Why TikTok has influencers dancing for brands
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WHAT & WHY
@iRyanPena - #SMSsummit
Launched 2016
China-based app called Douyin

$1 Billion
Acquired Musically in 2018 for $1b

Most Downloaded
5 consecutive quarters as the most downloaded app in the App Store
500 million users globally

5 min average session - more than SC & IG

6 sessions/day on average

52 min of use/day on average

Millennials are catching up to Gen-Z
Who wins for most downloads?

INDIA

CHINA

US
FACTS

- **INDIA**: 466.8 million
- **CHINA**: 123.8 million
- **US**: 173.2 million

@iRyanPena - #SMSsummit
Percentage of TikTok users that access the app on a daily basis?
Percentage of TikTok users that access the app on a daily basis? 90%
TikTok US Adult User Distribution, by Age and Income in March 2019

18-24: 25.8%
25-34: 24.5%
35-44: 20.3%
45-54: 13.1%
55-64: 13.0%
65+: 3.2%

HHI: <$25k: 18.0%
$25-40k: 11.7%
$40-60k: 9.9%
$60-75k: 8.6%
$75-100k: 14.8%
$100k+: 37.0%

Read as: 25.8% of US adult users of TikTok are ages 18-24.

Published on MarketingCharts.com in May 2019 | Data Source: Comscore

Based on total unique visitors using mobile web & app; includes musical.ly users.
1 WHAT & WHY

2 MICRO-INFLUENCERS

3 BRANDS USING IT

4 A REALISTIC APPROACH
MICRO-INFLUENCERS
INFLUENCE

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INFLUENCE

A DENTIST?
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BRANDS USING IT
Welcome to the beauty-verse: where every EYE
LIP, and FACE can own it.
1 WHAT & WHY
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A REALISTIC APPROACH
1) Your brand makes sense to create and post on the platform!

I'D BE MORE THAN HAPPY TO SPEARHEAD THAT EFFORT
2) Ima see if there are influencers advocating for my brand and work through them!
3) Our brand will start engaging with our audience!
@iRyanPena - #SMSsummit

#BETHEMATCH

@jamie_like_totally: 2019-9-23

Will you be the match to save a life? #bethematch #orgyui #oryoupage #bonemarrowdonor #awareness

original sound - jamie_like
Connecting brands today with the consumers of tomorrow

Create an Ad
1. WHAT & WHY
   • 52 min of use/day on average
   • Millennials are coming!

2. MICRO-INFLUENCERS
   • Even dentists are making waves on TikTok
   • A new breed of influencers are out there

3. BRANDS USING IT
   • Style, food and entertainment for now
   • Ads are maturing...

4. A REALISTIC APPROACH
   • It’s untapped...so now’s the time
   • Understand its function - other platforms will adopt

@iRyanPena - #SMSsummit
THANK YOU!

Questions
You were all amazing today!

Let’s connect!

- Email
  rpena@nmdp.org

- Social Media
  @iRyanPena & @BeTheMatch

- Become a life-saver
  join.bethematch.org/ryan