



TIKTOK

Myth Busters

Breaking the spell of common TikTok myths and what you've heard via the grapevine.

Presented by MuteSix

As marketers, we're navigating the ever-evolving landscape of social media. So, it's critical to separate fact from fiction to harness TikTok's full power to grow your brand.

Let's be clear: TikTok is **the** platform for reaching a diverse and engaged audience, and it's much more unique than other social platforms. Here are five reasons your brand should build a TikTok strategy:

1. A Massive Global User Base:

With over a billion monthly active users worldwide, TikTok provides an unparalleled opportunity to connect with a vast audience that often can't be reached on other platforms.

2. Authentic Engagement:

It's all about genuine connection. Successful brands on TikTok leverage content creators to connect with people in real, meaningful ways — frequently through storytelling, relatable content, and comments that serve as reviews. Each approach influences a purchase.

3. Algorithmic Power:

One of TikTok's strongest features is its algorithm. It serves the right message at the right time to help brands get their content discovered by users who are legitimately interested in their products or services.

4. Endless Creativity:

TikTok thrives on edutainment (yes, that's a word!), creativity, and empowering everyone on the platform to express their authentic selves — and brands are expected to do the same.

5. E-commerce Integration:

TikTok Shop lets users shop directly from the app, giving them a seamless customer experience. For marketers, this means a smooth transition from brand discovery to conversion with trackable and measurable ROI throughout the sales funnel.

To ease your mind, we've debunked common TikTok myths and misconceptions brands have about the popular platform.

Read on for TikTok truths.

Myth #1:



I can only reach a younger audience on TikTok.



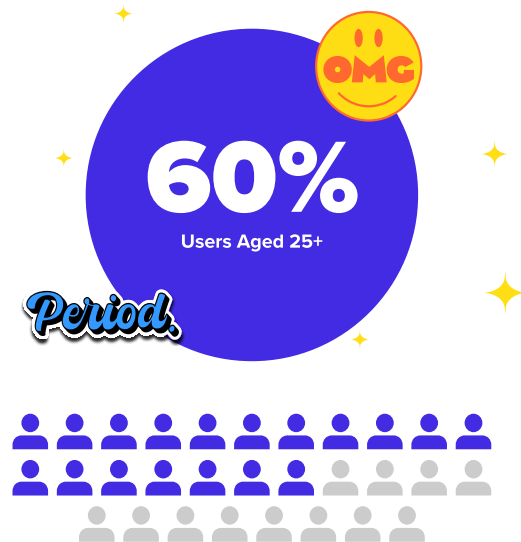
Revision 4



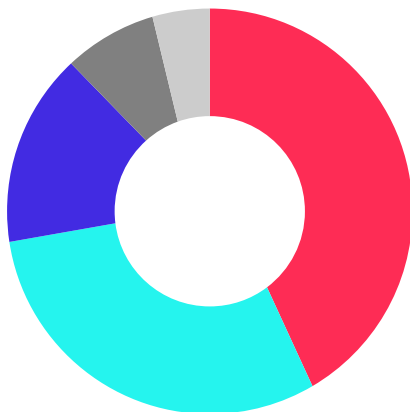
yo! this is the last revision
im not doing this again frfr
-kev

Fact:

Over 60% of TikTok users are over 25 years old, according to [Insider Intelligence](#).



It's true that TikTok is a fantastic platform to reach young people — in the U.S., 44.7% of users are Gen Z. However, there is a large audience of Millennials (33.7%), followed by Gen X (11.8%), and Baby Boomers (6.3%), who have exceptional buying power. Just look at MuteSix client Therabody, whose portable viral massager [went viral](#).



