



TIKTOK ADS

DEALERSUNITED.COM



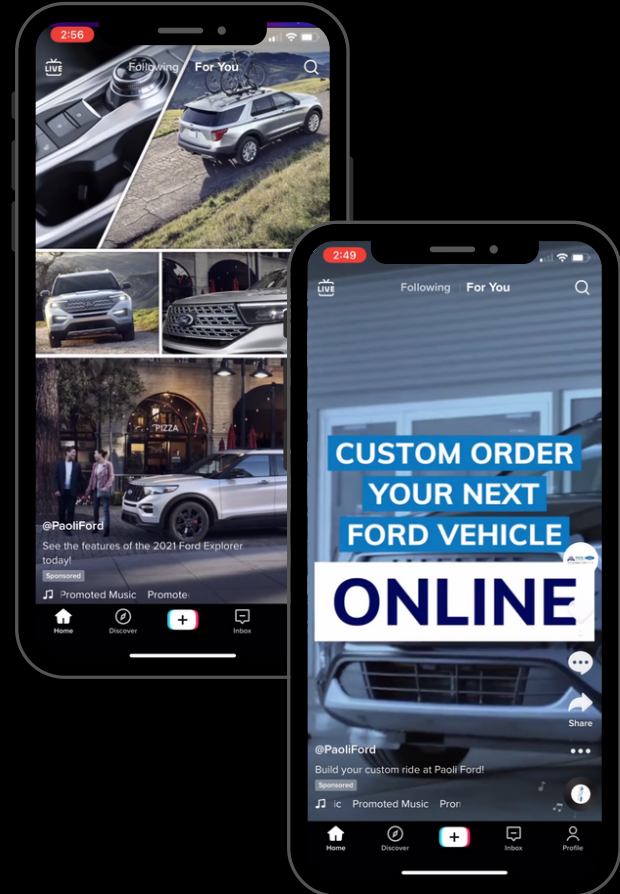
GET YOUR DEALERSHIP IN THE SPOTLIGHT

Drive brand engagement on the worlds **most downloaded app**.

- ✓ The average user spends 89 minutes per day on platform!
- ✓ Import CRM data to create Custom/Matched Audiences & Lookalike Audiences to target your ideal customers.
- ✓ Offers the ability to display dynamic automotive inventory.
- ✓ 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.



WHAT YOU'LL LOVE ABOUT TIKTOK:



RIISING OPPORTUNITY

TikTok creates constant cycles of engagement with short-form, sound-on video formats. Over 9,067 TikToks are created every minute and 546B video views consumed per month!



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 using 1st party data or from your DMA narrowed down to specific demographics.



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%.