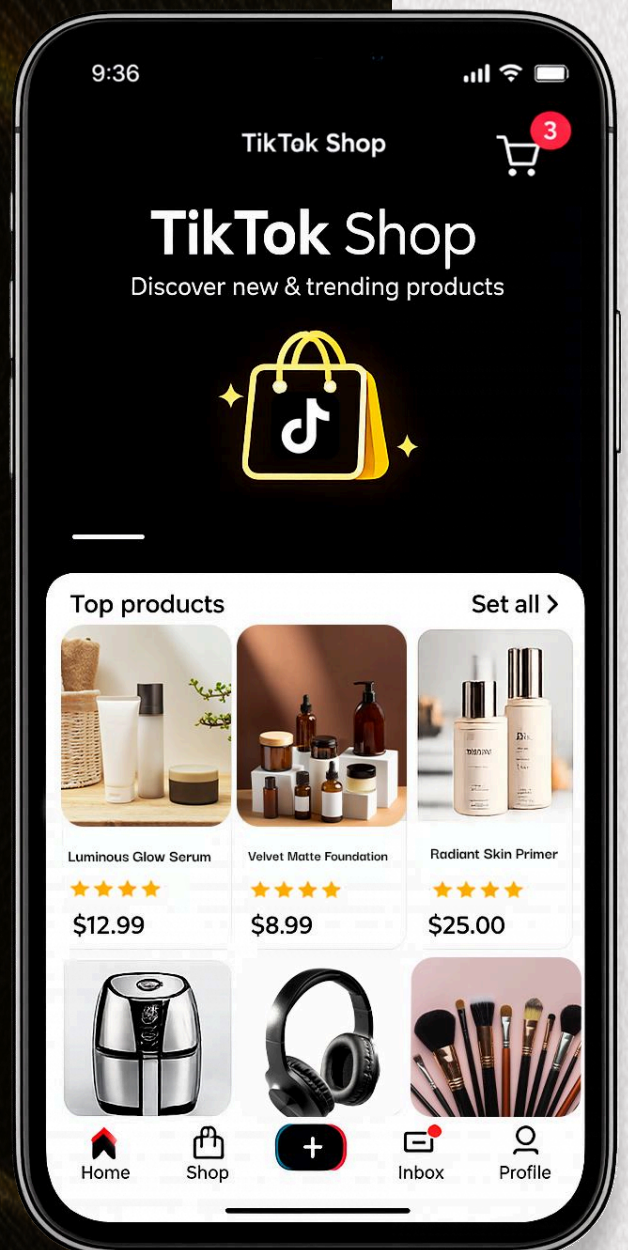
