dialog box shows a list of products with columns for 'Product Name', 'Retail price', and 'Quantity'. The first two products are selected with checkboxes. The first product is 'Baby Kids Girl Red Blue Auspicious Clouds Cheongsam Dress Pink Shining Voile Skirt' with a retail price of \$36.90 and a quantity of 2294. The second product is 'Baby Kids Girl Ivory Floral Cheongsam Dress w Embroidered Bra...' with a retail price of \$36.90 and a quantity of 2294. The third and fourth products are 'CNY Cheongsam Dress Baby Kids Girl Voile Cover Pink Cheongsam Dress' and 'CNY Cheongsam Dress Baby Kids Girl Blue n Pink Flower Cheongsam Dress', both with a retail price of \$36.90 and a quantity of 2294. The fifth product is 'CNY Kids Girl Cheongsam Dress...'. At the bottom, it says 'Selected 2/1000 Products' and has 'Cancel' and 'Done' buttons.

The product configuration page for 'Baby Kids Girl Red Blue Auspicious Clouds Cheongsam Dress Pink Shining Voile Skirt' (ID: 1729515290107610422) shows a retail price of \$36.90. Below the product image, there are '42 items' and a 'Batch enter' section with a 'Campaign Discount' dropdown set to 'enter % off' and an 'Apply to all' button. A table below shows the configuration for three different SKUs:

SKU	Retail price	Campaign price	Quantity
default value 7-default value 8 Seller SKU: LK10001165	\$36.90	\$	33
default value 7-default value 9 Seller SKU: LK10001164	\$36.90	\$	50
default value 7-default value 10 Seller SKU: LK10001162	\$36.90	\$	78



2b Import products from Excel

Click **Register products** to open the drop down menu, then **Import using Excel**



Download the template



Fill in the template. Each SKU should be one line, and all fields should be filled in



Upload the filled template onto product registrations

Homepage > Product/Shop Campaigns
Campaign details

11.11 Mega Sales
Campaign price effective dates: in accordance with the campaign dates ⓘ
Product campaign ID: 7293482102065022722
Registration Dates: 24/10/2023 00:00:00 (GMT+8) - 30/10/2023 23:59:59 (GMT+8)
Campaign Dates: 1/11/2023 00:00:00 (GMT+8) - 11/11/2023 23:59:59 (GMT+8)
Eligibility: **Eligible**

Register products ▾
Select from list
Import using Excel

Step 1 Download template

Please use the template provided to enter your product information

Download template

Tip: Check the campaign requirements before uploading files

- 1,Shop performance: Meet the TikTok Shop campaign seller enrollment criteria
- 2,Designated shop:: Shop must be in campaign designated shop list.
- 3,Product quality:: Meet the TikTok Shop campaign product enrollment criteria
- 4,Campaign price : Campaign price must be lower than retail price

Mandatory fields: Product ID, SKU ID, campaign price

Product ID	SKU ID	Campaign price

Step 2 Register products for campaign

You can find your product information [here](#)

View registered products



Drag and drop the Excel file here or [Select a file](#)
Maximum file size: 5 MB

3

Your registration is now complete!



Thank you for registering!

TikTok Shop team will review products you submitted. You can check the approval status in the Campaigns management tab.

[View details](#)

**Your products are now under review, which takes 5 to 14 days.
Remember to check your review status!**

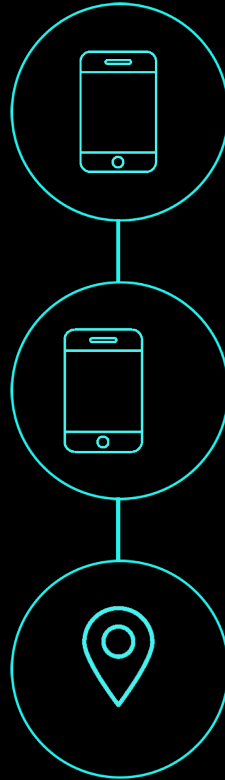
- **Under Review:** Review is in progress.
- **Approved/Scheduled:** Products have been approved for the Promotional Activity
- **Rejected:** Products have been rejected, and sellers can not join this Promotional Activity
- **Expired:** There are several reasons for this status:
 - Products were not submitted in time for Promotional Activity review
 - Products were removed by the TikTok Shop team
 - Products do not qualify because of violations
 - Sellers remove the product from the Promotional Activity
 - The Promotional Activity is over



How to join TikTok Shop Promotional Activities

A step-by-step guide

How to join TikTok Shop Promotional Activities



Product Promotional Activities

LIVE Promotional Activities

Content Promotional Activities

4 Types of Live / Content Promotional Activities

An example of the different segments forming a TikTok Shop Promotional Activity that both sellers and creators can participate in to drive traffic and sales while winning individual incentives along the way!

Short Video Challenge (SVC)

A Short Video Challenge (SVC) enables all sellers & creators to generate **mass exposure & attraction around a theme** by generating shoppable short video around unified Promotional Activity hashtags.

Livestream Championship (LSC)

Application Required

Livestream Championship (LSC) encourages sellers & creators to host shoppable livestreams & **rewards the highest GMV-generating sellers & creators.**

Key Livestreams (KLS)

Application Required

Key Livestreams (KLSs) are **high stake livestreams with specific GMV target requirements.**

Seller Missions / Creator Tasks

By invite only

Upon the **successful completion of certain short video or livestream tasks during the Promotional Activity period:**

- Sellers can be awarded **Promote coupons and/or TikTok Shop coupons**
- Creators can be awarded **Promote coupons and/or cash**



Short Video Challenge (SVC)

Livestream Championship (LSC)

Key Livestreams (KLS)

Seller Missions/ Creator Tasks

▶ **Registration NOT required: Recommended for all sellers & creators**

A Short Video Challenge (SVC) enables all sellers & creators to generate mass exposure & attraction around the theme by generating shoppable short video around unified Promotional Activity hashtags.

Requirements

[Mandatory] Post at least 1 shoppable short video with the hashtag(s)

#TikTokShop[Promotional Activity Name]

[Optional] Register on Seller Center/Streamer Desktop/Creator Center

Key Benefits



Early-Bird Special Reward



Increased Exposure

with TikTok Shop's marketing support



Be Rewarded a Certificate

in recognition of your achievement



Win Rewards

in voucher / monetary terms



Sample Coupons

to support content creation during Promotional Activity



Short Video Challenge (SVC)

Livestream Championship (LSC)

Key Livestreams (KLS)

Seller Missions/ Creator Tasks

Registration Required

Recommended for all sellers & creators

Livestream Championship (LSC) encourages sellers & creators to host shoppable livestreams & rewards the highest GMV-generating sellers & creators.

Requirement

1. Register via **Seller Center, Streamer Desktop** or via **Creator Center** in-app to join the Livestream Championship (LSC).
2. Host at least 1 shoppable livestream during the Promotional Activity period.

Key Benefits

Early-Bird Specials



Win Rewards

in voucher / monetary terms



Be Rewarded a Certificate

in recognition of your achievement



Sample Coupons

to support your content creation



CONFIDENTIAL & PROPRIETARY



Short Video Challenge (SVC)

Livestream Championship (LSC)

Key Livestreams (KLS)

Seller Missions/ Creator Tasks

Application Required*

Recommended for all sellers & creators who are able to achieve min. Amount of GMV in a single livestream session.

ACCELERATE YOUR SALES

Key Livestreams are high stake livestreams with specific GMV target requirements.

**Approved Key Livestream creators will also receive sample coupons from TikTok Shop to help with content creation.*

Key Benefits



Increased Exposure

with additional marketing support



Increased Conversion

with additional promotions / discounts



CONFIDENTIAL & PROPRIETARY



Short Video Challenge (SVC)

Livestream Championship (LSC)

Key Livestreams (KLS)

Seller Missions/
Creator Tasks

By invite only

Upon the successful completion of certain short video or livestream tasks during the Promotional Activity period:

- Sellers can be awarded Promote coupons and/or TikTok Shop coupons
- Creators can be awarded Promote coupons and/or cash

Requirements

Seller must click "Start mission" on **Seller Center** for mission to commence.

Creator must enter "Task Center" in **TikTok Shop Creator Center in-app** to commence task.

Key Benefits



Drive GMV
at Zero Cost

with Promote coupons / discount coupons fully sponsored by TikTok Shop



Earn Cash
Rewards

by completing tasks as a creator



Check Seller Center & Creator Center for updates!



CONFIDENTIAL & PROPRIETARY

1

Register for a **Short video challenge (SVC)** or **Livestream championship (LSC)**

Find and join an **SVC/LSC** like how you would find and join a product Promotional Activity

BFCM Short Video Challenge - Sellers

Eligible

Status: **Ongoing** Campaign type: **Short video challenge** Campaign dates: **Nov 15, 2023 9:00:00 PM PDT - Nov 27, 2023 11:59:59 PM PDT**

[Register](#)

Criteria

Shop criteria

- Shop performance:
 - Meet the TikTok Shop campaign enrollment criteria

Account requirements

TikTok accounts:

- You can register up to 1 sessions for each account.

Details

Mark your calendars for the ultimate shopping event of the year as Black Friday and Cyber Monday are right around the corner! Register and participate in the Short Video Challenge for a chance to win rewards.

What's in store for TikTok Shop's Black Friday & Cyber Monday event?

Join us for our marquee event, where the deals will be hot, the savings for customers will be massive, and the joy of shopping will be irresistible. Get ready to treat your followers to the best deals and make this event unforgettable. Seize the opportunity to showcase your products, engage with customers, and boost your GMV.

Short Video Challenge

What to expect Post a short video, tag campaign products) and use the hashtag #TikTokShopBlackFriday and/or #TikTokShopCyberMonday to participate in the Short Video Challenge. Top sellers (ranked by cumulative Short Video GMV and Short Video Orders throughout the event) will be awarded Promote coupons.

BFCM Livestream Championship - Sellers

Eligible

Status: **Ongoing** Campaign type: **LIVE Championship** Campaign dates: **Nov 15, 2023 9:00:00 PM PDT - Nov 27, 2023 11:59:59 PM PDT**

[Register](#)

Criteria

Shop criteria

- Shop performance:
 - Meet the TikTok Shop campaign enrollment criteria

Account requirements

TikTok accounts:

- You can register up to 1 sessions for each account.

Details

Mark your calendars for the ultimate shopping event of the year as Black Friday and Cyber Monday are right around the corner! Register and participate in the Livestream Championship for a chance to win rewards.

What's in store for TikTok Shop's Black Friday & Cyber Monday event?

Join us for our marquee event, where the deals will be hot, the savings for customers will be massive, and the joy of shopping will be irresistible. Get ready to treat your followers to the best deals and make this event unforgettable. Seize the opportunity to showcase your products, engage with customers, and boost your GMV.

