

Creators Drive Commerce



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Creators Drive Commerce



TikTok

Agenda



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01 Research Strategy Roadmap

02 The Power of Creators

03 How to Leverage Creators

Research Roadmap



How has influence shifted?
What defines the **persona** of today's '**Creator like Me**'?

What **impact** do Creators generate for brands? Do they drive **full funnel** metrics?

Which characteristics make Creators uniquely positioned to **drive conversion** for brands?

How can brands best leverage creators? What does a **Creator strategy** look like?

Explore

Identify

Define

Guide

KEY QUESTIONS

RESEARCH

Creator Elements of Attention
(conducted by Lumen)

Ad Products
(conducted by Material)

Creators Like Me
(conducted by Hotspex)

TikTok Made Me "Blank" It
(conducted by MarketCast)

Creators Drive Commerce
(conducted by Material)



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Methodologies Used



**Quant
Survey**



**In-Context
Exposure**



**Advanced
Analytics**



**Eye
Tracking**



Qual

Creators Creative Elements of Attention
Conducted by Lumen
n=1,650; US

TikTok Made Me "Blank" It
Conducted by MarketCast
n=2,000; US & CA

TikTok Made Me "Blank" It
Conducted by MarketCast
n=2,000; US & CA

TikTok Made Me "Blank" It
Conducted by MarketCast
n=36; US & CA

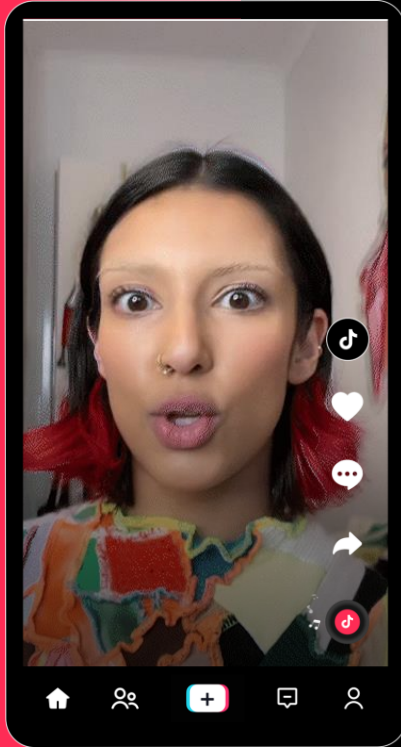
Creators Like Me
Conducted by Hotspex
n=9,000; AU, BR, JP, TH, UAE, RU, IT, UK, US

Creators Drive Commerce
Conducted by Material
n=9,000; AU, BR, MX, CA, ID, SA/UAE, UK, US, IL, ES, IT

The Hypothesis: **Creators DO** **Drive Commerce**



We are in a
new age of
influence



60%

Say TikTok Creators
are **more influential**
than celebrities

59%

Say TikTok Creators are
influential and distinct
from traditional
influencers

Traditional influencers and Creators each have a unique value proposition

Creator content on TikTok is:



Entertaining



Approachable



Informative



On-Brand

Traditional Influencer content on other platforms is:



Celebrity Like



Aspirational



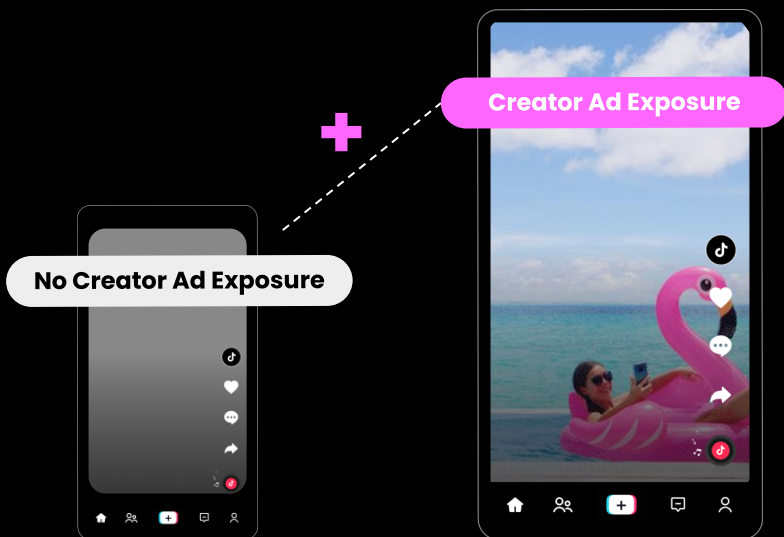
Polished



Like an Ad

Their real and approachable persona is transferable to brands

Brand Persona
Attribute Perception



Viewing an ad featuring a TikTok Creator strengthened **brand perceptions**:

Easy-going

+8

Down-to-earth

+7

Like you

+7

This approachability helps brands establish **trust**

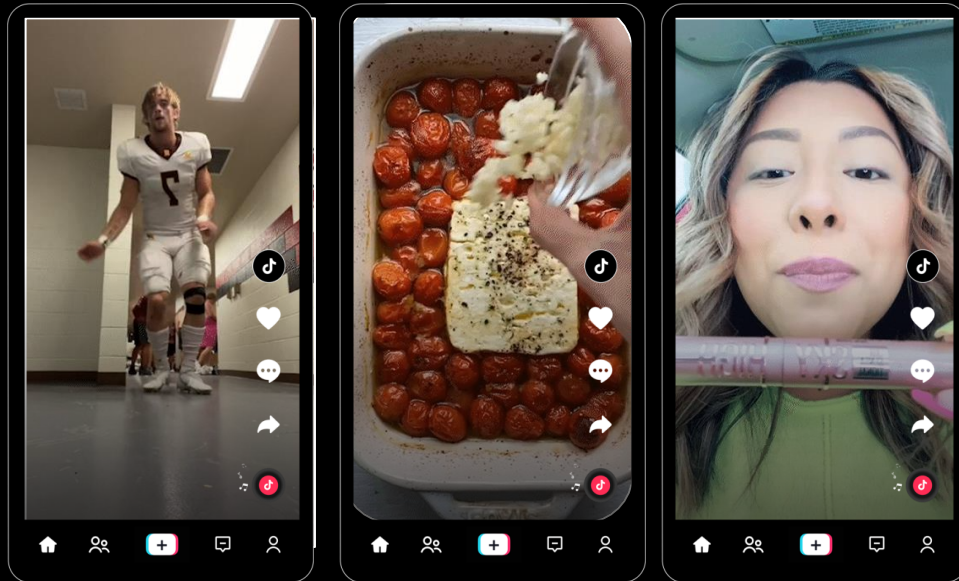
58%

of TikTok Users say they're more likely to
trust brands after learning about them
from **TikTok creators**

vs when they learn about them from ads in their feed.

...and cultivate a community on TikTok

After watching **Creator content** on TikTok:



Just over

2 in 5 agreed that:

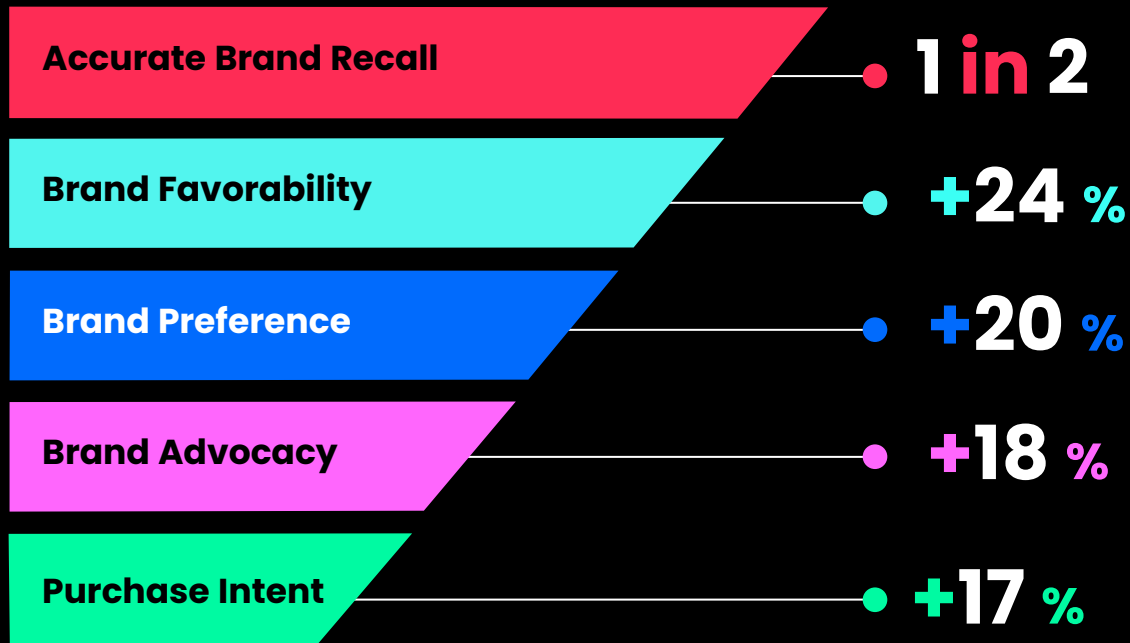
"it makes me feel like a part of the **creator's** community"

"it makes me feel like a part of the **brand's** community"

Creators enable brands to drive full funnel metrics



After Creator ad exposure:



They've solidified their role in fueling commerce

65%



of TikTok users say they **always rely on** online reviews and **creator recommendations** to decide what to buy online

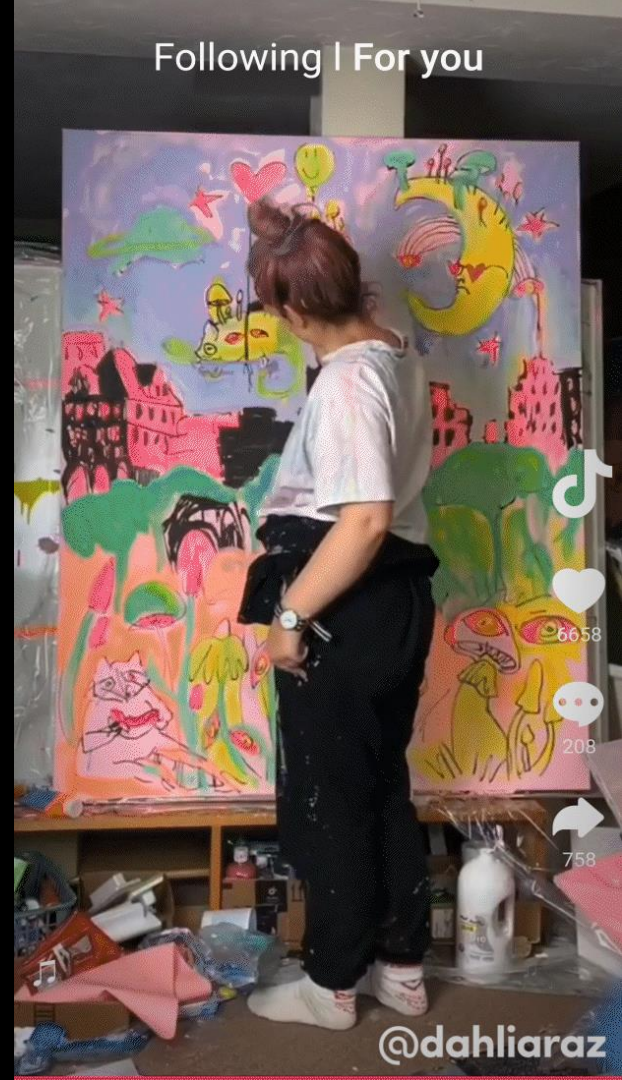
Top actions users report taking **after seeing a creator share** a product or brand:

- **Engage** with the content (e.g., like, read comments)
- **Search** for more information about the product or brand
- **Share** the content with others