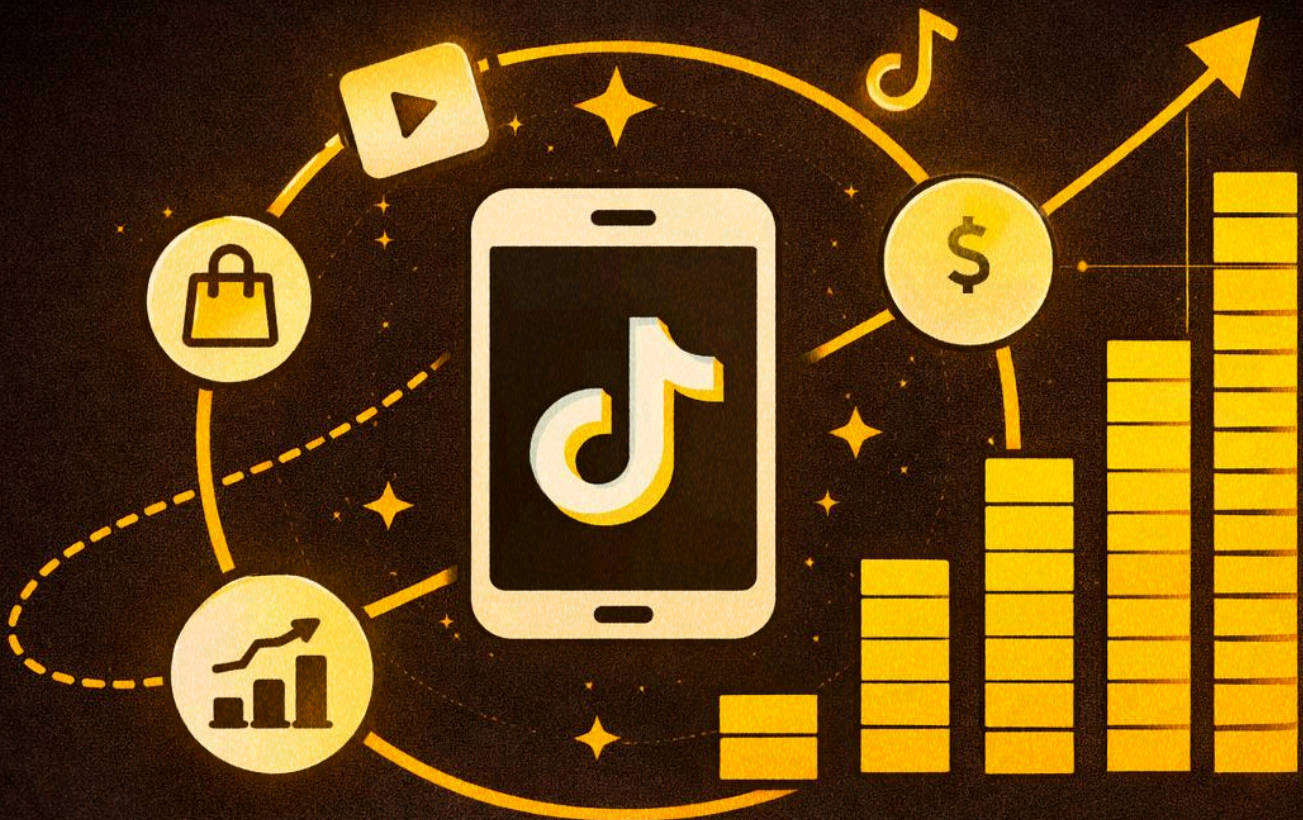