Livestream Championship

What to expect Host a livestream during the TikTok Shop Black Friday Cyber Monday event and join campaign products) to participate in the Livestream Championship. Top sellers (ranked by cumulative LIVE GMV throughout the event) will be awarded Promote coupons.

Read Promotional Activity carefully and click **Register**

1

Register for a **Short video challenge (SVC)** or **Livestream championship (LSC)**

For **SVC**, simply **submit**
For **LSC**, you'll need to
enter your main category
before submitting

Don't forget to
**check your
review status!**

Select a TikTok account Manage linked accounts

Official account Ⓢ

Session 1

Notes (Optional)
You can write down any other needs or remarks.

0/100

[+ Add session](#) (Max. 1 sessions)

By clicking "Submit", you acknowledge and agree to the [Black Friday/Cyber Monday Challenge Terms and Conditions](#)

Select a TikTok account Manage linked accounts

Official account Ⓢ

Session 1

Promotional material information
The following information is required for us to provide promotional materials that can help expand the reach of your products.

Main category Ⓢ

Notes (Optional)
You can write down any other needs or remarks.

0/100

[+ Add session](#) (Max. 1 sessions)

By clicking "Submit", you acknowledge and agree to the [Black Friday/Cyber Monday Challenge Terms and Conditions](#)

2 Register for a Key Livestream Session

Find and join a Key Livestream Promotional Activity like how you would find and join a product Promotional Activity. Then, fill in livestream information.

Session Level: select the Livestream level based on GMV goals and session duration per LIVE. These vary across Promotional Activities and regions.

SS, S & A: has a target GMV and must be at least 1.5 hours long.

B1 & B2: has a target GMV but no minimum duration requirements

Session Time: choose the starting and ending time of your LIVE

Main Category: select the main category of the products you will be promoting

Click **Submit** after filling in all session information

Don't forget to
check your review status!

Session 1

Session level
Select the LIVE session level that you want to complete.

S A SS B2 B1

Session time (PDT)
Select the LIVE session level that you want to complete.

11/17/2023 5:00 PM - 11/17/2023 7:00 PM

Promotional material information
The following information is required for us to provide promotional materials that can help expand the reach of your products.

Main category
Fashion

Notes (Optional)
You can write down any other needs or remarks.

Enter notes 0/100

+ Add session (Max. 10 sessions)

By clicking "Submit", you acknowledge and agree to the BUSINESS CAMPAIGN TERMS AND CONDITIONS FOR TIKTOK SHOP US

Discard Submit



Chapter 3

How to win in TikTok Shop Promotional Activities

All the best practices and tips & tricks

Signing up for a TikTok Shop Promotional Activity is the first step,
here's your...

Steps to win

- 01** Note Promotional Activity milestones
- 02** Improve your PDPs like a boss
- 03** Maximise Shoppable Content
- 04** Ensure popular products are well stocked
- 05** Price like a champion

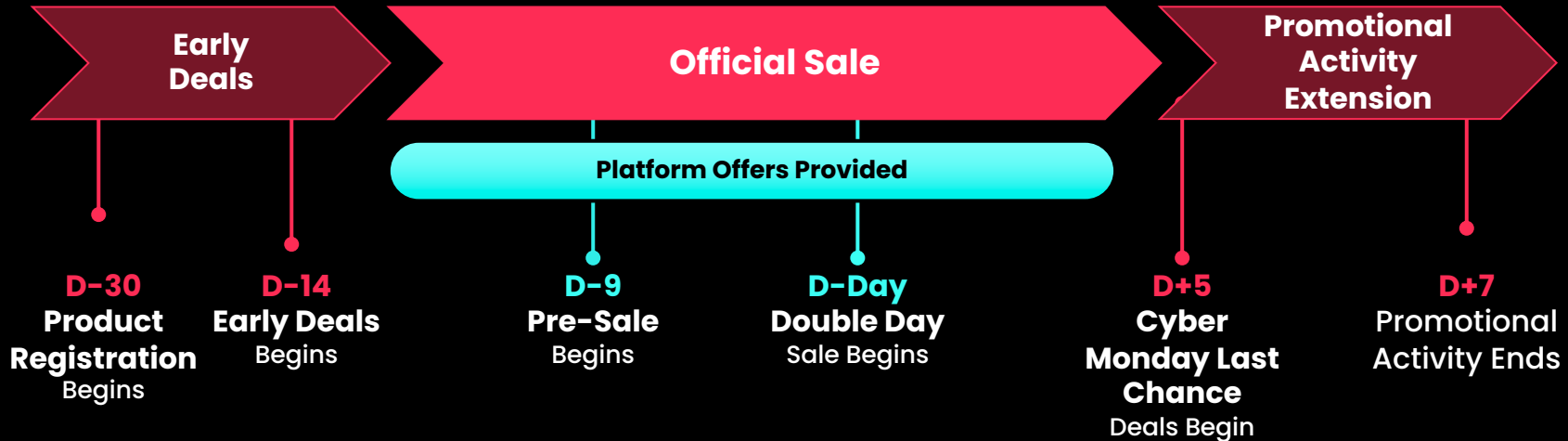


Steps to win

Note Promotional Activity Milestones



TikTok Shop-funded Promotional Activities usually have the highest visibility and have the most marketing and discount support. It pays to plan ahead around these Promotional Activities. Here's an example of a typical Promotional Activity



Steps to win

Note Promotional Activity Milestones



Participating in platform-led challenges will (1) Increase overall activity and traffic surround the Promotional Activity and (2) allow you to win platform funded vouchers and rewards to give users!

General Promotional Activity Milestones



Insider Exclusive

01 SIGN UP

FOR Promotional Activity
MECHANICS

- Livestream Benefits (LB)
- Key Live Sessions (KLS)

02 NOMINATE

YOUR PRODUCTS

To enjoy platform vouchers & higher product exposure

03 ACE

LIVESTREAMS VIA SHORT VIDEOS

Increase your livestream efficiency & traffic by creating quality short videos!

04 PARTICIPATE

IN PROMOTIONS

- Co-Funded Vouchers
- Daily Flash Sales
- Super Flash Sales

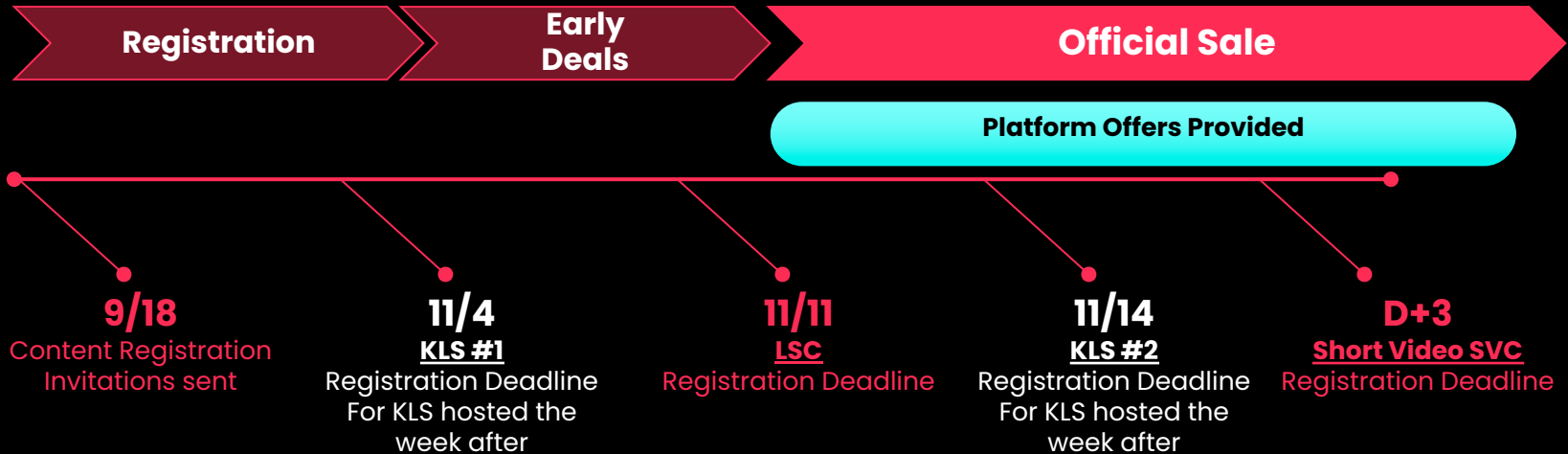
Steps to win

Note Promotional Activity Milestones



Participating in platform-led challenges will (1) Increase overall activity and traffic surround the Promotional Activity and (2) allow you to win platform funded vouchers and rewards to give users!

Content Registration Promotional Activity Timeline



Steps to win

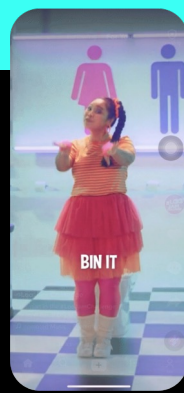
Maximise Shoppable Video Content

TikTok Shop leverages on video to distribute product content to more people. Optimise your video content and make your Shoppable videos appear on more feeds!



High Quality Videos

What makes a high quality video? Human presenters with great sound and background set-up coupled with an optimal length and clear subtitles will lead to high engagements



High Quality LIVES

- **Billboards** help viewers instantly see what your LIVE is about
- **The LIVE Giveaway** feature gives viewers a chance to win free items through engagement.



Paid Ads

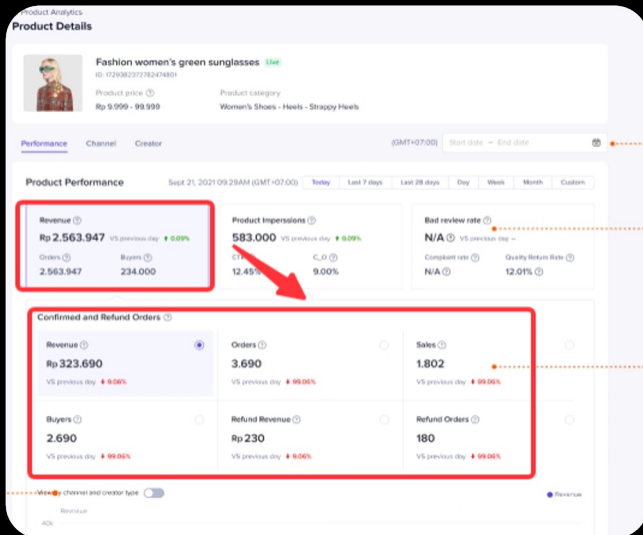
- As more organic content gets viewed, ads conversion rate increases
- Overall conversion rate across channels increases with expanded product familiarity and greater visibility



Steps to win

Ensure healthy product quantities

Use the **product details page on Data Compass** to see top-performing products and the creators that contribute to it.



