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From Incremental Reach to Commercial Conversion: How TTAN Unlocks Advertising Value from Highly Active Users

2026 TikTok × Ipsos U.S. Consumer Digital Life and App Usage Insights Report

TikTok × Ipsos

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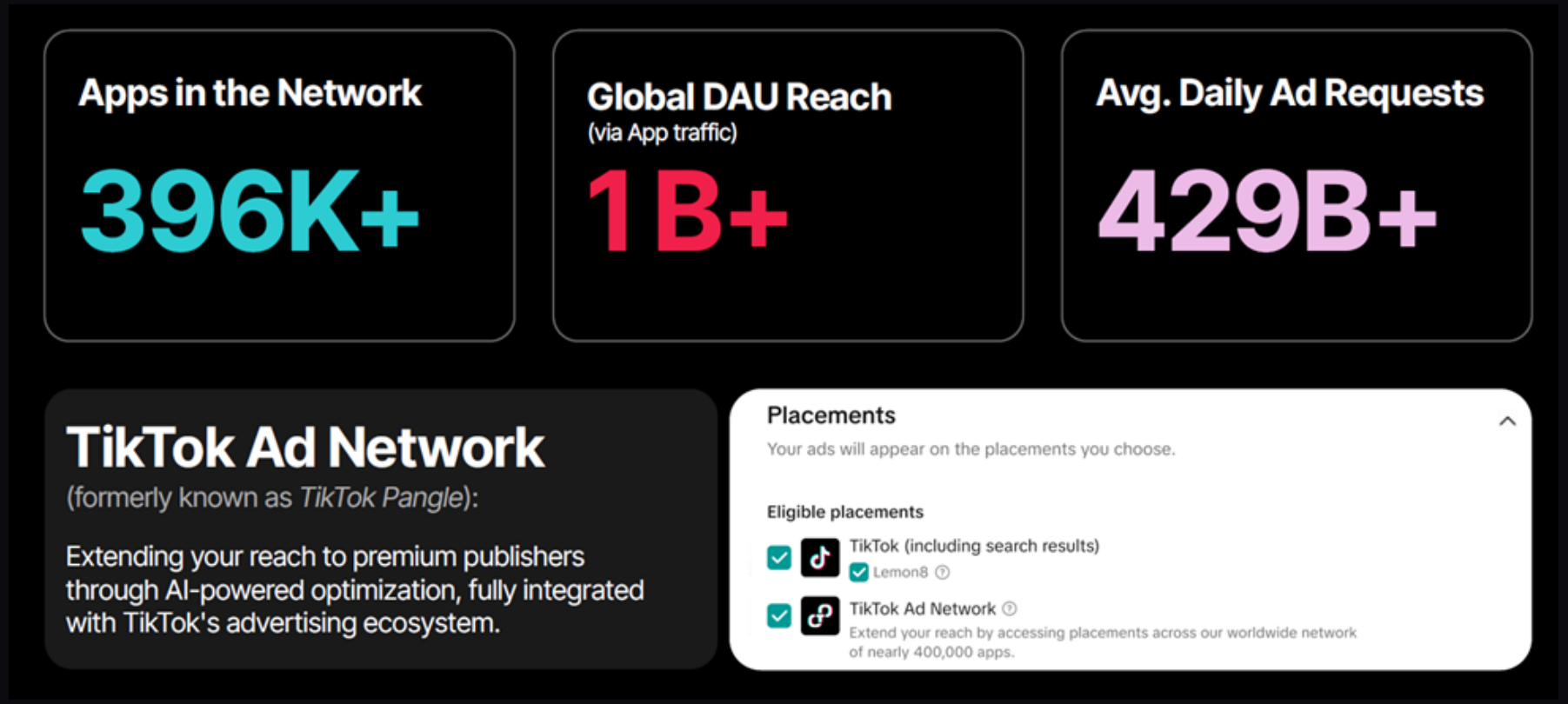
Research Methodology

TTAN and Research Methodology

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About TikTok Ad Network

TikTok Ad Network (TTAN) is TikTok's global ad network. Integrated into TikTok Ads Manager, it helps advertisers extend campaigns through trusted, intelligent and performance-driven advertising solutions.



Source: TikTok Ad Network Internal Data, July 2026

Research Methodology

This report draws on the following data sources:

TikTok × Ipsos U.S. Consumer Digital Life and App Usage Study —TikTok and Ipsos conducted an online survey in the U.S. on consumers' digital lives and app usage in September 2026. The survey covered 3,000 respondents aged 18–55 nationwide. The sample structure was designed based on U.S. Census population distributions for age and gender, with no additional weighting. Topics included app usage habits, attitudes toward advertising, and consumption behavior. Findings reflect the opinion of survey respondents only.

3,000	Nationwide	Ages 18–55	September 2026
Valid Sample Size	Coverage	Age Range	Fieldwork Period

TTAN internal data: TikTok Ad Network internal MAU measurement (U.S. only), year to date through September 29, 2026.

Public sources: Data and information were collected from publicly available sources. See the relevant pages for specific citations.

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Understanding TTAN’s Advertising Value: From Incremental Reach to Commercial Conversion

TTAN's value starts with the incremental audiences it can reach, then extends to ad exposure, product discovery and engagement across everyday apps, ultimately leading to payment and purchase conversion.

01

Incremental Reach Beyond TikTok

While sharing a core audience with TikTok, TTAN also reaches incremental consumers who tend to be more mature and have greater spending potential.

02

Be Reached

Highly active, multi-context app usage brings brands into everyday gaming, utility, entertainment, and social scenarios, with formats such as rewarded video providing tangible points of contact.

03

Be Influenced

Ads help consumers discover useful products or services. When recommendations meet their needs, users are more willing to explore further and consider paying.

04

Be Converted

Clicks, downloads or opens, and payments reflect consumer engagement. Users’ digital spending behavior during key occasions provide a strong foundation for improving campaign performance.

Part 1 Overview of U.S. Consumers' Digital Lives

Market Landscape

Overview of U.S. Consumers' Digital Lives

Digital life is embedded in the daily routines of U.S. consumers. Frequent online activity creates more opportunities for brands to connect.

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Digital Engagement Is Widespread and Frequent Among U.S. Consumers

Public sources show that smartphone ownership is high among U.S. consumers and digital activity is frequent and diverse. Going online every day is routine for most adults, who also spend substantial time on media and entertainment each day.

91%

of U.S. adults own a smartphone

Widespread device ownership provides the foundation for everyday mobile app use.