TikTok is Not a Single-Tactic Channel:

Proof That Most Advertisers Are Leaving Money on the Table



Key Takeaways:



- **TikTok drives significantly higher incremental revenue when it's run as a full-funnel system, not a conversion-only channel.** Brands that layered Brand and/or Shop campaigns alongside Web consistently outperformed Web-only strategies on blended iROAS and total revenue impact.
 - **Lower-funnel TikTok performance improves when upper- and mid-funnel investment is present.** Brand and Shop campaigns don't just add reach, they materially increase the efficiency and scalability of web conversion campaigns, unlocking returns that web-only investment can't reach on its own.
 - **Traditional attribution systematically under-credits TikTok's true business impact.** Incrementality-based measurement and MMM reveal substantially higher returns than last-click or platform-reported metrics, proving that TikTok's value is driven by influence, not clicks. Our study shows that GA4 undercredits TikTok impact by 10x.
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How confident are you in the way you measure performance?

If that confidence comes from last-click reports or what dashboard tells you, there's a good chance you're missing the bigger picture. And **TikTok is one of the clearest examples of why that matters.**

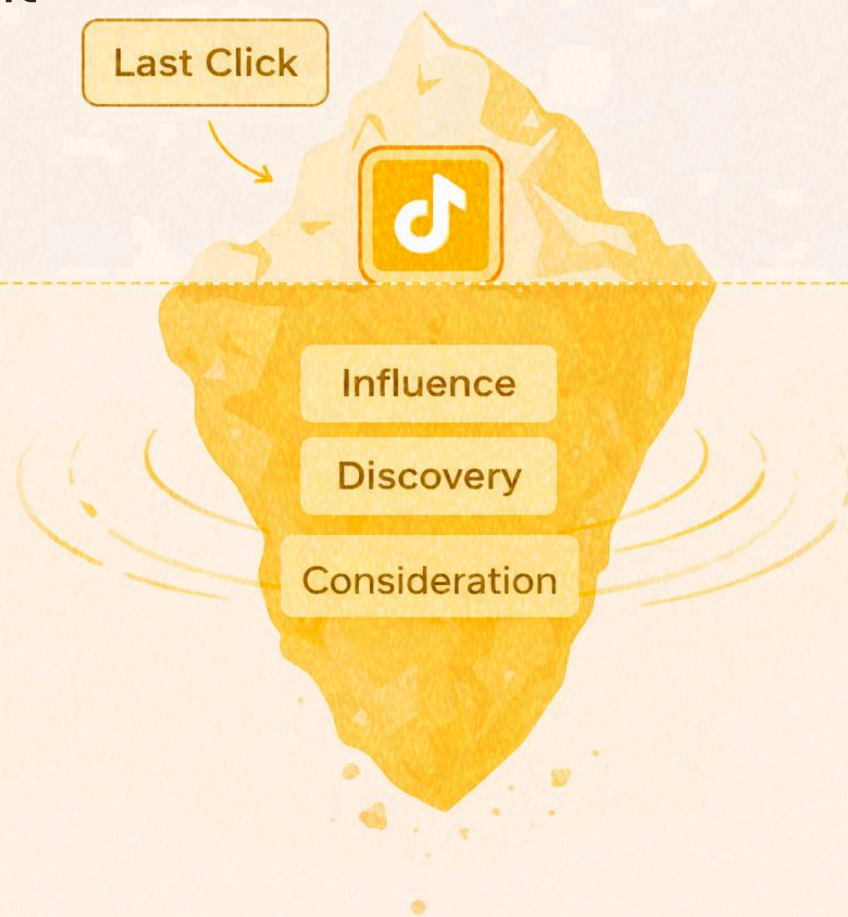
TikTok has become one of the most influential platforms in recent years. But despite its scale and cultural relevance, many advertisers are either underinvesting or investing in the wrong ways. Why? **Incomplete measurement and strategies that are too narrow.**

Most brands fall into one of three camps:

- They treat TikTok as pure direct response, optimizing only for website conversions
- They use it exclusively for brand awareness and reach
- They lean all-in on TikTok Shop as a commerce play

What's been missing is clear, causal proof that running TikTok as a complete system (not just a single-purpose channel) actually drives better results.

This isn't the first time we've seen TikTok's impact materially underestimated. In prior research conducted in partnership with TikTok's Marketing Science team, **Power Digital** (fusepoint's parent company) found that TikTok was driving up to 30x higher ROI than traditional attribution models indicated, resulting in **18% higher revenue growth** and **47% stronger incremental ROAS** when measured causally.



That research established a critical truth: **TikTok's value is driven by influence, not clicks**, and traditional measurement frameworks consistently fail to capture its full impact.

But it raised an even more important question:

What specific investment strategies actually unlock that incremental growth?

To answer that, we analyzed advanced Marketing Mix Models (MMMs) across a sample of fusepoint clients and calibrated those models using real incrementality test results.

By grounding MMM outputs in controlled experimental data, we ensured the models reflected true causal impact, not correlation. And across clients, industries, and investment approaches, we found the same pattern consistently:

TikTok delivers materially greater incremental revenue and return when operated as a full-funnel system rather than a web-only conversion channel.

This integration reduces bias, improves model stability, and increases predictive precision.

What We Set Out to Prove

The objective of our research was simple but critical:

Does running TikTok as a full-funnel channel outperform optimizing solely for web conversions?

Rather than relying on platform-reported attribution or last-click metrics, we sought to isolate TikTok’s true incremental impact on revenue and P&L, what TikTok actually caused, not what it happened to be credited for.