● Gen Z: 44.7%

● Millennials: 33.7%

● Gen X: 11.8%

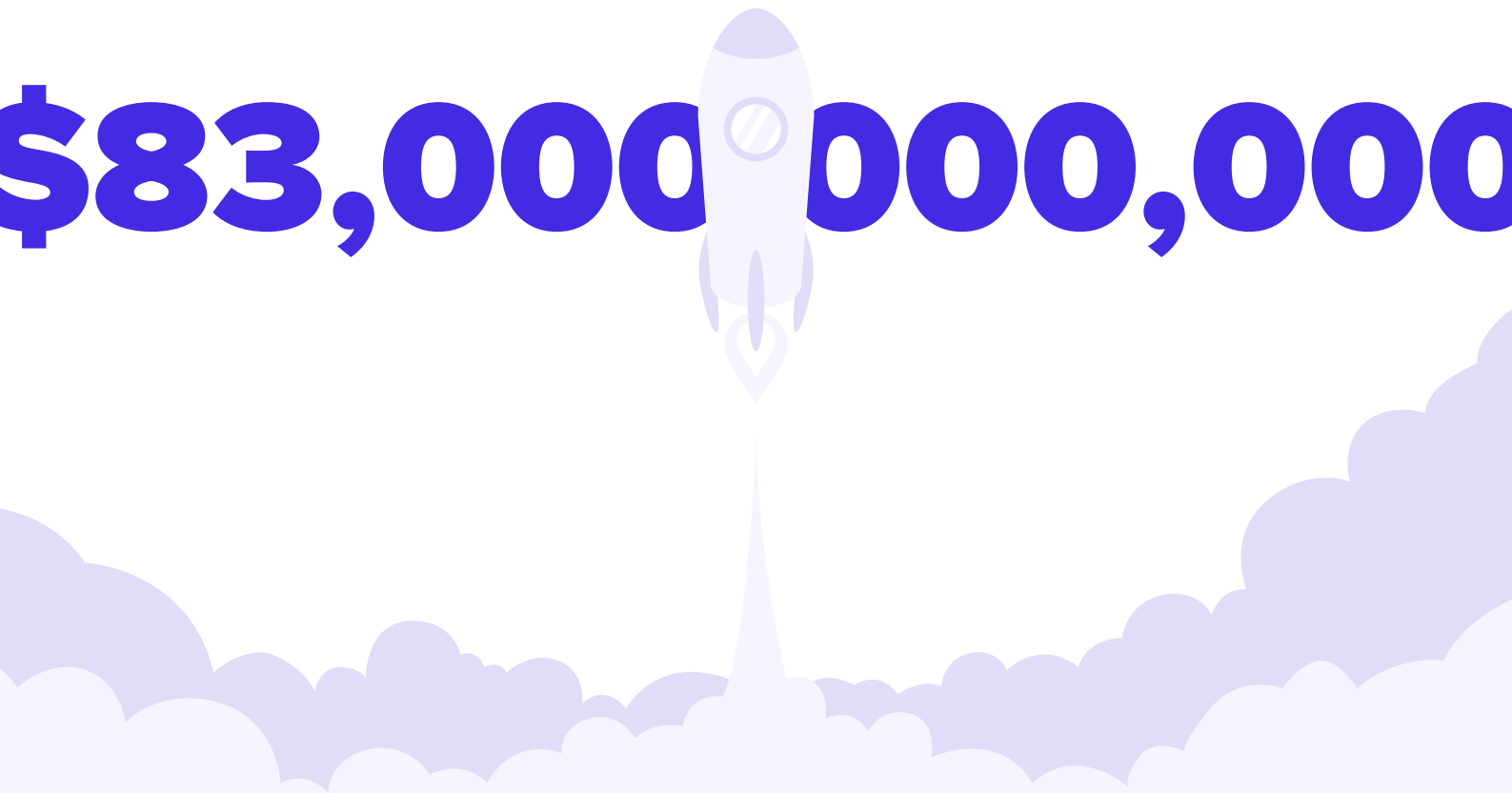
● Boomers: 6.3%

● Others: 3.5%



TikTok's wide-ranging audience helps brands at any price point reach new customers with diverse incomes. The #TikTokMadeMeBuyIt effect can work for a multitude of products, from an affordable lip gloss to a luxurious mattress. [According to TikTok](#), 35% of Gen Xers and older have bought a product because they saw it on TikTok in the past year. We'll also have you know that users are 1.3x more likely than other platform users to [purchase a product](#) to lift their spirits. How's that for self-care?





Audience Reach

Social commerce, very simply, is selling products and services directly through social media, including TikTok. It's expected to skyrocket by 25% [this year](#) to an impressive \$83 billion. Yet, many brands — 29% to be exact, [according to Adobe](#) — find that creating appealing content for a diverse user base (beyond Gen Z) to be a major challenge.



Just remember: there is no right way to produce great video content for TikTok. In fact, 78% of users surveyed on TikTok agree that it's okay for brands to try different ways to create content.

