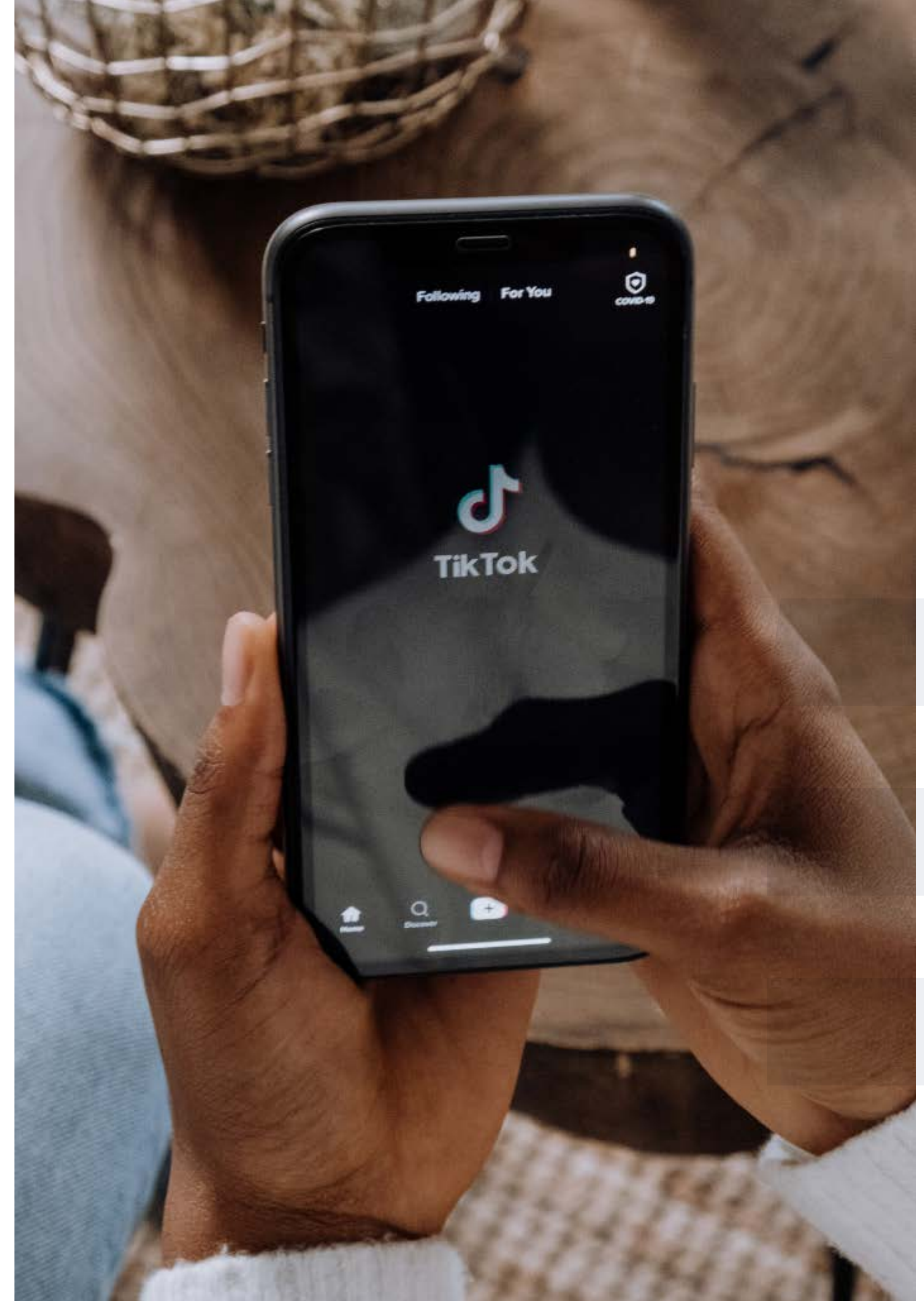


TikTok Trends and User Insights

TikTok has taken over - culture, lifestyles, and consumer buying. These are the user insights your brand can't miss.



It's a TikTok World Now

Don't look now, but the social, digital, and online world is about to pass you by. Faster than you can say TikTok, the rapidly rising video-based social media channel is captivating audiences, attracting new and diverse users, and becoming a powerhouse business opportunity. Soon, if not already, TikTok is replacing other channels as the stalwart channel for sharing lives and lifestyles with the masses. It's the go-to for young users, employees, customers, and dreamers. **The filtered world of Instagram has been replaced by the real, authentic one offered by TikTok content.** With that emerging trend, you will find incredible, unique, actionable consumer insight. Without TikTok analytics, you're missing out on must-have information about audiences from all walks of life.



TIKTOK BY THE NUMBERS

800 million

monthly active users

1.65 billion

TikTok app downloads

1 billion

video views per day

TikTok at a Glance:

TikTok harnesses the bite-sized, discoverable elements of Instagram and the real and relatable of live streaming to deliver a rapidly-growing and addictive social media platform.

- Highly optimized to individual users (“For You” Page)
- Addictive - some even started #TikTokRestArea to help take a break from scrolling
- Influencers are more influential
- Majority of posts on TikTok don’t contain as much copy as a social post from other platforms
- Hashtags are key to linguistic analysis; in this report we prioritize them over conversation topics

- Users spend an average of **52 minutes** per day on the app
- **90% of users** visit the app more than once per day
- TikTok is available in **150 markets**, in 75 languages
- **68 percent of users** watch someone else’s video and 55 percent upload their own videos

