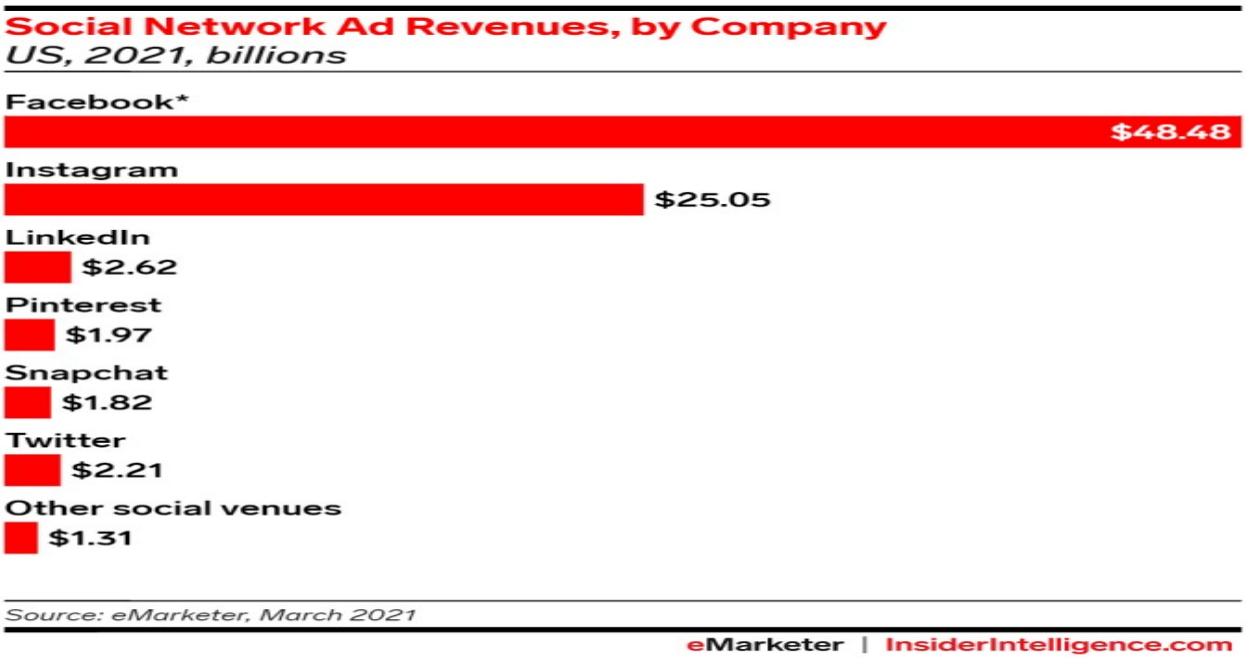

E-Web Marketing CEO on TikTok Advertising in Australia and its New Features

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Chatswood, NSW - October 25, 2021 -
Advertisers in Australia can now look forward to enhanced features in TikTok ads. TikTok recently presented its new plan to ramp up advertiser investment in its social media advertising platform with the expansion of e-commerce, a new promise of ?brand safety? and the launch of several new and interactive ad formats.

The new ad formats range from clickable stickers to ?Choose Your Own Adventure" type ads, ?super likes? and more.

The additions, the company says, will make TikTok?s advertising more interactive and creative, much like the TikTok experience itself.

The company demonstrated its new additions at an online conference aimed at the advertising and marketing community.

TikTok also announced several new e-commerce partnerships beyond its pilot partner Shopify to make online shopping a more native experience, with the ability for users to go from product discovery to checkout without

leaving the app. It noted it?s making live shopping available to brands and offered several ad products made just for e-commerce brands. And, in some markets, TikTok is offering to take on the responsibilities of shipping and fulfillment, as well.

Meanwhile, TikTok?s broader ads business is getting a jolt with the launch of several new products designed with the goal of making TikTok better differentiated from other social media rivals.

On this front, TikTok introduced a new product called ?instant page,? which is a quick-loading landing page that the company claims will load 11 times faster than a typical mobile website. This allows a user who clicks through on an ad to be immediately taken to a page where they?ll be able to see more information from the brand, watch more videos and swipe through other content ? all without leaving the TikTok app. This could compete with Instagram?s Link Sticker which recently stepped in to replace the swipe-up gesture in its app.

?All these solutions are a part of our goal to enable advertisers to create the most engaging ads in ways that taps into their creativity and fun that exists on the platform,? said Jaclyn Fitzpatrick, TikTok Product Strategist, Global Business Marketing, when introducing the new lineup.

Of course, performance and measurement capabilities are just as important to marketers as the ad creatives themselves. To address these concerns, the company touted its TikTok Ad Manager, editing suite, trends and insights, and other new tools for buying, scaling and analyzing their campaigns. It launched a new buying type called Reach & Frequency, which allows advertisers to target a higher volume of users through extended reach, or get more impressions with the same number of users by opting into a higher frequency for their ad placements.

TikTok also made a commitment to brand safety ? an issue that?s plagued YouTube in the past ? with the launch of a proprietary brand safety inventory filter.

The solution leverages machine learning technology to classify a video?s risk based on the video?s content, text, audio and more, so advertisers can make decisions about which kind of inventory they want to run adjacent to, the company explained. TikTok says the new filter is aligned with the Global Alliance for Responsible Media (GARM)?s industry framework and it partnered with Integrate Ad Science (IAS), Zefr and OpenSlate to help it to ensure ads run next to brand-safe content.

E-Web Marketing CEO Sam Shetty sees the benefits of the new TikTok ads options. "We feel that TikTok is saying to advertisers that they should be considered not only because of its huge global audience, but also because of the advertising options available on their platform."

To date, marketers haven?t dedicated as much budget for TikTok compared to other major platforms, like

Facebook and Instagram. But TikTok parent company ByteDance has been making inroads in the global ad market, with annual revenue across its apps more than doubling in 2020 to reach $34.3 billion.

To learn more about advertising on TikTok or to launch a TikTok ads campaign contact E-Web Marketing via ewebmarketing.com.au.

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