Pew · U.S. adults aged 18+

41%

of U.S. adults say they are almost constantly online

Frequent internet use shows how deeply digital connectivity is integrated into daily life.

Pew · U.S. adults aged 18+

≈6 hours

Average daily time spent on media and entertainment

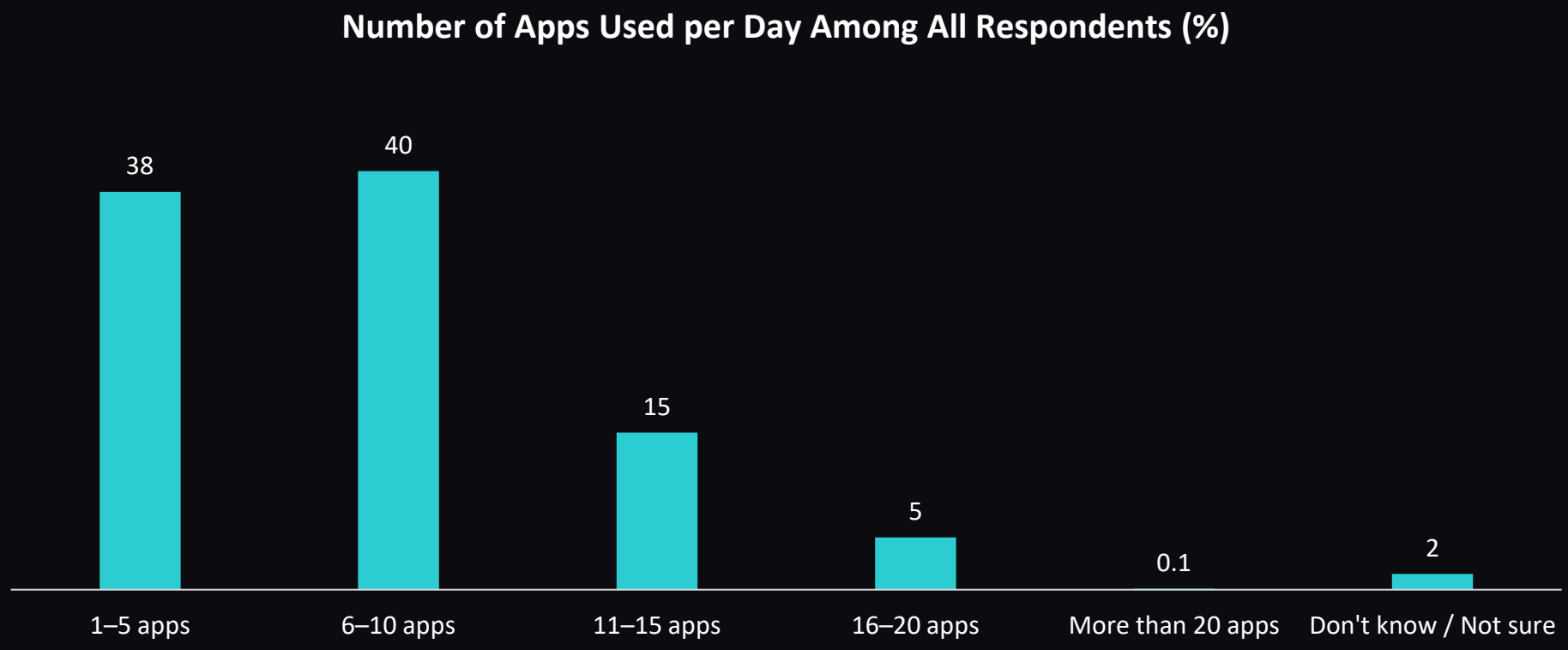
Daily media activities include video, social media, gaming, and other experiences.

Deloitte · U.S. consumers aged 14+

Sources: Pew Mobile Fact Sheet, November 20, 2025; Pew internet use research, January 8, 2026; U.S. adults, N=5,022. Media and entertainment time: Deloitte 2025 Digital Media Trends, N=3,595, surveyed in October 2024.
The 41% figure is based on all U.S. adults; the six hours includes activities such as traditional TV viewing and does not represent app usage time.

Consumers' Digital Activities Span Multiple Apps

The TikTok × Ipsos U.S. Consumer Digital Life and App Usage Study found that 61% of respondents use six or more apps each day.



A1. On a typical day, approximately how many apps do you use? [Single choice]

Source: TikTok × Ipsos, U.S. Consumer Digital Life and App Usage Study, September 2026; U.S. respondents aged 18–55, N=3,000.

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Part 2 TTAN's Value: From Incremental Audiences to Commercial Conversion

Consumer Insights

01

Multi-App Usage and Highly Active, Multi-Scenario Users

TTAN connects with highly active users across a range of everyday contexts.

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Multi-App Usage Is the Norm, and TTAN Reaches Highly Active Users