Just 4% of U.S. social media marketers use the platform

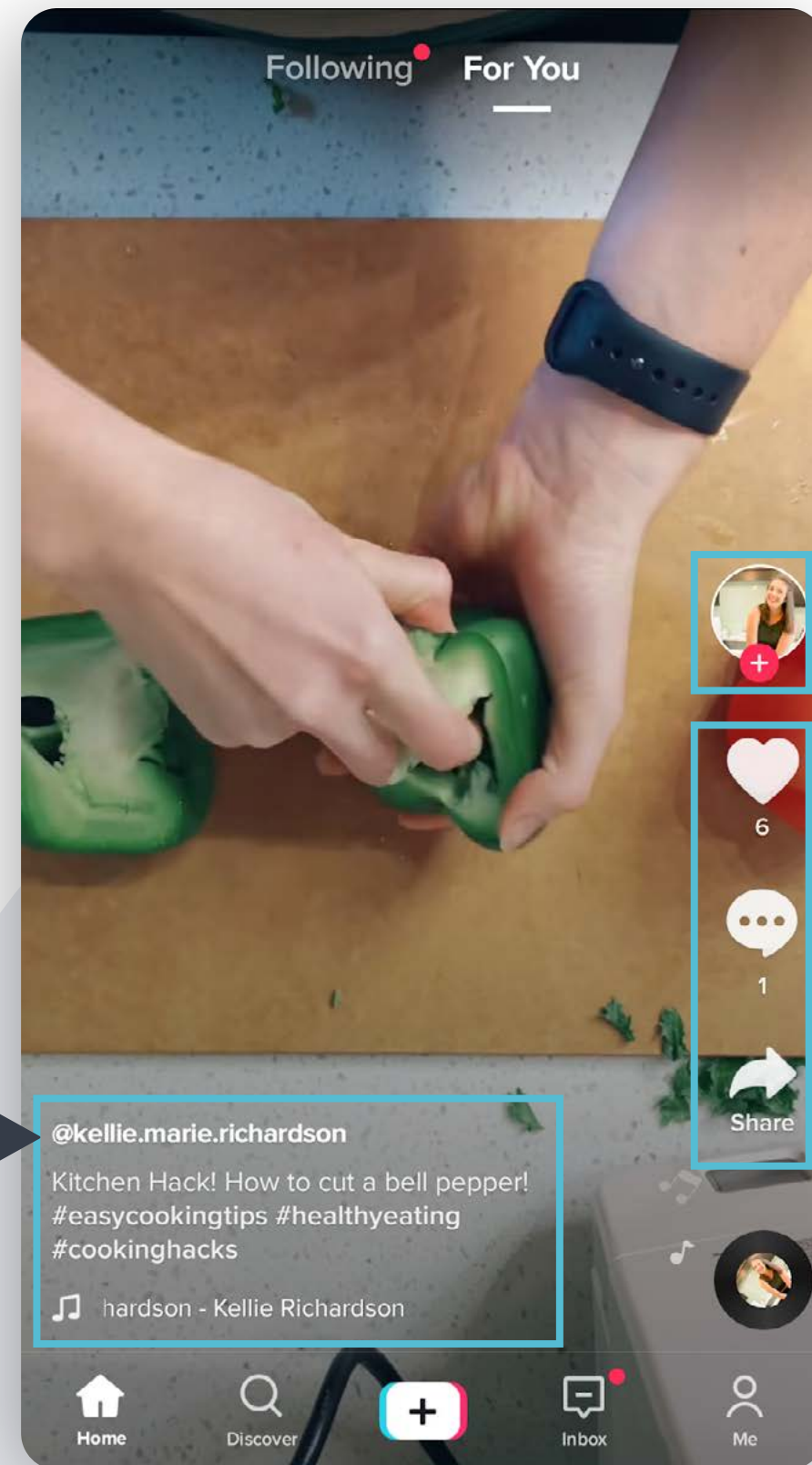
How Infegy Atlas Analyzes TikTok Data

Infegy Atlas quickly parses out linguistic analysis from publically available conversations and online bios to find crucial insight about consumers, audience segments, brands, and products.

POST DATA

Each TikTok post contains text and #hashtags to help describe what is happening on the post.

TikTok User Post

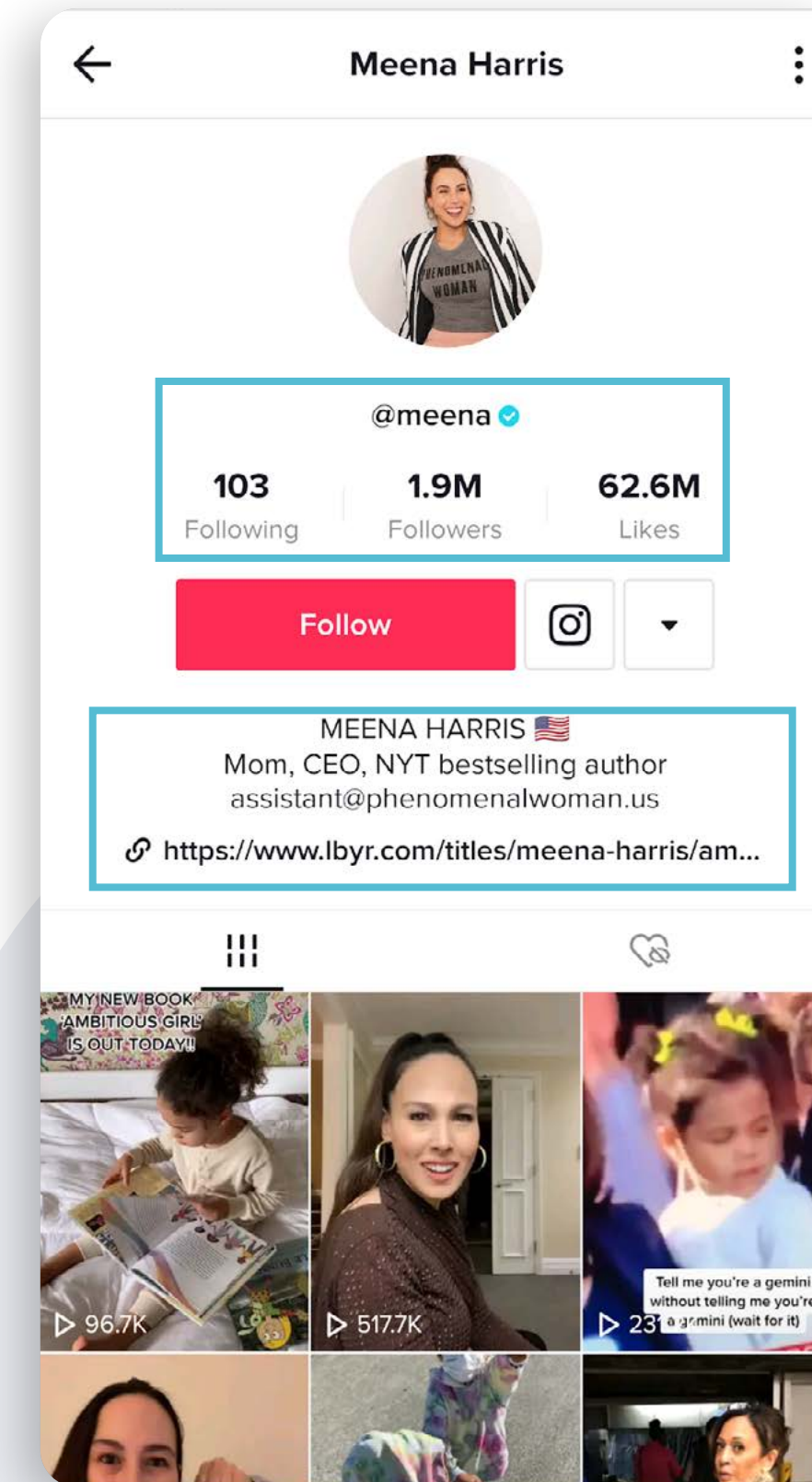


POST AUTHOR

ENGAGEMENT DATA

Number of likes, shares, and comments to each post.

