

 **TikTok** Shop

Affiliate Introduction

For Sellers

Contents

1. What is TikTok Shop Affiliate?
2. What does Affiliate do?
3. Main Types of Affiliate
4. Tips on Setting up Affiliate
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1. What is TikTok Shop Affiliate?

About TikTok Shop Affiliate

For sellers:

TikTok Shop Affiliate helps brands/sellers to connect with TikTok creators on a commission basis.



For creators:

TikTok Shop Affiliate connects creators and sellers via commission-based product marketing, where creators can promote high-quality products in short videos and livestream, monetizing their creativity and impact in a brand new way.

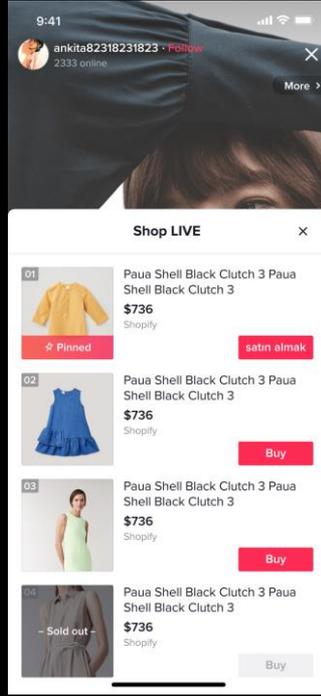
What problem does it solve: **it enables products to find the right person**, as sellers can identify the suitable creators to promote their products through affiliate, improving product conversion rate;

2. What does TikTok Shop Affiliate do?

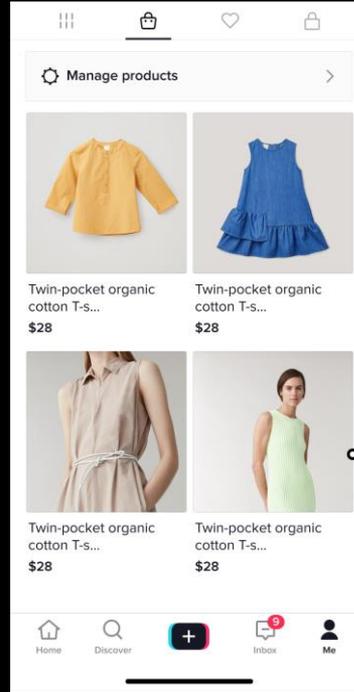
Why you should opt in TikTok Shop Affiliate



Short Videos



Livestream



Showcase

TikTok users discover products in

3 ways:

1. Short videos
2. Livestream
3. Showcases

Products that are not in the Affiliate are unable to be promoted in short videos or livestream, which severely impacts their conversion rate;

Affiliate Product Showcases



Creator:
@amritsaraje
3.2M followers on TikTok

About:
Friendly & fun vlogger,
loves his mom, focus on
electronics, home & living

Video:
Borrowing power banks from
strangers on the stree to
show kindness, and
introduce this great product -
fast charging power bank.

 | 7 w>2m

CTR> 1.54%



Creator:
@yolenta joanna
300k+ followers on TikTok

About:
A fresh-looking marketer with delicate
taste, focus on small appliances, home &
living.

Video:
Showed a car accident first to hit the pain
points of car drivers and introduced a
solution - a dashboard camera with night
view.

w>2m

CTR>0.01%



Creator:
@wulanwu
847k followers on TikTok

About:
Makes informative unboxing videos with
authenticity. Focus on small appliances,
home & living.

Video:
Introduces the fridge deodorizer, how to
install it, tips, and experimented on her
own fridge in a fun and fast-paced
manner

w>3m

CTR>1.61%

3. Main Types of TikTok Shop Affiliate

Main Types of TikTok Shop Affiliate



Open Plan

Open plans are visible to all creators with affiliate access.

Creators can apply to promote products in the plan, and they can start once approved.



Targeted Plan

Sellers can invite targeted creators to promote products, and if creators accepted the plan, they can start promotion.



