

## Get Discovered

TikTok is the leading **destination for short-form mobile video content** and one of the fastest-growing social media platforms, giving brands a powerful way to reach consumers where culture, discovery, and entertainment meet. With more than **1 billion monthly active users worldwide**, TikTok gives brands access to audiences who are highly engaged, culturally connected, and open to discovering new products.

## Cultivate Deep Engagement

The appeal of TikTok lies in its **industry-leading algorithm and immersive viewing experience**, which show users an ever-evolving stream of short-form videos based on their interests, behaviors, and engagement patterns. The platform's full-screen, sound-on, vertical video ad format blends seamlessly into users' feeds, making it feel like organic content. TikTok's engaging video-based ads offer marketers a unique opportunity to **connect with a tuned-in audience** in an authentic, fun, and creative way.

# 73%

of TikTok users watch what the  
algorithm suggests  
(TikTok)

# 1 in 3

users bought a product because  
they saw it on TikTok  
(TikTok)

## Craft Impactful Campaigns

TikTok's first-party signals allow marketers to **target audiences based on demographics, interests, viewing behaviors, or creator interactions**. In addition, custom audiences built from device IDs, pixel-based retargeting, and lookalike audiences allow brands to tell their story and confidently drive impact at scale.

## Drive Measurable Growth

TikTok's unique algorithm and native shopping features create a powerful demand-generation and capture engine, proving it's **a robust channel for measurable, full-funnel business growth**. An early beta partner, Q1Media provides the experience necessary to maximize and evaluate performance.