TikTok User Public Data



USER DATA

Handle name, number of people the author follows, number of followers, and number of likes to posts.

USER BIO DETAILS

Text used by the user to describe themselves.

TikTok Posts Can Be Categorized Into 4 Main Categories

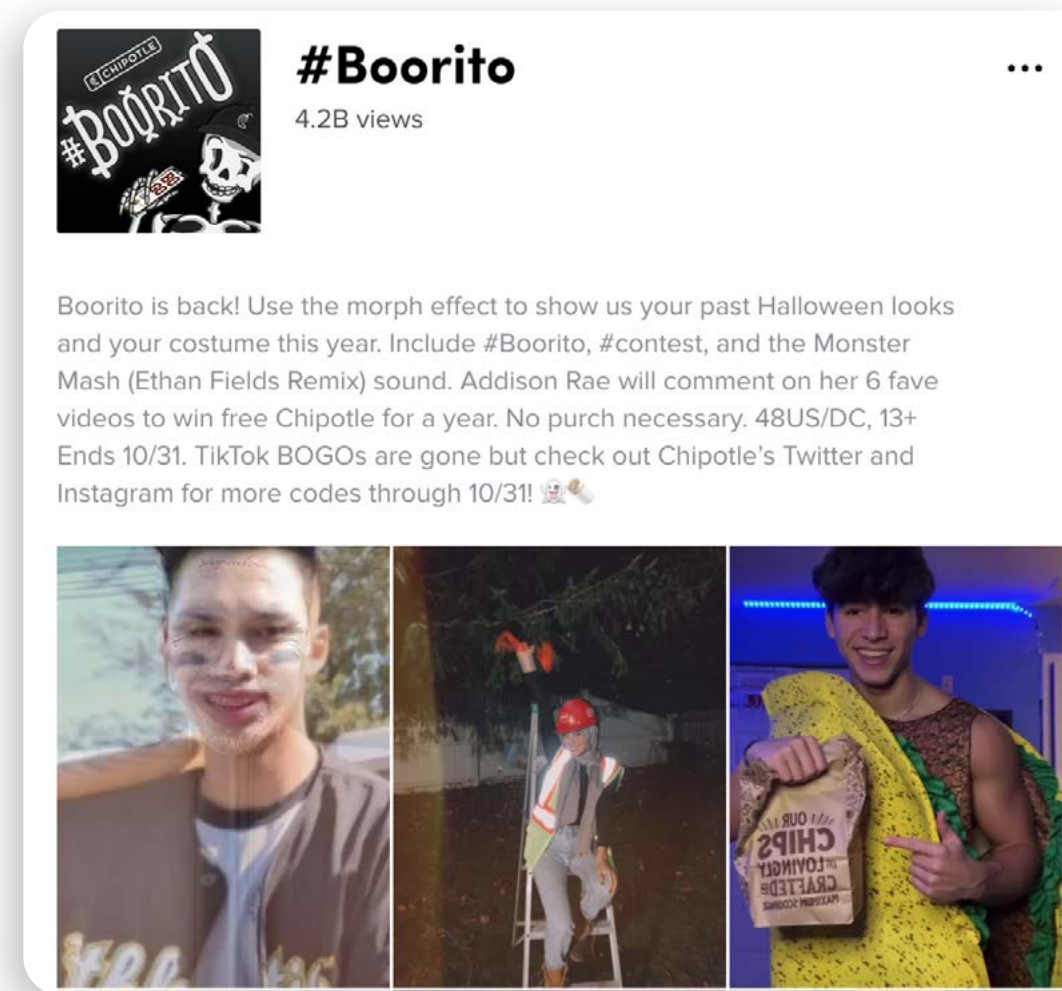
Informative

Posts consisting of direct conversations with viewers.

Often no music or editing is needed.

Authenticity shines here.

Examples: Reviews, Professional Advice, DIY, Employee Posts



Trends & Challenges

Content based around fun or funny challenges or dances that are easy for average users to replicate. A combination of the right hashtags, songs, and video effects are key. Optimal category for brand campaigns.

