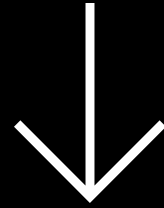


Tiktok and Data



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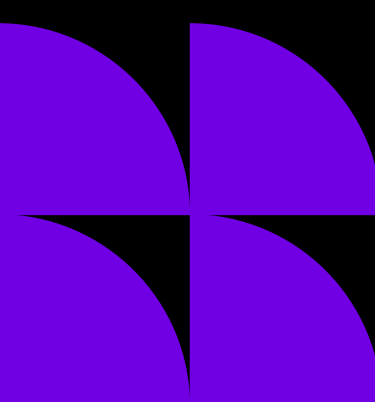
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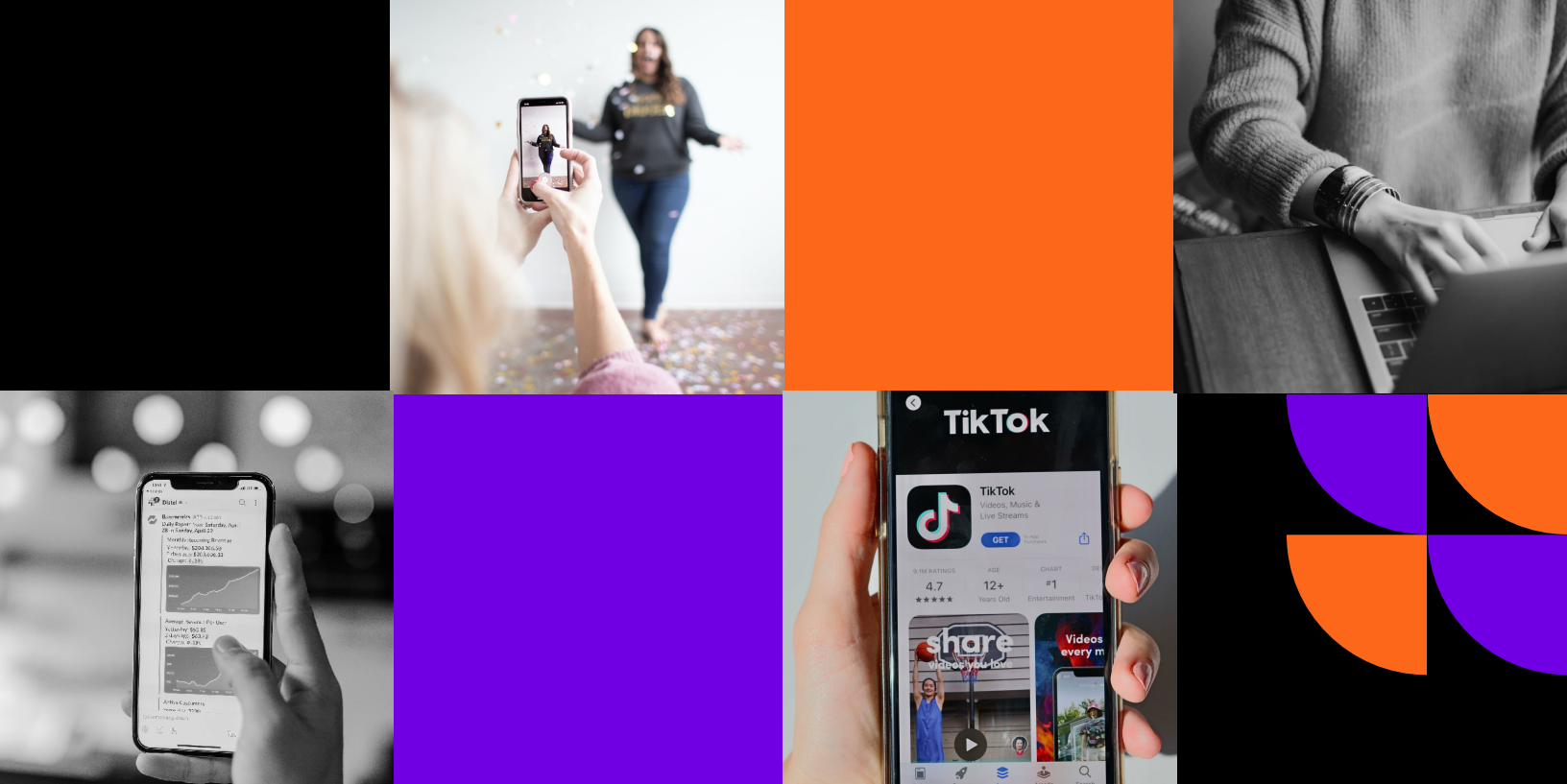
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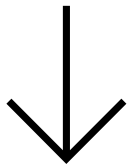
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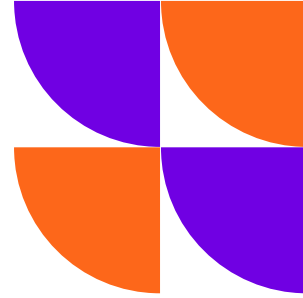


