

# O TikTok em números

- O TikTok tem 1 bilhão de usuários ativos mensais. Sendo +89 Milhões no brasil
- Foi o 7º aplicativo de rede social mais baixado em 2021. Ele já ultrapassou Twitter, Telegram, Reddit, Pinterest e Snapchat em usuários ativos mensais
- 95 minutos por dia é a média de visualização por usuário. Esse número é 28,3% maior do que o 2º colocado, que é o Youtube

♀ 62,7%

♂ 37,3%

18 - 24 | 38%  
25 - 34 | 29%

9%  
é a taxa de  
engajamento média

42%

gostam de utilizar o TikTok para acompanhar e curtir os vídeos de marcas e empresas que gostam.

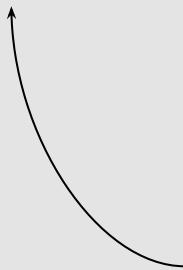
82%

dos usuários do Brasil acessam a plataforma pelo menos uma vez ao dia

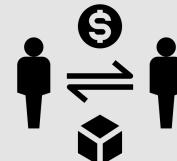
35%

dos usuários do Brasil já compraram algum produto ou contrataram algum serviço que descobriram no app.

Perfis pessoais  
Assistir e interagir com  
outros conteúdos

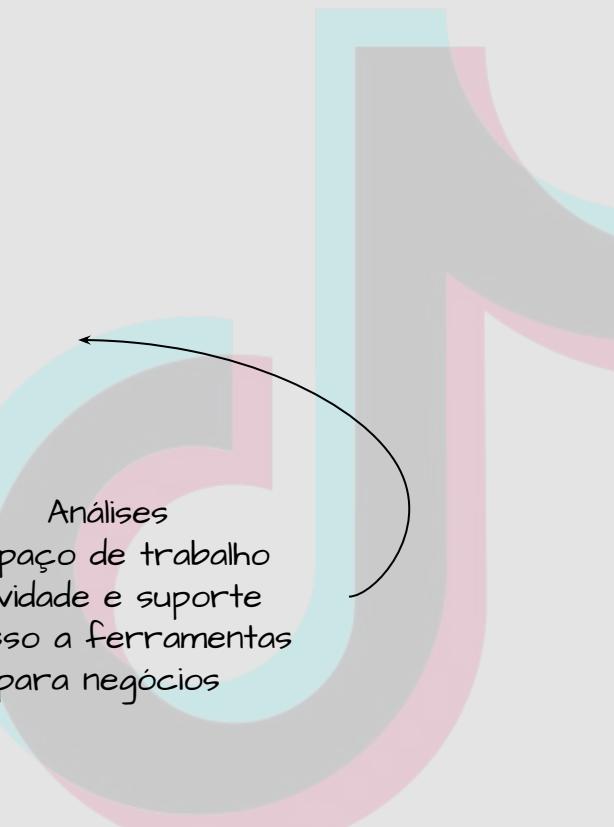


**Pessoal**

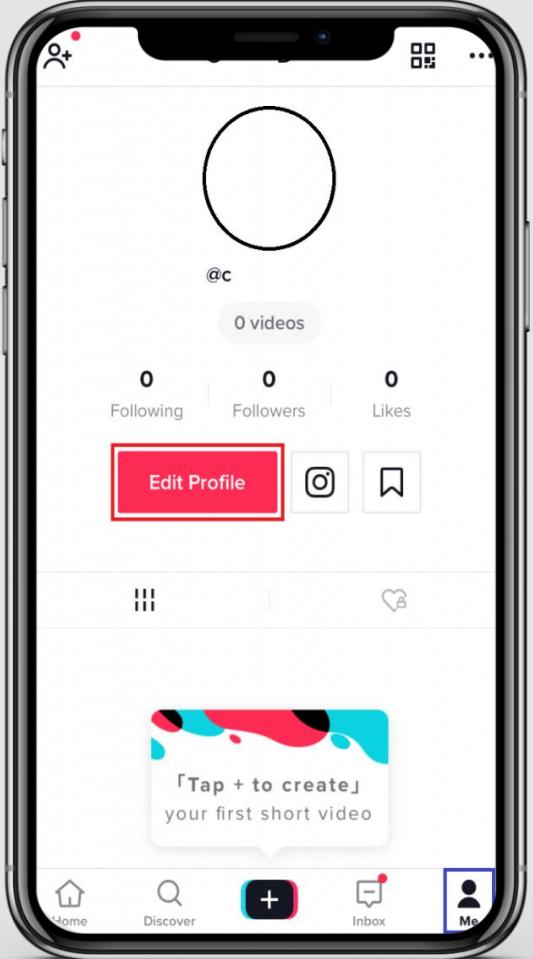


**Corporativas**

Análises  
Espaço de trabalho  
Atividade e suporte  
Acesso a ferramentas  
para negócios



VÍDEO



15''

3'

30''

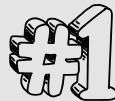
10'

60''





Edição



Hashtags



Áudio



Integração



Visualizações



O timing  
importa!