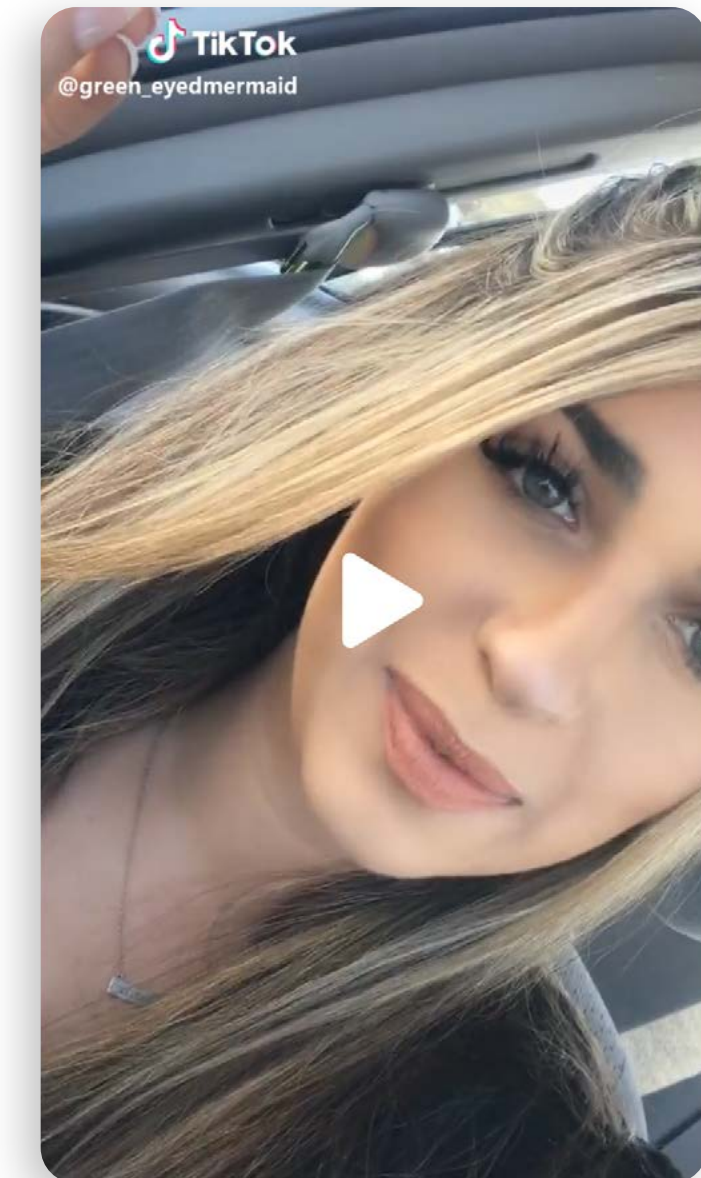
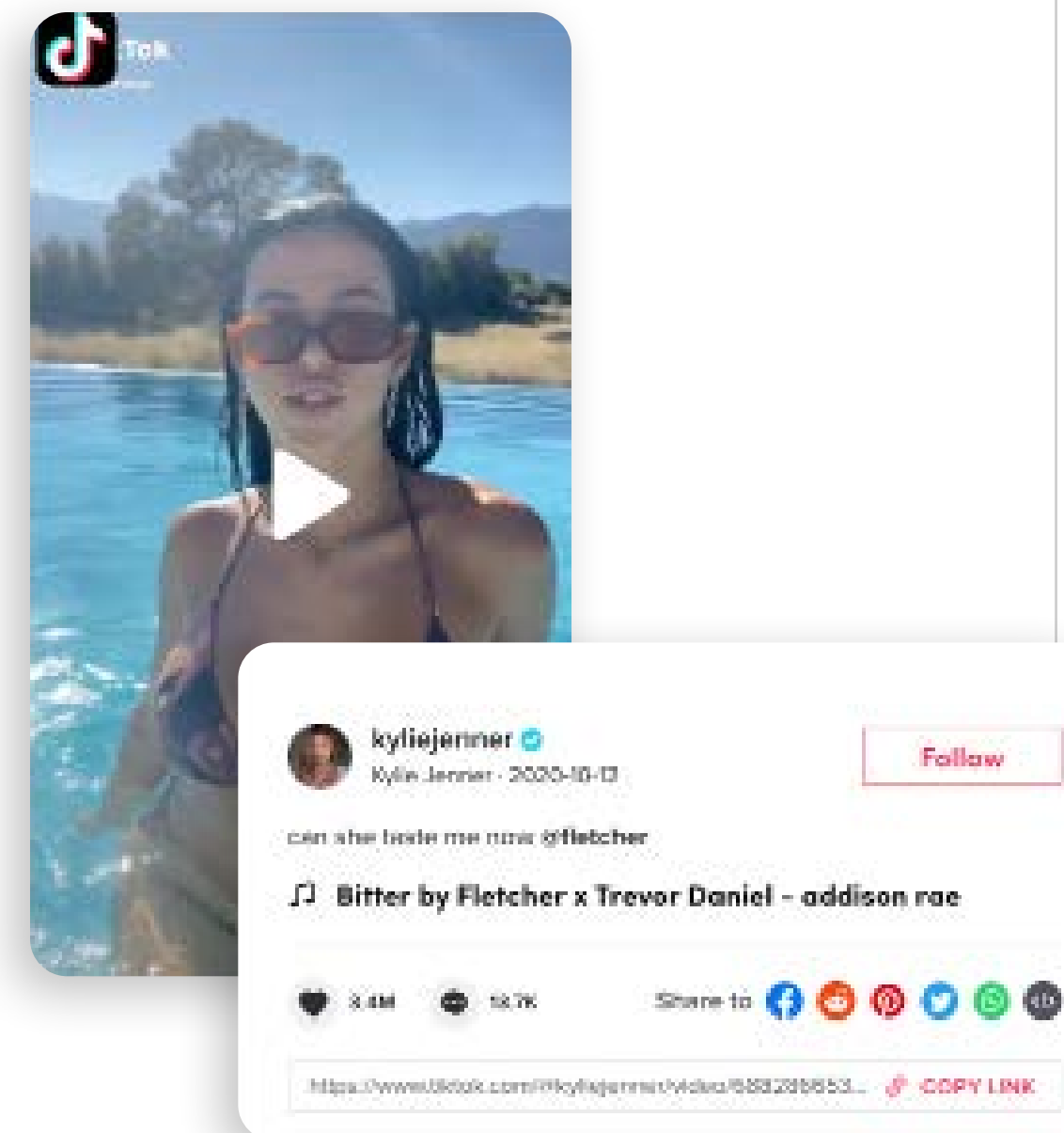
Examples: Dances, Challenges, Effects, Songs, Sounds

Influencer Entertainment

Content created by influencers with a large and/or passionately engaged following.

Has a higher production value. Is less easy to recreate but widely shared.

Examples: Aspirational content, modeling, hauls, travel, professional quality art, from singing to dancing and more.



Real & Raw

Raw relatable, funny, tragic, or shocking stories and experiences shared in quick sound bites. Often they are broken up into parts. Moms and angsty teens are notable audiences in this category.

Examples: mini-vlogs, story time, comedy

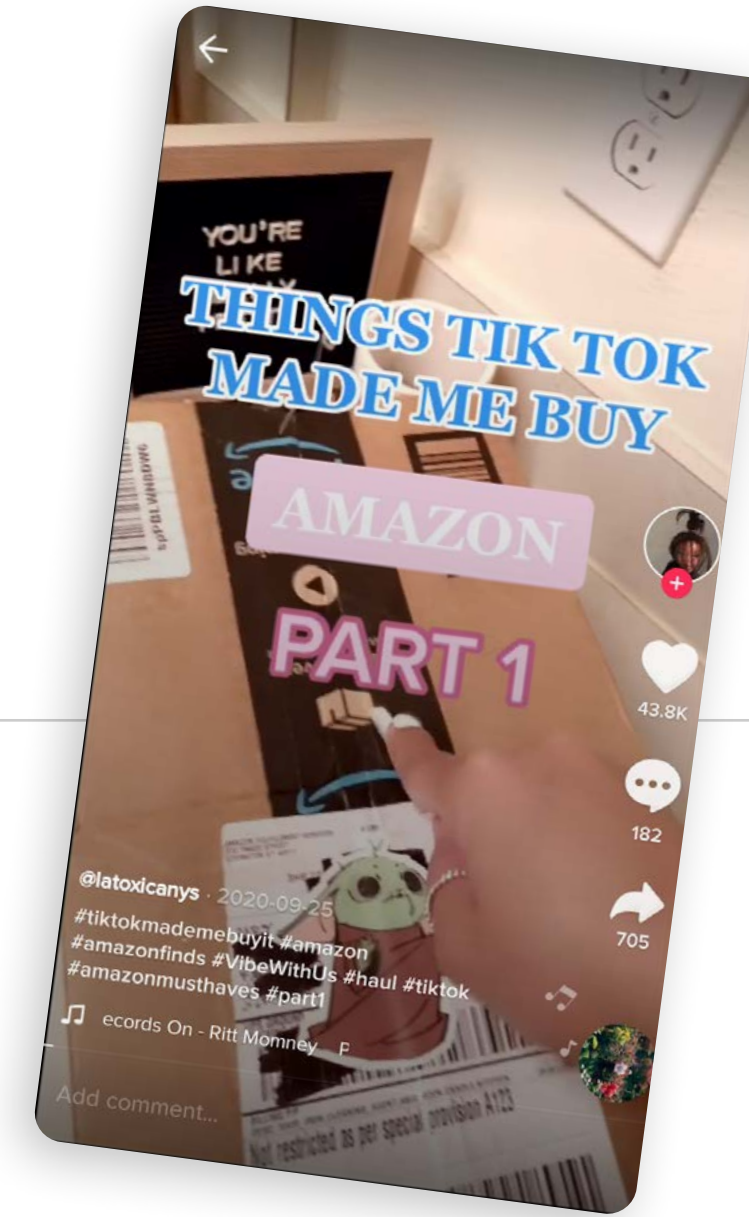
Informative TikTok Content Drives Buying Behaviors