Our Approach: Measuring What Actually Matters

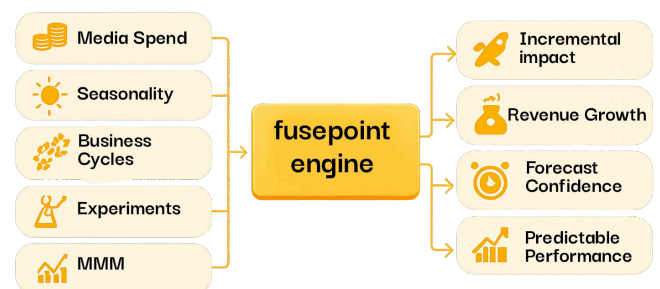
Why Marketing Mix Modeling (MMM)?

Each client in this study was modeled independently using Marketing Mix Models (MMMs) to account for their unique media mix, seasonality, promotions, and business dynamics.

We chose MMM because it:

- Measures incremental impact, not correlation
- Controls for external factors like promotions and seasonality
- Captures upper, mid, and lower-funnel effects missed by traditional attribution
- Provides true impact of a platform vs. attribution-based models

The Media Mix Models (MMMs) used in this analysis are built from long-term fusepoint client engagements, where multiple incrementality tests were conducted to measure true causal impact. The results of those experiments were incorporated into the models as Bayesian priors, directly informing channel-level performance assumptions and response curves.



By grounding the MMMs in experimentally validated lift data, the models are calibrated to real-world causal outcomes, not just historical correlations. This integration **reduces bias, improves model stability, and increases predictive precision.** The result is a more reliable representation of media effectiveness and a higher degree of confidence in forecasting, budget allocation, and optimization decisions.

Results were analyzed directionally across the client set to **identify consistent performance patterns rather than isolated outcomes.**

How fusepoint Calibrates Marketing Mixed Models for True Casual Accuracy



Long-Term Media and Performance Data

Built from sustained fusepoint client engagements across channels, geographies, and time horizons.



Incrementality Testing Measures True Casual Lift

Controlled experiments isolate media's real impact, separating incremental effects from organic baseline.



Experimental Results Integrated as Bayesian Priors

Models are calibrated using experimentally validated lift data, anchoring posterior to casual estimates.



Calibrated MMM Produces Accurate Response Curves

Improved forecasting, budget allocation, and optimization grounded in casual media attribution.

Key Outcomes

Reduced Bias

Experimental grounding eliminates attribution bias from observational data alone.

Improved Model Stability

Bayesian priors constrain the solution space, reducing overfitting and variance.

Higher Predictive Precision

Calibrated curves yield more reliable budget simulation and media planning forecasts.

Result: A more reliable representation of media effectiveness - delivering higher confidence in strategic investment decisions, scenario planning, and cross-channel budget allocation.