- On top of choosing the right products, do prepare for your **popular products to move very quickly!**
- Products can go out of stock, however if they go out of stock **too quickly** it can have an **impact on shop traffic momentum**
- It is good to plan to have enough stock to last at least **~70% of Promotional Activity duration**
- **Use the product details page on Data Compass to see top-performing products and the creators that contribute to it.**

Learn more on TikTok Shop Academy

Product Details Page on Data Compass
[Malaysia](#), [Philippines](#), [Singapore](#), [Thailand](#), [Vietnam](#)

Steps to win

Improve your PDPs like a boss



Do not let the increased traffic go to waste. Your PDP is the first thing potential customers see when they click into your product. Following these tips will help increase your clickthrough & conversion rate by up to 60%!

High Quality Images

A good main image will **get people onto your PDP:**

- Use a product flat lay or model (depending on item) to show it in action
- Show different color variation if available
- Use our new [AI optimiser tool](#) on Seller Center to standardise your images

Excellent Product Titles

Let potential customers know what they are getting with a **sharp product title**

- Capitalise the first letter of each word
- Keep between 20-80 char.
- Use numbers (ie. 5 instead of "five")

Detailed Product Descriptions

Make sure essential information on your product is included in your PDP; **Work on your best sellers first!**

- Get relevant info if you are not the brand owner
 - Define your product type
 - Define type of user that would use this
- Use [Product Optimiser](#) on Seller Center to learn what is missing.

Automate Customer Engagement

Providing **great customer service** is key to building trust with your customers, especially during peak seasons when traffic is high and conversion is not optimised.

- [Set up automatic greetings and FAQ cards](#) on your PDPs to solve outstanding customer queries

Steps to win

Price like a champion

Promotion Price Logic: A seller can utilise both platform and seller promotions simultaneously. Different promotion types work together in different ways. We use the logic below to define these:

Stackable

Can be used in conjunction with other promotion types.

Optimal

Only the promotion with the largest deduction will be taken.

Non-Stackable

Cannot be used alongside other promotion tools.

Steps to win

Price like a champion

TikTok Shop-funded Promotional Activities have high visibility. It is good to provide attractive prices and get higher exposure. Understanding how pricing works on TikTok Shop will help you optimise your discount budget to maximise traffic and conversions!



	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 BMSM 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.

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

Calculating with multiple seller funded promotions

Learning how to price your product will help you understand that a little incentive, coupled with Promotional Activity promotions will increase your order values, as shown in these 2 examples here

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

		Single Product Discount	Seller Product Combination Discount		Seller Shipping Fee Discount
Number Of SKUs Purchased By The Customer	Order Value	Product Discount	Buy More Save More	Seller Voucher	Free Shipping
1	50	✓	✗	✗	✗
2	$(50 \times 2) - 10\% = 90$	✓	✓	✗	✓
3	$((50 \times 3) - 10\% = 135) - 10 = 125$	✓	✓	✓	✓

Calculating with seller & platform funded promotions

Learning how to price your product will help you understand that a little incentive, coupled with Promotional Activity promotions will increase your order values, as shown in these 2 examples here

SKU A product original price = 50

Multiple active promotions:

- **Promotional Activity 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

		Single Product Discount	Seller Product Combination Discount		Platform Product Combination Discount	Seller Shipping Fee Discount
Number Of SKUs Purchased By The Customer	Order Value	Campaign Price	Buy More Save More	Seller Voucher	Platform Voucher	Free Shipping
1	45	✓	✗	✗	✗	✗
2	$((45 \times 2) - 10\% = 81) - 10 = 71$	✓	✓	✓	✗	✓
3	$((45 \times 3) - 10\% = 121.5) - 10 - 5 = 106.5$	✓	✓	✓	✓	✓



How to create your own Promotional Activities

Create brand days, exclusive sale days, new store and product launch Promotional Activities with TikTok Shop

Utilise Promotional Tools

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
Awareness	Exposure		✓		✓				✓
Consideration	Click Through Rate (CTR)	✓	✓	✓	✓				✓
Offer Upsells	Average Order Value (AOV)			✓	✓	✓	✓	✓	✓
Purchase	Conversion (C_O)	✓	✓	✓	✓			✓	✓
Loyalty	Repurchase Rate				✓			✓	

CONFIDENTIAL & PROPRIETARY

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

Tips for success



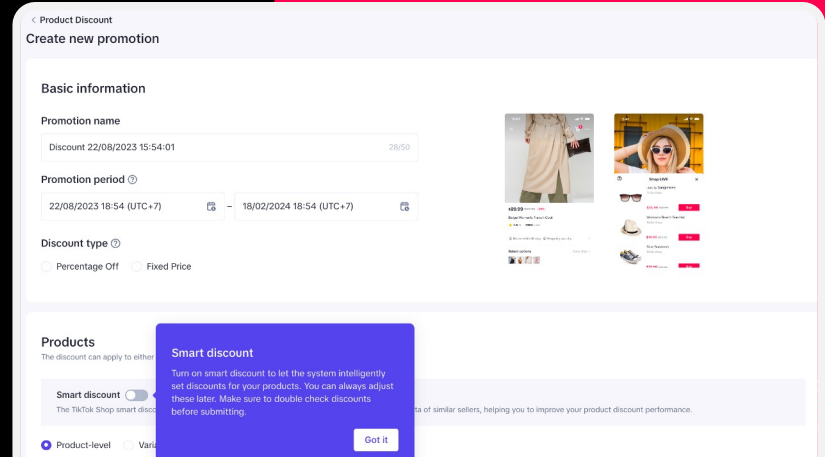
Turn on Smart Discount

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.



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.



Optimal strategic tool to encourage immediate purchases

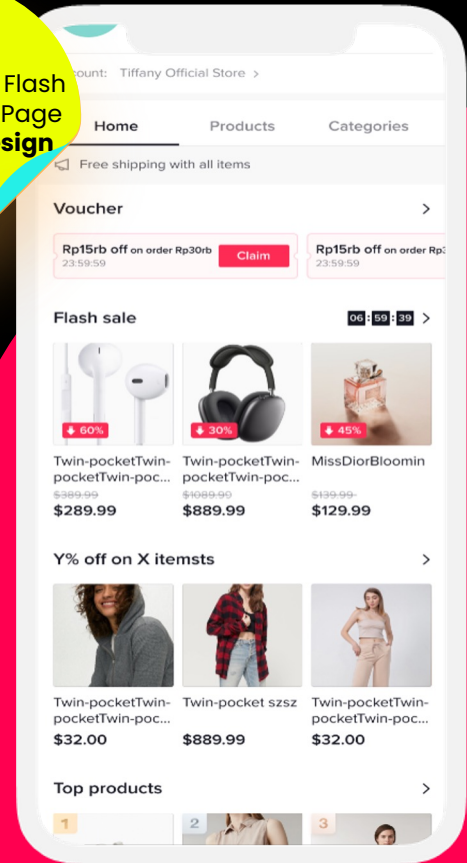
Flash Deal should not be too frequent or too long. Ensure to set Flash Deal with limited time, limited stock with a deep discount.



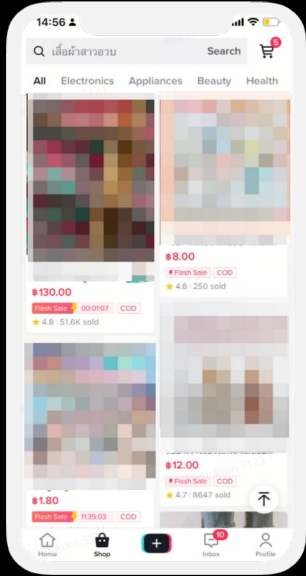
Improve your livestream performance by using Flash Deals

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.

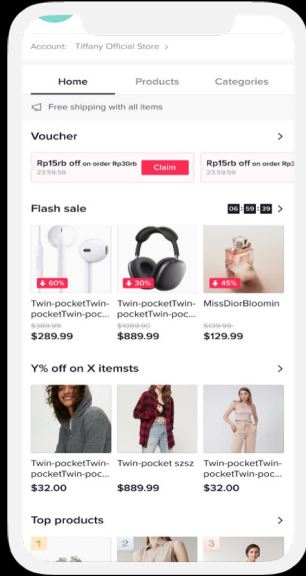
Highlight your Flash Deal on Store Page with **Store Design**



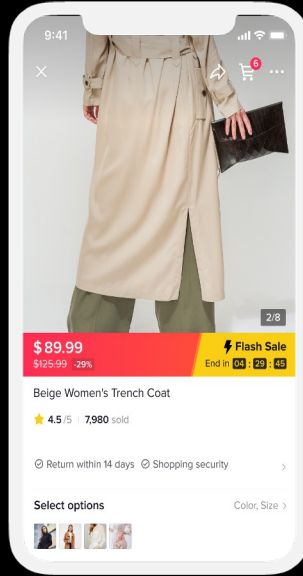
How customers can enjoy Flash Deals?



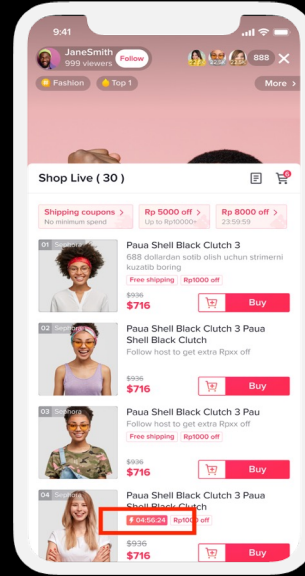
Shopping Center
Product Label



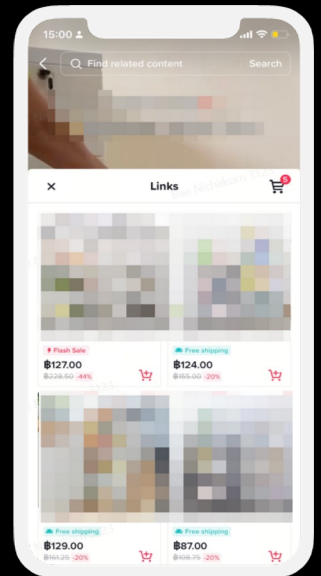
Store Page
Store Design feature



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.