TikTok users express behavioral themes like purchase intent, quality, loyalty, and churn at a high rate. The hashtag #TikTokMadeMeBuyIt has millions of uses on the platform. This makes TikTok a prime channel for product marketing and understanding consumer behavior. Certain categories generate more buzz and would be ideal for TikTok centered marketing initiatives.

TOP	USERS	VIDEOS	SOUNDS	HASHTAGS
#	tiktokmademebuyit	1.4B views		
#	tiktokmademebuyitamazon	1.6M views		
#	tiktokmademebuythis	20.8M views		

Which Audiences Drive The Trending Hashtag “#TikTokMadeMeBuyIt”?

Analyzing words and phrases used in posts and online bios help determine which audiences drive the popularity of certain topics or hashtags. Female audiences like Moms make up a significant portion of the “#TikTokMadeMeBuyIt” audience. Content for this hashtag tends to be more positive and express more emotions, and these audiences are highly engaged.



HOW BUYING CONVERSATIONS STACK UP ON TIKTOK

+21%

Difference in female voice distribution vs. TikTok average

For #TikTokMadeMeBuyIt

“Mom” is the

1st

most referenced word in online bios

For Tiktok in general

“Mom” is the

4th

most referenced word in online bios

+10%

difference in **positive sentiment distribution** for “#TikTok MadeMeBuyIt” vs. TikTok average

+5%

difference in **sentimental voice distribution** for “#TikTokMadeMeBuyIt” vs. TikTok average

An analysis of #TikTokMadeMeBuyIt conversation reveals Amazon is highly mentioned along with the hashtag. Beauty and small business are other notable topics.

TOPIC	DISTRIBUTION TOTAL
amazon	24.38%
beauty	9.55%
small business	7.06%
collectibles/toys	3.85%
clothing	3.40%
holiday	3.32%
mom	3.25%

Authentic + Trend Driven: Employees Hold the Key to Brand Perception and Hiring

Trends and challenges on TikTok are light-hearted and fun. Brands can use this in these unique ways: improving perceptions about the brand, showing the fun side of jobs to encourage applications, or getting consumers to try products. TikTok content that highlights manual processes, workers having fun, artistic talents of work or employees having emotional bonds with community members (like dogs or kids) drive conversation about job and the brand.

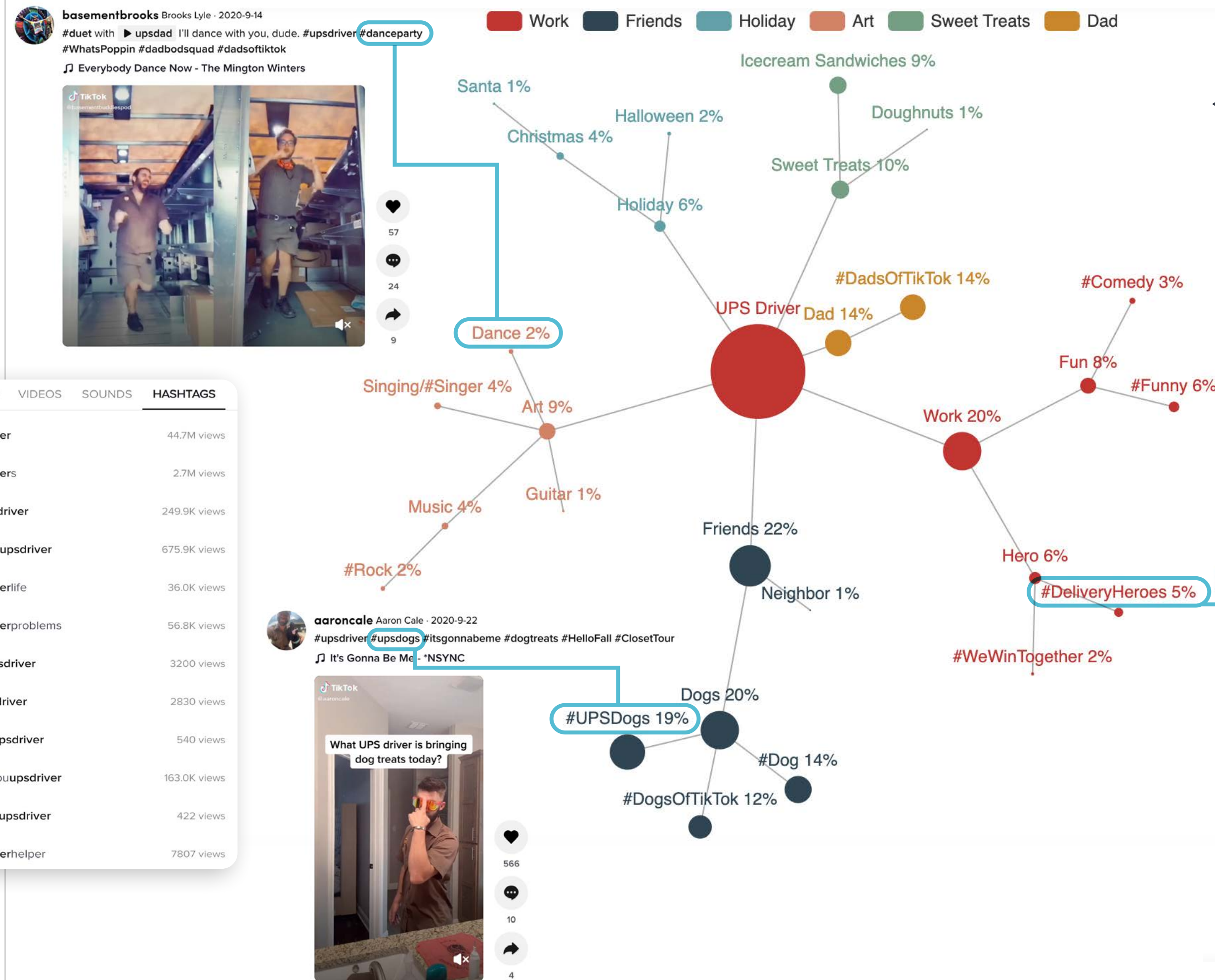
Positive posts showing drivers love for their job has not only made positions more attractive, they go viral!

