

# Brands will continue to embrace TikTok this holiday season

## Article

**The news:** A Digiday+ Research survey of over 400 brand and retailer professionals reveals TikTok's increasing significance in marketing, especially during the holiday season.

- In 2023, 32% of respondents considered TikTok extremely valuable for revenues, up from 8% in 2022; 60% anticipate its increased importance in holiday marketing, up from 55% last year.

- TikTok's importance for brand development is recognized by 96% of respondents in 2023, a consistent upward trend from previous years.
- Marketing investment on TikTok has grown, with 78% of brands allocating funds toward it in Q3 2023, up from 54% in Q1.
- Advertising on TikTok has increased, with 35% of brands purchasing ads on the platform in mid-2023, compared with 24% in the previous year.
- A shift towards creating original TikTok content is evident, with 39% of brands heavily investing in 2023, an increase from 23% in 2022.

**Why it matters:** The increased focus on TikTok for holiday campaigns highlights its evolving role as a pivotal tool in seasonal marketing, substantially influencing both consumer trends and buying behavior during critical sales periods.

- The Digiday data comes as TikTok introduces a new **Engaged View-Through Attribution (EVTA)** metric to more accurately link ad exposure with outcomes, measuring conversions after users view an ad for six seconds or more without clicking, then taking action within seven days.
- EVTA, along with other newer ad measurement tools [like Attribution Analytics](#), aim to provide a comprehensive understanding of TikTok's influence on purchase behavior, addressing the underestimation of TikTok-driven conversions using traditional tracking methods.
- TikTok's increased impact on revenue generation underscores its growing clout with consumers and effectiveness in driving sales. Its high value for branding demonstrates its strength in enhancing awareness and customer engagement.
- The uptick in marketing investment on TikTok reflects brands' recognition of the platform's potential to reach crucial demographics effectively.
- The growth in TikTok advertising and original content creation signal a broader trend of diversifying marketing approaches to be more platform-specific and creative.

**Our take:** While [some US states](#) have attempted to ban or regulate TikTok and nearly half of consumers say they [would support a ban](#), the platform's significant role in holiday marketing strategies suggests advertisers consider the **ByteDance**-owned platform too entrenched to go away anytime soon.

- The increasing reliance on TikTok for revenue generation and branding indicates a strategic shift to exploit its highly engaged user base.
- TikTok's shift toward original content and its growing marketing role emphasize the need to be authentic, creative, and adapt to consumer preferences for interactive, immersive experiences.

**TikTok Holiday Shopping Plans Among US Adults, Total vs. Ages 18-29, Sep 2023**

% of respondents

Total	
36%	will use TikTok for holiday shopping
23%	will use TikTok to get inspiration for gifts
18%	will use TikTok to search for gifts
10%	will buy gifts from TikTok Shop if available
Ages 18-29	
53%	will use TikTok for holiday shopping
39%	will use TikTok to get inspiration for gifts
23%	will use TikTok to search for gifts
8%	will buy gifts from TikTok Shop if available

Note: among those who plan to purchase holiday gifts  
 Source: ESW, "U.S. Holiday Shopping Report 2023," Oct 24, 2023

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