Measuring Success

TikTok has been investing in a variety of measurement tools, including its [Attribution Analytics](#) and third-party tools, to help marketers get a deeper understanding of user behavior. (For more details about developing an attribution strategy, head to Myth #4.)

Myth #2:

Meta

~~Facebook~~ is the only social platform I need to advertise on to reach my audience.



These stickers
lowkey getting
outta hand xD
-Jordan


WTF

Fact:

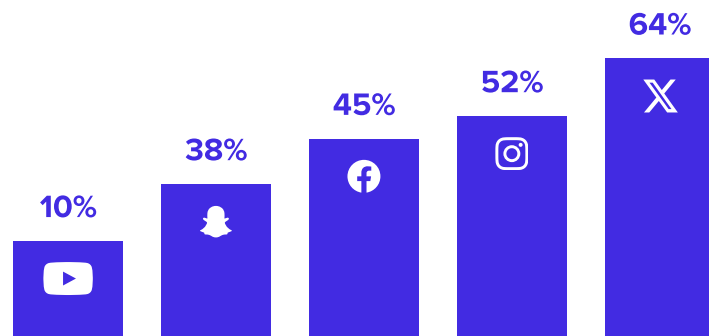
TikTok has a distinct audience that can't be reached on other social media platforms.

TikTok's Unique Audience

There are an estimated 45% of users who are not on Facebook — and an estimated 52% who are not on Instagram. It's the world's fastest-growing social media platform, where users spend an average of 25 hours per month in the app.