1 in 4 TikTok users have **purchased** a product that a creator shared

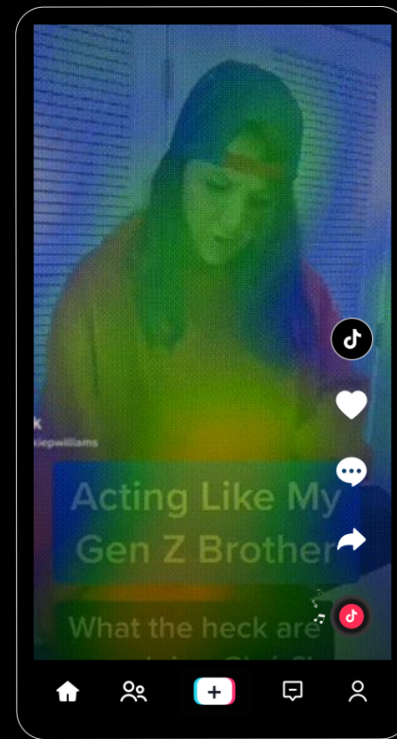
The Deep Dive:
**HOW Creators
Drive Commerce**



Leverage creator ads to inform and entertain



Creator Elements of Attention
(2022 Research conducted by Lumen)



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Source: TikTok Marketing Science US Creator Ads: Elements of Attention Study 2022, conducted by Lumen

Methodology Moment:

Max
Diff



Shows me how a product can solve a specific problem I have

Shows how they use the product in their video

Shares exclusive information about the brand

Shares a discount or promo code

Entertaining

Uses humor

Is livestreamed

Feels home-made or unpolished

Includes things that are popular where I live

Uses trending TikTok filters, sounds, or music

Has partnered with brand before

Creator and brand have positive relationship

Has been featured on brand's account before

Shares their experience with the brand over time

Posts about similar products/brands often

Tries the product for the first time in their video

Knowledgeable on what they are sharing

Values align well with the brand's values

I've seen content from this creator before

Actually uses the product/brand

Has a blue verified checkmark

I follow the creator

Relatable

Has a lot of likes / shares

Replies to comments

Has a lot of comments

Teaches me something new

Includes a link to buy the product

Responds to my questions live during a livestream

Hasn't explicitly asked me to buy the products they're sharing

Shows me how a product can solve a specific problem I have

Shows how they use the product in their video

Shares exclusive information about the brand

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THREE KEY THEMES EMERGED



Informative and solution oriented content

Creator credibility and believability

Active and sustained brand or product advocacy

Creators Drive Commerce
(2022 Research conducted by Material)

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Informative and solution oriented content drives interest

Top 5 Motivating Attributes in driving consumer likelihood to buy a product

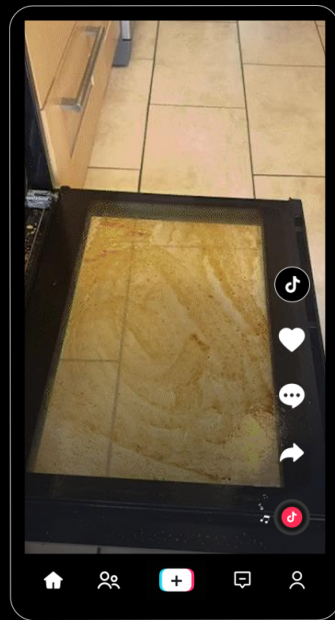
The creator is **knowledgeable** about what they are sharing

The creator **shows me how** a product can **solve a specific problem** I have

I **believe** the creator **actually uses the product/brand** they're sharing

The creator **shows** how they **use the product** in their video

The creator **continually shares** their **experience** with the product/brand



After watching Creator content on TikTok, users agreed...

