



TIKTOK INVENTORY ADS

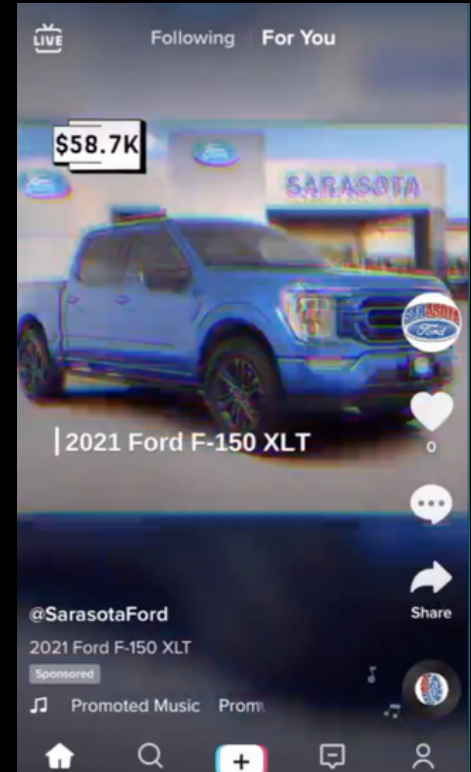
GET YOUR DEALERSHIP IN THE SPOTLIGHT

Place vehicle inventory in front of the new generation of highly engaged auto-shoppers.

- ✓ Display dynamic automotive inventory to your most significant audiences with smart DMA targeting.
- ✓ Reach the newest auto buyers: 83% of TikTok's audience in the US are over 18YO and 34% are over 25YO

 Millennials and Gen Z make up 1 in 3 new car registrations.

- ✓ Create constant cycles of engagement on TikTok, the most popular platform for information density, using short-form, sound-on video formats for your ads.



WHAT YOU'LL LOVE ABOUT TIKTOK:



OPTIMAL ENGAGEMENT

TikTok engagement rates are far beyond other video based media platforms, with In-Feed Ads having 23% higher detail memory than TV ads, and TopView ads outclassing TV by 40%.



RISING OPPORTUNITY

Connect with the brand-new generation of highly engaged auto-shoppers and deliver ads to the right person, at the right time in their auto shopper journey, where they are spending their time, every time.



SMART TARGETING

Maximize ROI by placing ads in front of your most significant audiences based on their usage of the app. Target in-market auto shoppers from your DMA narrowed down to specific demographics.