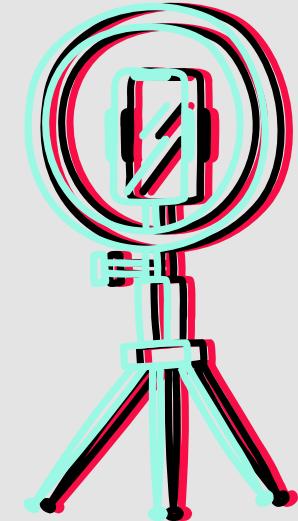
Crie comunicações  
originais e criativas.



Utilize as trends  
e áudio em alta.



Escute o que os  
seus seguidores  
estão dizendo.





### Culturas

Grupos que formam comunidades com paixões e interesses comuns por algum tema. Aproveite para se envolver e engajar se fizer sentido.



### Os seus comentários falam

E podem direcionar a sua produção de conteúdo.



### Análise os resultados

Dos seus conteúdos. Eles mostrarão os interesses e o que você deve continuar ou parar de fazer.



### Criador X influenciador

Criadores são realmente produtores de conteúdo. Influenciadores não necessariamente produzem conteúdos, podem ser apenas figuras influentes/conhecidas.



# Explore Top Products on TikTok

Discover winning products in your region and category.



Acesse [aqui](#).

Brazil      Product categories      Last 7 days      Search

Product      Popularity

Cases, Screen Protectors & S...  
Phones & Electronics/Phone Accessori...

Earphones & Headphones  
Phones & Electronics/Audio & Video/E...

Shampoo & Conditioner  
Beauty & Personal Care/Hair Care & St...

Serums & Essences  
Beauty & Personal Care/Skincare/Seru...

Lipstick & Lip Gloss  
Beauty & Personal Care/Makeup & Per...

Search by category, subcategory

- Select all
- Automotive & Motorbike >
- Baby & Maternity >
- Beauty & Personal Care >
- Books, Magazines & Audio >
- Collectibles >

	1.13%	0.61%	22.10 US\$	Details →	
164	▲ 72%	1.29%	2.36%	6.51 US\$	Details →
138	▲ 66%	0.47%	5.96%	5.43 US\$	Details →

Brazil
Beauty & Person...
Last 7 days
 Search

About this data

Product	Popularity	Popularity change	CTR	CVR	CPA	Actions
<b>Shampoo &amp; Conditioner</b> Beauty & Personal Care/Hair Care & St...	170	▼ -6%	1.13%	0.61%	22.10 USD	<a href="#">Details →</a>
<b>Serums &amp; Essences</b> Beauty & Personal Care/Skincare/Seru...	164	▲ 72%	1.29%	2.36%	6.51 USD	<a href="#">Details →</a>
<b>Lipstick &amp; Lip Gloss</b> Beauty & Personal Care/Makeup & Per...	138	▲ 66%	0.47%	5.96%	5.43 USD	<a href="#">Details →</a>
<b>Hair &amp; Scalp Treatments</b> Beauty & Personal Care/Hair Care & St...	89	▼ -17%	0.26%	2.43%	16.90 USD	<a href="#">Details →</a>



## Shampoo & Conditioner

Beauty & Personal Care/Hair Care & Styling/Shampoo &...

