The Holidays For You

Gaming Holiday Playbook
Insights to boost end of year sales
The Opportunity
Use TikTok to connect with gamers this holiday season.

The Ad Creative
Build holiday ad content that fuels buzz and buying intent.

The Solutions
Leverage unique ad products to make your Tiktoks breakthrough.
The 2023 holiday season will be critical for gaming companies

As the industry continues to stabilize, ‘23 Q4 efforts will be essential to move the needle given the much-needed boost it provided in 2022.

- 5%  >  +2

U.S. video games sales for all of 2022.  
U.S. video games spend in December 2022.

Console sales reached $6.57 billion in 2022, an 8% YOY increase, with more than $1.5 billion spent on consoles in December 2022 alone.

Source: EAS x The NPD Group "2023 Essential Facts", 2023
Tiktok enables Discover & Play

Over 3T* views of video game content in 2022.¹

*Trillion

1B+

Monthly Active Users²

50%

of daily active users viewed gaming content in 2022³

Sources:
1. TikTok Internal Data, Global, Jan – Dec 2022
2. TikTok Internal Data, April 2022
3. TikTok Marketing Science, Global Entertainment Study (Gaming Vertical) 2021, Conducted by Material
A hub for diverse audiences that are ready and eager to spend

Gamers looking to buy for themselves
- 70% of users buy gifts for themselves during holiday shopping events, 12% more than traditional platform users.

Game Gifters looking to buy for others
- 78% Of users buy gifts for others during holiday shopping events, 4% more than traditional platform users.

Source: TikTok Marketing Science US Holiday Research 2022, conducted by Material
TikTok fuels gaming related buys during the year’s busiest shopping season.

Leverage Top Holiday Hashtags

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>#Holiday 15.5B</td>
<td>271M</td>
</tr>
<tr>
<td>#HolidayShopping 271M</td>
<td></td>
</tr>
<tr>
<td>#GamingonTikTok 45B</td>
<td></td>
</tr>
<tr>
<td>#GiftIdeas 4.8B</td>
<td></td>
</tr>
<tr>
<td>#haul 7.4B</td>
<td></td>
</tr>
<tr>
<td>#CyberMonday 253M</td>
<td></td>
</tr>
<tr>
<td>#GiftTok 460M</td>
<td></td>
</tr>
<tr>
<td>#TikTokMadeMeBuyIt 15.6B</td>
<td></td>
</tr>
<tr>
<td>#BlackFriday 3.4B</td>
<td></td>
</tr>
<tr>
<td>#spreadingjoy 169M</td>
<td></td>
</tr>
<tr>
<td>#stockingstuffer 139M</td>
<td></td>
</tr>
<tr>
<td>#coolfinds 350M</td>
<td></td>
</tr>
<tr>
<td>#holidaygames 174M</td>
<td></td>
</tr>
</tbody>
</table>

Source: TikTok Internal Data, Global, June 2023
TikTok is your holiday level-up

After Seeing Gaming Content on TikTok...

41% Downloaded a game²
36% Purchased to play²

75% of TikTok gamers discovered new gaming content on TikTok.¹

Source: 1. TikTok Marketing Science US Holiday Research 2022, conducted by Material | 2. TikTok Marketing Science Global Entertainment Study (Gaming Vertical) 2021 conducted by Material
Tiktok can provide a family-friendly, entertainment driven experience, IRL and online

- Fuel new traditions
- Enhance connections
- Dial up the joy
TikTok drives 2.1x more post purchase activities among gamers than traditional social platforms.¹

Post-holiday, TikTok users are²:

- 31% Discussing with family, friends, and colleagues.
- 29% Buying something related to the holiday.
- 23% Commenting on creator posts.
- 21% Buying something for next year or planning for next year’s holiday.
- 20% Creating a post showing off a product or service.
- 20% Following a brand on the app.

Source: 1. TikTok Marketing Science Global Entertainment Study (Gaming Vertical) 2021 conducted by Material | 2. TikTok Marketing Science US Holiday Research 2022, conducted by Material |
The Opportunity
Use TikTok to connect with gamers this holiday season.

