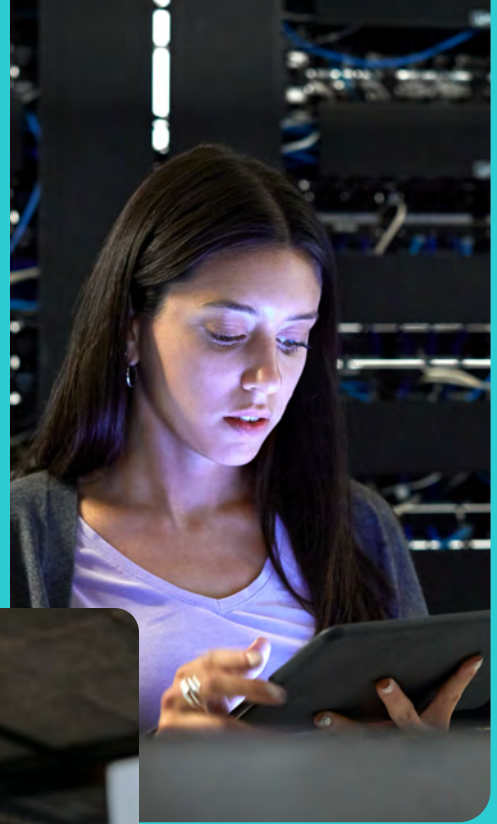


TikTok | NewtonX



Automation for Performance

Global Overview and Marketer's guide to AI-powered advertising

Executive Summary



AI-powered Automation: The Growth Engine

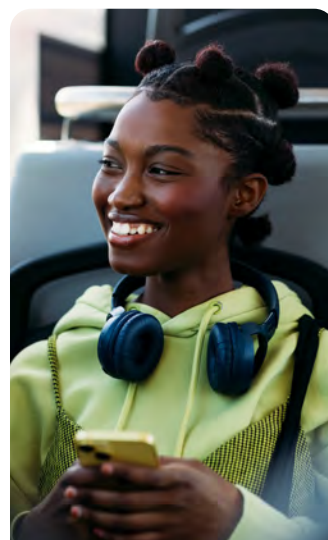
AI-powered automation is fundamentally reshaping business operations, emerging as a critical force for enhancing efficiency, driving growth, and fostering innovation. Companies are making significant investments in this shift, opting for a hybrid build-and-buy approach, with high expectations of rapid results and substantial budget reductions within a year.

AI-powered Automation across the Marketing Funnel

Advertisers are actively integrating AI-powered automation across their entire marketing funnel, yet they seek deeper organizational adoption. For digital marketing, they value AI-powered capabilities across campaign setup, creative production, and performance measurement.

TikTok Leading the Way in AI Powered Solutions

TikTok stands out as a leader in AI-powered automation. Advertisers trust TikTok's advanced AI features to overcome implementation challenges, recognizing the platform's embodiment of innovation, technical expertise, and creativity - the three key drivers of AI-powered automation leadership.



Looking Ahead

Foreword from TikTok

Artificial Intelligence is reshaping the advertising landscape - redefining consumer experiences, accelerating creative potential, and driving ROI through value-led growth. As a disruptive force, AI is transforming how campaigns are strategized and delivered, while pushing marketers to adapt at the speed of consumers.

This rapid evolution challenges marketing leaders to anticipate impact, reassess legacy workflows, and make strategic investments in technologies and partnerships that will define the future of advertising.

History reminds us that every breakthrough has carried both wonder and worry. Fire was once feared before it became the foundation of civilization. The steam engine was criticized for threatening livelihoods before it powered new economies. Even photography was dismissed as imitation before it reshaped art and culture.

Today, AI and automation stand at a similar threshold. Their integration into marketing provokes questions about the future of work and creativity. Yet at the same time, they unlock a new era where decisions are faster, media is adaptive, and creativity is empowered.

On this frontier, media is no longer simply bought. It learns, adapts, and performs in real time. Creativity is no longer constrained by resources. It is amplified and measured by technology.

As a core business partner, TikTok is recognized for its strong presence in AI-powered automation. Advertisers trust TikTok's advanced features to overcome implementation challenges, and see in TikTok a blend of innovation, technical expertise, and creativity, the three key drivers of AI-powered automation leadership.

