

TikTok INCUBATOR COMMERCE

Watch it.
Love it.
Want it.

Your Peak Season readiness check across three areas. Tick each box as you go.

01 Creative · Show up & stand out

02 Product · Set up to sell

03 Measurement · Prove what works



TAKE IT HOME
Scan for the
deck & take-
home resources

TikTok

#BFCM #XMAS #PEAK

01 Creative

SHOW UP & STAND OUT

- Am I running **creative variety** — a minimum of **6 creatives per campaign**?
- Am I nailing the **Creative Codes** — hook, trends, voice, demos, CTAs?
- Am I **partnering with creators**?
- Have I tested **Interactive Add-Ons**?
- Am I using **TikTok One + Creative Solutions** to produce & scale? (Symphony AI, Content Suite)

More creative. More wins.

02 Product

SET UP TO SELL

- Is my **catalog set up** and live?
- Am I running **Smart+ Catalog Ads**?
- Have I built seasonal **Product Sets**?
- Have I tested **Premium Reach** placements?
- Have I been onboarded to **TikTok Marketscope**?
- Am I investing in **Mid-Funnel** solutions?

Every product, ready to win.

03 Measurement

PROVE WHAT WORKS

- How am I measuring** on TikTok? Is success defined before I launch?
- Have I run any **A/B tests in TTAM**?
- Is my **Source of Truth (SOT)** compatible with TikTok?
- Have I run a **TikTok Measurement Solution**?
 - Brand Lift Study
 - Unified Lift Study
 - Causal Analysis
 - Conversion Lift Study
 - Saturation Analysis
- Are the **Signal Postback Essentials** set up?
 - Pixel + eAPI set up
 - Advanced Matching (Email & Phone)
 - Key events set up
 - Identifiers Coverage >90%
 - Content ID, Value & Currency >90%