

A close-up, high-quality photograph of a woman with dark skin and a joyful expression, showing her teeth. She is holding a small, round, orange-colored jar of thick, light green cream near her eye. The background is dark and out of focus.

SILTA

KANZEN STUDIOS
Your Live Commerce Engine

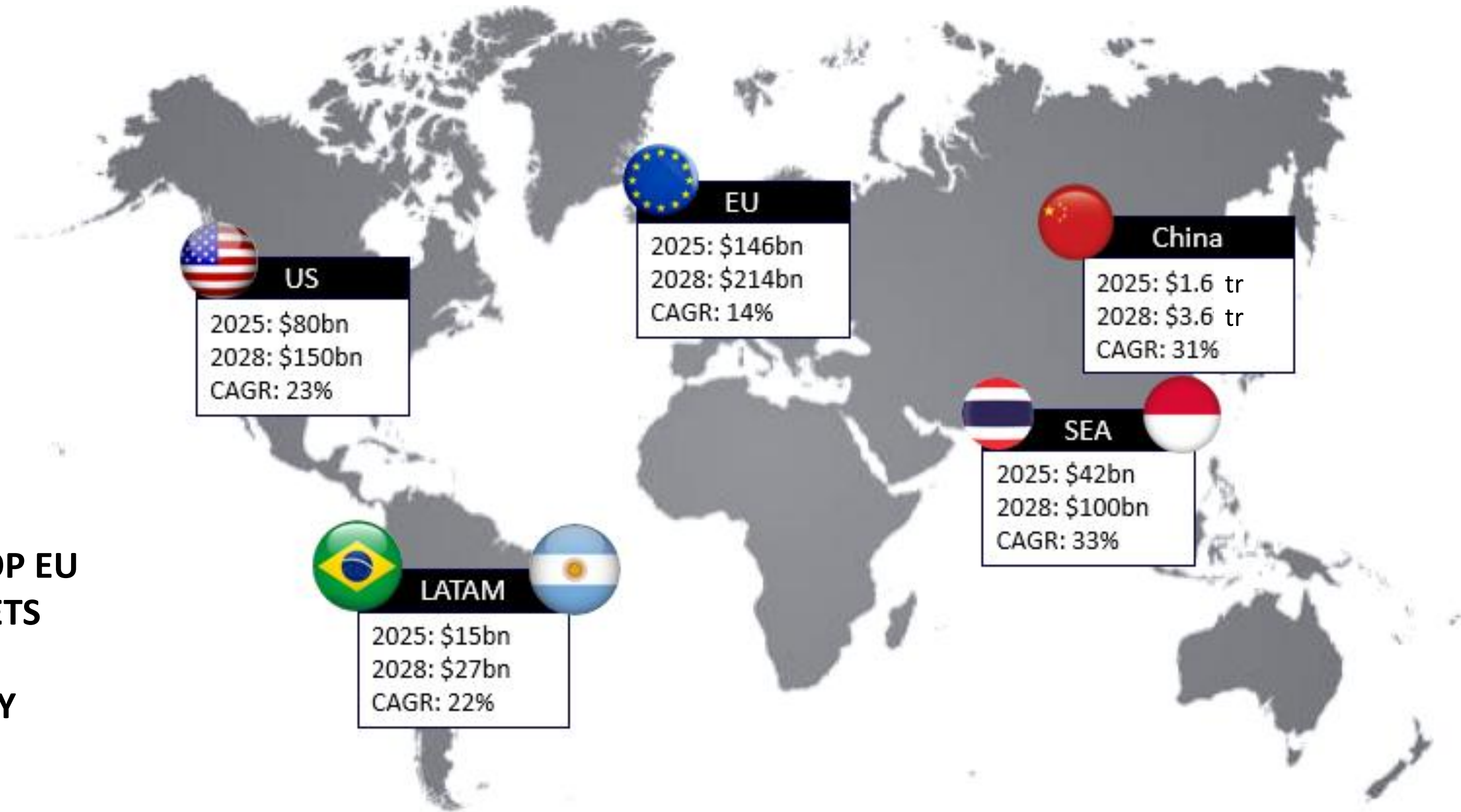
 **TikTok Shop**
Partner

DECODING TIKTOK SHOP

The strategic framework behind multi-channel sales growth