From full-stack automation to modular controls, TikTok empowers advertisers to grow at their own pace, with AI as a co-pilot, not a replacement. Its modular design allows brands to adopt select tools or go full-stack depending on their maturity and needs.

Above all, this report reflects the constructive collaboration between NewtonX, executives, and advisors. We thank them for making this year's thought pieces possible, and we hope you enjoy the fresh insights within.



Tao Baecklund

Content & Services Ads Product Leader,
TikTok

Foreword from NewtonX

As a leader in B2B market research, NewtonX is privileged to have a front-row seat view as organizations advance along the AI maturity curve.

Snapshot of findings from some of our recent research collaborations

Georgian: Companies' revenue growth rate, but not revenue size, was correlated with their maturity within the crawl-walk-run framework of AI adoption. AI "runners" were most likely to have the fastest growth rates.¹

Teradata: Fewer than half of AI proofs of concept actually make it into production. And despite numerous challenges, most executives expect AI initiatives to start paying off within six months (58%) or a year (84%).²

BCG: Executives believe that 46% of workers will need to be reskilled by the end of 2026 to adapt to AI. Even at the top: 59% have limited to no confidence in their executive team's mastery of generative AI.³

In today's fast-moving, data-driven economy, AI automation isn't just a differentiator; it's reshaping entire industries. Nowhere is this more evident than in marketing and advertising, where AI is fundamentally transforming how content is created, campaigns are run, and performance is measured.

TikTok has a distinct advantage as an AI-powered marketing partner. Advertisers in our research consistently point to its relentless innovation, advanced technical capabilities, and standout creative tools as key differentiators. In a marketing world moving at

AI speed, TikTok gives brands the momentum and the edge to lead.

This report presents the current state of AI adoption, perceptions, and future expectations, based on findings from the 2025 TikTok Marketing Science Global Automation for Performance Study. Conducted in partnership with NewtonX, the study surveyed more than 1,200 executives and advertisers across nine countries. The result is a global view of how AI is redefining business strategy, and why many advertisers believe TikTok is positioned at the forefront of this shift.



Leon Mishkis

Chief Operating Officer,
NewtonX

Source:

1. Georgian + NewtonX: 'AI, Applied', November 2024; see page 13. <https://georgian.io/ai-applied-2024/>
2. Teradata + NewtonX: 'Trusted AI in the C-Suite', May 2024; see page 7. <https://www.teradata.com/insights/ai-and-machine-learning/trusted-ai-in-the-c-suite-survey-highlights>
3. BCG, supported by NewtonX: 'From Potential to Profit with GenAI', January 2024; see pages 12 and 14. <https://www.bcg.com/publications/2024/from-potential-to-profit-with-genai>

What's Inside



Part 1	Redefining Industries with AI and Automation	05
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Part 2	Scaling AI-powered Automation via Strategic Adoption	08
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Part 3	Building the Future Together: AI-powered Automation in Action	12
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Business Success Stories	17
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Key Takeaways for Harnessing AI-powered Automation	20
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A close-up photograph of a woman with long, wavy blonde hair, looking down at a smartphone. She is wearing a white t-shirt. The background is slightly blurred, showing a lamp and some furniture.

FINDINGS PART 1

REDEFINING

INDUSTRIES WITH AI

AND AUTOMATION

Overview

AI and automation are not merely emerging trends; they have become indispensable drivers of business growth and innovation across global enterprises. The current research reveals a strong consensus among executives and advertisers: AI is pivotal for enhancing job performance, fostering growth, and sparking innovation. Organizations are demonstrably increasing their AI investments, anticipating significant budget efficiencies and rapid results, affirming AI's foundational role in modern business strategy.

Businesses find themselves at a pivotal moment, recognizing AI's potential while navigating its complexity. Talent shortages, the rapid pace of innovation, and growing data privacy concerns pose significant challenges. At the same time, traditional marketing approaches are struggling to keep up with consumer behavior and the demands of today's always-on marketing landscape.