Shop Plan

Sellers can set a commission rate for all products in their shop, which will be the basic commission rate used across the products

Note: A seller's commission rate is prioritized as “**targeted plan > open plan > shop plan**”. It is suggested that sellers set an attractive commission rate to creators.

4. Tips on Setting up Affiliate

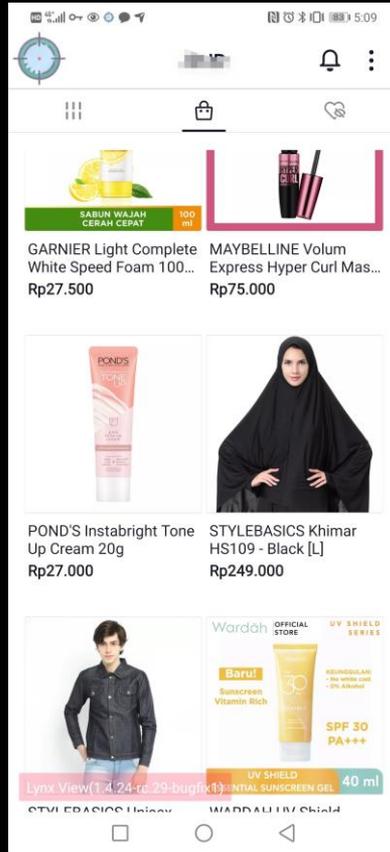
Tips on Setting up Affiliate

<input type="checkbox"/>	Plan ID	Product	Price	Commission	Sales
<input type="checkbox"/>	3301343	 xiaomi_zqy_003 ID: 1729382317870384689	Rp22.000.000	1%	--
<input type="checkbox"/>	3278239	 xiaomi_zqy_004 ID: 1729382317873071665	Rp22.000.000	10%	--
<input type="checkbox"/>	2230303	 Test_Price ID: 1729382312358479409	Rp14.000.010- Rp22.000.000	10%	--
<input type="checkbox"/>	1380675	 New Product With Optional Certificati on Category In 2.28 Second ID: 1729382309571561009	Rp600.000	5%	--
<input type="checkbox"/>	1380611	 New Product With Optional Certificati on Category In 2.28 First ID: 1729382309543904817	Rp120.000	5%	--



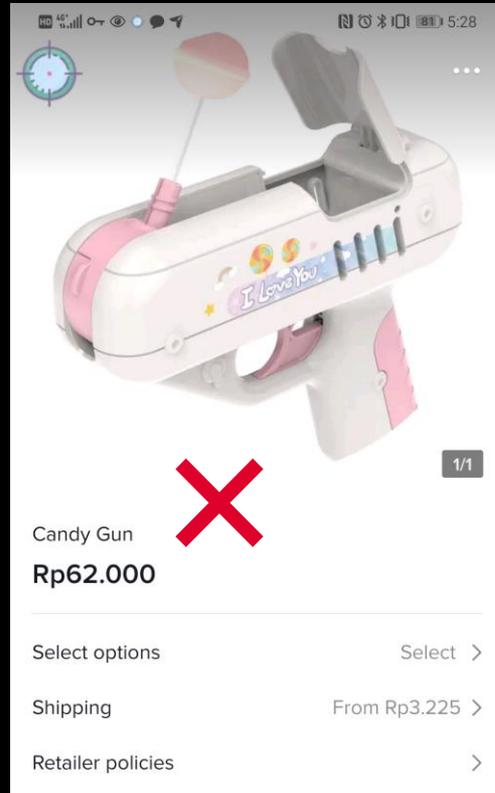
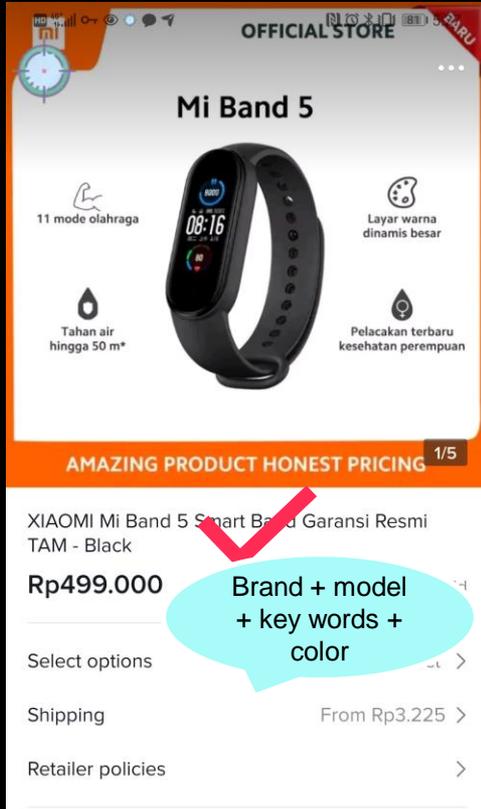
Set an attractive commission rate to encourage creators; it is suggested to be $\geq 10\%$