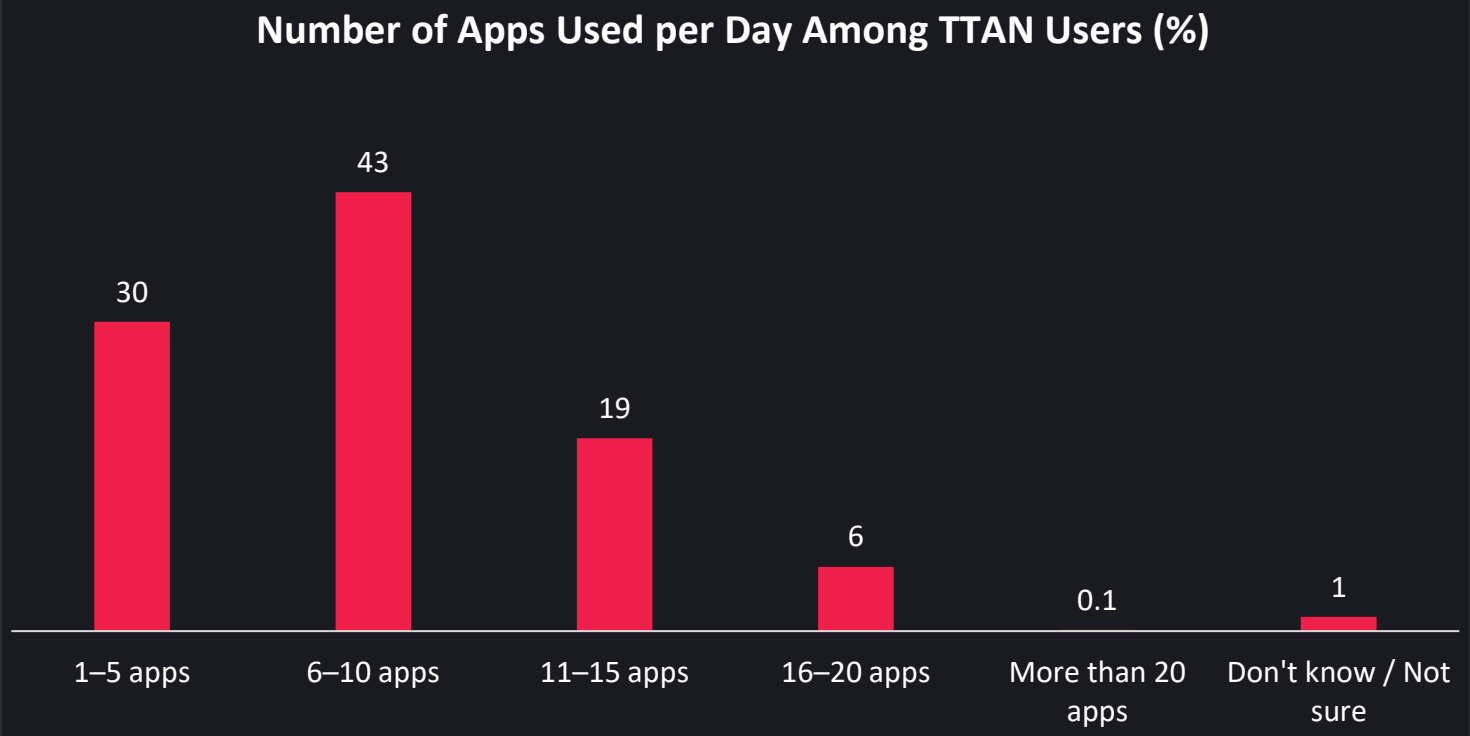
The survey found that 73% of respondents ages 18-55 have used TTAN apps, 68% of TTAN users use six or more apps daily, higher than the 61% among respondents overall.

73%

of respondents have used an app in the TTAN network

68%

of TTAN users use 6+ apps daily, compared with 61% of respondents overall



S4.Which of the following apps have you used in the past month? Please select all apps you have used. [Multiple choice]

A1. On a typical day, approximately how many apps do you use? [Single choice]

Source: TikTok × Ipsos, U.S. Consumer Digital Life and App Usage Study, September 2026; U.S. respondents aged 18–55, N=3,000.

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Active TTAN Users Engage Across Gaming and Other Everyday Scenarios

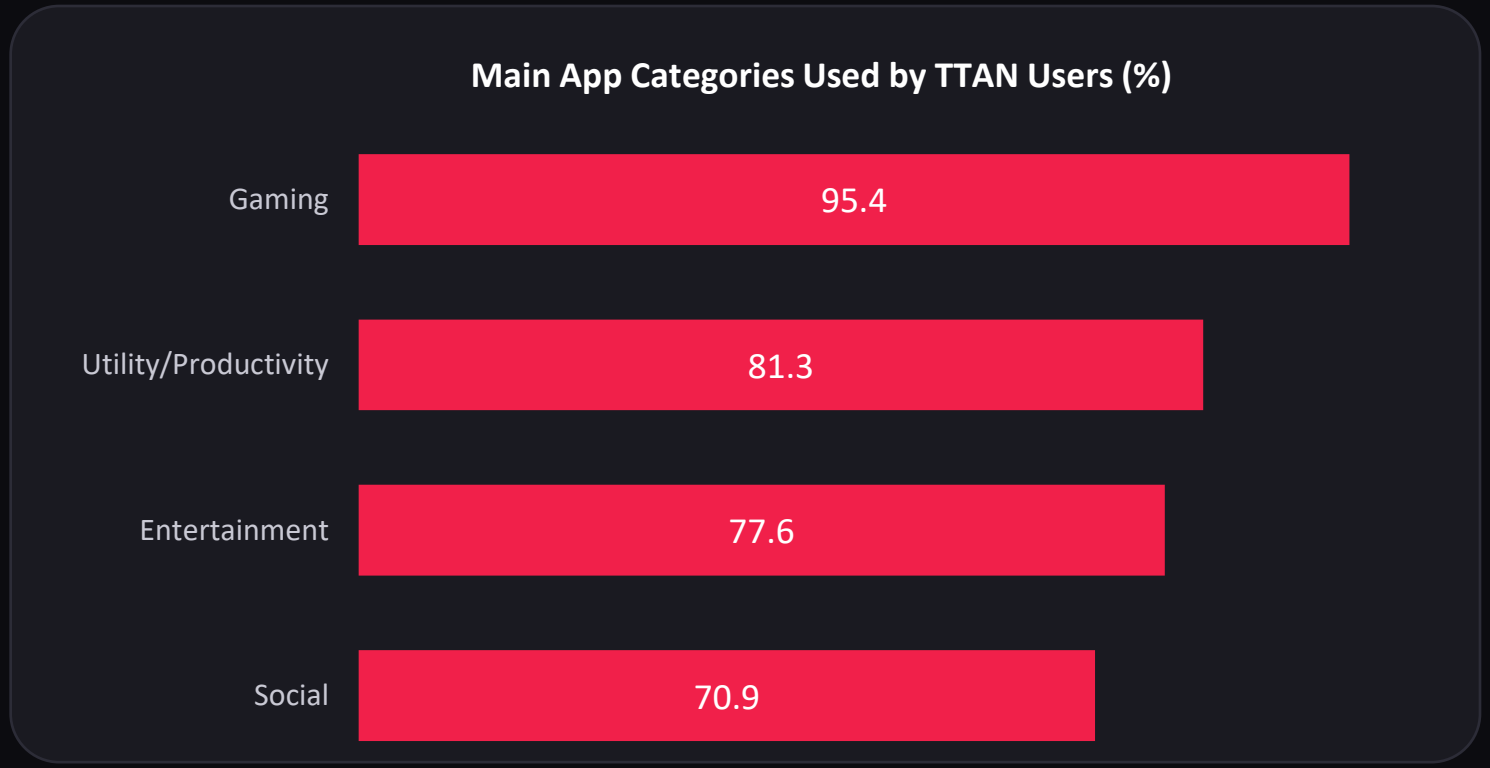
The survey found that 77% of TTAN users use a TTAN app at least once a week, while 51% use TTAN apps three or more times per week. Their usage spans gaming, utility/productivity, entertainment, and social apps, giving brands broad and sustained opportunities to connect with consumers.