This moment presents a rare opportunity. AI-powered automation enables personalized experiences at scale, smarter media buying, and faster, more dynamic creative production. It is reshaping how brands connect with consumers - more efficiently, more meaningfully, and at every stage of the marketing funnel.



Satisfaction
with that level
of integration

Level of AI integration
for marketing,
advertising, and sales

97%

Full integration,
high investment

77%

Partial integration,
moderate investment

77%

Expanding integration,
increasing investment

36%

Limited integration,
low investment

AI-powered automation is seen as a catalyst for growth and innovation

Executives and advertisers overwhelmingly recognize AI-driven automation as a major force for efficiency and growth. A remarkable 90% of executives believe automation through AI will drive future business growth, and 89% agree it will transform how their companies approach innovation. Advertisers and marketers share this sentiment: 93% are confident that AI-powered automation will help them perform their jobs more effectively, primarily by streamlining laborious operational tasks, enabling more strategic thinking, and achieving more with fewer resources.

With great potential comes high expectations: companies demand fast, measurable results from AI-powered automation

Companies are heavily investing in this central shift, making AI-powered automation a central part of how they conduct business. The expectation for rapid results is high, with 81% of respondents anticipating that AI implementations will deliver results within the first year.

Furthermore, there's a strong expectation for significant budget reductions, with

88%

of respondents expecting automation through AI initiatives to save up to 50% of departmental budgets

This push for efficiency and growth is evident in how companies measure success, with

72% cost savings

62% increased operational efficiency

49% enhanced employee productivity

among the top metrics for measuring the success of AI-powered automation investments.

To prove its value, automation through AI must impact both “what we’re trying to do” and “how we plan to get there.”

Top 10
How companies measure the success of automation through AI investments

Cost savings	72%
Increased operational efficiency	62%
Improved efficiency of media buying and planning	53%
Faster task completion or reduced time-to-market	52%
Enhanced employee productivity	49%
Revenue growth or automation ROI	48%
Improved customer experience or satisfaction	45%
Scalability of processes	44%
Increased innovation	43%
Reduced errors and improved accuracy	39%

“[Automation through] AI is making some tasks easier and faster to complete, while also creating whole new sets of tasks with high potential business impact.”

US
Regional CMO,
Consumer goods industry



FINDINGS PART 2

SCALING AI-POWERED

AUTOMATION VIA

STRATEGIC ADOPTION

Advertisers are leveraging AI-powered automation to enhance marketing outcomes while complementing existing capabilities

Advertisers are not merely dabbling in AI; they are actively and extensively leveraging AI-powered automation across their entire marketing funnel. This represents a fundamental reorientation of marketing strategies from reactive responses to proactive, intelligent engagement. Advertisers are utilizing AI for more sophisticated creative production (73%), enhanced campaign performance through predictive analytics and automation (76%), and optimized automated measurement (67%). Despite this active use, many express a strong desire for greater integration of AI capabilities within their broader organizational structures.

Companies are investing heavily in AI-powered automation adoption

As investment in AI-powered automation rapidly accelerates, a tremendous opportunity exists for even deeper integration into core operations. With

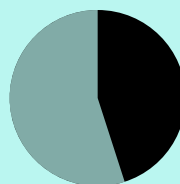
71% of organizations actively increasing their AI initiatives

19% currently reporting extensive integration

there is immense untapped potential to develop a truly cohesive environment of productivity across the enterprise.

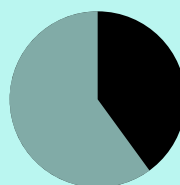
While adoption is growing, implementing AI-powered automation isn't without its challenges

While this active engagement naturally brings areas for strategic focus, these also represent clear opportunities for innovation and growth. Common adoption priorities include strengthening data privacy and compliance (45%), developing skilled talent (40%), and maintaining pace with AI advancements (38%), alongside optimizing for organizational scaling (35%) and fostering a culture of adaptability (34%).



