



# 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.

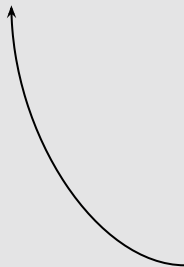
82%

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

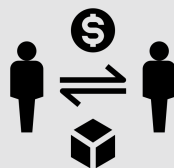
35%

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

Perfis pessoais  
Assistir e interagir com  
outros conteúdos

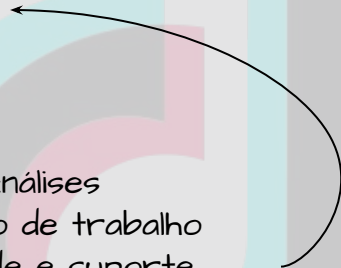


**Pessoal**

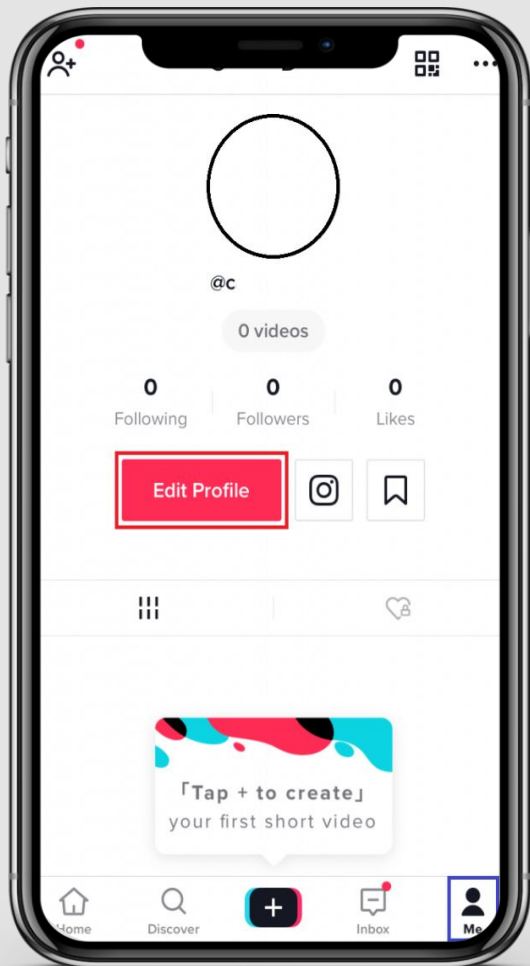


**Corporativas**

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



VÍDEO  
VÍDEO  
VÍDEO  
VÍDEO  
VÍDEO  
VÍDEO  
VÍDEO  
VÍDEO  
VÍDEO  
VÍDEO



15''

30''

60''

3'

10'





Edição



Hashtags



Áudio



Integração



Visualizações



O timing importa!



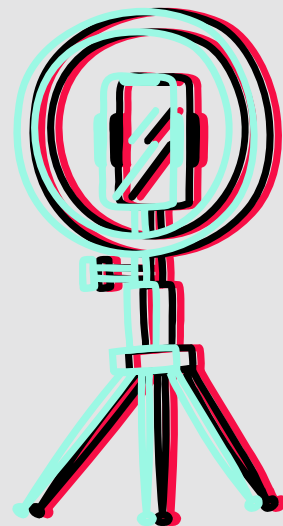
Crie comunicações originais e criativas.



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.

Brazil Product categories Last 7 days Search

Product categories dropdown menu:

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

Product categories list:

- 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...

Time period selection:

- Day
- Week
- Month
- Yesterday
- Last 7 days
- Last 30 days

1.13%	0.61%	22.10 US\$	Details →
1.29%	2.36%	6.51 US\$	Details →
0.47%	5.96%	5.43 US\$	Details →



Acesse  
[aqui.](#)

Brazil



Beauty &amp; Person... x



Last 7 days



Search

About this data ?

Product

Popularity ?

Popularity change ?

CTR ?

CVR ?

CPA ?

Actions

**Shampoo & Conditioner**

Beauty &amp; Personal Care/Hair Care &amp; St...