77%

of TTAN users use an app in the TTAN network at least once a week

51%

of TTAN users use TTAN apps 3+ times per week



A2. Based on your usage habits over the past month, which of the following best describes how frequently you use each of the apps you use? [Single choice]

S4.Which of the following apps have you used in the past month? Please select all apps you have used. [Multiple choice]

Source: TikTok × Ipsos, U.S. Consumer Digital Life and App Usage Study, September 2026; U.S. respondents aged 18–55, N=3,000.

Part 2 TTAN's Value: From Incremental Audiences to Commercial Conversion

Consumer Insights

02

Incremental Users with Greater Spending Potential

TTAN shares a core audience with TikTok while expanding the boundaries of the audiences which brands can reach.

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TTAN Reaches Consumers Beyond TikTok

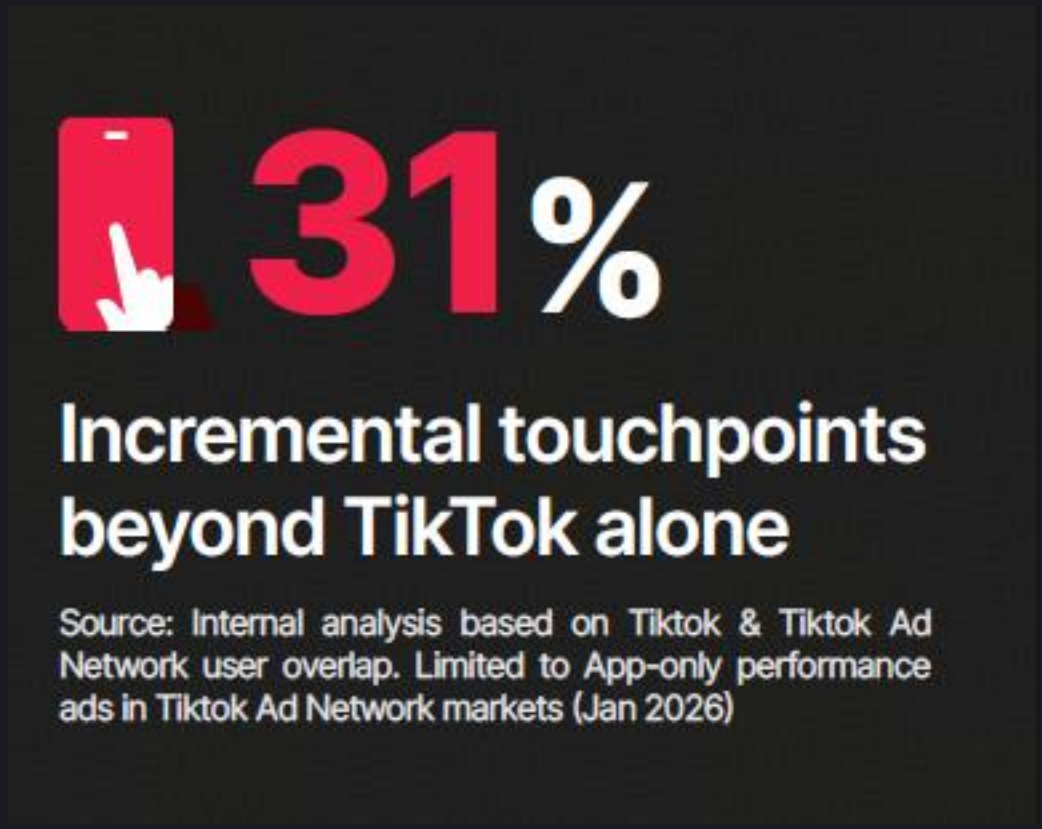
Brands can connect with existing audiences across more app scenarios and reach consumers beyond TikTok.

96M

Estimated Incremental Reach in the U.S.
(Platform Internal MAU Measurement)

50%

Of TTAN users are not TikTok users, representing incremental reach for brands



Source: TikTok Ad Network internal MAU measurement (U.S. only), year to date through September 29, 2026

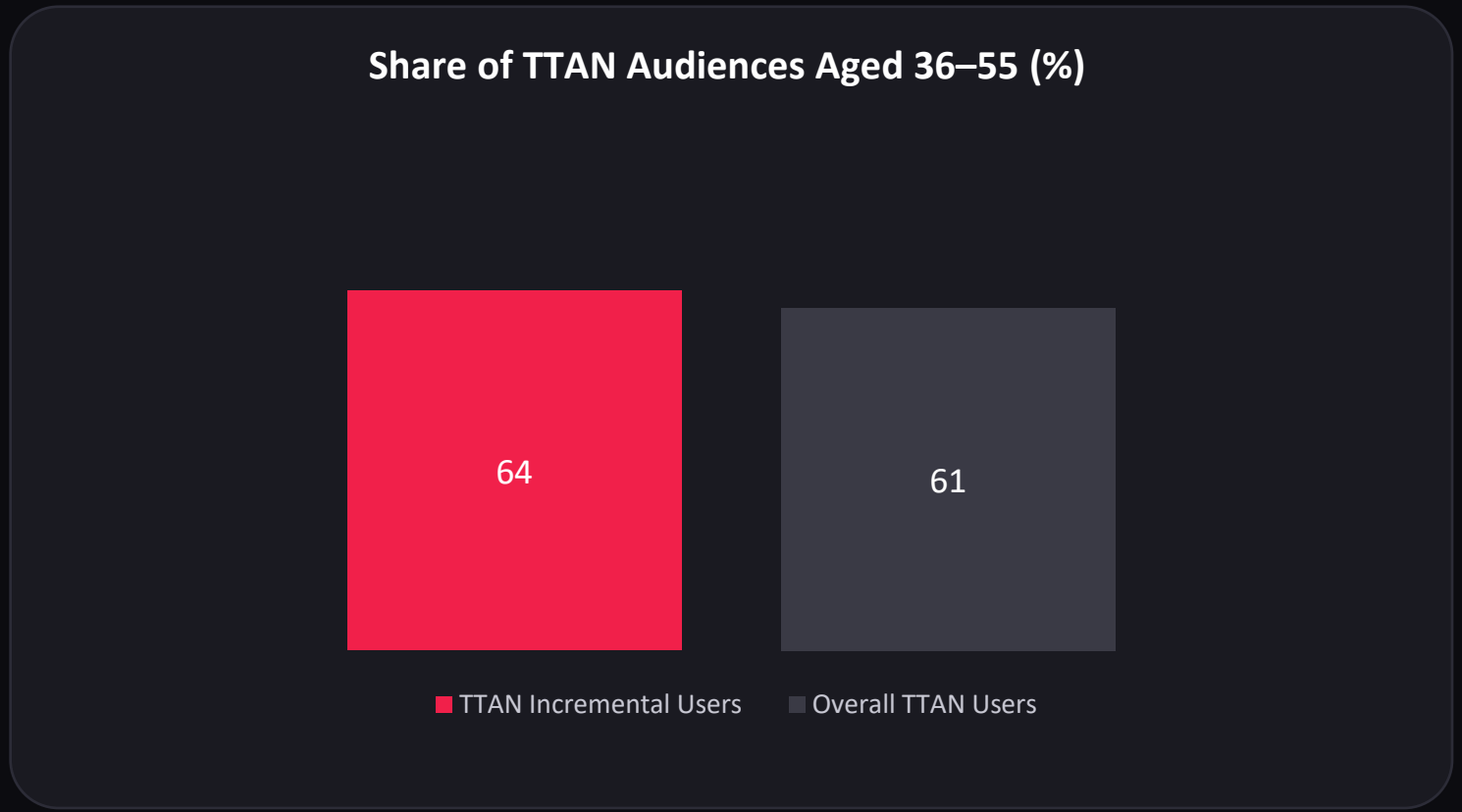
Incremental Audiences Extend Brand Opportunities to More Mature Consumers