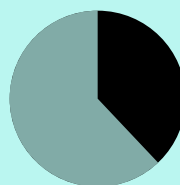
45%

Strengthening data privacy and compliance



40%

Developing skilled talent



38%

Maintaining pace with AI advancements



1 in 3

executives and advertisers believe AI will fundamentally revolutionize how industries and society operate. However...



agree AI still needs work (e.g., oversight, regulation, further development) to reach its full potential

Similarly, advertisers are articulating clear priorities for AI solutions:

43% ensuring high-quality AI-generated insights

37% maintaining robust data security and privacy

35% securing copyright ownership and protection for content

31% of advertisers point to insufficient in-house expertise as a concern that needs to be addressed if AI in social media marketing is to reach its full potential. That particular pain point resonates broadly: insufficient skilled talent was cited by 40% of marketers and executives as one of the top challenges across the organization in adoption of automation through AI.



31%

of advertisers recognize that building stronger in-house expertise is key to unlocking AI's full potential



40%

of marketers and executives cite insufficient skilled talent as one of the biggest hurdles to AI adoption across their organizations

Collaborating with partners to drive adoption is becoming a widely adopted approach

Luckily, companies do not have to do it alone.



3 in 5

companies are adopting automation through AI via external partnerships

the same proportion that are developing some solutions in-house, and close to the same proportion (55%) that are purchasing off-the-shelf solutions.

Insufficient in-house expertise or talent is just one of many strong reasons to leverage external partnerships when adopting automation through AI. And when the external partner is at the leading edge of that new technology, the business case is even stronger.

A photograph of three diverse professionals in a modern office setting. A woman with blonde hair and glasses, wearing a green and white plaid shirt, is seated and looking at a laptop. A Black woman with short curly hair, wearing a yellow and green striped top and a green necklace, stands behind her, smiling and looking at the screen. A young man with glasses and a grey blazer is seated to the right, looking at the laptop with a thoughtful expression. The background shows a bright, modern office with large windows and a plant.

FINDINGS PART 3

BUILDING THE

FUTURE TOGETHER

Translating insights into competitive advantage

We're at a turning point in innovation where our abilities are no longer about working through technology, but rather working in collaboration with it. Because unlike traditional inventions, which primarily enhance speed, efficiency, or existing processes, AI presents a unique value to businesses: the ability to "think".

So again, what does this mean? Put simply, this is the first time that companies can feel empowered to apply the **"philosophy of the successful"** - being able to delegate to technology the tasks that they are good at, and in turn, **allowing them more time and resources to focus on what they do best.**

Because in a world where time is one of the most valuable (and diminishing) currencies for professionals, **hours can't be scaled, but decisions can.**

If we were to break this down further, we can see two distinct advantages:

- First, by assigning tasks to AI, organizations benefit from the **compounding effect of its intelligence:** the system continuously generates insights and knowledge, strengthening its organizational understanding and deepening the enterprise's ability to navigate complex challenges over time.
- Second, by **freeing human and capital resources**, it allows businesses to focus on their highest-order priorities - the activities that drive sustainable growth, market differentiation, and measurable business impact.

In this way, AI-powered automation extends beyond efficiency; it reshapes how organizations learn, operate, compete and create value.

Unpacking TikTok's role in shaping AI-powered automation

Amidst the rapidly evolving landscape of AI-driven automation, TikTok stands out as a leader. When considering social or video platforms with AI capabilities, TikTok is top of mind for 79% of advertisers and executives. Furthermore, 51% said TikTok was a leader in automation through AI - a higher proportion than all other social and video platforms (28% on average).

This research reveals that TikTok holds a high perceived leadership in AI-powered automation among digital platforms. This leadership isn't accidental; it's intrinsically driven by TikTok's core strengths.

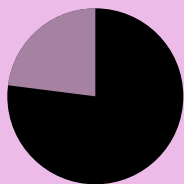
"As TikTok's AI capabilities continue to advance, they're becoming a critical asset in sharpening our content strategy and maintaining a competitive advantage in digital engagement."

South Korea

Senior VP of Marketing Strategy,
Media & entertainment industry

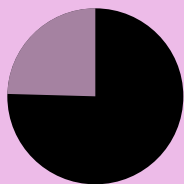
Driving AI leadership: TikTok tops on innovation, expertise, and creativity

Participants rated social/video platforms on 14 different dimensions. Our analysis revealed the key drivers of leadership in automation through AI as: continuous innovation, technical expertise, and new and creative features. TikTok received high marks on all three of those key drivers of AI-powered automation leadership.