Tips on Setting up Affiliate



Sellers are advised to provide a rich pool of products for creators to choose from, especially viral products such as beauty & fashion (e.g. apparel, accessories), home & living, electronics; prices also need to be competitive to attract creators;

Tips on Setting up Affiliate



1. Fill in the accurate name of the product so that creators can quickly locate the product;

2. Explain clearly the selling points to facilitate creator understanding and inspire creativity;

Tips on Setting up Affiliate



A-205 Kalung Wanita Permata Perhiasan Lapis

Rp19.999

Rp39.999 -50%



Heich Home - Scented Candle - Cinnamon Rolls

Rp310.000



If the product has been chosen by a creator, do not change the pricing or cancel discounts too often, which might make the anchor in the video invisible to users, making them unable to buy the product and decreasing the conversion rate;

5. User Guide on Affiliate Seller Center

Entry to Affiliate Seller Center

Step 1: Log in to Seller Center, click on “Affiliate Marketing” to enter the settings page

TikTok Shop Seller Center

Affiliate Marketing | Live Manager | Seller University

xuyannatesi316 | English

Let's Start Your Business
2 of 3 Completed

- Verify Documents
- Add First Product
- Link Bank Account** >

Link your bank account

Add your bank account details so we can make payments to you.

[Link Account](#)

Action Needed

Pending Orders >	Pending Returns >	Out of Stock SKUs >	Quality Check Failed Pr... >
0	0	6	10

Announcements

- Avoid Content Violations & Enhance Your Business!
08/03/2022 08:05
- New feature Announcement! You can create your own...
03/03/2022 10:30

[More >](#)

Create an Open Plan

Step 2: Click on 'Plan' --> 'Open Plan' --> 'New Open Plan'.

The screenshot shows the TikTok Shop Affiliate Seller Center interface. The left sidebar contains navigation options: Home, Plan (selected), Shop Plan, Open Plan (highlighted with a red box), Targeted Plan, Find Creators, Creator Marketplace, Invitation History, Sample Requests, Data Compass, and Affiliate Orders. The main content area is titled 'Open Plan' and features a 'Manage applications' button and a 'New Open Plan' button. Below this is a table of active plans with columns for Plan ID, Product, Price, Commission, Sales, Free Sample, Plan Status, and Action. A red arrow points from the 'Delete' button in the table to the 'New Open Plan' button.