TikTok Campaign Segmentation

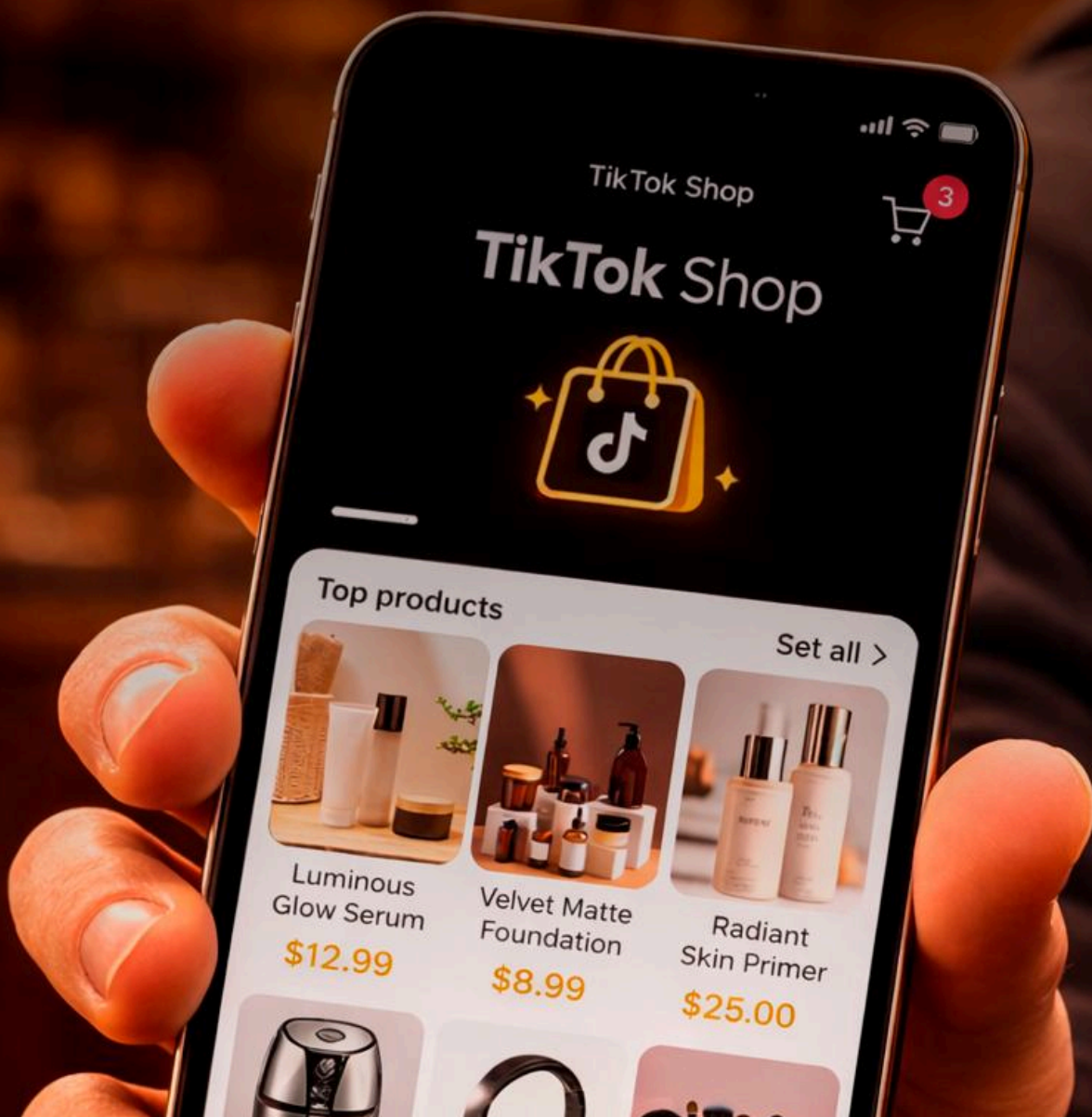
Within each MMM, TikTok investment was segmented into three distinct tactical categories:

- TikTok Web: campaigns optimized for website conversions
- TikTok Brand: upper- and mid-funnel awareness campaigns (Reach, Frequency, Video Views, etc.)
- TikTok Shop: commerce-native, in-platform transactions (GMV Max, catalog campaigns, etc.)

Not all clients activated every objective. Some ran Web-only campaigns, while others deployed combinations such as Web + Brand, Web + Shop, or a full funnel objective mix. This natural variation in campaign setup created a useful comparison set, **allowing us to directly evaluate single-objective approaches versus integrated, full-funnel strategies**



What We Analyzed:



For each TikTok tactic and client, fusepoint evaluated:

- Incremental ROAS (iROAS) - revenue that would not have occurred without TikTok
- Efficiency curves - how returns changed as spend scaled
- Blended TikTok performance - total revenue return across all TikTok investment

This allowed the analysis to assess not just individual tactics, but TikTok’s total contribution as a channel.