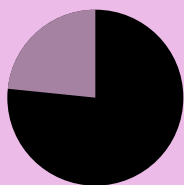
78%

Innovation: 78% of advertisers and executives agree that TikTok consistently demonstrates continuous innovation in AI. That's important because innovation is the #1 driver of AI leadership for advertisers and C-suite executives.



76%

Technical expertise: 76% agree that TikTok exhibits a high level of technical expertise in AI development, the second driver of AI leadership perception.



78%

Creativity: 78% agree that TikTok constantly introduces new and creative features that push the boundaries of what's possible, embodying the third key driver of leadership perception.

This positions TikTok in a unique role in optimizing customer journeys and enhancing overall marketing performance through its advanced AI tools and solutions, which are the engine behind its competitive advantage. Its AI-powered algorithms are the force behind "joyful discovery," allowing users to stumble upon highly relevant content and products they never knew they needed, for example.

63%

of advertisers view TikTok's AI-powered features as better than those of other social or video platforms

96%

rate them as on par with or superior to those of other platforms

Looking ahead, the future of AI-powered automation with TikTok looks exceptionally promising. Most advertisers (76%) say they are likely to increase their use of TikTok's existing AI features over the next six months, and a compelling 7 in 10 (70%) are likely to adopt new AI-powered features TikTok rolls out within that same timeframe. This demonstrates strong confidence and a clear trajectory for continued investment in TikTok's AI capabilities, solidifying its position as a highly valued and innovative partner for advertisers seeking a competitive edge in the AI era.

76%



say they are likely to increase their use of TikTok's existing AI features over the next six months

70%



are likely to adopt new AI-powered features TikTok rolls out within that same timeframe

"TikTok's AI-powered automation can instantly optimize our ad creatives, targeting, and budget in real-time, helping us reach the right audience faster, with less effort, and at a lower cost."

Japan

Senior Marketing Manager, e-commerce industry



Strategies to unlock AI-powered automation on TikTok

Implementing AI is rarely straightforward, as it follows a historical pattern of technological adoption where early complexity precedes transformative impact. This is often characterized by a “J-curve” with organizations first entering a **disappointment phase** in which they overestimate the immediate capabilities of a technology and later a **catch-up phase**, where their internal skills and workflows cannot perform to unlock the technology's full potential. TikTok's approach mitigates these challenges by treating innovation as an infrastructure built from the inside out, and the advantage is twofold:

The first being an

Augmented Product

Our AI is created from within the TikTok platform, rather than being built as a silo technology and plugged into it. Products like **Smart+, Symphony, and GMV Max** leverage internal signals and platform-specific insights, providing deeper contextual understanding, seamless integration, and a unique platform advantage that external solutions cannot match—accelerating speed-to-impact in the early operating phase.

- **Smart+** optimizes campaigns automatically using internal signals from billions of interactions, like viewer engagement patterns, trending content formats, and TikTok's recommendation engine. Predictive models rely on TikTok's internal performance data and real-time algorithmic feedback

- **Symphony** leverages creative AI to rapidly generate, adapt, and expand creative supply, while automating localization, refinement, and editing during campaign delivery
- **Dynamic Creative Optimization (within GMV Max)** automatically tests and optimizes ad variations using internal performance metrics and trend insights. Being native allows the system to detect subtle shifts in platform behavior instantly

The second is

Augmented Proficiency

Our AI is directly embedded into the workflows marketers already use. Products like **Smart+, Symphony, and GMV Max** integrate optimization, targeting, and campaign orchestration seamlessly into systems that practitioners are familiar with.

- **Smart+** streamlines campaign setup and optimizes for business outcomes, such as return on ad spend (ROAS), or cost per acquisition (CPA), across all objectives, while still offering optional manual controls over targeting, creative, placement, and budget
- **Symphony** reduces manual coordination between campaigns and segments, within one workflow
- **GMV Max** ensures that TikTok Shop merchants get optimal sales outcomes without managing every variable manually

This means practitioners don't need to learn a 'new model' but simply benefit from a smarter foundation, in which they can experience smoother adoption and seamlessly learn from AI's continuous augmentation. This mitigates the skills gap and allows teams to maximize the products' benefits.