Open Plan Manage applications [New Open Plan](#)

Product Name Search plan

Selected 0

<input type="checkbox"/>	Plan ID	Product	Price	Commission	Sales	Free Sample	Plan Status	Action
<input type="checkbox"/>	13777477	phone case for ip... ID: 17293830771249...	£3.99	12%	--	No Samples	Running	Edit Delete
<input type="checkbox"/>	13777349	s's'd TM.C ID: 1729392606963...	£160.00	5%	--	Expired	Running	Edit Delete
<input type="checkbox"/>	13777413	product test 110 ID: 17293831084692...	£150.00	10%	--	No Samples	Running	Edit Delete
<input type="checkbox"/>	9286279	melody's items in ... ID: 17293825188964...	£0.01- £0.04	1%	--	No Samples	Running	Edit Delete
<input type="checkbox"/>	9286343	xuyannatest316pr...	£10.00-	5%	--	No Samples	Running	Edit

Create an Open Plan

Step 3: Select products for your plan. You can choose up to 200 products, and then click on “Next”.

Home

Plan

Shop Plan

Open Plan

Targeted Plan

Find Creators

Creator Marketplace

Invitation History

Sample Requests

Data Compass

Data Overview

Affiliate Orders

Accounts

Add a WhatsApp account and email address to receive messages from creators [Add now](#)

< Open Plan

New Open Plan

01 Select Products

02 Edit Plan

Product Name Search products

<input type="checkbox"/>	Product ID	Product	Price	Product status
<input checked="" type="checkbox"/>	17294147484 40398635	 bai	£100.00	Live
<input type="checkbox"/>	17294146363 84389931	 asd	£100.00- £1,000.00	Live
<input checked="" type="checkbox"/>	17294126485 01021483	 hugme	£111.00	Live
<input type="checkbox"/>	17294094816 64989995	 12412	£58.00	Live

Selected 2/200 products

Cancel Next

Create an Open Plan

Step 3: Fill in product notes (selling points), set a commission rate and then click on “Submit” to create the plan.

Commission suggestions

Commission: 00.00 % Update

Product	Price	Commission	Estimated Commission	Pitch	Free Sample	Action
<input type="checkbox"/> bai ID: 17294147484403...	£100.00	5.00 %	£5.00	Good products 13/500	<input type="checkbox"/>	Remove
<input type="checkbox"/> hugme ID: 17294126485010...	£111.00	12.00 %	£13.32	Good products 13/500	<input type="checkbox"/>	Remove

1 50/page

Previous Cancel Submit

TikTok Information Technologies UK Limited will process payments to the creators as a commercial agent on behalf of the advertiser. Fees due to the advertiser will first be frozen and then used to pay the creator when the plan ends.

Range: 0-50%, it is suggested to be >10%;

✔ Congratulations!

Your plan has been successfully created

Add Another OK

Edit/Delete Created Plan

Step 1: Click on “Plan - Open Plan”, choose a plan, click on “Action - Edit/Delete”

Home

Plan

Shop Plan

Open Plan

Targeted Plan

Find Creators

Creator Marketplace

Invitation History

Add a WhatsApp account and email address to receive messages from creators [Add now](#)

Open Plan

Manage applications [?](#) [New Open Plan](#)

Product Name Selected 0

<input type="checkbox"/>	Plan ID	Product	Price	Commission	Sales	Free Sample	Plan Status	Action
<input type="checkbox"/>	84882437	bai ID: 17294147484403...	£100.00	5% ?	--	No Samples	Running	Edit Delete
<input type="checkbox"/>	84882501	hugme ID: 17294126485010...	£111.00	12%	--	No Samples	Running	Edit Delete

TikTok Shop Affiliate

Seller Center Affiliate Guide

English xuyannatest316

Add a WhatsApp account and email address to receive messages from creators [Add now](#)

Edit Open Plan

Commission suggestions

Product	Price	Commission	Estimate Commission	Approve Creator	Pitch	Free Sample	Action
bai ID: 17294147484403...	£100.00	5.00 %	£5.00	<input type="checkbox"/>	Good products 13/10/20	<input type="checkbox"/>	Remove

[Cancel](#) [Submit](#)

Edit plan

Delete this plan?

The plan will still function for creators for the next 24 hours, but it will not appear here once deleted and cannot be restored.

To create a new open plan for this product, you will need to wait 24 hours.

Delete Plan

[Cancel](#) [Delete](#)

How to View Creator Applications

Step 1: Click on “Manage applications” to view the latest applications from creators.