The Ad Creative
Build holiday ad content that fuels buzz and buying intent.

The Solutions
Leverage unique ad products to make your Tiktoks breakthrough.
Ad creative relevance fuels attention and engagement

Tap into seasonal experiences and behaviors to improve on platform ad relevance and effectiveness

Ads made for TikTok saw +25% Higher ad completion among non-past purchasers as well as boosted search intent and brand perceptions of: creative, fun, and favorable.

Source: TikTok Marketing Science [US,UK] Understanding the strength of TikTok ads 2022, conducted by Magna
3 easy steps to develop TikToks that connect

1. **Define the goal**
   Align on your objectives and how you plan to measure success.

2. **Find the right niche**
   Identify the content spaces that make most sense for your brand.

3. **Focus on your unique “It Factor”**
   Hone in on your unique proposition to “enter the chat” like a pro.

**Questions to Ask**
- Who is my key audience?
- What holiday content are they engaging with most?
- Which spaces feel like a natural fit?

**Categories**
- Awareness
- Interaction
- Consideration
- Intent
- Conversion
- Relevance
Identify the content spaces that make most sense for your audience

- **COMMUNITY**
  - A warm, welcoming spirit

- **INSPIRATION**
  - Tricky tutorials and golden guides

- **ENTERTAINMENT**
  - Gamers gather for good times

- **SHOPPING**
  - Treat yourself gameplay

- **GIFTING**
  - Next-level game unwraps

- **DISCOVERY**
  - Epic holiday game edits
A welcoming holiday spirit

THE INSIGHT

TikTok inspires a sense of inclusivity among gamers with diverse interests and the holidays only heightens this welcoming energy.

THE AMBITION

Highlight how your game *fosters community* through its story, gameplay features or fellow players.

THE THOUGHT STARTERS

- Bring together two seemingly different gamers to connect over their love of your game
- Invite a non-gamer or newbie to try out a demo
- Have different genre-prefering gamers switch games for a day
Tricky tutorials and golden guides

The Insight

After snagging all the great games you wanted, the holidays are a time of introductions to new communities, gameplay and lots of learning.

The Ambition

Fuel their gaming education to keep the fun going on their own terms.

The Thought Starters

- Create challenges and mods that unlock new ways to play.
- Tap into key trends that start to develop around gameplay.
- Thinks tutorials, gameplay “unboxings”, play-thrus and how-tos.
Gamers gather for good times

The playful and engaging nature of video games have a unique ability to bring friends and family together during the holidays in ways other gifts can’t.

Spotlight the power that games have to bring loved one together – online and IRL.

Showcase how different family members play the same game
Illustrate the fun yet chaotic family feuds of holiday gameplay
Two different generations playing different versions of the same
Treat yourself gameplay

THE INSIGHT

TikTok users are 12% more likely to buy gifts for themselves than traditional platform users.

THE AMBITION

**Amp up buzz-worthy buys and spark game FOMO to land on their self gift list.**

THE THOUGHT STARTERS

- Leverage gameplay details to make a compelling case for purchase
- Tap in Creators for unique game-specific splurging gift guides
- Show their life with your game in it versus without it

Source: TikTok Marketing Science US Holiday Research 2022, conducted by Material
Next-level game unwraps

The Insight

Gifting new consoles and games offers unique unboxing “wow” moments unlike any other products.

The Ambition

Capture the power of that high-excitement moment to make your game a must-buy.

The Thought Starters

- Put your own spin on typical reaction videos or unboxings that feel “on-brand” for your game
- Promote unique in-game or console customization that catch their attention
- Develop new ways to deliver how-to guides and instructions for even more eyeballs
Epic holiday game edits

As the holiday spirit takes over, gamers find ways to let the season inspire their gameplay, characters, skins and content.

Entertain and delight them with content that makes them curious to learn more.