Business Success Stories

How businesses like yours are doubling down on TikTok's AI-powered ad solutions

TikTok fuels creativity supply chain and drives results

Marketers can easily access generative AI capabilities powered by Symphony to automate creative localization, refinement, and editing during campaign delivery. It addresses core automation needs for campaign managers and tackles executives' top concerns about elevating marketing workflows and elevating engagement and efficacy.

ABOUT

Eyewear brand Rodz has built strong attention on TikTok by showcasing stylish, functional glasses that appeal to fashion-conscious consumers. The campaign aimed to boost web conversions by enhancing the original video with new assets that highlighted product features and showed diverse consumers wearing glasses.

RESULTS

Using Symphony-powered generative AI, the brand produced engaging content that connected with its target audience while showcasing style and quality. The campaign reduced CPA by 96%, achieving \$102 compared to campaigns without Symphony-generated creatives.

To explore full Symphony capabilities, marketers and creators can leverage Symphony Creative Studio. It encompasses a suite of generative AI capabilities, from editing, translation and dubbing, to generating performing TikTok catalog creative assets.

To make a wider range of advanced generative AI offerings easily and widely accessible by creators and marketers, Symphony has built extensive partnerships with leading industry platforms, like **Adobe Express**. It enables creators and marketers understand and create content that resonate with TikTok users, and maximize returns on effort and investment through smarter creative supply chains.



TikTok powers GMV and ROI through unified paid and organic contents

GMV Max enables brands on TikTok Shop to achieve strong sales and engagement, with measurable impact across full funnel. It optimizes GMV growth from selected products of a shop, or from a Live room. It unifies the brand's content on TikTok and creates interactive shopping experience for both shoppers and brands, delivering incremental views and sales, and ROI goal.



ABOUT

Baby skincare brand Johnson's Baby launched campaign to promote Shiny Drops on TikTok Shop to reach high-intent users and aimed to increase purchase.

APPROACH

The brand used TikTok Market Scope to shape audience and content strategies, guiding decisions on media mix, full-funnel targeting, and creatives to drive both presence and performance. Meanwhile, the brand leveraged Product GMV Max to drive lower-funnel efficiency, alongside consideration and brand ads to fuel growth in the mid-funnel.

RESULTS

The campaign delivered strong business impact, including a significant increase in brand consideration, ROI and sales. For the Shiny Drops SKU, it drove 33% of GMV, achieved 77% ROI through GMV Max, and generated 67% of GMV from new buyers within the consideration audience.

MAYBELLINE
NEW YORK

ABOUT

Maybelline New York, under L'Oréal Group, launched its Colossal Bubble Mascara exclusively on TikTok Shop to reach a new generation of beauty consumers. The goal was to drive full-funnel impact from awareness to conversion.

APPROACH

The brand leveraged GMV Max to automate campaign management, across optimizing placement, creatives, and targeting in real time against ROI goals. It scaled content through authorized affiliate creatives and partnered with trusted beauty creators to deliver authentic product storytelling and tutorials.

RESULTS

#1 beauty product on TikTok Shop at launch and #1 beauty brand in the first month. The campaign drove 2x total sales growth and 4X+ ROI uplift vs. benchmarks, with top 5 affiliate videos generating 100M+ views.

2^x sales

compared to standard Maybelline campaign

4^x ROI

compared to standard Maybelline campaign

#1

Brand and beauty product on TikTok Shop

TikTok supercharges conversions and efficiency

Marketers can boost catalog-based sales and efficiency with Smart+. It simplifies the campaign setup, targeting strategy and optimization for bidding and creative assets through AI-powered automation. Meanwhile, it hit higher ROAS by 42%.



ABOUT

Fashion brand Ray-Ban wanted to boost brand awareness and drive conversions during the peak US summer season for sunglasses. However, manual campaign setup and creative optimization limited efficiency and performance.

APPROACH

It adopted TikTok's Smart+ Catalog Ads to automate targeting, optimization, and creative management in one streamlined campaign. With TikTok's data connections tools, Ray-Ban enriched audience signals, enabling AI to deliver high-performing, relevant ads with minimal manual input.