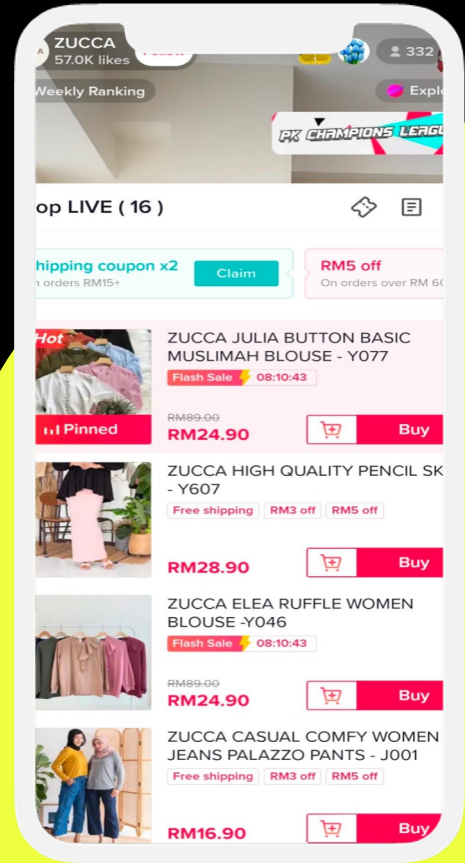
Strategy

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

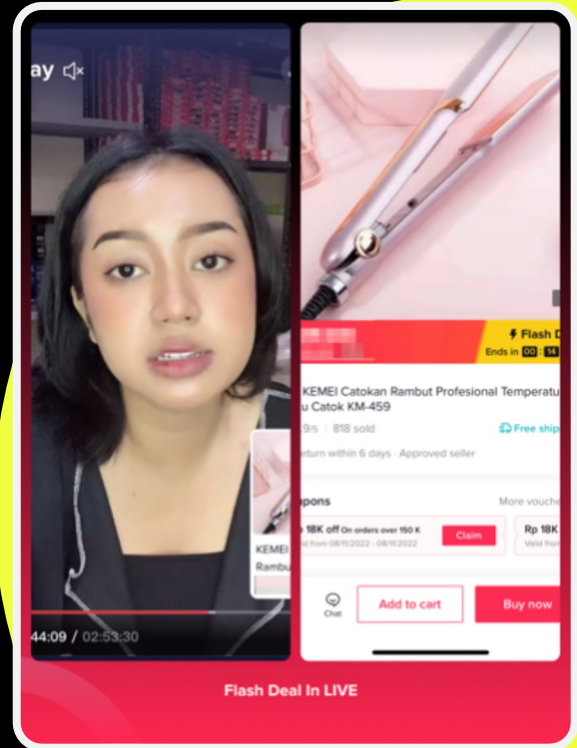
Strategy

- 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



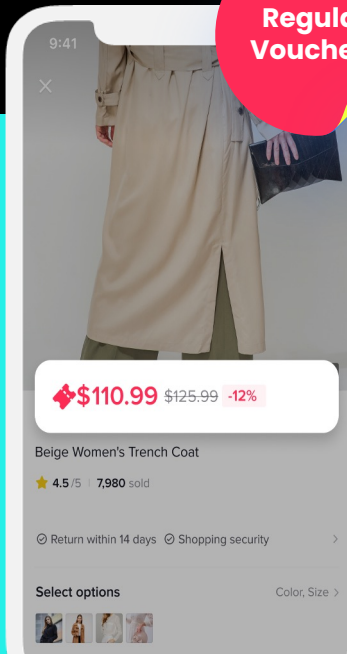
CONFIDENTIAL & PROPRIETARY

Seller Vouchers

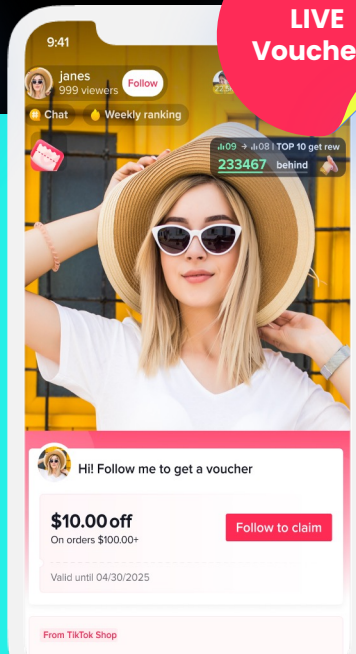
CONFIDENTIAL & PROPRIETARY

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

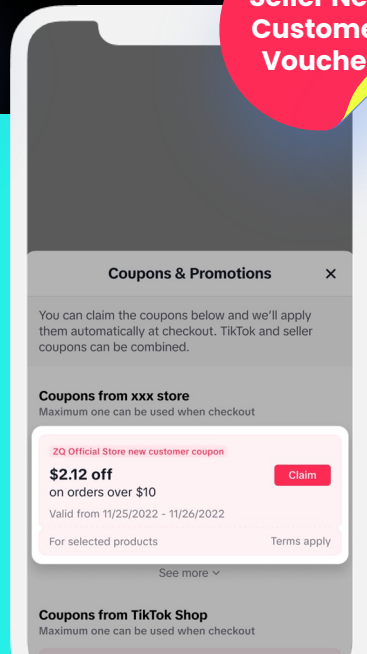
Regular Vouchers



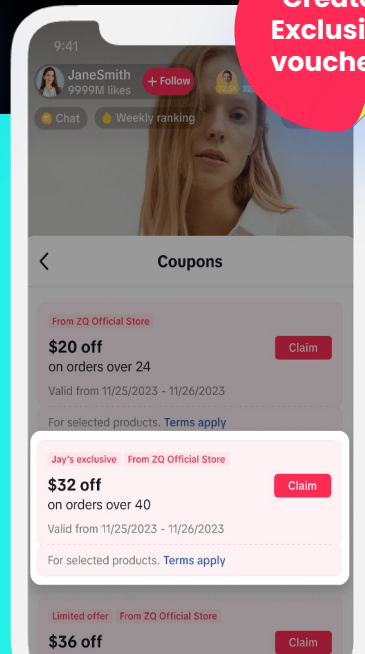
LIVE Vouchers



Seller New Customer Voucher



Creator Exclusive vouchers



CONFIDENTIAL & PROPRIETARY

X

Vouchers types available on Seller Center

Regular Voucher



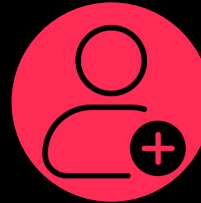
Most popular voucher type that supports storewide or specific products. Customers can claim and redeem from various channels upon check-out.

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

CONFIDENTIAL & PROPRIETARY

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 Promotional Activities.



Create multi-tier voucher to encourage spending

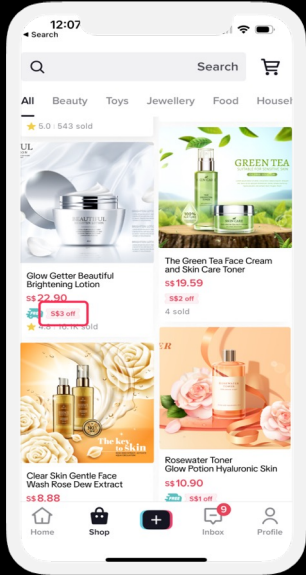
Set up a low, medium and high voucher to encourage customers to purchase more products in a single order (deeper discounts for higher minimum spend)



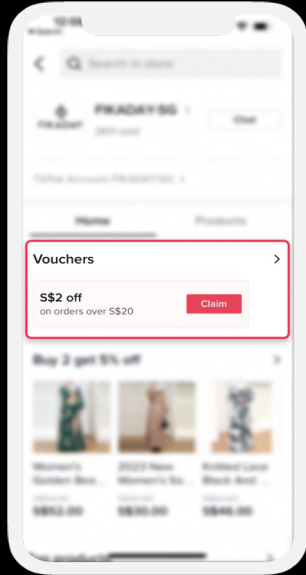
Make your vouchers visible on your Store Page

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)

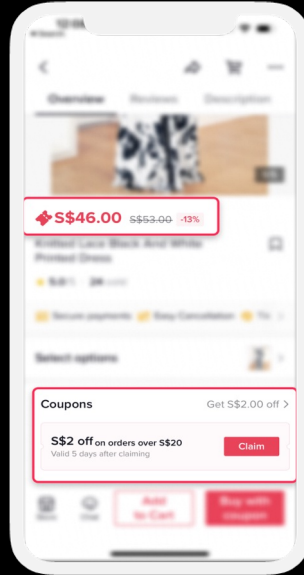
How customers can enjoy Regular Vouchers?



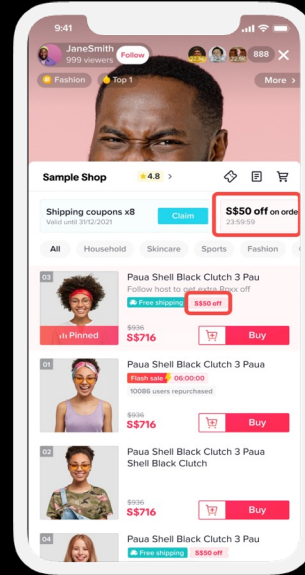
Shopping Center
Product Label



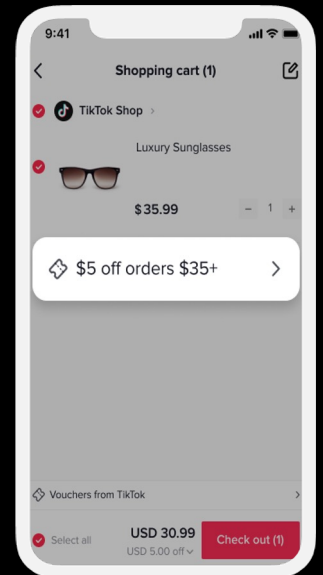
Store Page
Store Design feature



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.



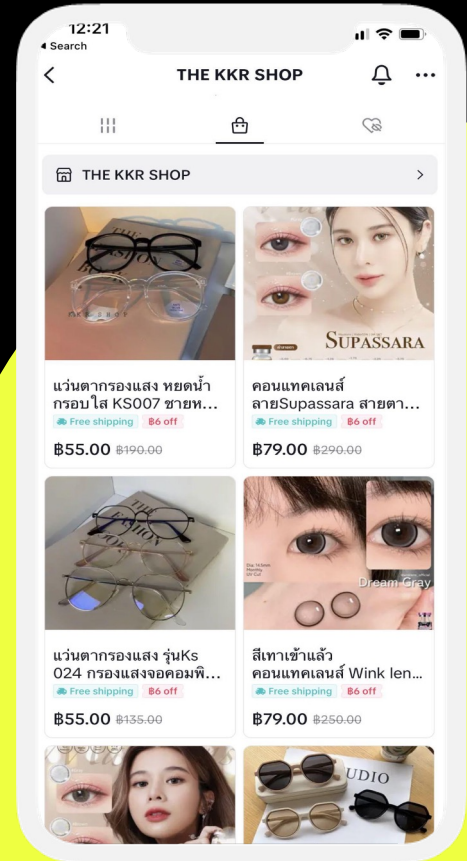
2.08x

Regular Voucher AOV uplift compared to store's overall AOV



92%

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



LIVE Vouchers

CONFIDENTIAL & PROPRIETARY

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.