MARKETING ON SOCIAL MEDIA (TIKTOK) -

The rise of TikTok + Marketing



If someone – below the age of 25 - told you they have not seen a TikTok video or advert, they'd be lying to you. The exponential rise of TikTok took the internet by storm. This is no surprise considering the addictiveness of the short videos 'TikTokers' upload. The videos hit a range of interests, including fun dances, political activism, fitness tutorials and even stock tips! No wonder TikTok incorporates a range of audiences. But how has TikTok become so big despite only having videos less than a minute long, and how can marketers tap into the 1 billion monthly users of the TikTok world?

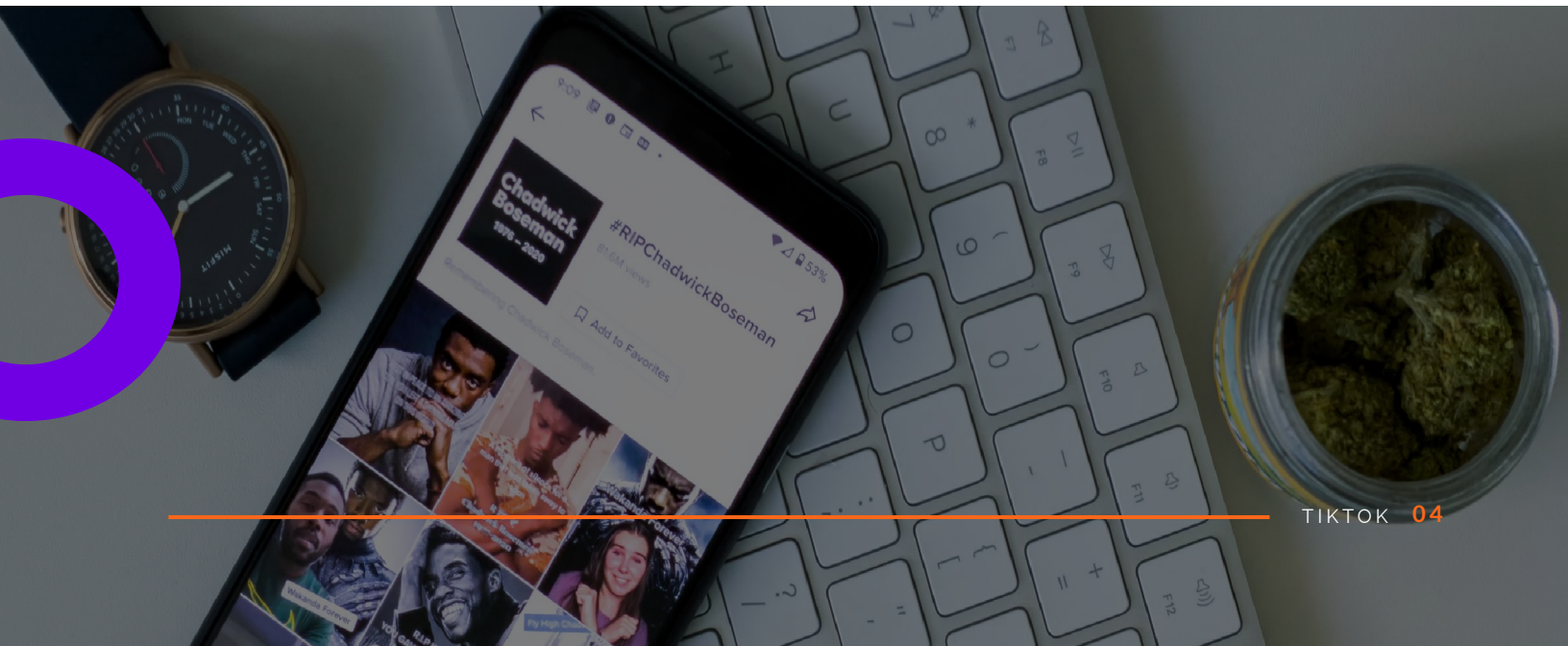


The TikTok Algorithm

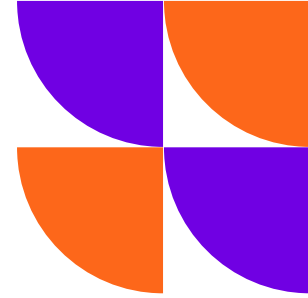
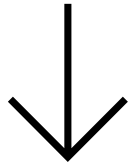
One of the main reasons TikTok is so addictive is the powerful algorithm behind the app guiding its users to the videos best suited to them. With the average user spending just under an hour per day on the app, the developers at TikTok have almost perfected the algorithm designed to keep people scrolling. The more you use TikTok, the better the experience.

