

TikTok's creator marketplace push is likely to capture more of advertisers' budgets

Article

The news: TikTok announced a flurry of updates during **TikTok World**, but changes to the TikTok Creator Marketplace (TTCM) could have the biggest consequences in the long run.

The ByteDance-owned platform also introduced an in-app integration that lets users purchase movie tickets, shopping ad updates, and Focused View, a replacement for its Video View ad objective.

Leaning on creators: TikTok Creator Marketplace (TTCM)—a partnership-matching platform that links brands and agencies with more than 800,000 skilled artists worldwide—will help companies locate creators more easily, improve campaign effectiveness, and reduce friction for both advertisers and creators.

- TikTok said TTCM now offers superior creator-matching results thanks to more granular keyword searches and integrations with brands' campaign analytics. In less than 10 seconds, the new TTCM Match suggestion feature can automatically provide lists of creators based on a brand's brief.
- Open Application Campaigns, which will only be available in the US, the UK, Canada, and Australia by invitation, let companies post information about future campaigns on the TTCM platform so that artists can apply to participate.
- Invite Links enable all advertisers to collaborate with creators who aren't TTCM members and still access capabilities like real-time campaign reporting and performance tools.

Measurement and attribution: With ad budget scrutiny making measurement more critical than ever, some of TTCM's updates understandably focused on measurement and attribution.

- A small but impactful tweak, Gaming Anchor lets content producers who collaborate with game developers connect to the game's app store page within their posts.
- Similarly, creators can use Comment Anchor to add and pin a clickable link to the top of comments so that viewers can learn more about the good or service promoted in their post.
- With ad budget scrutiny making measurement more critical than ever, TTCM has improved its post-campaign reporting by providing new data for branded content—including audience overlap, audience interest distribution, and Spark Ads campaign dates—to help advertisers assess campaign effectiveness and video audiences.

Zoom out: More social media players are realizing that creators are not only a great way to keep users on their platforms—they're also a good way to encourage incremental ad spend.

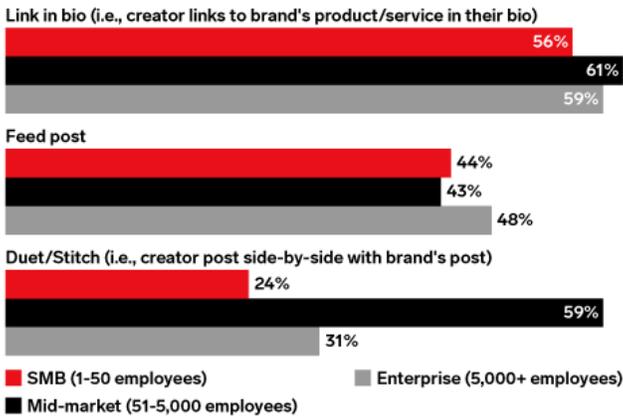
- **YouTube** recently announced that Shorts, its TikTok clone, would [share 45% of its revenues](#) with creators. Shortly thereafter, **Facebook** said it would include more ads on its TikTok

competitor, Reels, and [share proceeds with creators](#).

- **Amazon's** new music app, Amp, created [a creator fund](#) to woo artists with significant audiences.
- With 80% of content creators [suffering from burnout](#), making it easier to make a living through TikTok partnerships is likely music to the ears of many in this cohort.

TikTok Content Types That Brands Collaborate on With Creators, by Company Size, May 2022

% of respondents in each group



Source: Sprout Social, "Creator Economy Report," July 19, 2022

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The big takeaway: While TikTok World's pitch was to brands, it's creators who stand to benefit the most from the TTCM developments.

- With 80% of content creators [suffering from burnout](#), making it easier to earn a living through TikTok partnerships is likely music to the ears of many in this cohort.