Key Findings: Full-Funnel Wins

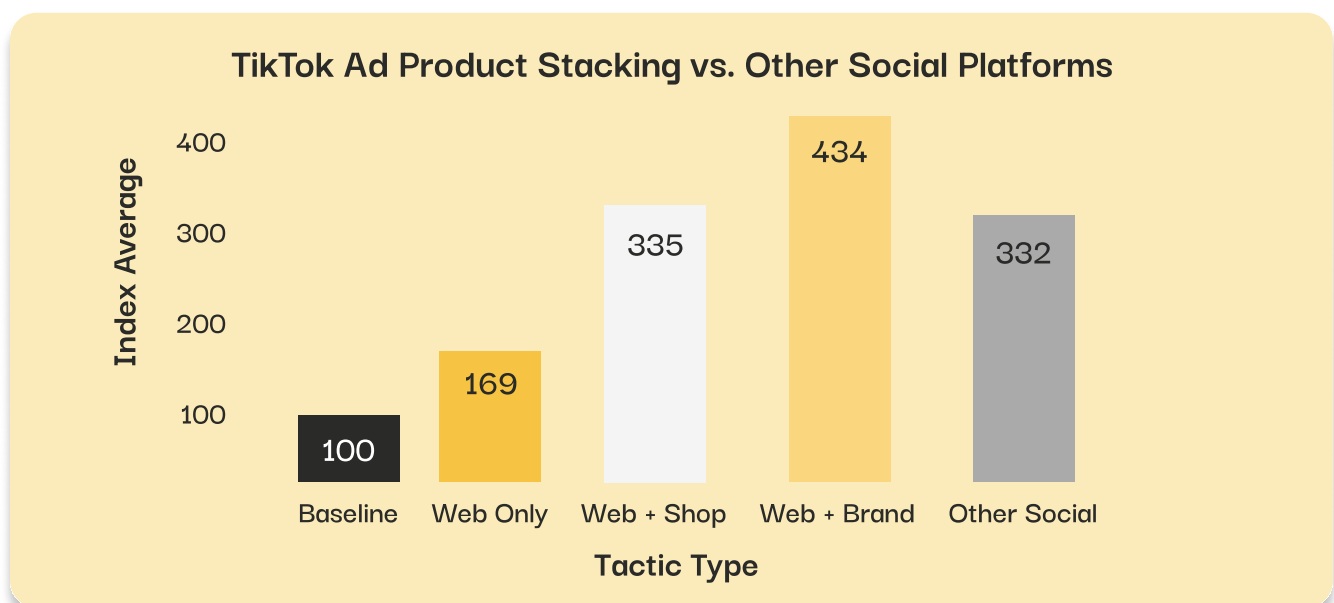
1. Web-Only Strategies Leave Money on the Table

Across our client sample, Web-only TikTok execution produced the weakest overall returns.

While lower-funnel campaigns often appeared efficient in isolation, they failed to capture TikTok’s full revenue impact when run alone.

Clients that layered Brand and/or Shop campaigns on top of Web campaigns consistently generated stronger blended performance.

The data showed Web only suffers from a lack of full funnel, where both Shop and Brand in some combination add to overall performance of the platform.



This is the defining characteristic of TikTok as a system:

Upper- and mid-funnel activity increases the productivity of lower-funnel spend.

2. Full-Funnel Strategies Drive Higher Returns: How Smarter Measurement Helped Unlock TikTok's True Impact

For high-AOV brands especially, last-click reporting can dramatically undervalue its impact. **The key is measuring it correctly.**

One of our top-performing clients, a direct-to-consumer women's fashion brand known for affordable, trend-driven dresses and occasion wear, illustrates this perfectly.

This brand already had an incredibly strong creative process including a full spectrum of creators (from UGC to high-production), constant testing, and rapid iteration. Paired with a premium product customers genuinely love, their TikTok program had all the right ingredients.

The real unlock came through measurement.