49% the creator made them want to **learn more**

47% the content was **informative**

44% the content told them **everything** they need to know



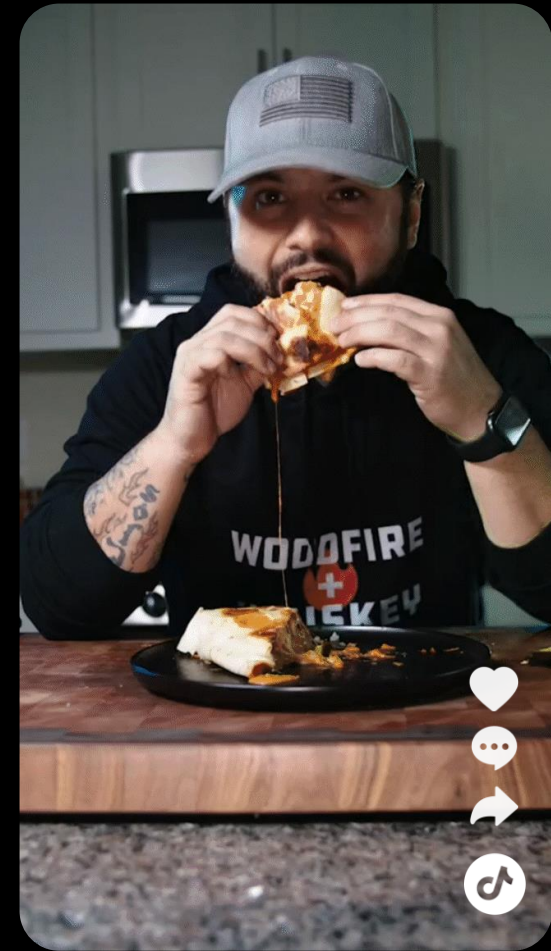
Providing honest and helpful information makes them inherently influential

67% of TikTok Users say Creator videos are informative

75% of TikTok Users agree a Creator showing a product is more useful than reading a review



Source: TikTok Marketing Science US TikTok Made Me "Blank" It Research 2022, conducted by MarketCast.



Creator knowledge builds credibility, makes way for believability and motivates action

Top Motivating Attributes
in driving consumer likelihood to buy a product

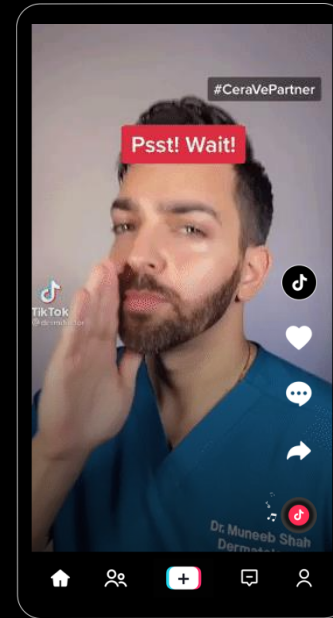
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The creator **continually shares** their **experience** with the product/brand



After watching Creator content on TikTok, users agreed...

48% the creator was **trustworthy**

47% the content was **believable**

47% the content was **relevant**



Sustained and positive relationships between creators and brands maximizes impact

Top Motivating Attributes

in driving consumer likelihood to buy a product

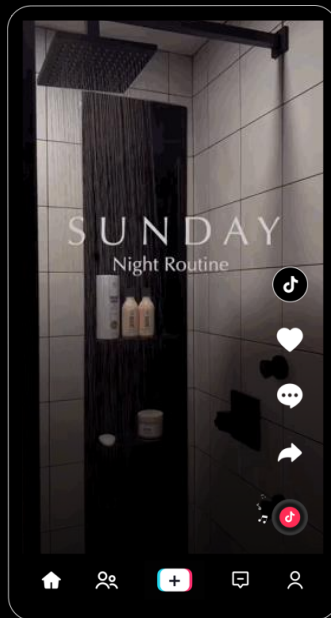
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After watching Creator content on TikTok,

54%

of TikTok users agreed they felt like the **brands** that creators share **support them**



TLDR: TikTok Creators

1

Entertain and **Inform**

2

Drivers of **Community**

3

Generate **Credibility**

4

Drive **Commerce**

What does this mean for brands?



Build relationships with **brand aligned creators** to tap into their communities

Collaborate to create content that **demonstrates** value

Lean in and develop an **Always Engaged** strategy

son
ok



THANK YOU