The algorithm selects what type of content users will be exposed to. It selects these videos by looking at the videos the user has previously liked and pages they follow. It also accounts for the creators/influencers the user is most interested in and even how long the user typically watches a video. The vast amount of data that TikTok collects on each user enhances the algorithm, making the app more addictive day by day.

Not only does the algorithm select what you want to see, it also actively removes what you don't want to see. This avoids TikTok showing users things that may put them off returning to the app, so the user has the best experience possible. The algorithm gives your brain a quick dopamine each time you flick onto a new video, leaving you craving more short videos. This inevitably enhances the addictiveness of the app for its users- the complete recipe.



The Power of Data



The use of data and innovative ideas has helped the progression of some of the largest companies around the world. Netflix and Amazon are other examples of using algorithms that learn from users' data to improve the user experience while using the technology. These organisations' wealth of first-party data mean they can create a product/service that users can't help but enjoy.

This can also be applied across the board in the working world. There are many sources of data that can be utilised to improve performance. Alongside the rise of TikTok has been the rise of Data Science. Organisations that use the power of data optimally enjoy a competitive advantage in their industry. TikTok is a great example of this. They have managed to surpass Twitter, Reddit and Snapchat in terms of active monthly users. TikTok has also broken the record for most downloads in a single quarter for a social media app, with 315 million installs in Q1 2020.

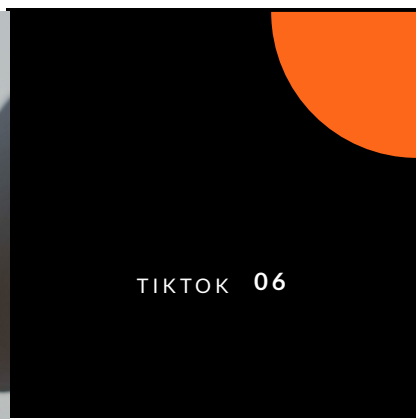
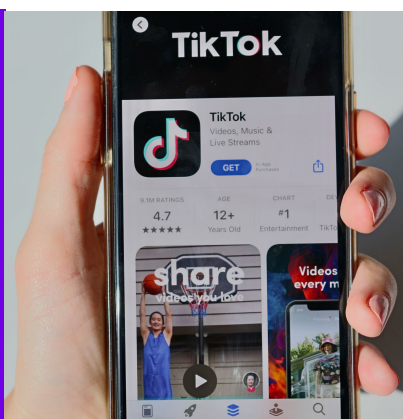
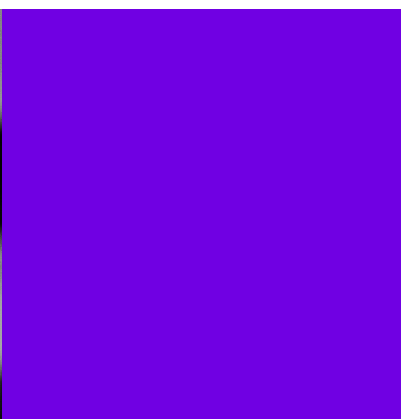