The survey found that 64% of TTAN incremental users are aged 36–55.

64%

of TTAN incremental users are aged 36–55

The strong representation of mature age groups enables brands to reach a broader audience with greater commercial potential.



S3. What is your age? [Single choice]

Source: TikTok × Ipsos, U.S. Consumer Digital Life and App Usage Study, September 2026; U.S. respondents aged 18–55, N=3,000.

Incremental Users Show Higher Spending Across Multiple Consumption Categories

The survey indicates that TTAN incremental users spend more across online, offline, and digital categories, helping brands reach a broader audience with greater commercial potential.

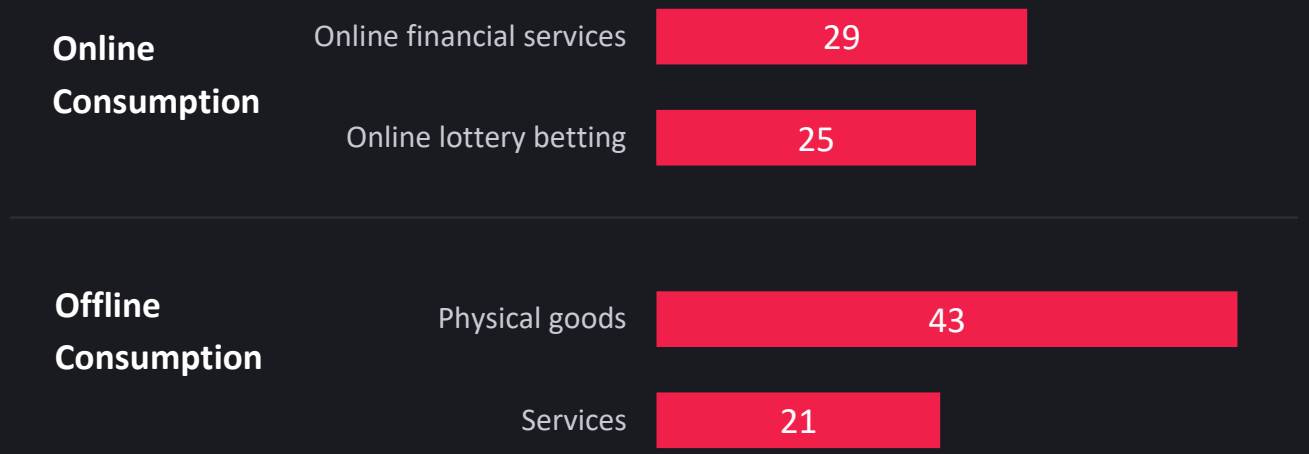
25%

of TTAN incremental users spent more than US$150 per month on digital consumption over the past 12 months

Digital Spending Among TTAN Incremental Users (%)



Types of Consumption Among TTAN Incremental Users (%)



B1. Which of the following types of consumption have you made in the past 12 months? [Multiple choice]

B3. On average, how much do you personally spend each month on the following three types of consumption: online, offline, and digital? [Single choice]

Source: TikTok × Ipsos, U.S. Consumer Digital Life and App Usage Study, September 2026; U.S. respondents aged 18–55, N=3,000.

Part 2 TTAN's Value: From Incremental Audiences to Commercial Conversion

Consumer Insights

03

More App Contexts and Ad Touchpoints

Ads are already part of TTAN users' everyday app experiences, with gaming apps and rewarded video serving as prominent points of reach.

TTAN Brings Brands into More App Scenarios and Ad Touchpoints

Ads are part of TTAN users' everyday app experiences, with gaming apps and rewarded video serving as prominent touchpoints. In the past month, 68% of TTAN users saw ads in gaming apps. By format, 65% saw rewarded video ads, and acceptance of this format was high at 75%.