Brazil

Last

### Creative insights

#### Performance analytics

#### Audience insights

##### Popularity

170 Total

##### CTR

1.13% Average

##### CVR

0.61% Average

##### CPA

22 USD Average

##### Impressions

56M Total

##### 6s View Rate

19.96% Average

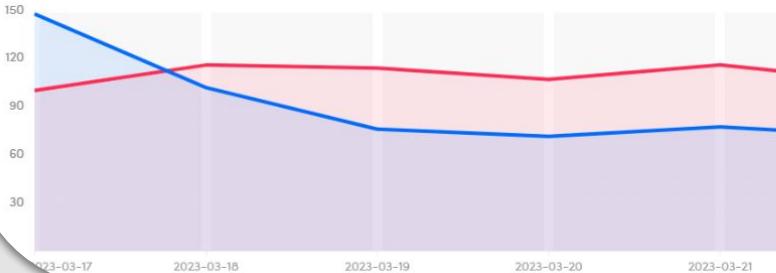
##### Likes

302K Total

##### Shares

4K Total

##### Popularity



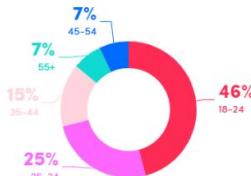
### Creative insights

Performance analytics

Audience insights

About this data

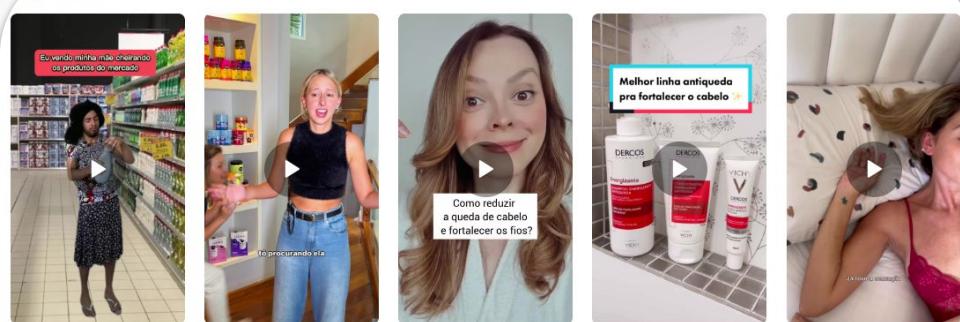
Age range



Related interests



Related videos



Related hashtags

#tarot

#game

#live

#tarodoamor

#baralhociganoresponde

Copy



01 / 10



# Explore Top Ads on TikTok

See high-performing auction ads on TikTok. Let successful cases inspire your creativity. ⓘ

Search by brand or product keywords

Search

Trendy searches 50% off dinheiro reveravit depilador black friday

Brazil

Food & Beverage

Objective

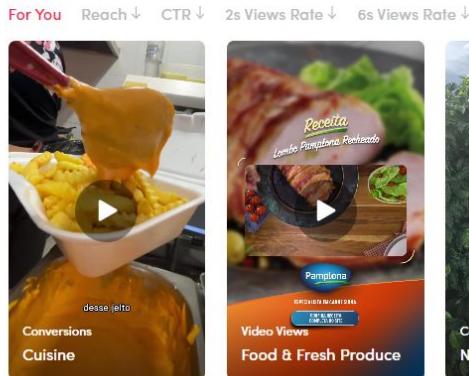
Likes

Industry

Objective

Likes

Duration



Industry

- E-Commerce (Non-app) >
- Education >
- Financial Services >
- Food & Beverage >
- Games >
- Health >
- Home Improvement >

- Select all
- Food & Fresh Produce
- Alcoholic Beverages
- Cooking & Recipes
- Non-alcoholic Beverages
- Other Food & Beverage
- Cuisine



# Browse what's trending now in Brazil ▼

## Hashtags

Discover new trends on TikTok through hashtags



Industry

Last 7 days

New to top 10

Rank

Hashtags

Posts & Views

1

# valentinesday

31K

60M

Posts

Views

NEW



2

# existeumlugar

↳ Sports & Outdoor

58K

39M

Posts

Views

↓1

1

# valentinesday

NEW



31K

60M

Posts

Views



See analytics

2

# existeumlugar

↓1

↳ Sports & Outdoor



58K

39M

Posts

Views



See analytics

3

# fakenews

NEW

↳ News & Entertainment



16K

23M

Posts

Views



See analytics

4

# jornalfake

NEW

↳ News & Entertainment



15K

14M

Posts

Views



See analytics

5

# chaeyoung

↓2

↳ News & Entertainment



5K

23M

Posts

Views



See analytics

6

# carnaval2023

NEW

↳ News & Entertainment



3K

20M

Posts

Views



See analytics

See analytics

# # valentinesday

Copy Link

Show how you're celebrating love with special people in your life this #ValentinesDay!

## Insights

Posts

31K

Last 7 days, Brazil

8M

Overall

Last 7 days

Brazil

Views

60M

Last 7 days, Brazil

51B

Overall

### Interest over time

↗ Likely to trend within the next 7 days.



### Related videos

Popular in the Last 7 days, Brazil



### Audience insights

Age range



Related interests



### Regional popularity

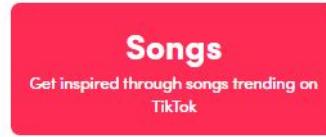


Top regions





## Hashtags



## Songs

Get inspired through songs trending on  
TikTok



## Creators



## TikTok Videos

### Popular ⓘ Breakout ⓘ

Last 30 days



New to top 100

Approved for business use

Search

Rank	Songs	Trend	Actions
1 ↑1	Calm Dooowwnn Lalalaaa (Remix) FAITAH NADA		<a href="#">See analytics</a>
2 ↑1	Funny Song Mas Gomal		<a href="#">See analytics</a>
3 ↑1	Aquecimento Tamborzada Bota em Mim Ic santanna		<a href="#">See analytics</a>

Songs em  
alta [aqui](#).