



November 3, 2021

BigCommerce Launches TikTok Advertising Coupon Program to Help Merchants Drive Growth, Unlock More Revenue

Program incentivizes qualified BigCommerce merchants to explore TikTok For Business to reach new audiences and showcase campaigns through creative content, smart advertising and TikTok Shopping

AUSTIN, Texas--(BUSINESS WIRE)--Nov. 3, 2021-- [BigCommerce](#) (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established brands, today announced a new advertising coupon program with TikTok to give matching ad credits to [qualified](#) merchants, encouraging them to explore TikTok's suite of ad solutions with confidence, financial freedom and flexibility to expand audience reach and drive business growth. Qualified merchants of all sizes based in the U.S., U.K., Australia and Canada that spend \$300 on ads will receive \$1,000 in advertising credits from TikTok and BigCommerce.

"With over 1B monthly users¹, TikTok is a massive social entertainment platform, and this offers an opportunity for merchants to build their business and brand by surfacing their products where their shoppers already are," said Sharon Gee, vice president of revenue growth and general manager of omnichannel at BigCommerce. "By supporting merchants with low-cost, low-risk opportunities to advertise on TikTok, BigCommerce is giving them a powerful incentive to experiment with a leading channel and unleash their creative side to better reach and engage with new and existing customers and drive growth for their businesses."

Merchants can directly access the [TikTok For Business app](#) via the BigCommerce [Channel Manager](#), creating a one-click experience to place the TikTok pixel, sync their catalogs, and ultimately begin producing ad campaigns. Key benefits include:

- **Unlocking more revenue through innovation.** Merchants can unleash their creative side with the tools available through TikTok Ads Manager to design and set campaigns and define the right target audiences. TikTok's recommendation system does the rest.
- **Creating authentic connections with consumers.** By tapping into unique engagement solutions and immersive formats such as easy-to-create video ads, merchants are able to creatively and authentically connect with audiences around the world.
- **Maximizing return on ad spend (ROAS) with smart advertising.** With TikTok, merchants can create custom audiences based on website visitor events, attach goals to these events and measure campaign performance across conversions, allowing for better informed decision-making based on actual data results.
- **Discovering new ways to build and create brand presence.** Through TikTok Shopping, merchants can create a shoppable tab on their account to showcase products that directly link to online store checkout pages, making it easy for shoppers to explore and purchase.

"The shopping experience on TikTok is all about discovery – we've seen businesses of all sizes use our platform as a creative outlet to engage new audiences, and ultimately drive sales," said Melissa Yang, head of ecosystem partnerships at TikTok. "We're thrilled to be working with this innovative group of partners and making it easier than ever for their merchants to be discovered by our community."

With TikTok For Business, BigCommerce merchants will be able to show off their brand personality to connect with current customers, reach new shoppers and drive traffic to their storefront on TikTok, powered by BigCommerce. The TikTok For Business plug-in is easy to set up, and merchants can quickly sync product catalogs, unlock advanced TikTok Pixel features and access paid advertising and organic opportunities, such as TikTok Shopping, Collection Ads and Dynamic Showcase Ads. The integration also gives BigCommerce partners a new way to help merchants with their omnichannel sales strategy and assist with content, optimization and other services.

TikTok Shopping is currently in beta in select countries, and BigCommerce will be expanding the program into additional markets in 2022. To learn more about the new partnership or begin using TikTok For Business, click [here](#).

¹ [TikTok](#), September 2021

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. As a leading open SaaS solution, BigCommerce provides merchants sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2B and B2C companies across 150 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Molton Brown, S.C. Johnson, Skullcandy, Sony and Vodafone. Headquartered in Austin, BigCommerce has offices in London, Kyiv, San Francisco, and Sydney. For more information, please visit www.bigcommerce.com or follow us on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

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