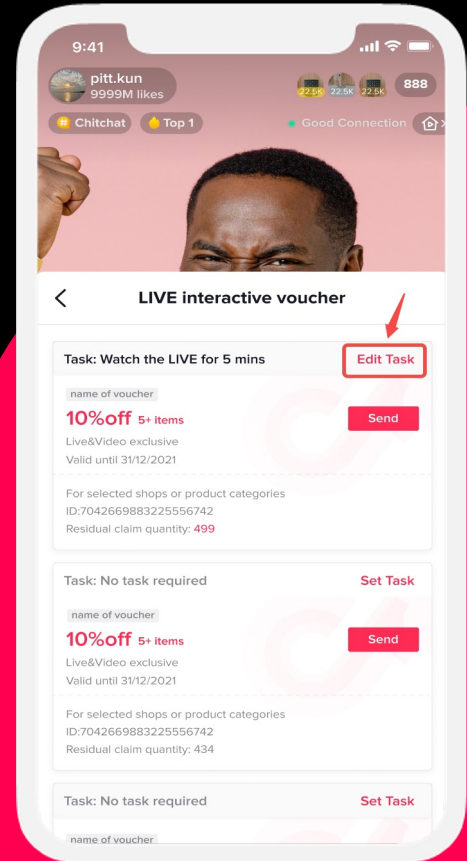
Set a "Follow LIVE Host" task every time you go LIVE

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).

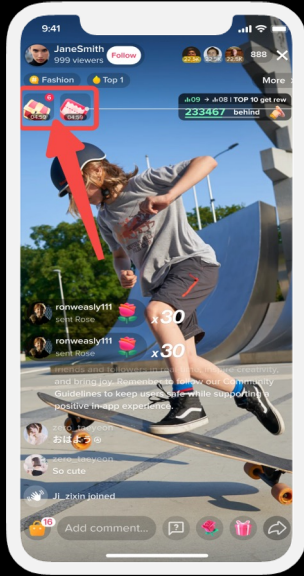


Distribute a "Watch LIVE" task strategically

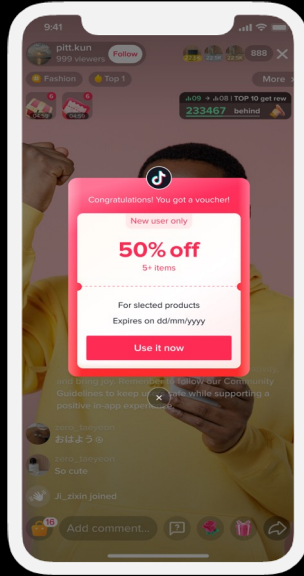
The voucher supports 1, 3, 5 minutes watch duration task to help you increase your livestreaming viewing time. You can distribute this voucher when viewers count seems lower, before unveiling new products or simply to reward your audiences for staying tuned.



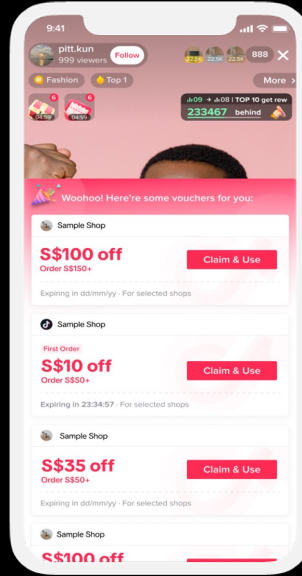
How customers can enjoy Live Vouchers?



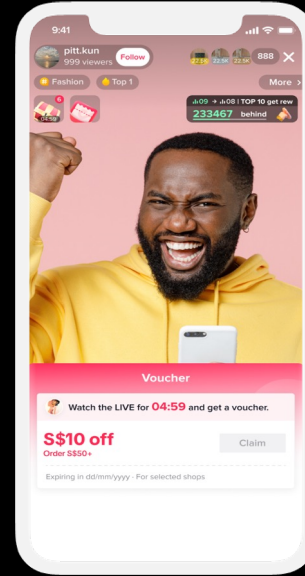
Livestream
Voucher icon



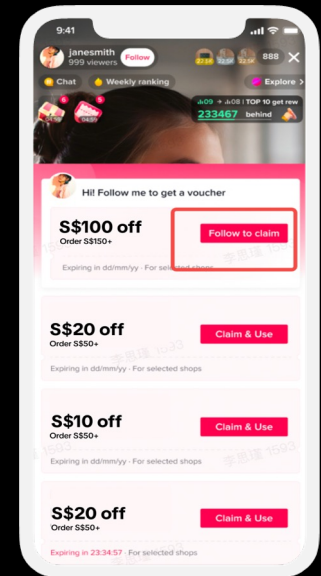
Livestream
Pop-Up



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).



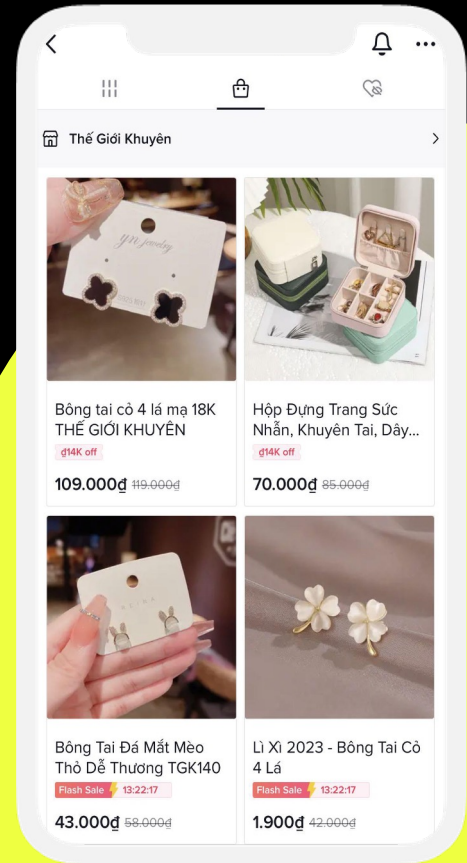
3.85x

Regular voucher AOV uplift compared to store's overall AOV



30x

LIVE Voucher ROI



Seller New Customer Voucher

CONFIDENTIAL & PROPRIETARY

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.



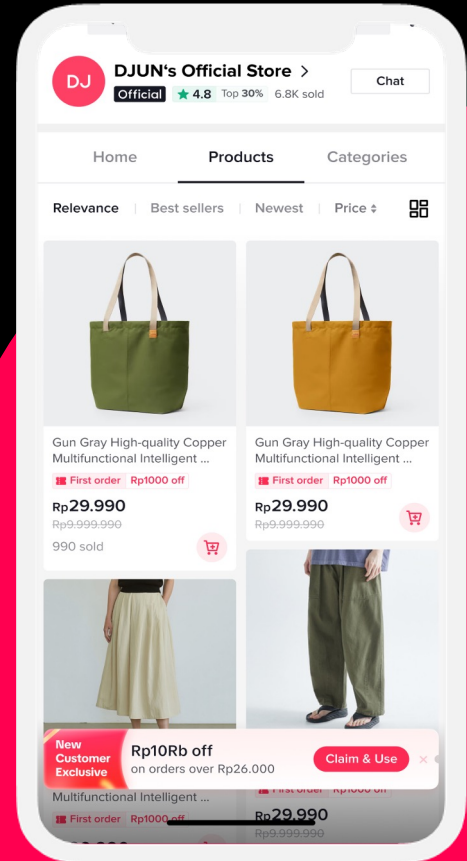
Set a low minimum threshold voucher

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](#).



CONFIDENTIAL & PROPRIETARY

Creator Exclusive Vouchers

CONFIDENTIAL & PROPRIETARY

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.



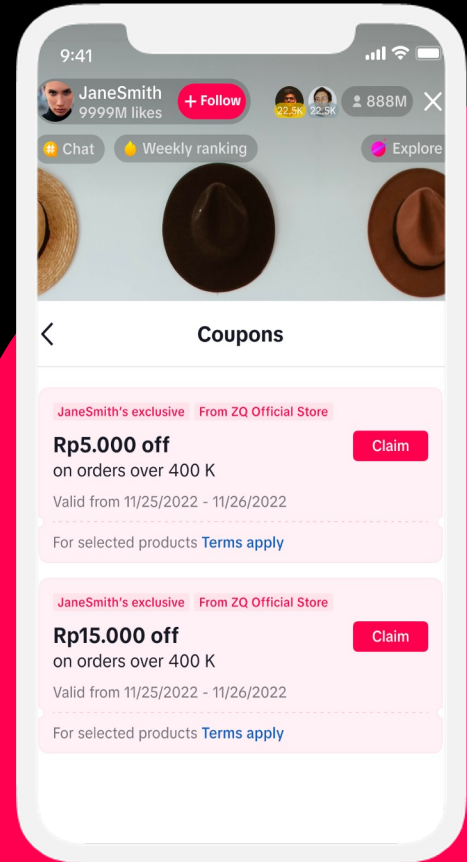
Ensure creator audience fit

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.

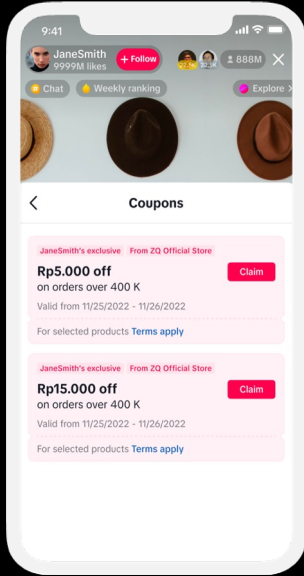


Planning and communication is key

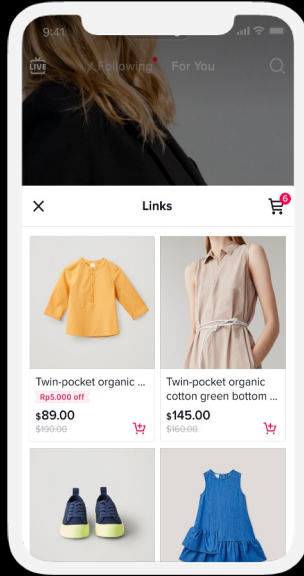
To ensure smooth collaboration and for creators to promote the vouchers effectively, connect with your creators before issuing the vouchers to ensure creators are aware of the voucher details and terms.



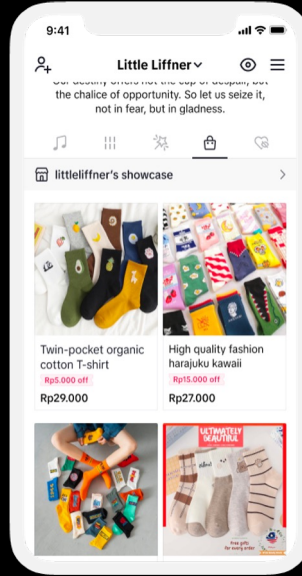
How customers can enjoy Creator Exclusive Vouchers?



