

# Strategies to Drive App Performance on TikTok

## Preface

Marketing efficiency continues to be top of mind for brands and marketers due to pressures from economic headwinds. At the same time, as mobile remains at the heart of APAC's digital revolution<sup>1</sup>, app marketing is becoming increasingly important in the region. To enable app advertisers to realise these opportunities, we collaborated with Adjust to uncover optimisation strategies to maximize marketing effectiveness on TikTok.

## Strategy 1

### Build, Expand and Grow App's user base via Always-on

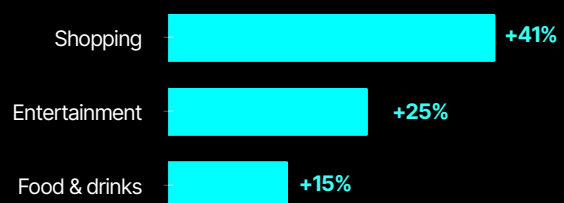
70% of TikTok users feel more connected to the communities and brands they interact with on the platform compared to other apps and sites<sup>2</sup>. Often, this is cultivated as brands show up consistently on TikTok, with an Always-On presence to help drive greater credibility and demand among existing users as well as reach new customers in the discovery phase. Across verticals, TikTok drives lower cost per install, and higher monthly ROAS in comparison to other platforms.



**Android CPI<sup>3</sup>**  
(vs. other platforms)



**Monthly ROAS<sup>3</sup>**  
(vs. other platforms)



## Next steps

Start by building an organic brand presence with your TikTok Business Account (TTBA). Scale up content production with TikTok's creative tools to enable regular posting cadences. Find out what works best with business analytics tools on TTBA and boost content to extend your reach and effectiveness.

Leverage App Ads to scale app downloads and usage, especially among nurtured audiences; go further and segment and profile users who engage with the brand organically.



## Strategy 2

### Re-engage users beyond seasonal moments

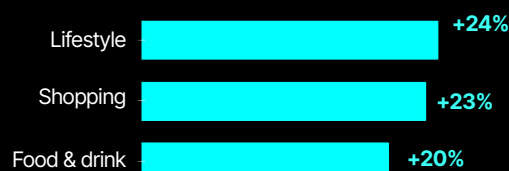
App uninstall rate spikes immediately after peak seasonal days (i.e. year-end sales/double days). However, TikTok sees lower uninstall rates across categories, which gives way to longer-term usage. By re-engaging users in the periods immediately after seasonal moments, brands are more likely to reduce churn and increase stickiness. Further, TikTok is also able to retarget users efficiently and effectively, allowing your brand to continue the momentum it has created.



**Uninstall rates<sup>3</sup>**  
(vs. other platforms)



**Monthly time spent per user<sup>3</sup>**  
(vs. other platforms)



#### Next steps

Sustain seasonal marketing efforts with retargeting campaigns to prevent churned users. Retarget high value users with conversion optimization and value-based optimization to increase loyalty.

## Strategy 3

### Scale iOS investment to acquire & retain high quality users

With the introduction of Apple's SKAN 4.0, advertisers now have access to more (aggregated) signals for effective measurement. This has accelerated TikTok's success in reaching high quality iOS users.

Moreover, we are witnessing opt-in rates for App Tracking Transparency rising steadily, with 1 in 3 people choosing to opt in<sup>4</sup>, advertisers can drive stronger re-engagement with TikTok's new iOS Retargeting feature. We thus recommend doubling down on iOS campaigns to acquire and retain high quality users while maintaining investments in Android campaigns.



**Monthly average revenue per user for iOS<sup>3</sup>** (vs. other platforms)



#### Next steps

Create dedicated iOS 14 campaigns to drive app install and be ready to scale budgets as user adoption grows. Test and learn with App Retargeting campaigns to yield stronger revenue growth among iOS users.

## Conclusion

With these strategies as a guiding principle, it is important to build a **structured learning agenda** to understand what works best for your brand. To measure the impact of TikTok ads more accurately, we recommend integrating Self-Attributing Network (SAN) with engaged view-through attribution (EVTA). Find out more [here](#).