170

▼ -6%

1.13%

0.61%

22.10 USD

Details →

**Serums & Essences**

Beauty &amp; Personal Care/Skincare/Seru...

164

▲ 72%

1.29%

2.36%

6.51 USD

Details →

**Lipstick & Lip Gloss**

Beauty &amp; Personal Care/Makeup &amp; Per...

138

▲ 66%

0.47%

5.96%

5.43 USD

Details →

**Hair & Scalp Treatments**

Beauty &amp; Personal Care/Hair Care &amp; St...

89

▼ -17%

0.26%

2.43%

16.90 USD

Details →



## 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



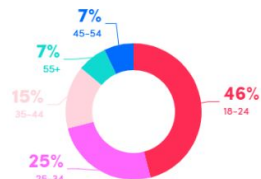
### Creative insights

Performance analytics

Audience insights

About this data

Age range



Related interests

Pawn Shops 139

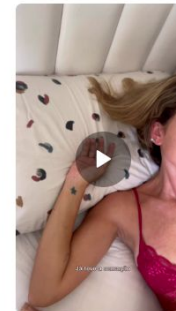
Securities 138

Aesthetic ... 143

Educational G... 141

Consumer Ser... 141

Related videos



Related hashtags

#tarot

#game

#live

#tarodoamor

#baralhociganoresponde

# 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

Acesse [aqui](#).

Brazil ×

Food & Beverage ×

Objective

Likes

For You Reach ↓ CTR ↓ 2s Views Rate ↓ 6s Views Rate ↓



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

## Songs

Industry



Last 7 days



☐ New to top 10

Rank

Hashtags

Posts & Views

1

NEW

# valentinesday



31K

Posts

60M

Views

2

↓1

# existeumlugar



58K

Posts

39M

Views

1

NEW

# valentinesday



31K

Posts

60M

Views



See analytics

2

↓1

# existeumlugar

Sports & Outdoor



58K

Posts

39M

Views



See analytics

3

NEW

# fakenews

News & Entertainment



16K

Posts

23M

Views



See analytics

4

NEW

# jornalfake

News & Entertainment



15K

Posts

14M

Views



See analytics

5

↓2

# chaeyoung

News & Entertainment



5K

Posts

23M

Views



See analytics

6

NEW

# carnaval2023

News & Entertainment



3K

Posts

20M

Views



See analytics

# #valentinesday

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

Copy Link

## Insights

Last 7 days

Brazil

Posts

31K

Last 7 days, Brazil

8M

Overall

Views

60M

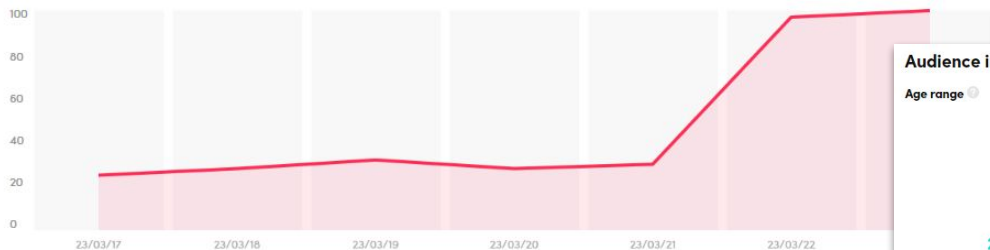
Last 7 days, Brazil

51B

Overall

## Interest over time

↗ Likely to trend within the next 7 days.



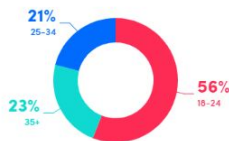
## Related videos

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

Q Search

Rank	Songs	Trend	Actions
1 ↑1	 <p><b>Calm Dooowwnnn Lalalaaa (Remix)</b> FAITAH NADA</p>		<a href="#">See analytics</a>
2 ↑1	 <p><b>Funny Song</b> Mas Gombal</p>		<a href="#">See analytics</a>
3 ↑1	 <p><b>Aquecimento Tamborzada Bota em Mim</b> Ic santanna</p> <p>Approved for business use</p>		<a href="#">See analytics</a>

Sons em alta [aqui](#).