RESULTS

- 50%** decrease in cost per acquisition (CPA)
- 47%** increase in conversion rate
- 42%** higher return on ad spend (ROAS)

"TikTok is becoming an increasingly significant component of our performance marketing strategy. By utilizing Smart+ Catalog Ads to automate our performance advertising, we have achieved substantial improvements. Adopting a fully automated solution that optimizes targeting, creative, and campaign performance has led to a 50% reduction in cost per acquisition, a 47% increase in conversion rates, and a 42% improvement in ROAS."

Roberta Atzori

Performance Marketing Manager, Ray-Ban





Key Takeaways for Harnessing AI-powered Automation

Immediate steps marketers can take to prepare for an AI and automation imperative future.

01 Educate and build awareness

The first step is to share knowledge internally about AI-powered automation with all stakeholders, including your marketing talent, customers or end users, and partners, so they understand technology is not just about efficiency, but a core driver of ROI, long-term business growth and innovation. Communicate the critical expectations and needs for adopting AI that support budget reduction, enhanced productivity, or operational efficiency. Encourage early adoption of advanced tools like TikTok's predictive and generative AI solutions to ensure smooth integration and real impact.

Getting the messaging right:

Overcoming cultural adoption barriers to realize the full potential of automation through AI

Focus on how automation supports and **enhances, not replaces**, current capabilities.

Be sensitive to adoption barriers. Listen carefully and take time: **empathy and patience are critical** when facing **real-world limitations** seriously.

Emphasize AI automation as **assistive, not disruptive**.



02 Assess where your business is

Understand where your marketing strategy stands in automation maturity and AI deployment that balance efficiency and business value.

You can start with asking yourself questions like “Is my team integrating data, AI technology, and then automation tools into the creative supply chain and marketing operation?”, “What parts of my marketing strategy use AI-powered automation, not only 'automating', but also 'thinking' and 'creating'?”, “Am I achieving or improving outcomes through human insights and judgement during the automated campaign process?”

Once you have a clear assessment of your automation maturity, you'll be able to determine your next step and adoption of TikTok's selected solutions or full suite. Allocate resources strategically to integrate AI into all core operations, moving beyond isolated initiatives.

03 Make your marketing strategy and solutions adoption collaborative

The impact of AI-powered automation in marketing is far from confined to a single workflow or team. While immediate gains often come from cost efficiency and productivity at the task level, sustainable growth depends on stronger cross-team collaboration and full-funnel adoption of AI. Utilize AI tools that seamlessly integrate creative, performance, and measurement functions so they can drive each other. This holistic approach, supported by TikTok's capabilities, ensures that automation drives efficiency and optimizes outcomes across the entire marketing journey.

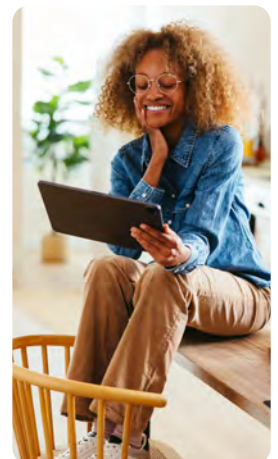
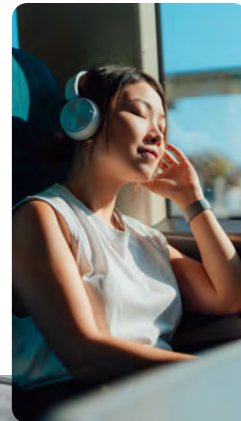


04 Partner, test and invest

Start your AI journey with trusted, leading platforms that offer end-to-end marketing solutions. Build a roadmap to experiment with automation in your campaign building, creativity, engaging consumers or driving sales. Choose partners who align with your vision of combining human intelligence with AI deployment, and ask questions like 'How can AI-powered automation accelerate test-and-learns for audience strategy, measuring success and sales growth?' and 'Which key business metrics and touchpoints in consumer journey should I prioritize for AI investment?'

