

Oct 2023 - ECR Webinar

# TikTok Scrolling to Supermarket Strolling



TikTok's entertainment ecosystem is driving consumers to action like never before, powered by our 1B+ strong global community. TikTok has disrupted the consumer shopping landscape and is changing purchase behaviour globally, helping to supercharge supermarket and CPG sales.

## Impactful in-store experience is key to driving footfall

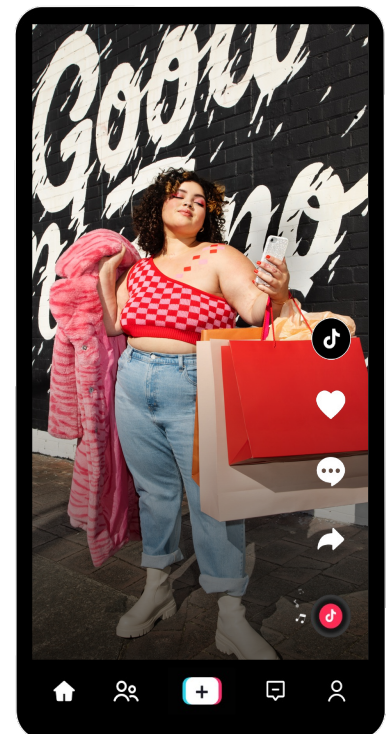
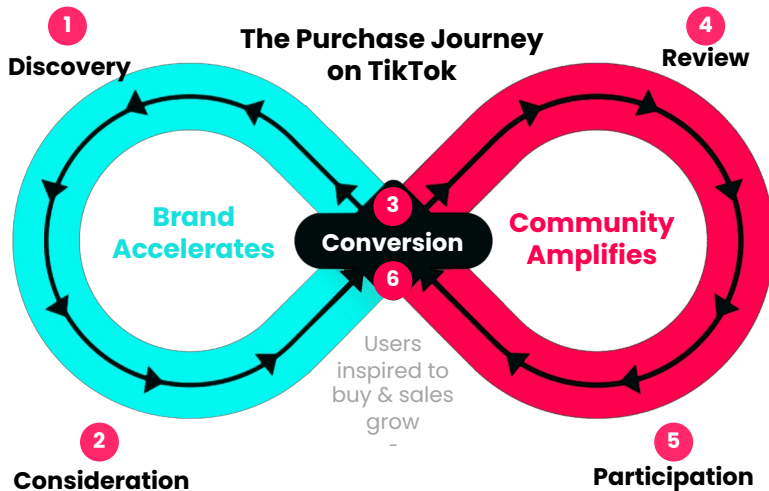
According to Raconteur, "retailers face a major challenge in the post-pandemic world: *consumer inertia*".<sup>1</sup> Brands with brick-and-mortar stores are turning to experience to attract people in-stores, because an impactful in-store experience not only drives positive brand metrics<sup>2</sup> but helps the bottom-line too<sup>3</sup>. With over **73B views** of [#TikTokMadeMeBuyIt](#)<sup>5</sup>, consumers are turning their experiences in-store into entertainment on TikTok and driving the community to shop.

# 1/4

Gen Z say the 'ability to share the experience with others' make a good in-store experience<sup>4</sup>

## TikTok drives action with entertainment

The community want to be entertained on TikTok and they watch more than a movie's worth of content every day. Our entertainment ecosystem is driving people to action like never before.



## Which leads to tangible sales for brands

[LiveRamp](#) has been able to quantify the effectiveness of advertising campaigns for brands in the UK and France:



## +5.5%

Campaigns measured by LiveRamp saw **+5.5%** incremental sales in the UK following a TikTok campaign. That's **1.8x** higher than the average UK LiveRamp benchmark.<sup>6</sup>



## +11.5%

Campaigns measured by LiveRamp have seen **+11.5%** incremental sales in France following a TikTok campaign. That's **4x** higher compared to average French LiveRamp benchmark.<sup>6</sup>

Case studies

little  
MOONS  
MOCHIS GLACES

GO  
OP

Walmart\*

[Click here](#)

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Sources: 1. Raconteur 2022 2. Convenience.org, 'Consumers Trust Online Brick Mortar Research' 3. Forbes, 'What in-store experiences look like in a post pandemic world'. 4. Vice Media, Vice Guide to Culture 2023. *TikTok's use of this data does not equate to an endorsement.*

5. TikTok Global App Data, Oct 2023. 6. TikTok Marketing Science, CPG Meta-Analyses, UK & FR, conducted by LiveRamp, 2022-2023

TikTok For Business