 **TikTok's**
unique audience
can't be found on
other platforms.

make this
pop more
done!
-kev

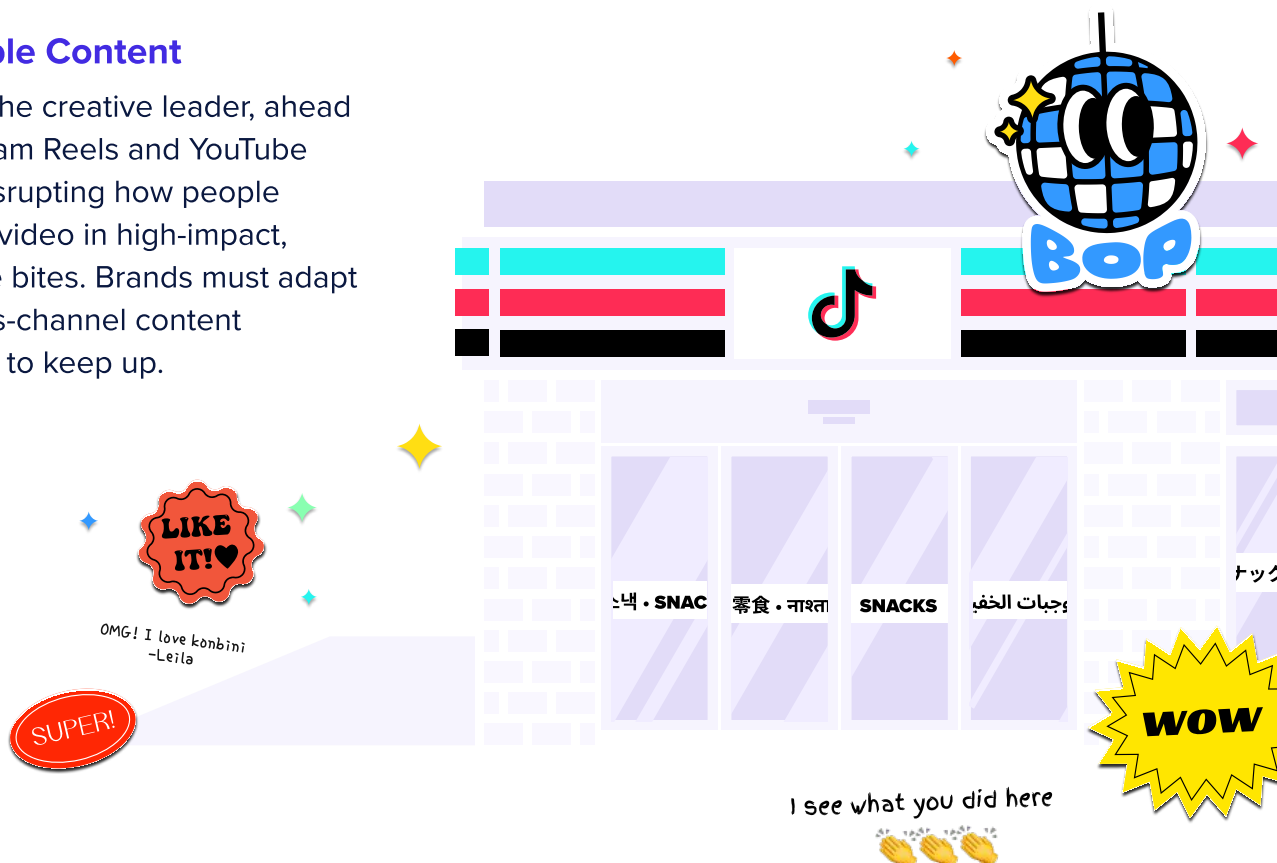


% of unduplicated TikTok users

Source: AppAnnie. Apr 2021, US audience

Snackable Content

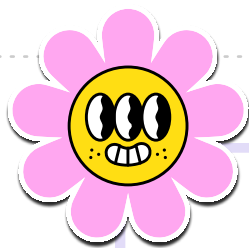
TikTok is the creative leader, ahead of Instagram Reels and YouTube Shorts, disrupting how people consume video in high-impact, snackable bites. Brands must adapt their cross-channel content strategies to keep up.



TikTok Is a Social Search Engine

Marketers who engage users through their natural online habits drive better customer acquisition and enhance media effectiveness. Approximately 40% of Gen Z turn to TikTok to search for recommendations for their next purchase. Marketers can leverage this organic behavior by sharing:

- Branded creative, leaning into a founder's story or another authentic POV
- Creator testimonials to boost desire and intrigue
- Responses to viewer comments, which serve as live reviews



47%

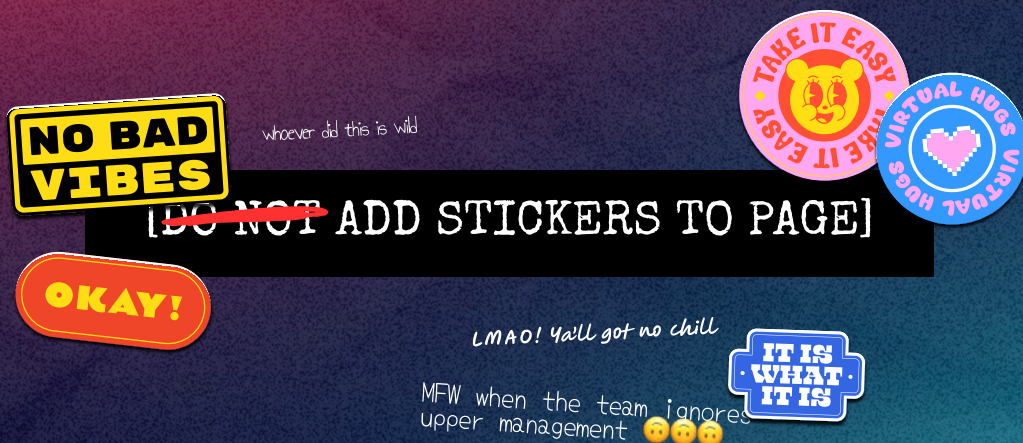
TikTok's audience not
exposed to TV ads

Reach TV Cord-Cutters

TikTok even has a unique reach, driving **2x stronger efficiency** than TV. According to a study by **iSpotTV**, 47% of TikTok's audience is not exposed to TV ads, leaving brands with a golden, can't-miss opportunity to reach net-new customers on the platform.

Myth #3:

**User-generated content (UGC)
will cheapen my brand image.**



Fact:

TikTok is *the place* for brands to flex a unique personality that authentically engages with consumers. Even [Gucci](#) is on TikTok publishing experimental content that differs from its conventional brand guidelines.