68%

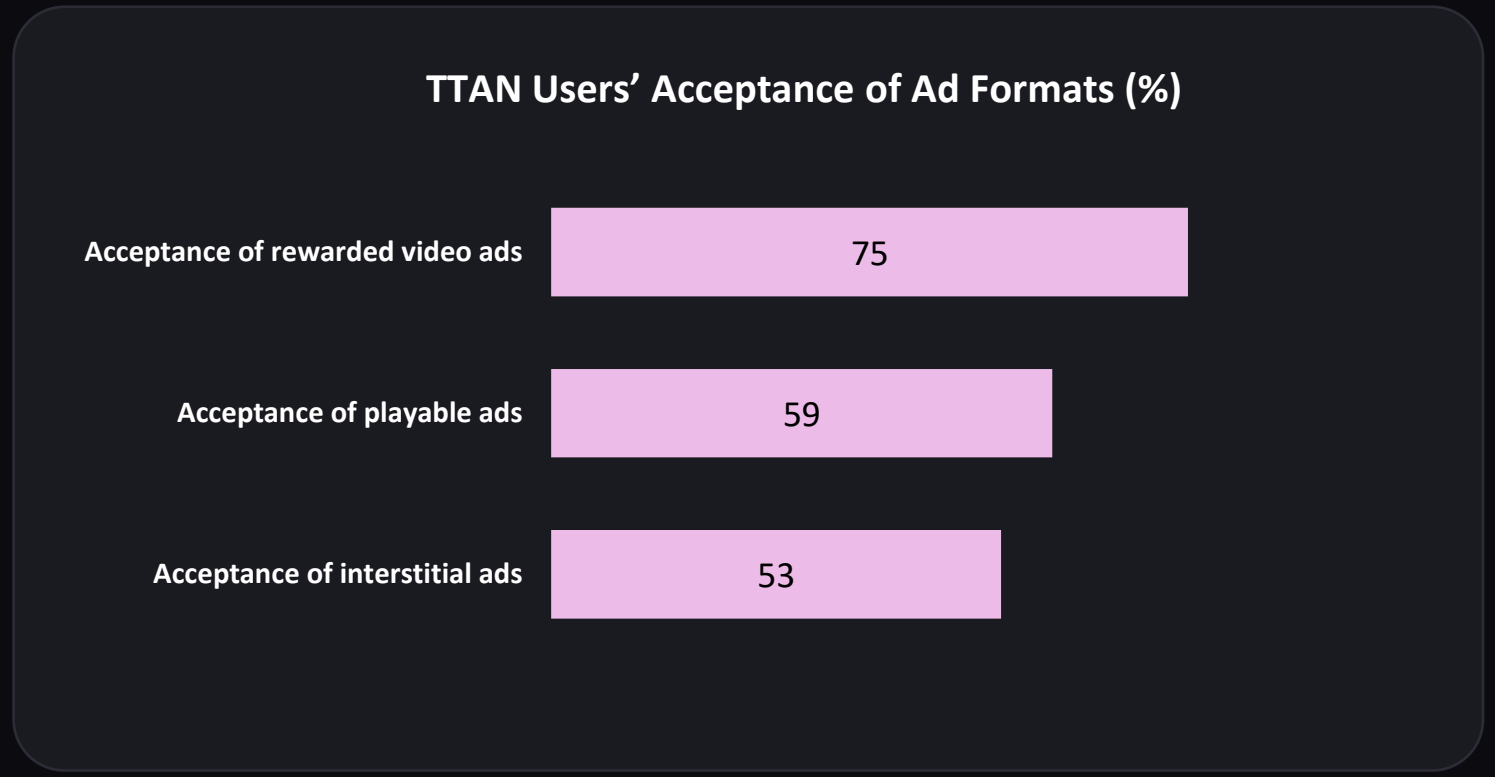
of TTAN users saw ads in gaming apps in the past month

37%

of TTAN users saw ads in utility/productivity apps in the past month

65%

of TTAN users saw rewarded video ads in the past month



S5. Which of the following apps do you recall seeing advertisements in during the past month? [Multiple choice]

A3.How acceptable are the following ad placements/formats to you? Please rate your level of acceptance on a scale of 1 to 5. [Single choice]

Source: TikTok × Ipsos, U.S. Consumer Digital Life and App Usage Study, September 2026; U.S. respondents aged 18–55, N=3,000.

Part 2 TTAN's Value: From Incremental Audiences to Commercial Conversion

Consumer Insights

04

Attitudes Toward Ads and Their Effect on Consumption

TTAN users have positive attitudes toward advertising, and ads can move them from product discovery to action.

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TTAN Users Have Positive Attitudes Toward Advertising

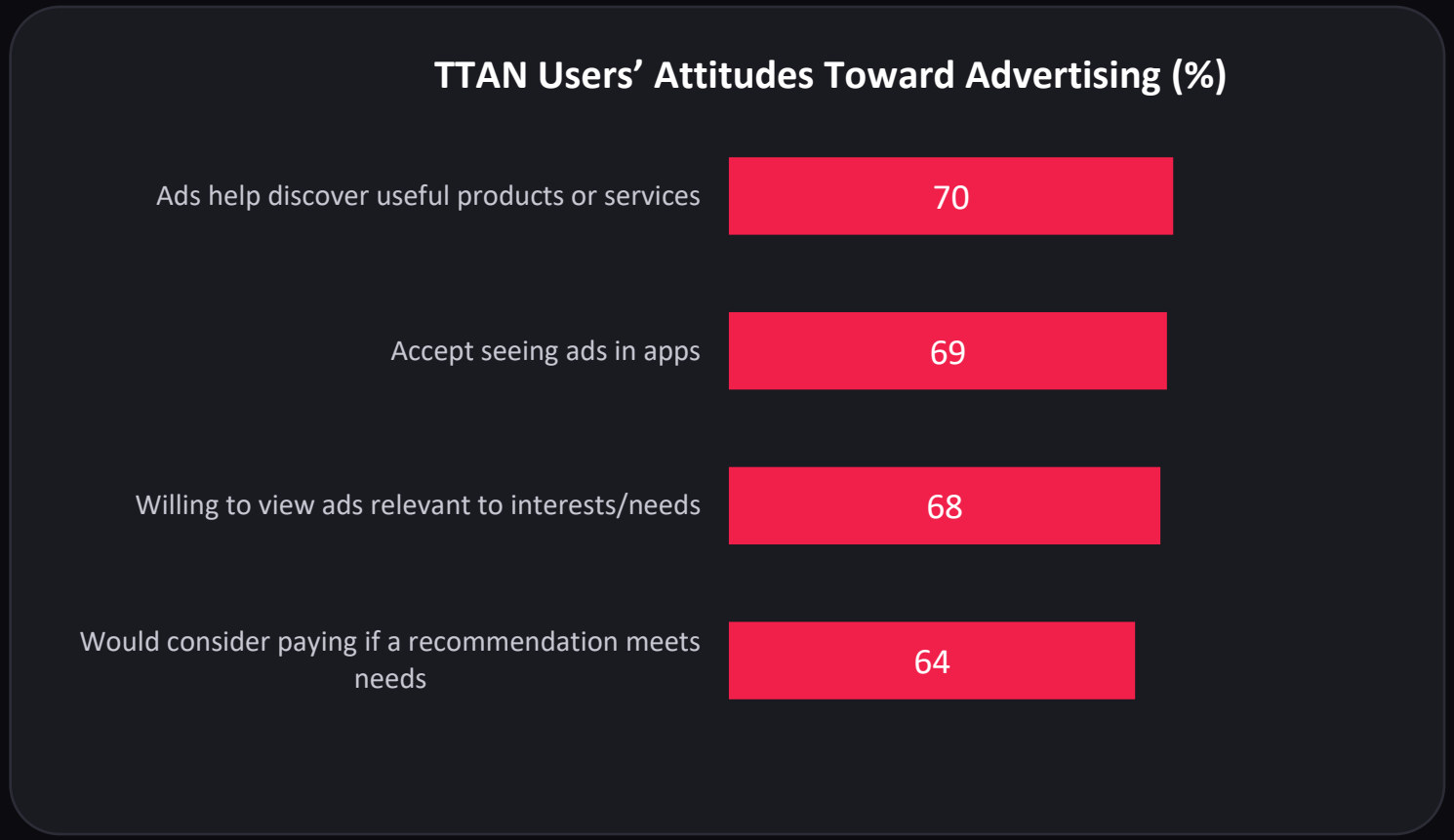
The survey found that 70% of TTAN users say ads help them discover useful products or services, and 64% would consider making a purchase when a recommendation meets their needs.