The screenshot displays the TikTok Shop Affiliate Seller Center interface. At the top, there's a navigation bar with 'TikTok Shop Affiliate', 'Seller Center', and 'Affiliate Guide'. A notification banner at the top right says 'Add a WhatsApp account and email address to receive messages from creators Add now'. The main content area is titled 'Open Plan' and features a search bar for 'Product Name' and a 'Selected 0' indicator. A red arrow points to the 'Manage applications' button. Below the search bar is a table of active plans.

<input type="checkbox"/>	Plan ID	Product	Price	Commission	Sales	Free Sample	Plan Status	Action
<input type="checkbox"/>	84882437	bai ID: 17294147484403...	£100.00	5%	--	No Samples	Running	Edit Delete
<input type="checkbox"/>	84882501	hugme ID: 17294126485010...	£111.00	12%	--	No Samples	Running	Edit Delete
<input type="checkbox"/>	13777349	s's'd T.M.C ID: 1729392606963...	£160.00	5%	--	Expired	Running	Edit Delete
<input type="checkbox"/>	13777477	phone case for ip... ID: 17293830771249...	£3.99	12%	--	No Samples	Running	Edit Delete

How to View Creator Applications

Step 2: Click on “Action”, choose to “Approve/Reject” an application. It is suggested to click on “Approve”.

ALL APPLICATIONS NEW APPLICATIONS APPROVED APPLICATIONS

Product Name Search applications

Approve Reject Remove

<input type="checkbox"/>	Request ID	Creator	Plan ID	Product	Application Time	Application Status	Action
<input type="checkbox"/>	4046367	@yangwenbo_online02 user4541755047511	1380739	 New Product With Required Certification Category I... ID: 1729382309544232497	17:58:49 2021-05-25 GMT+07:00	Approved	Reject
<input type="checkbox"/>	4101087	@yangwenbo_online02 user4541755047511	3371871	 df111 ID: 1729382318356989489	15:20:40 2021-05-25 GMT+07:00	Approved	Reject
<input type="checkbox"/>	4044959	@yangwenbo_online02 user4541755047511	3205279	 libo_stress_test_product27 ID: 1729382311609206321	15:14:26 2021-05-25 GMT+07:00	Pending	Approve Reject

Annotations: A red arrow points to the 'Approve' button in the 'Action' column of the third row. A green star with the number '2' is placed above the 'Approve' button in the second row. A red arrow points to the 'Approve' button in the 'Action' column of the third row, and a green star with the number '1' is placed above it.

Create a Targeted Plan

Step 1: Click on “Plan” -> “Targeted Plan” -> “New Targeted Plan”.

The screenshot shows the TikTok Shop Affiliate Seller Center interface. At the top, there is a navigation bar with the TikTok Shop Affiliate logo, 'Seller Center', and 'Affiliate Guide'. On the right, there are language and user settings for 'English' and 'xuyannatest316'. A notification banner at the top says 'Add a WhatsApp account and email address to receive messages from creators Add now'. The left sidebar contains a menu with 'Home', 'Plan', 'Shop Plan', 'Open Plan', 'Targeted Plan' (highlighted with a red box), 'Find Creators', 'Creator Marketplace', 'Invitation History', 'Sample Requests', 'Data Compass', and 'Affiliate Orders'. The main content area is titled 'Targeted Plan' and features a 'Manage Creators' button and a 'New Targeted Plan' button. Below this is a banner with the text 'Invite target creators to promote specific products' and a 'See guide' button. A search bar at the bottom contains 'Plan ID' and 'Search plan' dropdowns, an '@ Search creators by username' input, and 'Search', 'Reset', and 'Delete' buttons. A table header is visible with columns: Plan Name, Creators, Products, GMV, Plan Status, Action, and Share. An illustration of a person thinking is at the bottom center.

Create a Targeted Plan

Step 2: Select products for your plan. You can choose up to 200 products, and then click on “Next”.