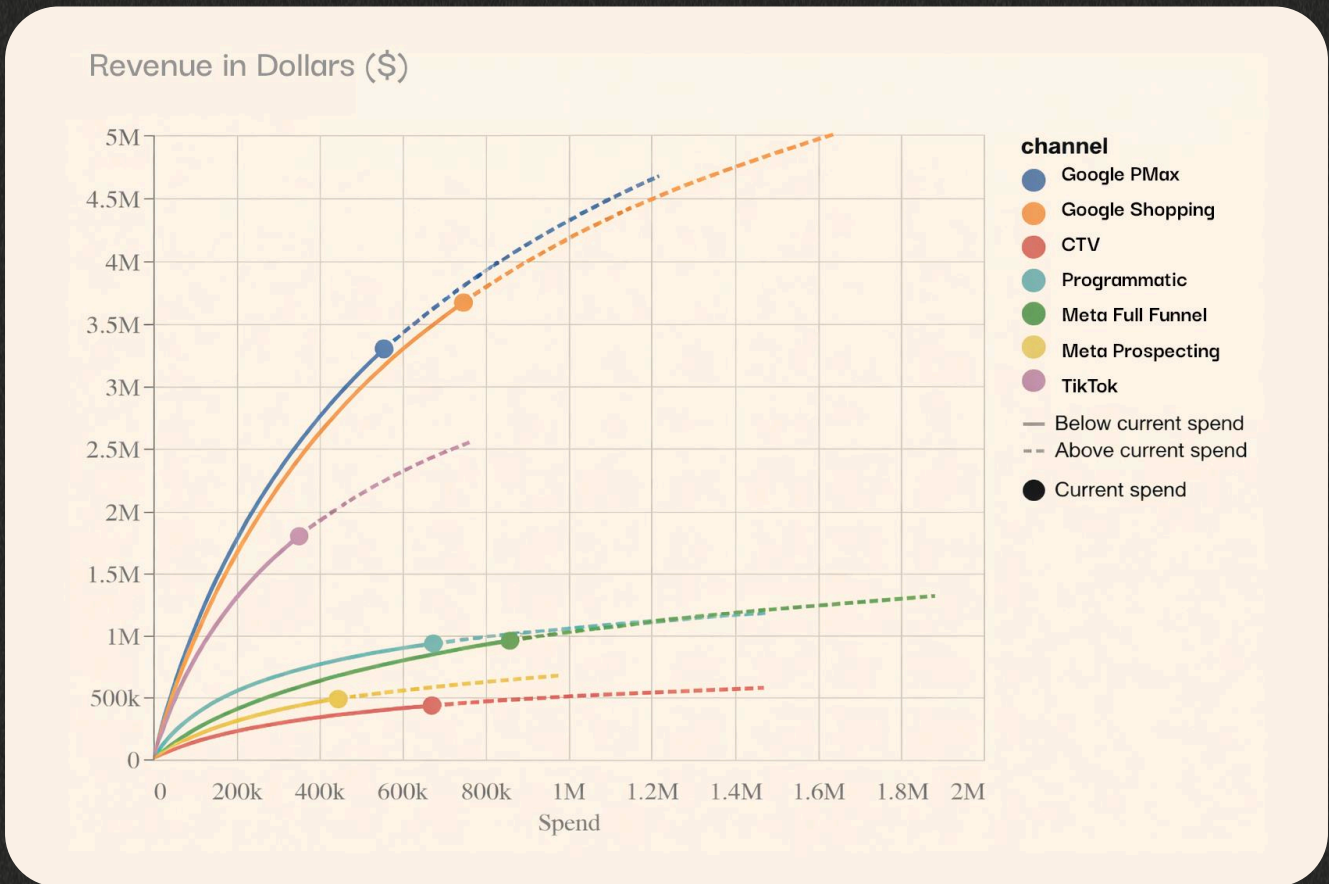
We helped the brand understand TikTok's true contribution across Web and Brand, beyond what last-touch models suggested.

The results were clear:

- TikTok Web Index **ROAS: 832 (highest in our research)**
- TikTok Brand Index **ROAS: 619**
- TikTok Web performance **more than 2x the portfolio average**

With clearer visibility into incrementality and full-funnel impact, TikTok shifted from "looks inefficient on paper" (when compared to attribution models) to a proven growth driver.