70%

of TTAN users say ads help them discover useful products or services

64%

of TTAN users say they would consider making a purchase when a recommendation meets their needs



A7. Based on how much you agree or disagree with the following statements, please rate your views on in-app advertising on a scale of 1 to 5. [Single choice]

Source: TikTok × Ipsos, U.S. Consumer Digital Life and App Usage Study, September 2026; U.S. respondents aged 18–55, N=3,000.

Ads Can Move Users from Discovery to Action

The survey shows that ads can move TTAN users from exposure to clicks, app downloads/opens, and payments, with gaming apps serving as a key conversion scenario.

66%

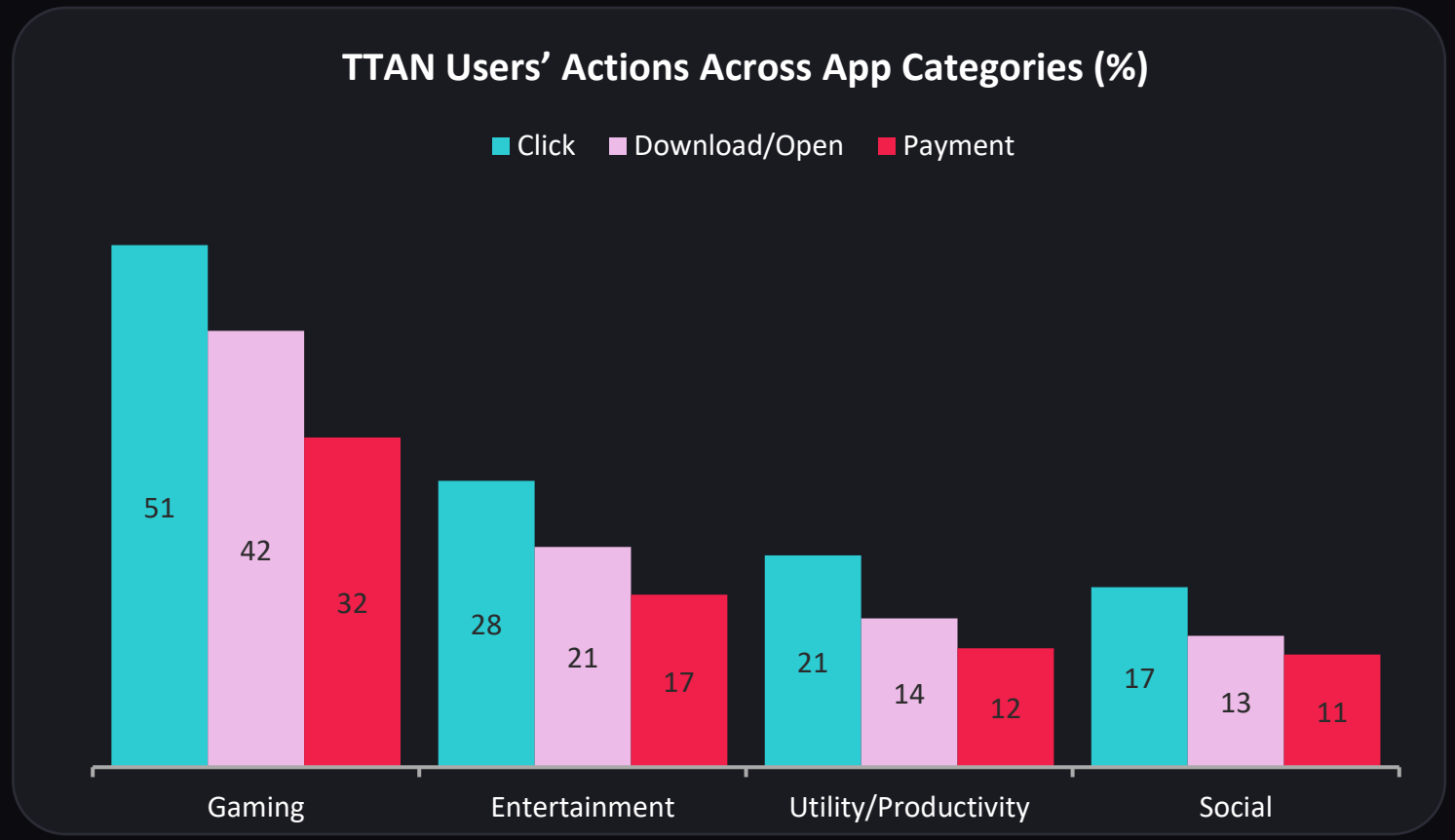
of TTAN users clicked an app ad in the past week

58%

of TTAN users downloaded or opened an advertised app in the past week

45%

of TTAN users made a payment in an app in the past week



A6.During the past week, for which apps' advertisements did you take the following actions? [Multiple choice]

Source: TikTok × Ipsos, U.S. Consumer Digital Life and App Usage Study, September 2026; U.S. respondents aged 18–55, N=3,000.

TikTok Ad Network | Ipsos

Rewarded Video, Interstitial, and Playable Ads All Drive Further Action

The survey indicates that all three ad formats can move TTAN users from awareness to action, with rewarded video showing the strongest overall performance.

Rewarded Video Ads
Offer an incentive to watch and generate relatively high rates of follow-up action

Interstitial Ads
Deliver a full-screen message and generate a strong consumer response

Playable Ads
Use interactive experiences to demonstrate the product and help users understand its value

Share of TTAN Users Who Took Each Action at Least Once After Seeing Different Ad Formats (%)

Actions	Rewarded Video Ads	Interstitial Ads	Playable Ads
Click the ad to learn more	87	81	81
After seeing an ad, visit the app store/Google Play or the ad landing page	86	76	76
After seeing an ad, download/install or open the app	82	73	72
After seeing an ad, register, try the product, add to cart, purchase/pay, subscribe, etc.	69	64	60

A5. During the past week, how often did you take the following actions after seeing [different Ad formats]? [Single choice]

Source: TikTok × Ipsos, U.S. Consumer Digital Life and App Usage Study, September 2026; U.S. respondents aged 18–55, N=3,000.