Leverage platforms like TikTok that demonstrate proven AI leadership, continuous innovation, and deep technical expertise. These partners offer pre-built solutions and expertise to navigate complex AI implementations. Stay agile and open to adopting new AI tools as they emerge. Platforms like TikTok are constantly innovating; advertisers who adopt these new features will maintain a competitive edge and stay ahead of evolving trends.

The future of marketing is undeniably intertwined with AI-driven automation. By embracing these advancements and partnering with leaders in the field, organizations can unlock unprecedented levels of efficiency, drive significant business growth, and usher in a new era of innovation.





Methodology Notes

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Participants: The 2025 TikTok Marketing Science Global AI & Automation Research Study surveyed 1,212 professionals, comprising 457 executives (CxOs, 38%) and 755 marketing and/or advertising professionals (62%).

- Respondents were drawn from eight target industries: Marketing & Advertising (28%), Financial Services (15%), Media & Entertainment (14%), Consumer Goods (12%), Retail (11%), E-commerce (10%), Automotive (6%), and Travel & Hospitality (5%).
- Respondents were aged 18-59: Gen Z (1%), Millennials (60%), and Gen X (39%). All were manager-level or higher, had at least a basic familiarity with automation through AI, and worked at companies that have purchased paid media on a social/video platform in the past 12 months and have at least some implementation of, and budget for, automation through AI initiatives. The marketing/advertising professionals (referred to in this report as simply "advertisers") dedicate at least 25% of their time to media planning, and their organizations have at least some budget for automation through AI initiatives specifically for marketing, advertising, and/or sales. Further participation criteria included a baseline familiarity with TikTok and the ability to name specific social/video platform(s) where their company has purchased paid media in the last 6 months (or where their biggest client has purchased paid media, in the case of agency-side professionals).

Geographic Scope:

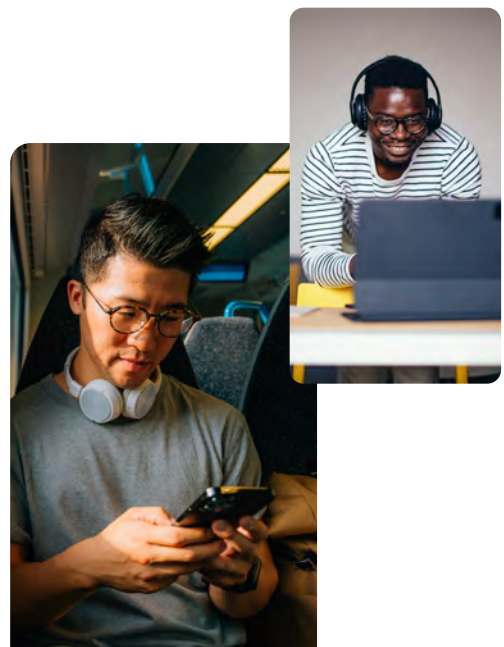
The survey was conducted across nine countries: Brazil, France, Germany, Japan, Saudi Arabia, Singapore, South Korea, the United Kingdom, and the United States.

Data Collection:

A 15-minute online survey was fielded from March 17 to April 17, 2025. It was offered in English, Arabic (Saudi Arabian), French, German, Japanese, Korean, and Portuguese (Brazilian). To recruit the respondents, NewtonX used a combination of proprietary custom B2B recruitment techniques and the NewtonX Professionals Community.

Analysis:

As part of this research, we conducted a key driver analysis (KDA) using Shapley regression to identify the critical attributes that influence perceptions of AI leadership among social media and video platforms. This analysis is how the key drivers referenced above were identified and measured.



Acknowledgements



About TikTok

TikTok for Business is a global platform designed to give brands and marketers the solutions to be creative storytellers and meaningfully engage with the TikTok community.

With solutions that can deliver seamlessly across every marketing touchpoint, TikTok for Business offers brands an opportunity for rich storytelling through a portfolio of full-screen video formats that appear natively within the user experience.



About NewtonX

NewtonX is a leading provider of B2B insights, specializing in custom research solutions that empower businesses with actionable intelligence. They deliver primary research at scale through quantitative surveys, qualitative interviews, long-term consultations, and customized research plans.

Learn more at newtonx.com.