- Explore ways in which URL meets IRL via fandoms, limited skins or group play-thrus
- Leaning into TikTok meme culture to poke fun and inside jokes and gameplay nuances
- Think about the season’s role: cold weather = cozy games, hunkering down & joint play
Leverage Tiktok Creative Codes to engage audiences and bring the holiday spirit to life

1. TIKTOK-FIRST
Create holiday content that’s seamless and feels organic to the For You Page.

2. STRUCTURE
Focus on grabbing attention, building value and driving action with your holiday storytelling.

3. STIMULATION
Harness attention with editing techniques that put your brand at the forefront of the holidays.

4. SOUND
Explore the sounds that are already a part of the holiday conversation. How can they add to your story?

5. TRENDS
Put your own spin on the season’s holiday trends to connect with new communities of shoppers.

6. PRODUCTION
Combat creative fatigue by refreshing creative often. Go hi-res to improve performance.
Utilize our Creative Solutions to diversify your ad content

Ideation
- Creative Center
- Creative Codes
- Trends

Evaluation
- Creative Diagnosis

Production
- CapCut Editing Tool
- Creative Exchange
- Creator Marketplace

Optimization
- Smart Creative
**The Opportunity**

Use TikTok to connect with gamers this holiday season.

**The Ad Creative**

Build holiday ad content that fuels buzz and buying intent.

**The Solutions**

Leverage unique ad products to make your Tiktoks breakthrough.
Supercharge your holiday campaigns by bundling solutions

**TopView**
54% of TikTok users say TopView ads catch their attention. Act soon to lock in TopView for max impact and attention during the busiest moment of the season.

**TopFeed**
Bundle TopFeed with Video Shopping Ads to grab your audience’s attention by making your ad one of the first videos they see on their FYP!

**Branded Mission***
Campaigns bundled with Branded Mission see a nearly 38% increase in purchase intent. Bundle Branded Mission with Video Shopping Ads to drive brand love by tapping into the power of the TikTok community’s authenticity.

**Pulse**
Putting your brand next to the next big thing. TikTok Pulse is a first to market offering that places a brand on the pulse of CommunityToks.

**Carousel (Beta)**
Carousel format brings CTR +2x and CVR +35% than slide-show style video. Get creative with repurposed assets and give your consumers more control of pacing. Note: product is in beta.

**Video Shopping Ads**
+15% more conversions (vs. non-Shopping Ads campaigns). Your always on solution for the biggest brand moments and sale periods this Holiday.

Ensure your big game launch gets noticed with TopView

**Primetime, everytime.** TopView ranks #1 in the engagement index, with TikTok users being 1.5x more likely to recall a brand from TopView, higher than other ad types.¹

**Key Benefits:**
- High Impact and Attention
- New Targeting Options
- Budget Flexibility

71% of users say TopView grabs their attention and 65% watched at least half the ad.²

Video Shopping Ads built to perform

From holiday game launch to retargeting products left in cart—Video Shopping Ads* is your always-on solution for the biggest brand moments and sale periods this Holiday.

**Key Benefits:**
- Personalized recommendations
- Fully automated
- Optimized delivery strategies

*Note: Clients who do not have pixel or events API implemented will NOT be able to use our VSA or other performance products.

**IN BETA!**
Available Markets: Global
Save time by repurposing creative ad assets using **Carousel Format***

- Allows advertisers to upload multiple image creatives
- Allows user to swipe between different images, view more details and control the viewing pace themselves
- Significantly reduces production costs and re-use of ad creative used in other platforms

*Note: Product is in beta*
Safe Web Data Connections can unlock innovative products

Flexible web tracking solutions to power your games marketing strategy. With our events API and/or Pixel, you can build audiences, optimize ad delivery and measure performance.

**Web Conversion Optimization (Lower Funnel)**
- **Objective:** Drive users to take specific action on your site
- **Optimization Goals:** Conversion
- **Pixel:** Required
- **Who is it for?:** Advertisers focused on CPA

**Value Based Optimization for Web**
- **Objective:** Find quality audiences likely to generate higher value per purchase.
- **Pixel:** Required
- **Who is it for?:** Advertisers focused on ROAS
Amplify engagement with seasonal storytelling and entertaining content

**Community Interactions**
Offers optimizations for follower growth, profile visits and can take your brand to the next level

**Spark Ads**
Boost organic holiday content from creators and users that are relevant to your brand

**Interactive Add-Ons**
Enhance engagement and build excitement with countdown or voting stickers
Power up your holiday success with variety of app optimization solutions

Multi Conversion AEO (beta)
Optimize for users who are most likely to make multiple purchase transactions at efficient cost per purchase or ROAS outcomes.