The screenshot shows the 'New Targeted Plan' interface in the TikTok Shop Affiliate Seller Center. The page is divided into two steps: '01 Select Products' and '02 Edit Plan'. A search bar at the top allows filtering products by name. Below it, a table lists products with columns for Product ID, Product name, Price, and Product status. Two products are selected, indicated by blue checkmarks in the selection column. A red arrow points to the first selected product. At the bottom right, another red arrow points to the 'Next' button. A sidebar on the right contains helpful text and a 'Next' button.

Product ID	Product	Price	Product status
<input checked="" type="checkbox"/>	17294147484 40398635 bai	£100.00	● Live
<input checked="" type="checkbox"/>	17294146363 84389931 asd	£100.00- £1,000.00	● Live
<input type="checkbox"/>	17294126485 01021483 hugme	£111.00	● Live
<input type="checkbox"/>	17294094816 64989995 12412	£58.00	● Live

Selected 2/100 products

Cancel Next

Select products

Don't know where to start?
[Read this article](#) to find out how to create a targeted plan

Limits

You can have up to 100 products in a plan.

Why can't I choose some products?

Products that have sold out or that are not live can't be added to a targeted plan.

Create a Targeted Plan

Step 3: Fill in the name of your plan, fill in the commission rate for you plan. If you want to add products, click on "Add products".

TikTok Shop Affiliate Seller Center Affiliate Guide

< Targeted Plan 02

New Targeted Plan

Select Products Edit Plan

Plan Name

Exclusive Plan 14/30

Commission suggestions Commission 00.00 % Update Add products

Product	Status	Price	Commission	Estimated Commission	Action
<input checked="" type="checkbox"/> bai ID: 17294147484403...	• Live	£100.00	5.00 %	£5.00	Remove
<input checked="" type="checkbox"/> asd ID: 17294146363843...	• Live	£100.00- £1,000.00	12.00 %	£12.00- £120.00	Remove

< 1 > 50 /page

Previous Cancel Submit

Create a Targeted Plan

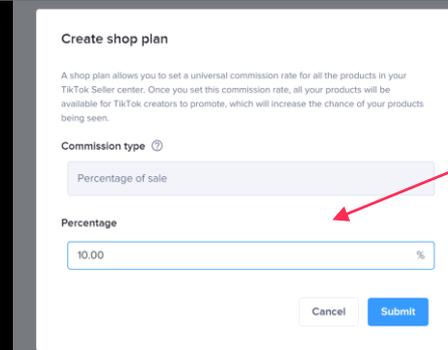
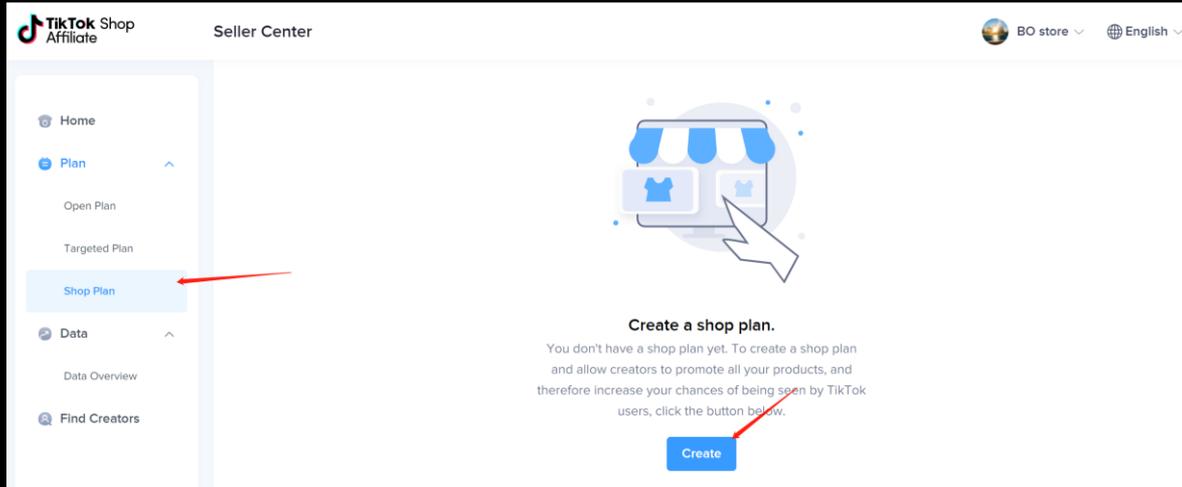
Step 4: scrolling down to add creators: fill in the keywords of your targeted creators to add, and then “Submit”