Päivi Korvela

Social Commerce Global forecast \$7Tr by 2030



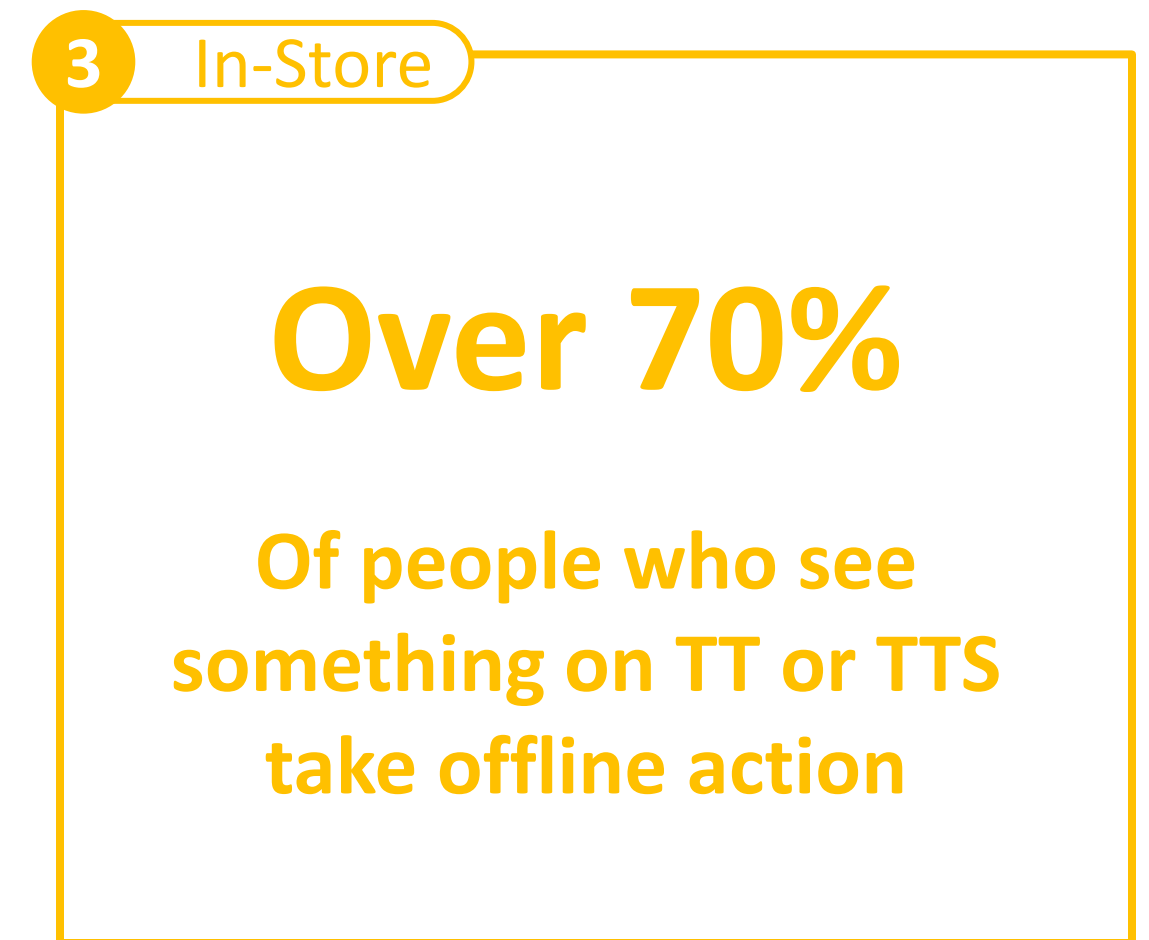
**TIKTOK SHOP EU
TOP MARKETS**

- 1. UK**
- 2. GERMANY**

SILTA

Source: Statista

Halo effect is real - TikTok Driving sales everywhere



Creators are changing the game for brands

74%

of shoppers trust Creator and User Generated Content more than brand provided Content





