

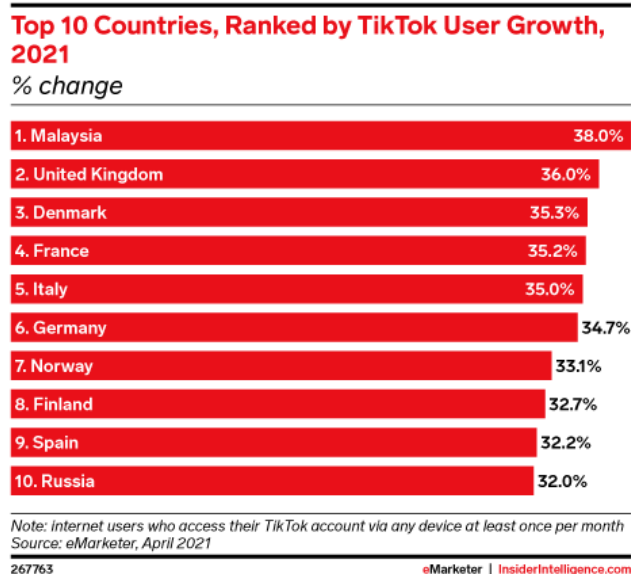
How TikTok's monetization and product features changed in Q2 2021

Article

TikTok's rapid rise during the pandemic has been well-documented, but until recently, its fate had been uncertain due to increasing government scrutiny in several countries. Now, it's clear

that TikTok is here to stay and has become a force to reckon with among the more established social platforms.

In fact, monthly TikTok users in each of the 23 countries for which we forecast will have double-digit growth in 2021. In the top 10 growth markets, the monthly user growth rate will be above 30%.



As a result, TikTok will have a dedicated section in our quarterly social media update series, which analyzes key developments from the major social media platforms including Facebook, Instagram, Snapchat, and TikTok.

Here are three major developments for TikTok in Q2 2021 and what they mean for marketers:

- **TikTok's ad prices are soaring:** A June report from Bloomberg News shows that TikTok will charge \$1.4 million for a homepage takeover in the US during Q3, and that figure will rise during Q4, especially during the holiday period. The increase reflects growing demand as TikTok has been ramping up its advertising portfolio.
- **TikTok extends video length to 3 minutes:** Short videos are the trend of the moment in social media, but they don't lend themselves well to all types of content, particularly tutorials in makeup and cooking. Giving users more time in their videos may boost engagement on TikTok and potentially take a slice out of the longer-form social video market. (Watch out, YouTube!)

- **IPG Mediabrands launches a new TikTok studio:** The program will match TikTok creators with clients to provide feedback and guidance on campaign strategies. Brands know how important TikTok can be to—especially to a young audience—but they’re also starting to realize how little they understand it. Getting creators’ input can help brands create content that resonates with the TikTok audience.

To learn more about the latest social media developments, Insider Intelligence subscribers can read our recent report:

Report by Jasmine Enberg Jul 26, 2021

Social Media Update Q2 2021