Mobile App Installs
Focus on new user growth with app installs

App Event Optimization
Maximize valuable in-app actions, such as Achieve Level, Purchases.

Value Based Optimization
Focus on long-term user value – achieve higher ROI with most valuable users

Conversion Funnel

Value-Based Optimization (VBO)

App Event Optimization (AEO)

Mobile App Installs

Source: Internal Global TikTok Campaign Data, 2023
A Holiday Campaign in Action

Flight your campaign to capitalize on key shopping moments and consumer mindsets across pre-holiday, planning, shopping, celebration and post-holiday.

*Pixel or events API (Web Signals) required. If advertiser does not have signals implemented we recommend web traffic. To unlock lower funnel performance products such as Web Conversion and VBO it is important to implement signals early on and start testing with upper, mid and lastly lower funnel products.
<table>
<thead>
<tr>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AWARENESS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Feed Ads: Community Interaction Objective</td>
<td>TopView/TopFeed: Create impact</td>
<td></td>
</tr>
<tr>
<td>Branded Mission: Engage the community</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interactive Add-On: Countdown Sticker</td>
<td>Interactive Add-On: Gift Code</td>
<td></td>
</tr>
<tr>
<td><strong>Conversion</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Carousel Format (Beta): Auction Web Traffic Objective</td>
<td></td>
</tr>
</tbody>
</table>

In Feed Ads: Video Views / Web Traffic Objective

To unlock lower funnel performance products such as Web Conversion, VSA or VBO it is important to implement signals early on and start testing with upper, mid and lastly lower funnel products.
## Mobile Game Strategy | Full Funnel Ad Solutions

### Baseline
- **August**: Mobile App Installs: *New user growth* 100% App Install / App Profile page for iOS
- **September**: App Event Optimization: Optimize for in-app events 30% App Install 70% AEO upper-funnel events
- **October**: Value Based Optimization: Optimize for greatest order value 20% App Install 40% AEO Purchase Event 45% VBO

### Bundle
- **Interactive Add-On: Countdown Sticker**
- **Interactive Add-On: Gift Code**
- **TopFeed: Create impact**
- **Branded Mission*: Engage the community**
- **Focused View: Optimize for engagement**
TikTok Holiday Planning Checklist

1. Safe web data connections help measure, target and optimize towards lower funnel goals and unlock performance products in time for the Holidays.

2. Build catalogs in Business Center via safe, reliable data connection to run smart campaigns and maximize your ROAS

3. Align on priority dates, lock in IO and CPMs with R&F
   - TopView, Brand Mission, Top Feed, Pulse

4. Set up creative + creator working sessions to ensure breakthrough brand + product storytelling
Wishing you a season that is merry & bright!
Disclaimer: This document is the property of TikTok Inc., and has been prepared by TikTok Inc. solely for informational purposes only. The recipient of this document must hold this document and any information contained herein in strict confidence, and shall have no right to distribute, exhibit, display, exploit, or otherwise use this document for any purpose other than to review the information provided by TikTok Inc. herein. The recipient hereby represents and warrants that it shall not publish, post, or otherwise publicly distribute this document or any of its elements via any media for any purpose. The recipient acknowledges that the information contained herein is illustrative only and not licensed for the recipient’s public distribution.

Neither TikTok Inc. nor any of its affiliates, or its or their respective directors, officers, employees, or agents (collectively, “TikTok”) make any representation or warranty, express or implied, in relation to the accuracy or completeness of the information contained in this document, and accepts no responsibility, obligation, or liability in relation to any of such information. TikTok expressly disclaims any and all liability which may be based on this document and any errors therein or omissions therefrom. TikTok undertakes no obligation or responsibility to update any of the information contained in this document. Past performance does not guarantee or predict future performance.