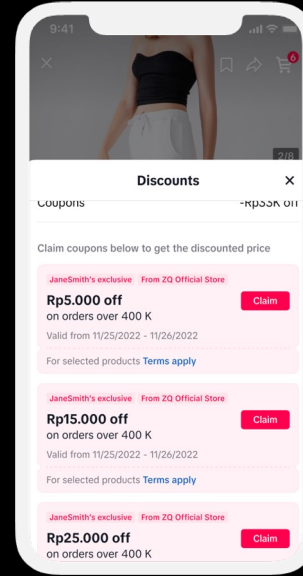
Creator's Channel
Livestream



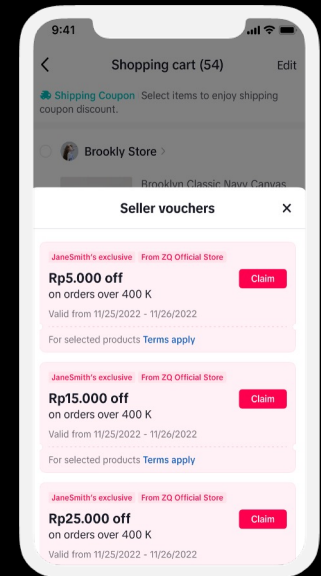
Creator's Channel
Short Video



Creator's Channel
Showcase



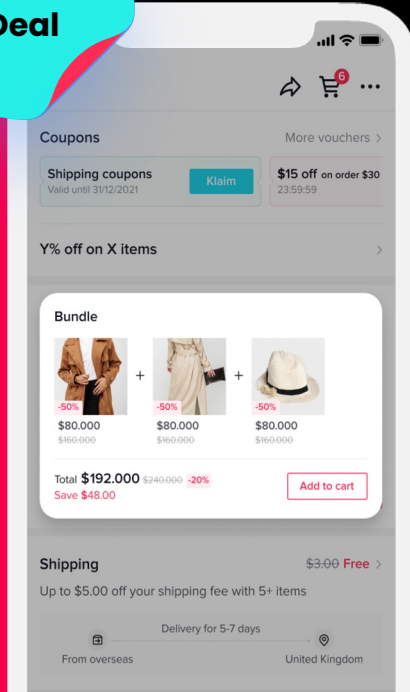
Product Detail
Page



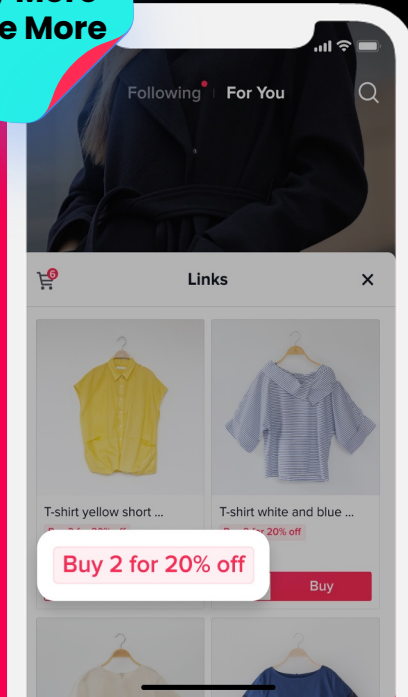
Shopping Cart

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

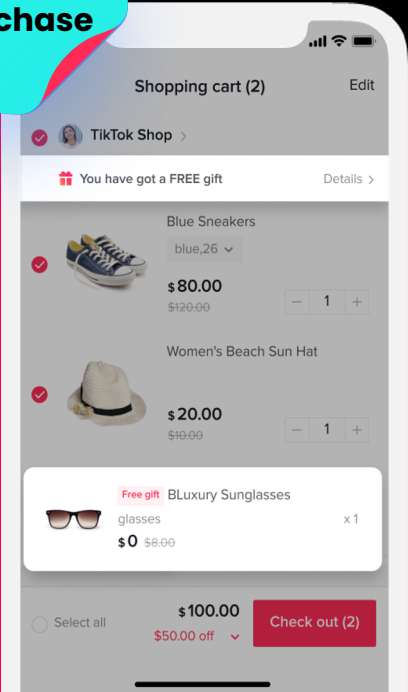
Bundle Deal



Buy More Save More



Gift With Purchase



Bundle Deal

CONFIDENTIAL & PROPRIETARY

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](#)

Tips for success



Recommended for low involvement products and categories

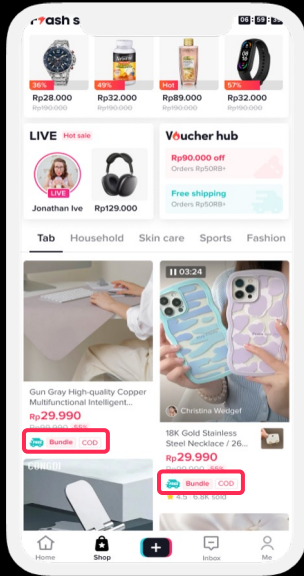
Suitable for low price products and products that are low involvement in purchase decision



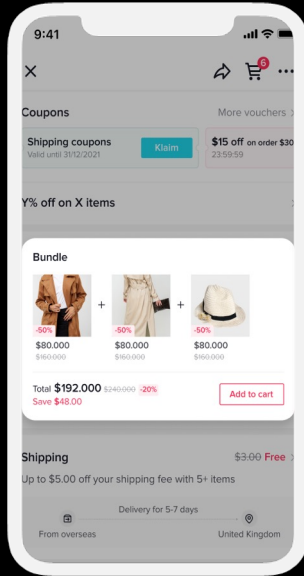
Try various bundle offers to find what works for your products

- 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 slow-moving product to clear inventory space.

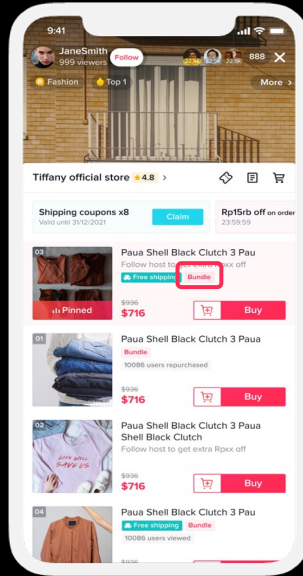
How customers can enjoy Bundle Deal?



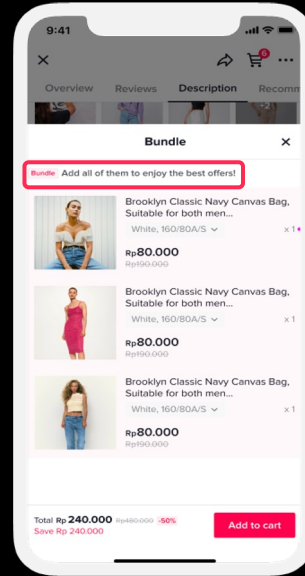
Shopping Center
Product Label



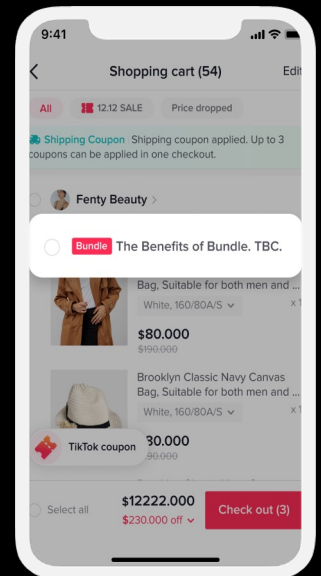
Product Detail
Page



Livestream
Shopping Bag



Bundle Deal
Promotion panel



Shopping Cart

Buy More Save More

CONFIDENTIAL & PROPRIETARY

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.

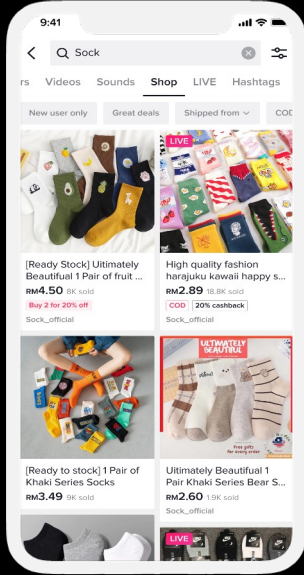


Set up 2 tiers of BMSM promotion to encourage higher spend

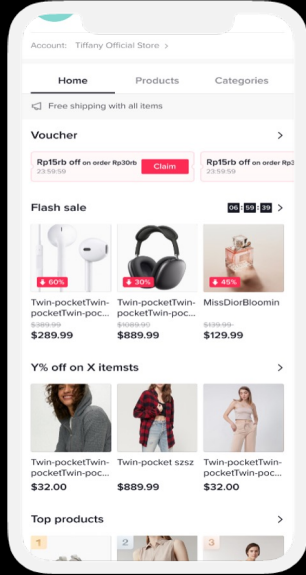
By setting 2 tiers of minimum purchase quantity and discount, you can incentivize customers to add more items to their order to get a better offer.

Buy More Save More

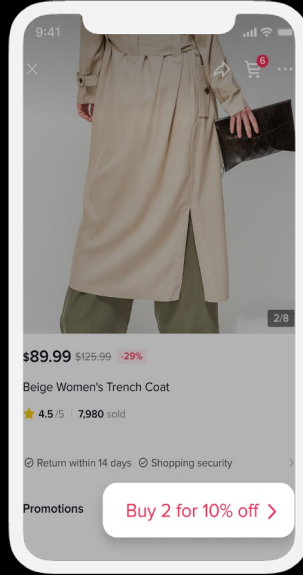
How customers can enjoy Buy More Save More?



