

5 TikTok ad solutions to drive discovery, inspiration, and purchases during the holiday season

Article

We forecast that **total retail holiday sales will total \$1.297 trillion this year**. Brands looking for a piece of the pie need to maximize their social media presence, which, of course, includes TikTok.

Why? Here's what **TikTok brings to the table**, according to "TikTok's 2022 Holiday Guide":

Increased discoverability: Half of TikTok users turn to the platform to celebrate a winter holiday or shopping event, according to TikTok Marketing Science US Holiday Purchasing Research 2022, conducted by Material.

- 1 in 2 TikTok users turn to the platform to research a new product or brand, while the same number have discovered a new brand or product on the platform.

Easy inspiration: 63% of TikTok users use the app to plan or celebrate the holidays, according to the US Holiday Purchasing Research.

- TikTokers are 1.6 times more likely to turn to the platform for fashion and beauty inspiration.
- They are also 1.3 times more likely to use TikTok for home decor inspiration.

Intent to purchase: 68% of TikTokers start their shopping at least a few weeks before the holiday, the report found.

- Users who post holiday content and watch live or creator videos are 1.4 and 1.3 times as likely to shop at least one month ahead, respectively.

The right tools: Here's a look at a few of TikTok's ad types that marketers can integrate into their holiday campaigns.

Let's break them down:

1. Lead Generation

- This tool collects new leads directly from the platform. Users can fill out an instant form pre-populated with their contact information, which can be used for email lists, registrations, or retargeting purposes.

2. Spark Ads

- This native immersive ad formation blends into the For You page, enabling marketers to amplify existing organic videos or videos from creators.

3. Collection Ads

- Users can discover and browse products in a full-screen mobile experience.

4. Display Cards

- These are clickable cards added to in-feed videos that draw attention to special promotions, sales events, products, or calls to action.

5. Gift Code Stickers

- Add a promotional code to your video ad that users can save and use on your website.

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