INTRO TO TIKTOK SHOP

Forerunner TikTok Shop UK is paving the way for rest of the European markets

200 000+
shops in
TikTok Shop UK

TTS 4th
biggest beauty retailer
in UK

6000+
lives happening daily
in TTS UK

3.5 times
more orders
by TTS shoppers
vs average online shopper

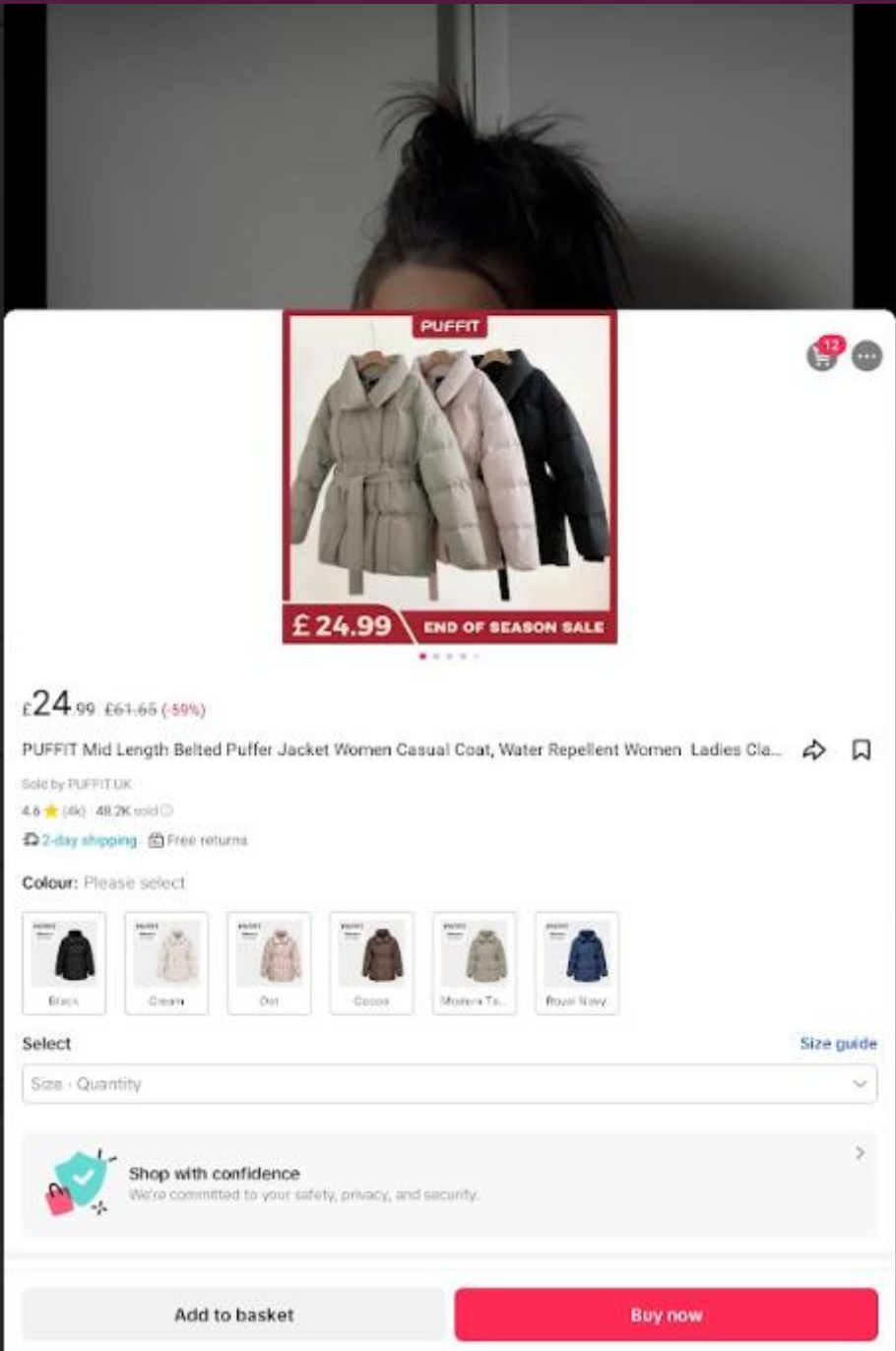
1
Beauty product sold
every second

Shopping made easy

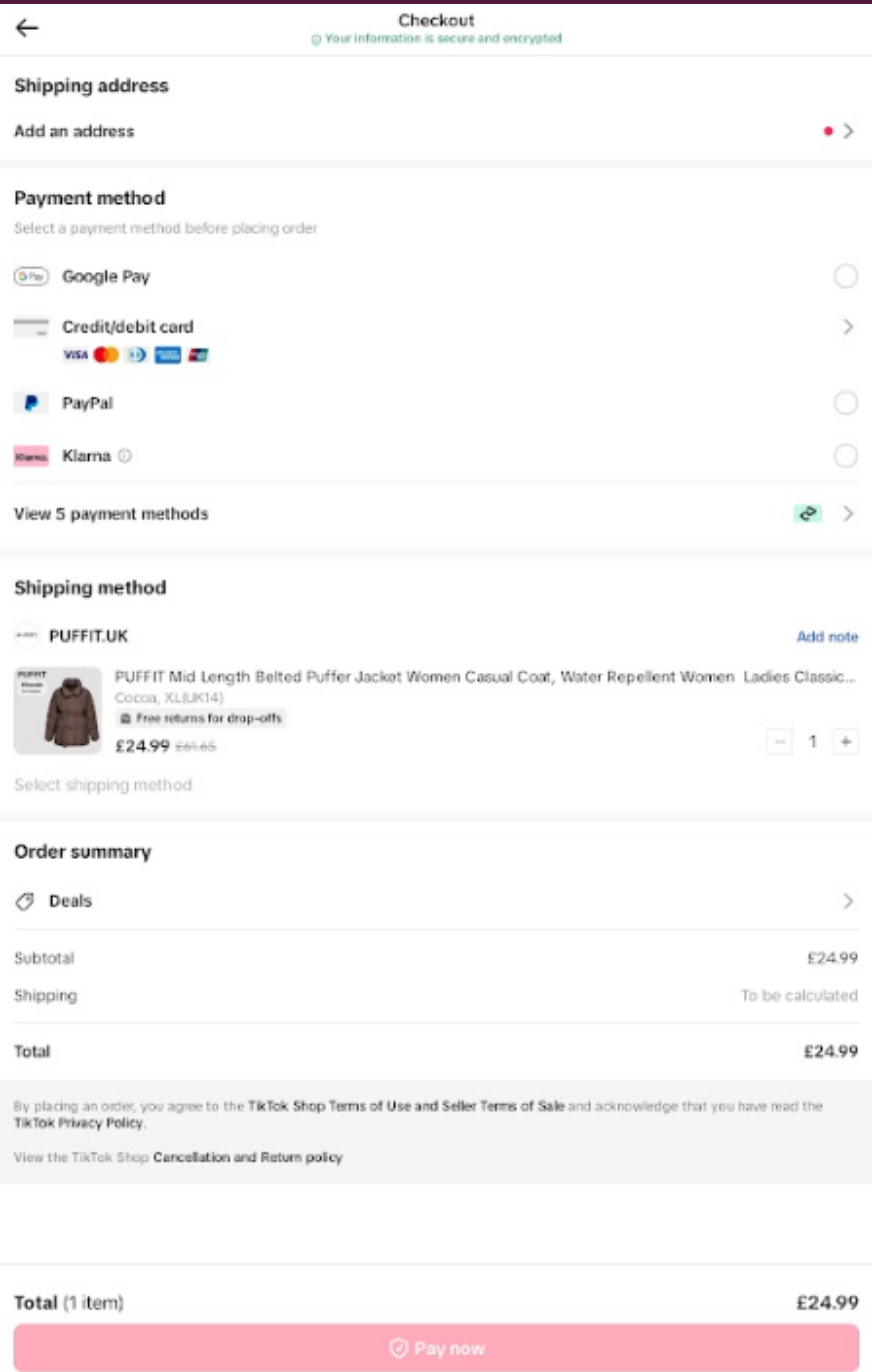
BROWSE



SELECT



CHECKOUT

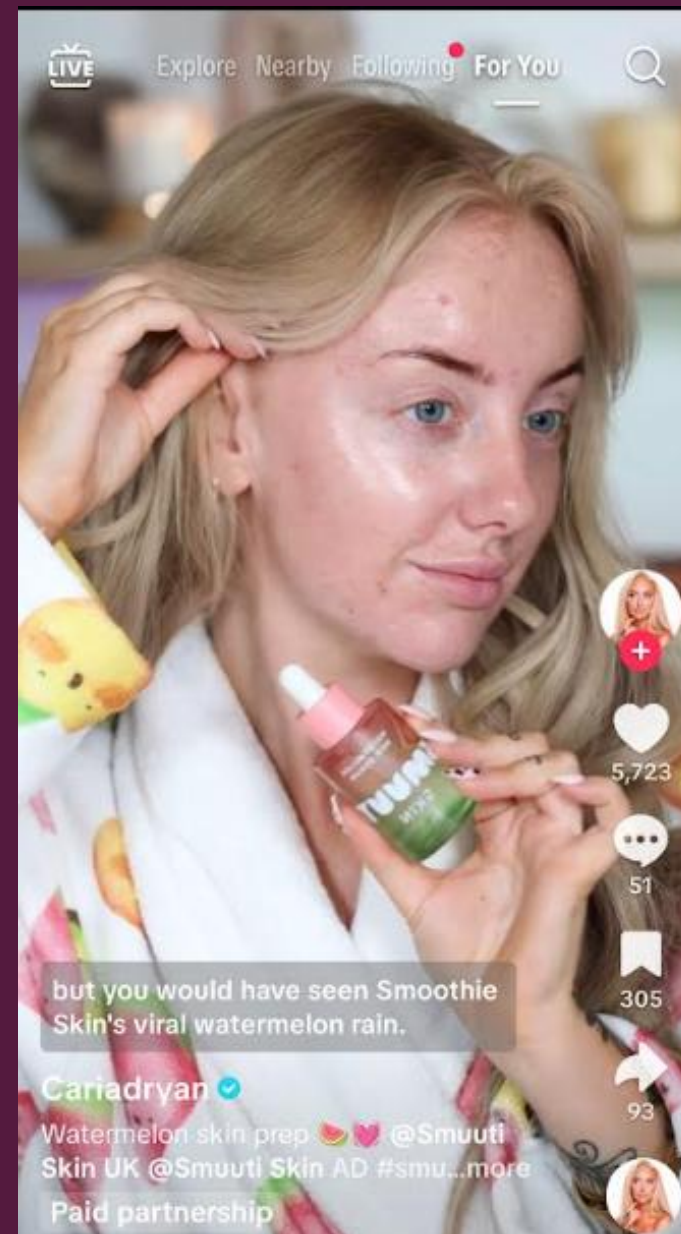


TikTok Shop ecosystem to scale

ORGANIC CONTENT



AFFILIATES



LIVES



BOOST WITH ADS

Big omnichannel brand launches to TikTok Shop with the biggest launch week ever by Philips Home

- 6-digit GMV \$ in a week from the cold start in UK
- 60h of lives in 2 days by biggest affiliates on the platform
- 1200+ pieces of content in 2 weeks
- Millions of views