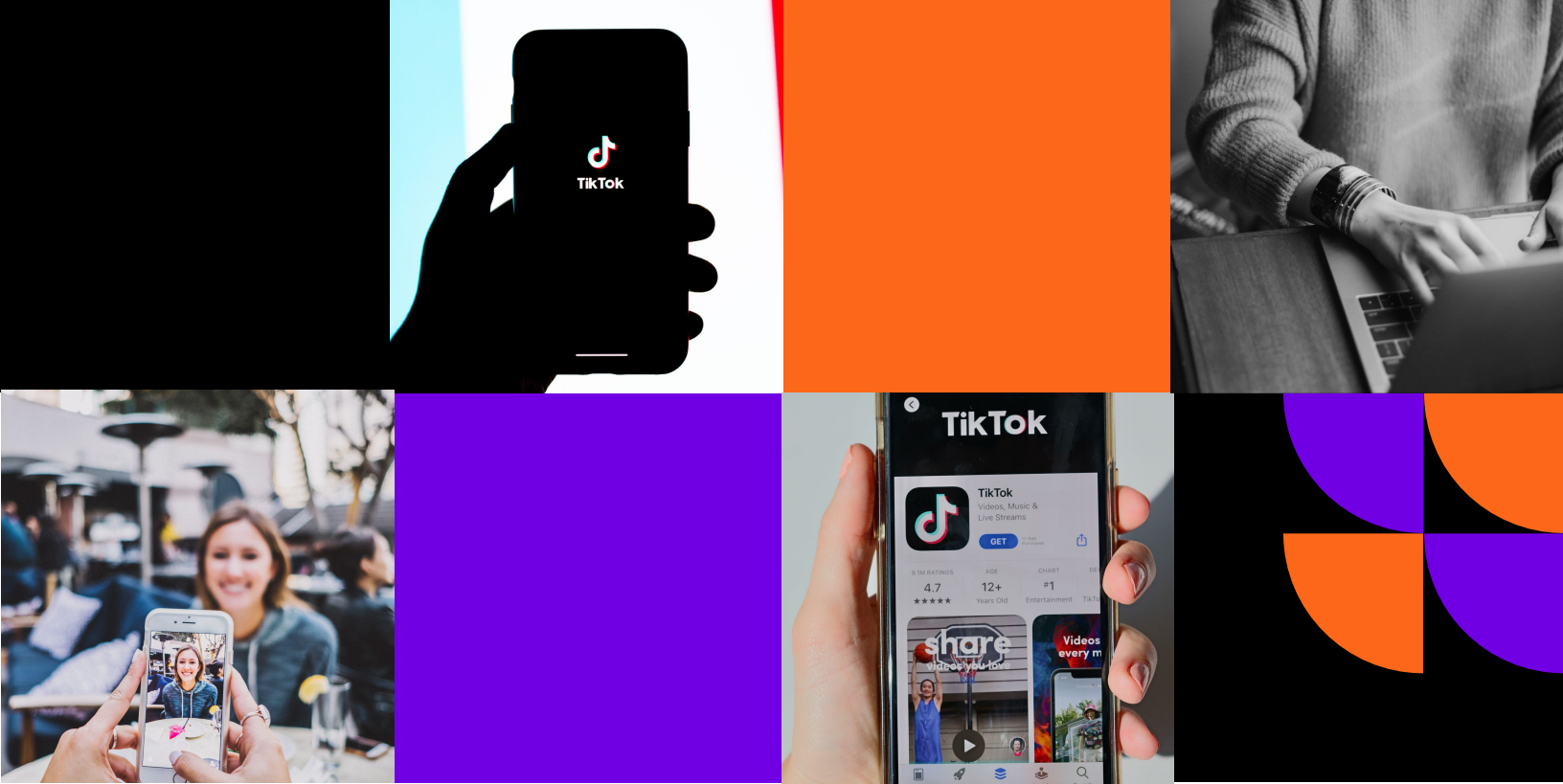
Marketing on Tiktok

So how are marketers tapping into the wide variety of users on TikTok? With great ease and success. The vast audience helps marketers target specific segments within their target base with the right ad at the right time. TikTok marketers also have the luxury of using Native ads – these are ads that match the look, feel and function of the media format; therefore, for TikTok - a short video. The use of native ads allows marketers to gain users' trust due to being less intrusive, leaving a positive subconscious thought in the users' brain, helping them choose the product when they need it.

Alongside this, marketers also have the power of TikTok influencers to promote their products. Many top influencers are paid by brands to include their product in videos viewed by millions. Brands that establish a strong relationship with influencers that fit same interests as their target market helps to improve sales and brand image, for example make up tutorial artists using brands they have been paid to use. Chipotle are an example of a brand that has understood TikTok marketing and reaped the rewards. Their GuacDance challenge in 2019 resulted in the brand's most significant guacamole order on National Avocado Day. Meanwhile, Gymshark uses its influencers to promote their gym wear using fitness tutorials and challenges with great success.

Marketers on TikTok are also blessed with an easy to set up the platform using the 4-step process to get impressions and clicks as quickly as possible. With the ability to choose your target market and how much you want to spend, marketers can get up and running soon as TikTok does the rest. It is beneficial for all involved that TikTok shows users the right ads to the right people. It enhances the users' experience if they are getting ads based on their interests, keeping them coming back for more, and gives marketers a chance to hit their target market with new offers and products.





Our research

Metrix Data Science (MDS) has developed a TikTok user algorithm to identify the areas of the UK population that are most likely to be avid TikTok users. MDS conducted bespoke research on a sample of the UK to find out their thoughts on the app and usage. The findings of the research corresponded with previous findings on usage broken down by age and gender. As MDS dived deeper into the data, we found that those regularly using TikTok are highly likely to have an Amazon Prime subscription and are likely to be accepting of online ads. This was the case even after controlling for age, which suggests TikTok has a broad appeal to those technologically savvy regardless of age.

MDS is always looking for ways to cut through the data, the TikTok algorithm is another way of identifying segments of people who have a comprehensive understanding of the online environment. MDS typically finds these people are more susceptible to online ads which makes them more likely to engage in online activity.