Product Discovery

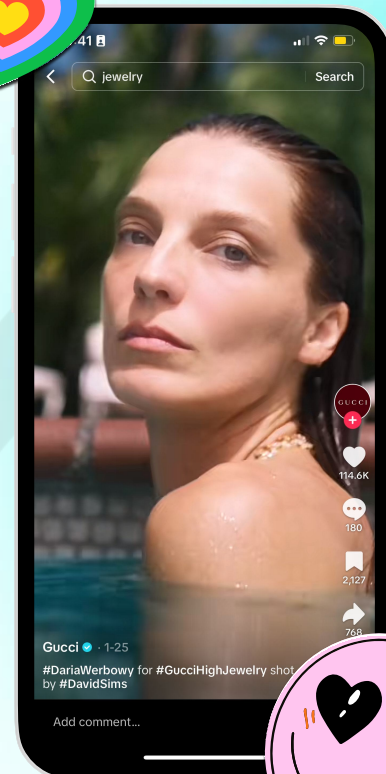
According to [Insider Intelligence](#), TikTok has become a place of discovery for consumers (especially Gen Z) looking to find new products and see what others say about them. Users are also more likely to discover new brands and products while viewing creator content.



Brands That Win

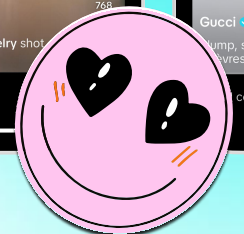
A fear of trying out unconventional approaches can limit you from reaching new, meaningful audience segments. Don't be scared to go beyond your traditional brand guidelines to win over new customers.

The brands that “win” are the ones who aren't afraid to take risks and connect with prospects in a different light. Keep in mind that there is a wide range of TikTok creators out there. If your brand errs on the side of luxury, there are opportunities to partner with creators who produce high-quality UGC. Check out this [example](#) from Anisha Gurung.



Another Benefit?

TikTok is perfect for brands of all budgets. You just need a phone and an idea to film high-impact content. That means brands can test the creative waters without breaking the bank. Plenty of inspiration and trends live on the platform, and [TikTok's Creative Center](#) shares easy tips and tools for creating top performers.



Myth #4:



**TikTok has a terrible ROAS
compared to Meta and Google,
so it's not worth being on
the platform.**



OK ?!

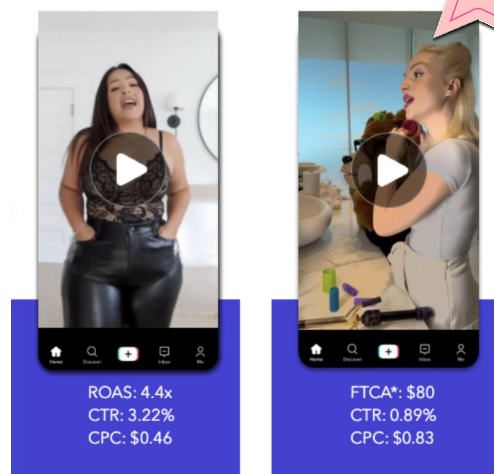
Fact:

TikTok drives +96% higher paid media ROAS (versus all digital media measured).



How Are You Testing?

At MuteSix, we highly recommend incrementality testing (also known as Matched Market Testing) as the first step to testing into the platform. By answering the question, “Does advertising on TikTok drive incremental revenue compared to if I hadn’t advertised on the platform at all?” you can determine if adding the platform to your media mix is the right move.



Other forms of advanced measurement can include Multi-Touch Attribution (MTA) and Post-Purchase Surveys. MTA goes beyond last click by tracking the consumer journey across multiple digital touchpoints and attributes a percentage value of a conversion across the touchpoints. With Rockerbox, a 3P MTA partner, brands have seen a 1.5x-6x increase in TikTok conversions.

1.5x-6x

Increase in TikTok conversions



DON'T STOP

Post-Purchase Surveys can also potentially attribute more sales to TikTok, especially since they can credit TikTok as a discovery platform. For example, with Post-Purchase Surveys, you can ask a customer who has converted on Google where they first heard about the brand. You might be surprised at what the data shows.

Psst! Need Help?

Looking for guidance in implementing incrementality testing? Contact MuteSix's MarSci team to get real-time data custom-tailored to your goals — we got you!



Marcy M.

Head of Growth

marcy.massura@mutesix.com

Pro Tip:

Ask your TikTok Partner about PPS incentives. This may just pay for itself based on your ad spend.



Ready to Level Up?

Want to elevate your TikTok presence? As the first agency to partner with TikTok, MuteSix uses best-in-class media buying and creative strategies to drive success. Our partnership gives you insider access to performance-enhancing expertise from platform reps, early-release alpha and beta offerings, incentives in the form of ad credits, and high-impact, high-converting creative.

YES, LET'S TALK!