70%

Average Post Sentiment

TikTok on the Clock: Employees Like UPS Drivers Are Key Brand Ambassadors

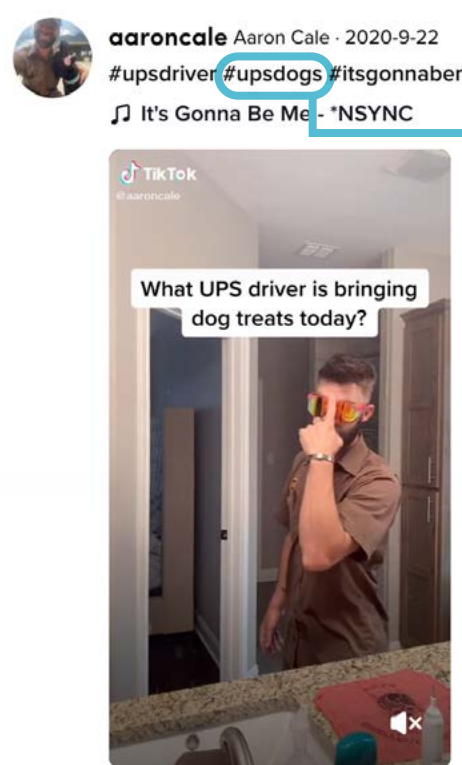
Organically growing conversation with and about employees, such as delivery drivers, proves the power of leveraging employee personalities on TikTok. The high volume and rapidly expanding topics and user interests shared online validate implementing a robust employee TikTok strategy.



TOP	USERS	VIDEOS	SOUNDS	HASHTAGS
#	upsdriver			44.7M views
#	upsdrivers			2.7M views
#	hotupsdriver			249.9K views
#	favoriteupsdriver			675.9K views
#	upsdriverlife			36.0K views
#	upsdriverproblems			56.8K views
#	sexyupsdriver			3200 views
#	myupsdriver			2830 views
#	cutestupsdriver			540 views
#	thankyouupsdriver			163.0K views
#	womenupsdriver			422 views
#	upsdriverhelper			7807 views

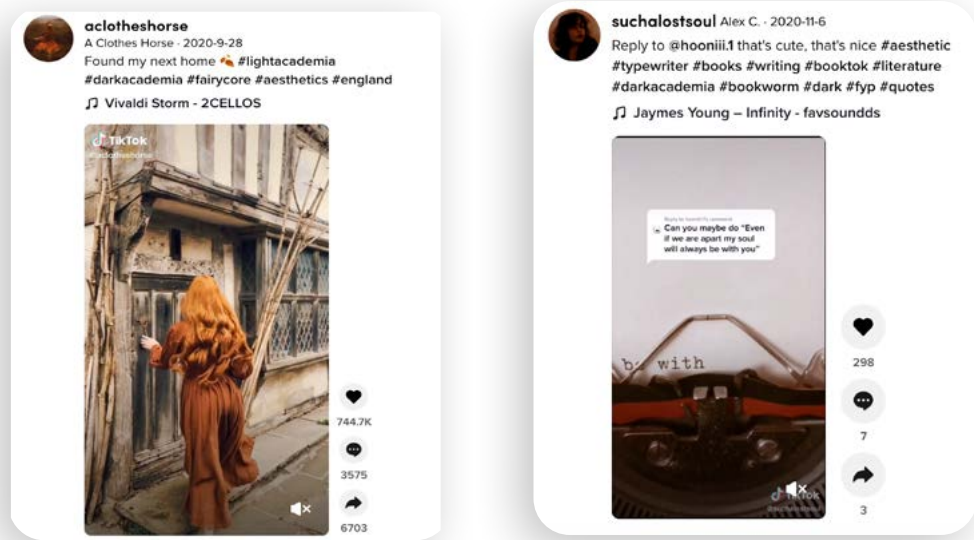
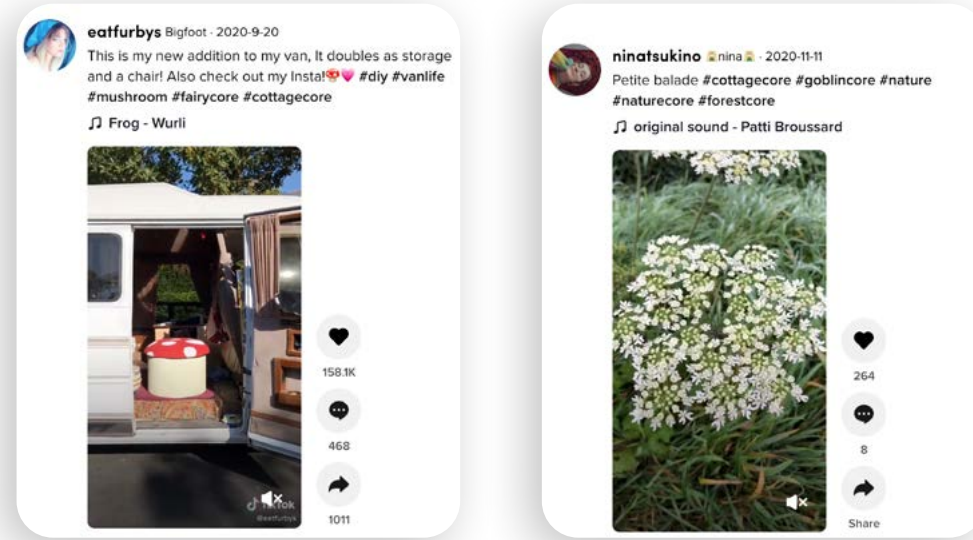
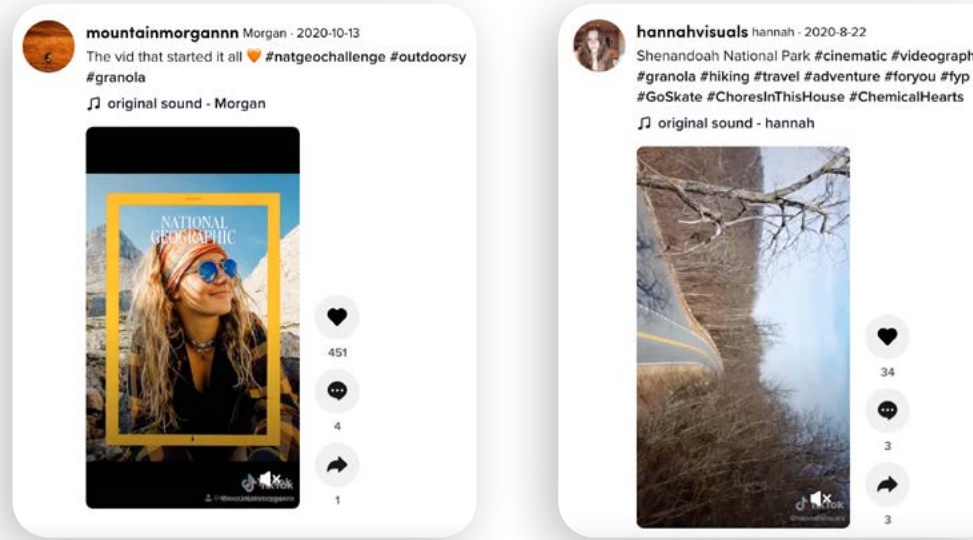
Key conversations driving high volume of positive user posts from UPS drivers include:

- Day-to-day videos (sometimes with a funny or creative spin)
- Delivery interactions with neighbors (especially their dogs)
- Being courageous essential workers (sometimes being gifted sweet treats as a reward)
- Being a source of joy on the holidays



Emerging TikTok Trends Offer Key Insight on Niche Communities

Gen Z defines their social circles by building niche aesthetic groupings online, and TikTok is a key driving force. These aesthetics become an aspiration to achieve and therefore have a lot of marketing power. These styles are not unique to TikTok but emerged there and spread to other channels. TikTok is a top source for identifying Gen Z trends that later move to Tumblr, Instagram, and Pinterest. Below is conversational analysis of three leading aesthetics.

	Dark Academia	Cottage Core	Granola
Overview	Dark academia is a refreshing, dark twist on classic prep. Key topics for this aesthetic include: books, history, literature, reading and writing, mystery, old buildings, old money. Harry Potter is a natural fit for this aesthetic.	A newly mainstream aesthetic, Cottage Core receives more conversations than the other two. Although started by Gen Z, its homey, homemade, vintage, baking, minimalist, and natural underpinnings appealed to a wider audience, particularly millennials. Pandemic isolation and the refocus on the home added to the Cottage Core attraction.	Appealing to millennials, Granola or Gorpcore is centered around travel and the great outdoors. While the aesthetic is most associated with nature, an analysis of this audience's source bios reveals a large portion of urban dwellers, particularly in NYC.
Example			
Top Hashtags	#Cottagecore, #booktok, #poetry, #lightacademia, #lgbt, #harrypotter, #literature, #academia,, #vintage	#witchtok, #lgbt, #alt, #wlw, #lgbtq, #art, #smallbusiness, #gobincore, #darkacademia	#hiking, #backpacking, #pnw, #camping, #roadtrip, #travel, #nature, #adventure, #granolagirl, #gear
Top Words	Vibes, Book, Life, Video, Outfit, Pretty, Favorite, Song, Style	Making, Cute, Mushroom, Vibes, Tea Cottage Core, Happy, Dress, Morning	Girl, Hiking, Life, Playlist, Song, Backpacking, Home, Mountains
Products People and Media	Hogwarts, William Shakespeare, Donna Tartt, Harry Styles, Jane Austen, Ballpoint Pens	Etsy, Taylor Swift, Depop, Trader Joe's	Etsy, the Lumineers, VSCO, National Geographic, Toyota Prius
Source Bio	BLM, ACAB, Cosplayer, Bi, Artist, Books, Slytherin, Witch	BLM, Artist, ACAB, Witch, Cosplayer, Etsy, Queer	BLM, recipes, NYC, Outdoor, Adventures
Actionable Ideas	The aesthetic of gothic architecture and libraries could sell a student on a specific college or dorm decorations.	A cottagecore themed campaign featuring DIY projects to promote a CPG brand.	A brand retail environment deeply reflecting nature which could be a granola oasis in the middle of a city#

TikTok Hashtags Help Show Commonalities and Uniqueness Across Audiences

Identifying how certain audiences mention hashtags and how they vary on TikTok reveals which topics drive conversation for specific groups. Zooming in on the different groups based on what they talk about also reveals who they are and helps predict what they have in common or how they might behave. In the insight to the right, we analyzed how people who mention these three TikTok aesthetics crossover with other hashtags, like fashion or nature. TikTok offers more and unique conversational attributes that can help you pinpoint and understand different audiences and types of consumer.

Crossover Convos: Specific Audiences Share Similarities and Differences in Types of Hashtags Used

Which TikTok aesthetic groups share commonalities? Because of the high usage of hashtags on TikTok, you can analyze how different groups crossover in the using of certain hashtags. Comparing TikTok hashtag uses, Dark Academia and Cottagecore have the most overlap, while Granola remains a more unique aesthetic.

HASHTAG CROSSOVER BETWEEN DIFFERENT TIKTOK GROUPS



- ◀ LGBTQ+ user topics represent a sizable portion of both Dark Academia and Cottagecore, but not Granola.
- ◀ Cottagecore and Dark Academia share both witchcraft and vintage themes.
- ◀ Nature is a common thread between Cottagecore and Granola. Small business is uniquely attributed to Cottagecore.

INSIGHTS TIP:

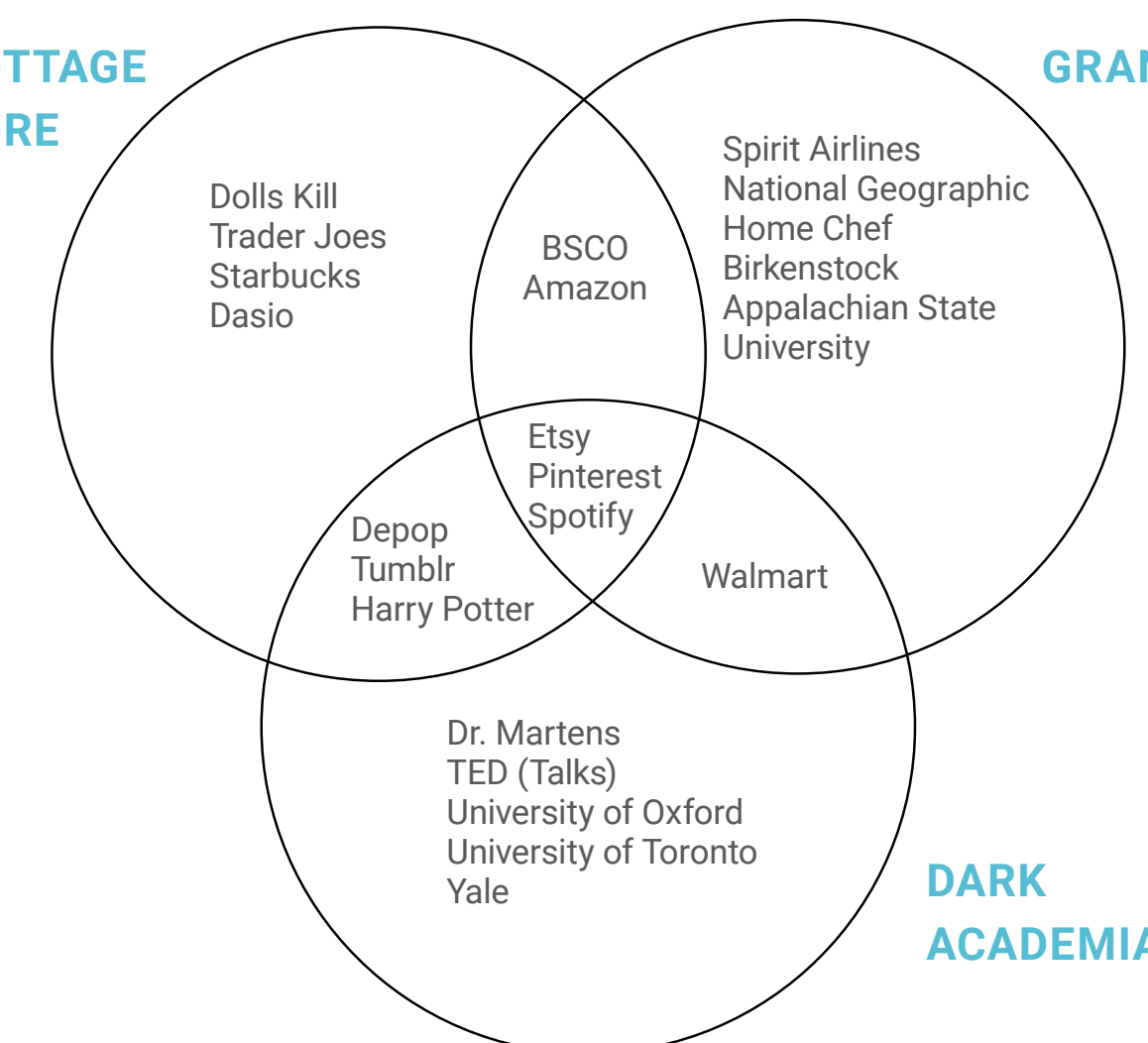
Gather insight from audiences, large and small

Cottagecore and Dark Academia share greater overlap in conversational attributes, while Granola remains a smaller, more unique aesthetic. **Topics with higher post volume can provide a wealth of data, while niche topics offer nuanced insight on more passionate specific groups of followers.**

BRAND ASSOCIATIONS AMONG AESTHETICS

COTTAGE CORE

GRANOLA



DARK ACADEMIA

To Be Continued...

This isn't the last TikTok report from our team. Here's what to look for in our next analysis:



Connecting with Audiences

How can you learn more about target audiences on TikTok? What kind of content and campaigns resonate with them?

TikTok Campaigns

What attributes make a successful TikTok campaign? What key metrics prove if a TikTok campaign is successful?

Influencers

Which TikTok Influencers are on the rise and why? How can you pinpoint influencers for your brand?

User Insights

How does TikTok post activity compare to other social channels by metrics like gender, age, sentiment, theme, and emotion?

Conclusion

TikTok is here to stay. More than that, it is poised to take over as a driving force of how consumers document their lives and lifestyles. This means there is a huge, unspoiled treasure of unmined insights about consumers waiting for your team to find. You need the right tools to listen and analyze how audiences - from Gen Z to employees - live, interact, behave, and buy.

There's only one social insights platform that can analyze it all: Infegy Atlas (and no, you don't need to have a TikTok to research audiences).

Tik tok, the clock is ticking. Contact us today to learn about how you can add TikTok to your analytics strategy.

To recap, here are the key takeaways on TikTok emerging trends and audience insights featured in this report:

1

Learn what the social listening analysis of employee TikTok content reveals about employees as promoters.

2

Identify the emerging trends and niche communities on TikTok are and how to analyze them.

3

See how consumers interact on TikTok and what brands need to know about behaviors.

4

Understand how audience insights on TikTok can be leveraged for product development and brand strategy.

5

Pinpoint the top trending hashtags and what they reveal about consumer psyche.

Methodology

The featured data is derived from the social listening insights available in Infegy Atlas since 2007. The primary query date range for this report is 7/1/2020 to 12/31/2020. Data was pulled using research within the platform using the brand conversations in our database. The conversational data includes content pulled from TikTok.

The featured brands, personas and channels were chosen for further analysis based on industry trends as well as top themes and interests in our proprietary database.

Infegy Atlas allows for uniquely large samples for every search. This means every difference in this report is statistically significant.

Moreover, Infegy prides itself on determining not only statistical significance but differences meaningful to real business practices.

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- These Style Aesthetics Started on TikTok, YouBeauty.com, September 2020
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Get results. Choose the best technology.

Beyond volume and sentiment, Infegy Atlas helps researchers get to the heart of what consumers think and discuss, and how they feel about topics and brands through nearly instant analysis of millions of social conversations.



RESULTS YOU CAN TRUST

93% sentiment accuracy and 97% recall — backed by the largest validation test ever published in the industry.

AUDIENCE SEGMENTATION

Default and customizable audience segments that enable users to create social media focus groups to perform more targeted research and deeper discovery.

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Sophisticated statistical analysis of more than 125 metrics that highlights the key drivers within conversations and identifies the most important events.

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Deeply understand complex nuances, including emotions like trust and themes such as purchase intent, automatically.

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Through the API or the UI, return advanced contextual analysis within seconds of hitting submit.

Infegy is the leading SaaS data analytics company that helps global agencies and enterprise partners understand their consumers to make more informed business decisions.


Our cloud-based social media intelligence platform, Infegy Atlas, is powered by Infegy's best-in-class Natural Language Processing and machine learning technology to provide real-time insights leveraging social media data from the more than 400+ million sources.

With a focus on translating the voice of the consumer into actionable intelligence, Infegy Atlas has been utilized to determine what moms think about sugar content in breakfast cereals, what drives sales for nail polish, and if the PlayStation 4 will outsell the Xbox One.

Ready to see the software used to create this report in action? Get a personalized demo of Infegy Atlas.

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