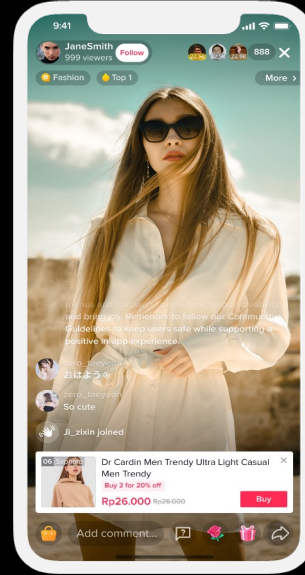
Shopping Center
Product Label



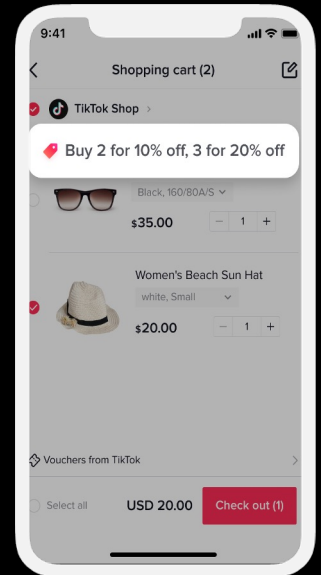
Store Page
Store Design feature



Product Detail
Page



Livestream
Pinned Product



Shopping Cart

CONFIDENTIAL & PROPRIETARY

The Promotional Activity Process

	At least a week before	Promotional Activity Period	At least a week after / always on
Objectives	The Teaser <ul style="list-style-type: none"> - Generate awareness - Grow following 	Moments <ul style="list-style-type: none"> - Generate sales - Engage following 	Follow-up <ul style="list-style-type: none"> - Encourage reviews - Stock clearance deals
Actions	Utilize In-Feed Ads to announce Promotional Activities Use TikTok Ads for creator content that has gained traction	Product Discounts through pricing and bundling Live Shopping / Flash Deals to boost sales and maximise attention Top View Ads to gain maximum attention	Participate in community chatter of purchased products (e.g., Comment on user review videos) Live Shopping to continue relationships built from Promotional Activities, and push for stock clearance via discounts
Suggested Promotional / Ad Tools	New Customer Vouchers Video Shopping Ads Live Shopping Ads	Product Discounts Livestream Flash Deals Creator Exclusive Vouchers Shoppable Videos	Product Discounts Livestream Seller Vouchers Creator Exclusive Vouchers



Tools & Tracking

Data is the new currency with consumer insights driving its value, learn to know what works and what does not for your Promotional Activities and create actionable insights

Tools & Tracking

- 01 Data Compass
- 02 Promotional Activity Analytics
- 03 Promotion Tools Analytics
- 04 Shop Tab Analytics
- 05 Recommendation Channel Diagnosis

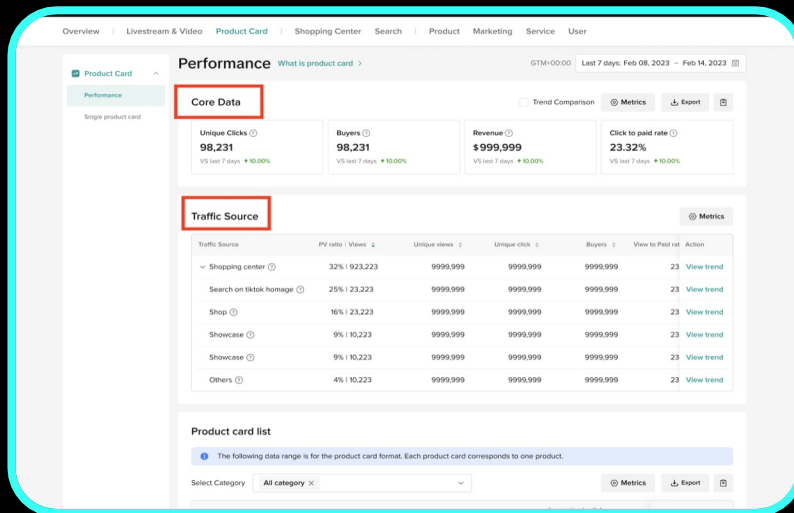
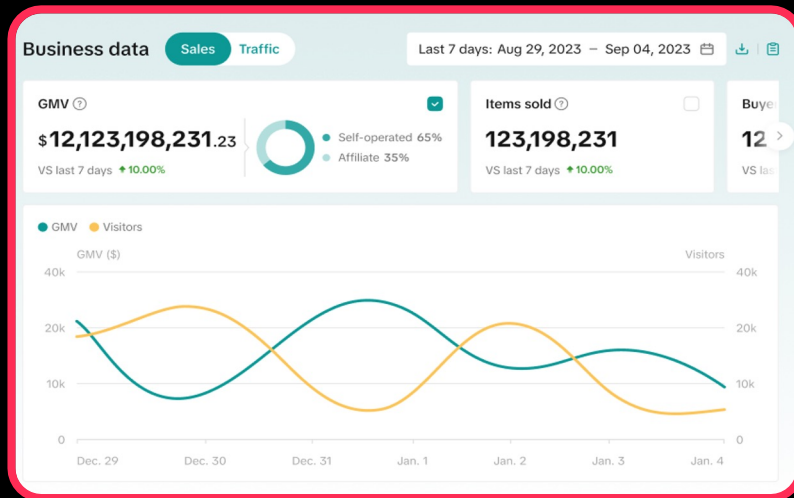


Data is the **New Oil**. But it only useful when it is **refined**.



Introduction to Tools & Tracking Data Compass

Data Compass on Seller Centre is an all-in-one solution for all your data needs. From knowing your business performance to understanding granular sections, you can do it all here.

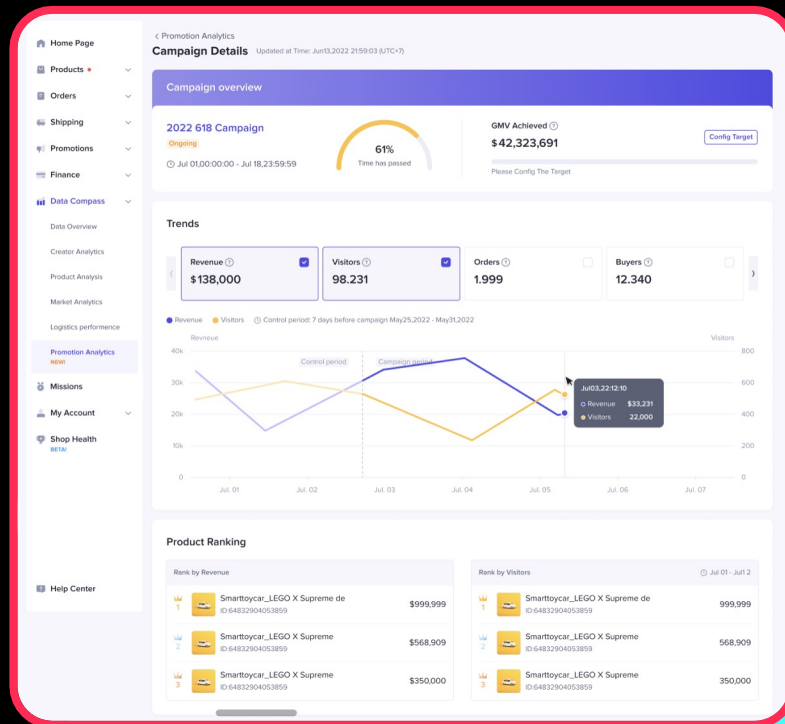


How to track a Promotional Activity

Promotional Activity Analytics shows the cumulative performance of your Promotional Activities.

Here's a quick overview:

1. Track Promotional Activity performance over **selected periods** and different metrics
2. Track **single or multiple Promotional Activities** through specific data sets
3. Make adjustments to **improve Promotional Activity performance**

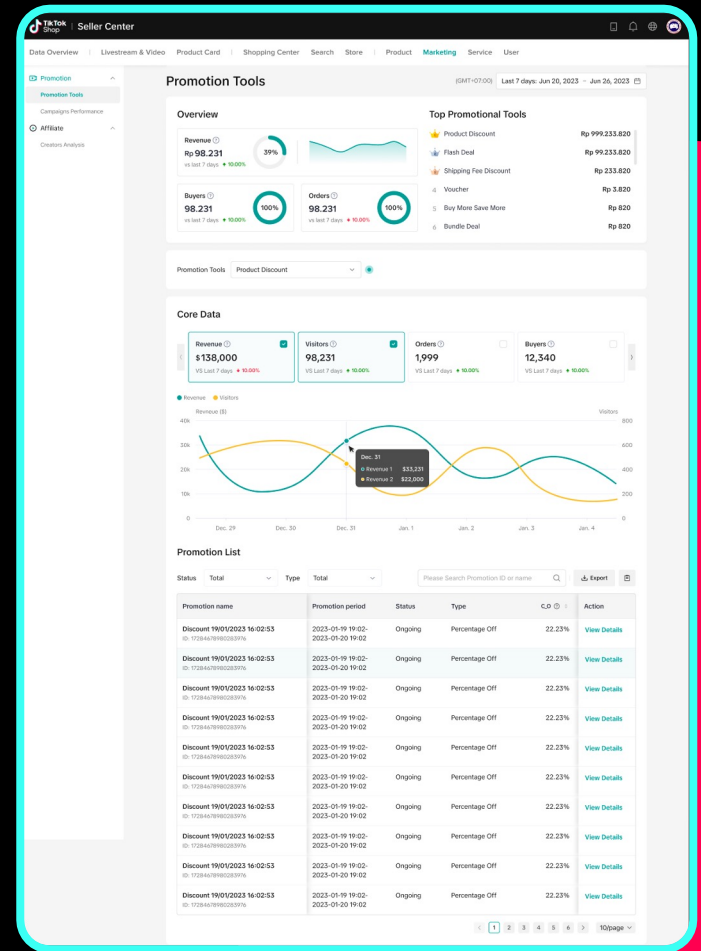


Track your promotion performance in real time

Promotion Tools Analytics shows your promotion performance with key business indicators

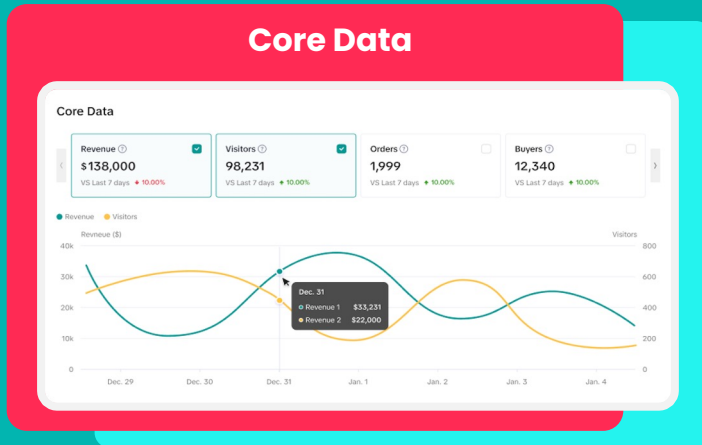
What are the benefits?

1. Track promotion performance in real time or for selected periods.
2. Make smart decisions to optimize sales or specific indicators
3. Monitor the effectiveness of the strategies used



CONFIDENTIAL & PROPRIETARY

How to use Promotional Tool Analytics?



Promotion List

The Promotion List table displays a list of promotional events with columns for Promotion name, Promotion period, Status, Type, C.O., and Action. All listed promotions are 'Ongoing' and 'Percentage Off'.