The screenshot shows the TikTok Shop Affiliate Seller Center interface. At the top, there are navigation links for "TikTok Shop Affiliate", "Seller Center", and "Affiliate Guide". A search bar is visible with the number "2" entered, highlighted by a red box. Below the search bar, a list of creators is displayed, including @2win_masks, @2_57am, @220kidmusic, @201user210, and @2celloofficial. To the right of the creator list, there is a table with columns for commission rate and earnings. The table shows two rows: one with a 5.00% commission rate and £5.00 earnings, and another with a 12.00% commission rate and £12.00-£120.00 earnings. A "Remove" button is next to each row. Below the table, there is a pagination control showing "1" of "50 /page". At the bottom of the interface, there are "Cancel" and "Submit" buttons.

The screenshot shows a success message in the TikTok Shop Affiliate Seller Center. At the top, there is an illustration of a person with a green checkmark above their head. Below the illustration, the text reads "Congratulations!" followed by "Your plan has been successfully created. You can share this plan to creators or create a new one." At the bottom, there are two buttons: "Share This Plan" and "Add Another Plan". A link "Back to Plan List" is also visible at the bottom.

Create a Shop Plan

Step1: Click on “Plan -> Shop Plan -> Create”, set a commission rate, and click on “Submit”.



The commission rate will be applied to all products in your shop.

Edit/Quit Your Shop Plan

Step 1: Click on “Plan -> Shop Plan” to view created plans, you can edit your commission rate or quit your plan.

TikTok Shop Affiliate Seller Center BO store English

Shop Plan

All your products are included in your shop plan

Commission type	Percentage of sale
Percentage of sale	10%

If you don't want to run a shop plan, you can quit it here. [Quit plan](#)

Quit your shop plan?

This will take effect in 24 hours.

Percentage of sale

10%

Enter the commission rate %

View Affiliate Data Performance

Step 1: Click on “Data-Data Overview”, and you can view the revenue of your Affiliate products, and other metrics.

The screenshot displays the TikTok Shop Affiliate Seller Center interface. The top navigation bar includes the TikTok Shop Affiliate logo, 'Seller Center', 'Affiliate Guide', and user information for 'xuyannatest316'. A left sidebar contains navigation options: Home, Plan, Find Creators, Sample Requests, Data Compass, Affiliate Orders, and Accounts. A red arrow points to the 'Data Overview' option under 'Data Compass'. The main content area is divided into two sections: 'Live Data' and 'Trends'. The 'Live Data' section, updated at 10:44 on 2022-03-10, shows 'Affiliate Revenue' at £0.00 (Yesterday £0.00) with a line chart for the day. It also features six key metrics: Product Views (0), Product Reach (0), Affiliate Customers (0), Affiliate Products (0), Affiliate Sales (0), and Affiliate Orders (0), all showing zero for yesterday. The 'Trends' section covers the period from Mar 02, 2022, to Mar 08, 2022, with a 'Last 7 days' filter selected. It displays four trend cards: Affiliate Revenue (£0.00, vs last 7 days +0.00), Product Views (0, vs last 7 days +0.00), Product Reach (0, vs last 7 days +0.00), and Affiliate Customers (0, vs last 7 days +0.00).

 **TikTok** Shop

Thanks!