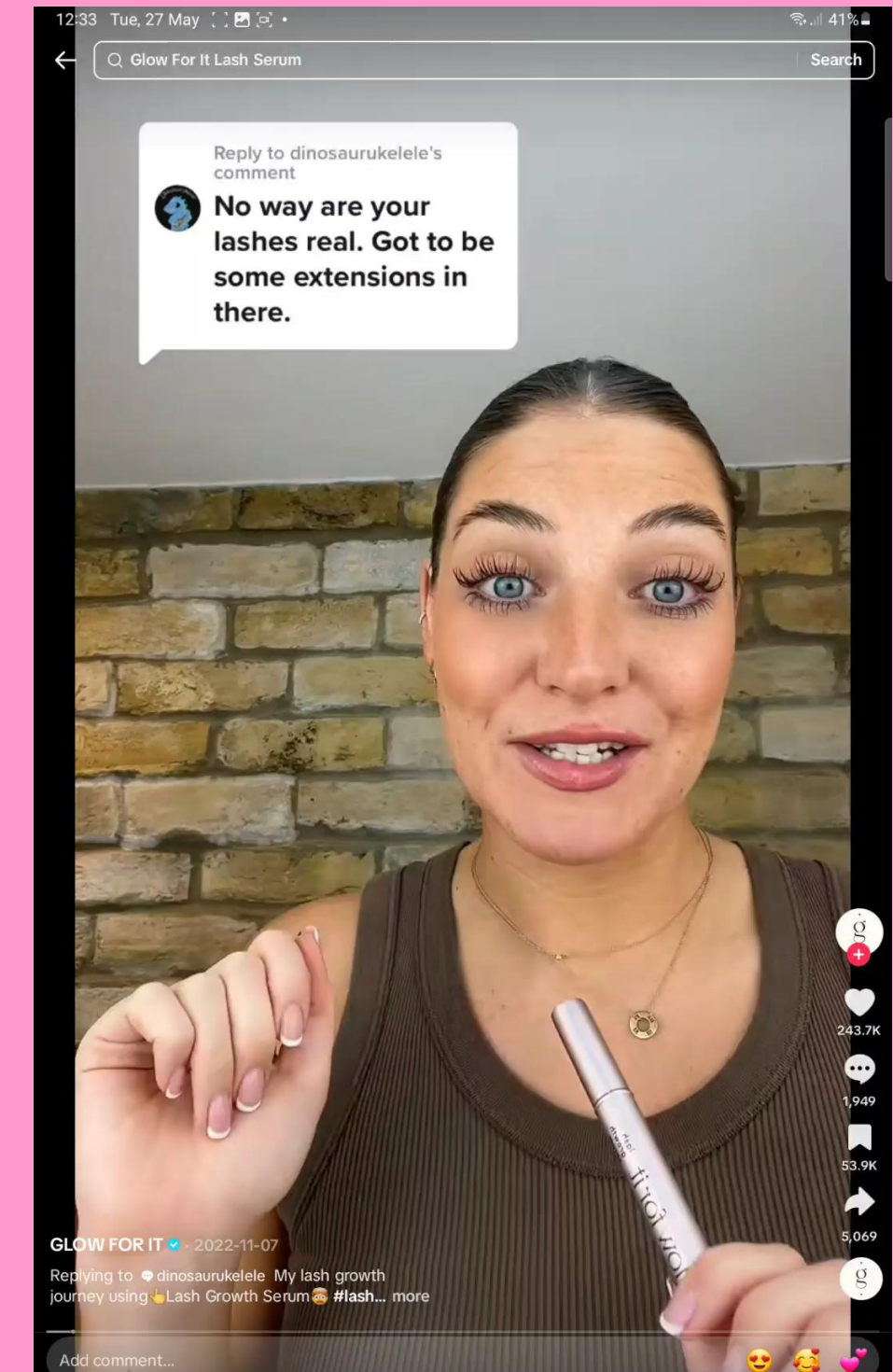
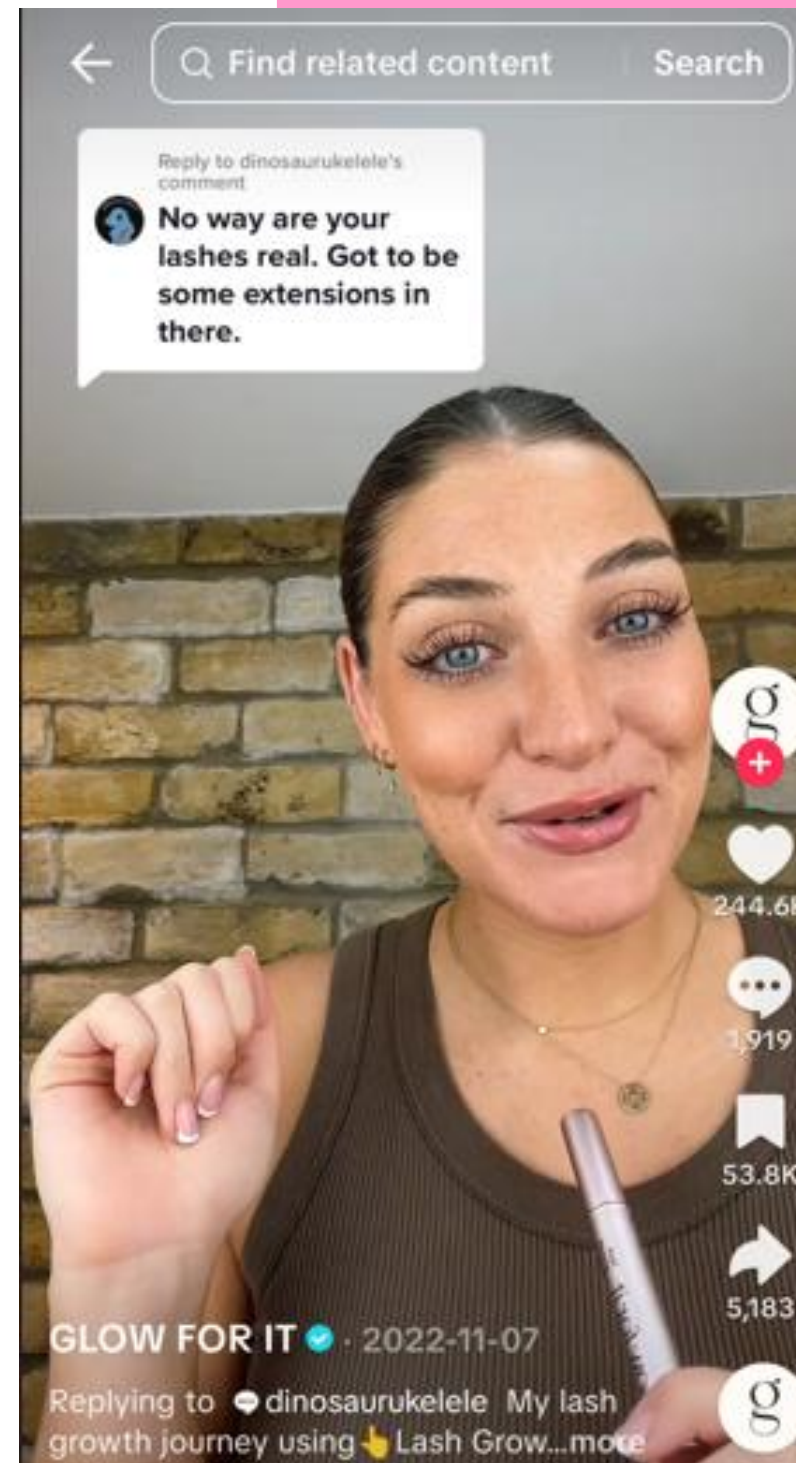


Viral founder led brand from TikTok Shop to retail Glow for it

- TikTok Shop was the first channel for the brand, founder doing it all
- Now stocked across all key retailers

Since UK TTS opening

- GMV £11.6M at UK TTS
- 20k Affiliates
- 40k shoppable videos



SILTA

KANZEN STUDIOS
Your Live Commerce Engine

We hope to be your trusted
TikTok Shop Partner



PÄIVI KORVELA



07880159053

paivi@siltasocial.com

www.siltasocial.com