Promotion name	Promotion period	Status	Type	C.O.	Action
Discount 19/01/2023 16-02-53 ID: 172844078980283976	2023-01-19 19:02:00 - 2023-01-20 19:02:00	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16-02-53 ID: 172844078980283976	2023-01-19 19:02:00 - 2023-01-20 19:02:00	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16-02-53 ID: 172844078980283976	2023-01-19 19:02:00 - 2023-01-20 19:02:00	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16-02-53 ID: 172844078980283976	2023-01-19 19:02:00 - 2023-01-20 19:02:00	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16-02-53 ID: 172844078980283976	2023-01-19 19:02:00 - 2023-01-20 19:02:00	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16-02-53 ID: 172844078980283976	2023-01-19 19:02:00 - 2023-01-20 19:02:00	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16-02-53 ID: 172844078980283976	2023-01-19 19:02:00 - 2023-01-20 19:02:00	Ongoing	Percentage Off	22.23%	View Details

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?

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 ones.

For Example:

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

Shop Tab Analytics

Turn data into an Insight.

Find your strength and get stronger in Shop Tab



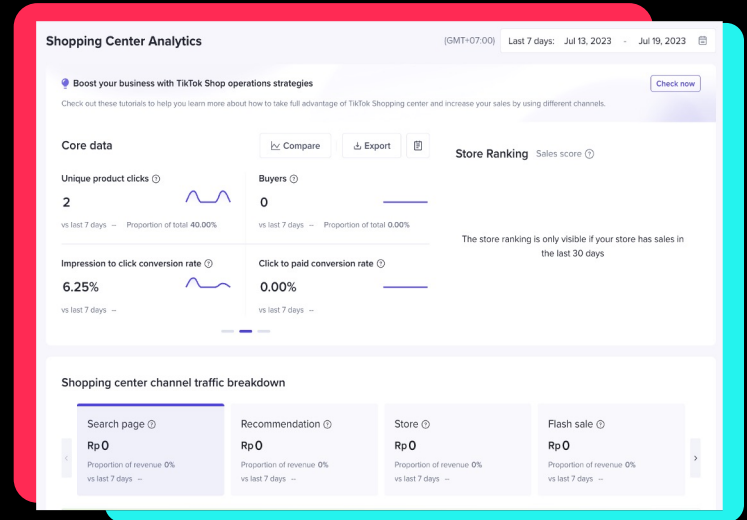
See revenue per channel in Shop Tab



Discover your store ranking

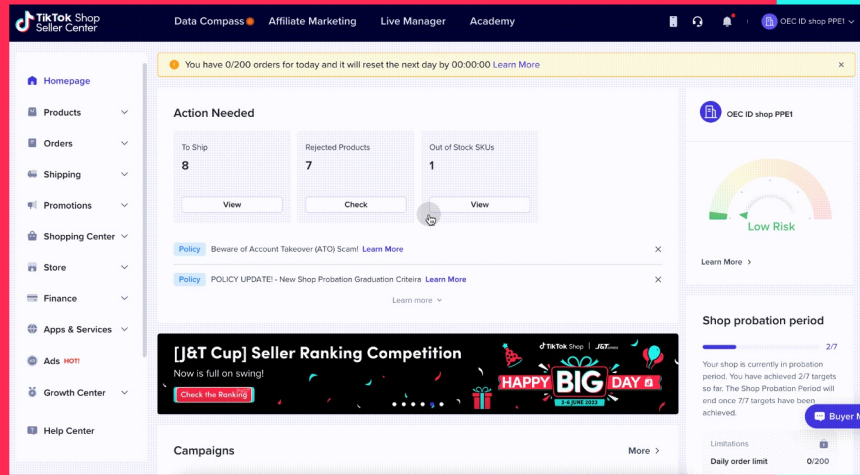


Monitor your product traffic and its sources



Shop Tab Feature Guide

To start analyzing your store performance in Shop Tab



1

Visit **Shop Tab Analytics**
Under Data Compass menu in Seller Center

2

Discover **How Much You Gained**
From each channels in Shop Tab such as
Search Page, Recommendations, Store Page,
Sales, etc.

3

Take Action
On how to perform better by following the tips
given



Recommendation Channel Diagnosis

Find insights on how to leverage your products visibility in Recommendation Channel of Shop Tab



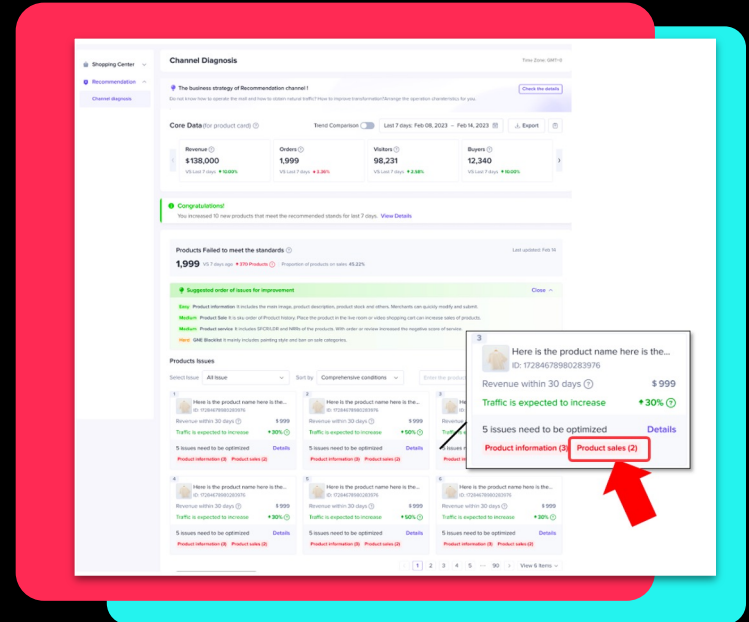
Revenue Insights from recommendation channel



Exposure and GMV trend comparison

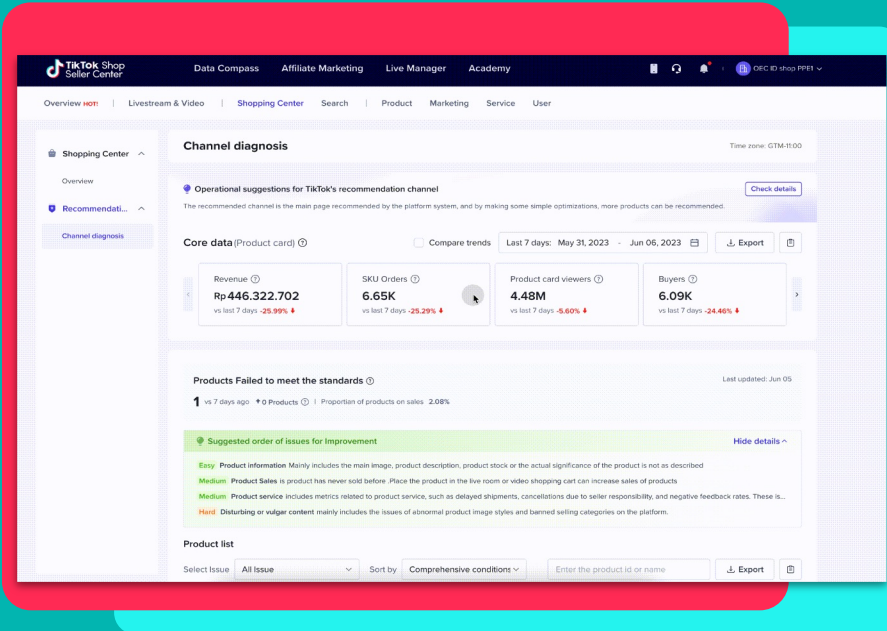


Tips to get higher organic traffic



Recommendation Channel Diagnosis Feature Guide

To start analyzing your store performance in Shop Tab



1

Visit **Recommendation Channel Diagnosis**

Under Data Compass Shop Tab menu in Seller Center

2

See **Revenue and Traffic**

You gained by being recommended in Recommendation Channel Shop Tab

3

Identify Which Products

That **failed to meet the standard** to get recommended, and optimize them!





TikTok Shop Academy

TikTok Shop Academy is an online education content hub for sellers and creators who wish to learn more insights from TikTok Shop.

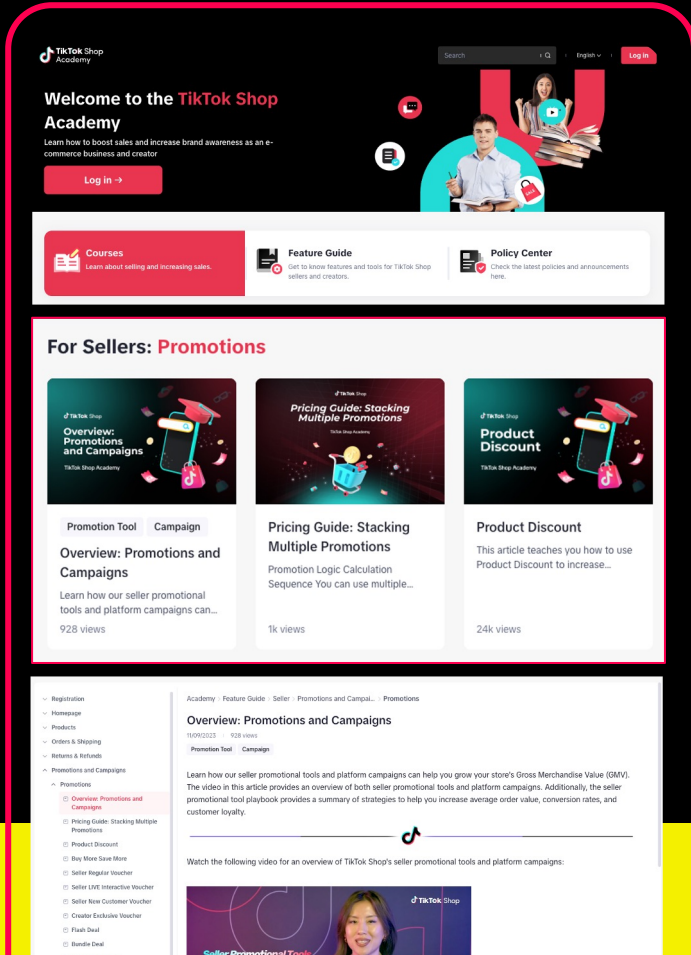
Access feature guides, tips on how to sell, check sales data and more through both desktop and mobile devices.

- **Topics:** Promotional Tools,, Finance, Logistics, Marketing, Data Analysis
- **Types of users:** Seller and Creator
- **Experience:** Beginner to Experienced

Use TikTok Shop Academy to become experts as Sellers and Creators on TikTok Shop.

[Malaysia](#) [Philippines](#) [Singapore](#) [Thailand](#) [Vietnam](#)

CONFIDENTIAL & PROPRIETARY





NICE

Thanks!

 TikTok Shop

LOL
WUT?



 TikTok Shop