TikTok Efficiency Curve Within a MMM



This real client MMM example shows TikTok’s strong incremental revenue impact. Despite lower spend, TikTok delivers high revenue potential.

The recommendation is to shift budget from Meta to TikTok. At \$350k spend, TikTok generates \$1.8M in revenue (5x iROAS), and the model suggests doubling investment to roughly \$700k could still deliver around \$2.4M in revenue at a 3x iROAS.

This reflects natural diminishing returns as spend scales, but the channel remains efficient well beyond current investment levels.

“Attribution asks who got the click. Incrementality asks what caused the revenue. TikTok has been clear that it’s an entertainment platform, and our research shows why that matters: when measured correctly and funded across the full funnel, TikTok delivers significantly more incremental revenue than platform metrics ever suggest.”

Bryce Hamlin, VP of Data Intelligence at fusepoint



4. TikTok Is Under-Credited by Traditional Measurement

Traditional attribution models consistently undervalue TikTok’s impact because they prioritize clicks over influence.

Our research shows Web and Brand returns are still undercredited by TikTok attribution, emphasizing the need for incremental measurement.

Based on the analysis we conducted for this exercise, we found that brands who split their budget 40-50% Brand, 30% Web, 20-30% Shops had the strongest performance.

Number	AVG.	pRoas % comp
TikTok Web iROAS	377	143%
TikTok Brand iROAS	311	118%
TikTok Shop iROAS	258	98%
GA4 iROAS	32	12%
TikTok pROAS	263	

* \$1 ROAS = 100 index

How to interpret the table

- TikTok’s true incremental impact is materially higher than platform-reported ROAS
- Brand and mid-funnel activity play a critical supporting role in driving conversions
- iROAS = incremental ROAS, pROAS = platform ROAS

Why This Matters for Marketers

Most advertisers still structure TikTok investment around a single KPI, usually web conversions, because that’s what platform reporting rewards.

Even outside of platform reporting, TikTok’s impact is materially underrepresented in tools like Google Analytics. Across the client sample, incremental modeling consistently showed more revenue driven by TikTok than GA was able to capture, reinforcing that traditional analytics tools are structurally misaligned with view-first platforms.

This research shows that approach leaves revenue on the table.

”fusepoint’s ability to calibrate Marketing Mix Models (MMM) with incrementality-based geo lift studies represents a step-change in modern measurement. It establishes a unified source of truth that moves beyond fragmented attribution and enables a far more complete understanding of marketing performance.

What’s particularly compelling is the clarity and depth of insight this approach unlocks. When measured holistically, TikTok’s impact is up to 10x greater than what traditional last-click attribution captures. The analysis also shows that TikTok web + shop campaigns deliver ~2x stronger performance compared to web-only strategies, underscoring the importance of a full-funnel measurement framework.

fusepoint brings together deep measurement rigor with practical execution, enabling brands to translate these insights into stronger performance and more confident investment decisions. This research is a great example of how brands can make smarter & more confident business decisions in today’s increasingly complex media landscape with the right agency partnership.”

Dhaval Sawlani, Measurement Partner, TikTok Measurement



Incremental measurement reveals that:

- TikTok performs best as a full-funnel system, not a conversion-only channel
- Brand and Shop campaigns are not “inefficient”, they are force multipliers, enabling lower funnel spend
- Blended TikTok performance improves when tactics work together

What to do Next

1. Adopt a Full-Funnel TikTok Strategy

Invest across awareness, consideration, and conversion to unlock TikTok’s full revenue impact.

2. Move Beyond Last-Click Attribution

Use incrementality-based measurement to understand what TikTok actually drives, not just what it’s credited for.

3. Measure TikTok as a System

Evaluate blended performance across all TikTok investment, not isolated campaign silos.

The Bottom Line

This research provides what TikTok, and its advertisers, have long needed: causal proof.

TikTok drives the greatest business impact when:

- It is measured incrementally
- It is invested in holistically
- It is allowed to operate as a full-funnel system

Ready to prove **TikTok's**
true incremental impact
for your business?

Contact Us ↗