Part 2

TTAN's Value Journey: From Incremental Audiences to Commercial Conversion

Consumer Insights

05

Commercial Value and Key Shopping Moments

Consumers reached by TTAN have a strong foundation in digital spending, creating commercial opportunities around key spending moments.

TTAN Users Have a Strong Foundation in Digital Spending

The survey found that TTAN users are more engaged in digital spending and spend more per month than respondents overall. In the past month, 30.2% of TTAN users spent US$51–150, compared with 29.5% overall. The share spending US$51 or more was 61% among TTAN users, higher than the 56% overall.

A higher share of TTAN users made digital purchases in the past 12 months

76% vs 72%

TTAN users | Respondents overall

Share of Users with Monthly Digital Spending Over US$50 (%)

61% vs 56%

TTAN users | Respondents overall

B1. Which of the following types of consumption have you made in the past 12 months? [Multiple choice]

B3. On average, how much do you personally spend each month on the following three types of consumption: online, offline, and digital? [Single choice]

Source: TikTok × Ipsos, U.S. Consumer Digital Life and App Usage Study, September 2026; U.S. respondents aged 18–55, N=3,000.

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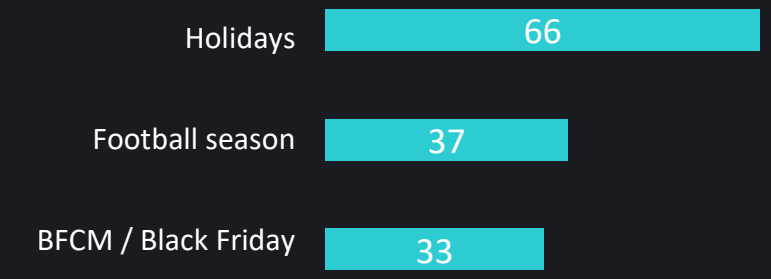
Spending Is Strong During Key Moments

The survey found that TTAN users are more likely to increase spending during peak consumption moments, and in-app advertising can influence them and help drive purchases.

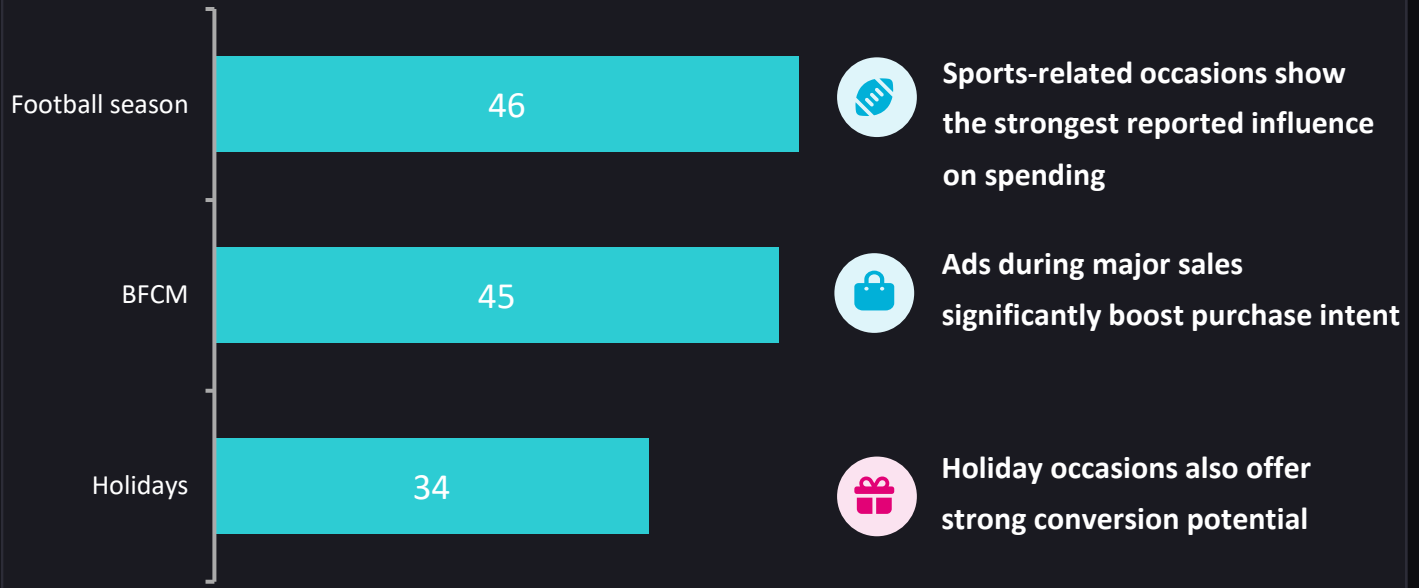
86%

of TTAN users increase spending during key occasions such as holidays, the Football season, and BFCM

Occasions When TTAN Users Increase Spending (%)



Occasions When In-App Ads Encourage TTAN Users to Increase Spending (%)



Sports-related occasions show the strongest reported influence on spending

Ads during major sales significantly boost purchase intent

Holiday occasions also offer strong conversion potential

B7. Based on your usual consumption habits, on which of the following occasions do you tend to increase your spending? [Multiple choice]

B9. What are the reasons why you increase your spending during [each occasions]? [Multiple choice]

Source: TikTok × Ipsos, U.S. Consumer Digital Life and App Usage Study, September 2026; U.S. respondents aged 18–55, N=3,000.

Part 3 Implications for Brands

Implications for Brands

Turning Market Insights into Three Decisions for Brands

Multi-app usage, incremental audiences, and consumer responses together inform brand planning.

Three Decisions: Who to Reach, Where to Engage, and When to Convert

01



Audience Planning

Start with reach objectives: use overlapping audiences to understand cross-app exposure, and use incremental audiences beyond TikTok to evaluate reach expansion. Then use age profiles and spending patterns to assess fit with consumer needs.

02



Contexts and Creative

Focus on consumer needs: choose suitable ad formats across gaming, utility/productivity, entertainment, and social apps, explain the product's specific uses and benefits, and provide a clear, convenient next step.

03



Timing and Measurement

Align activity with business objectives: maintain always-on activity while taking advantage of key consumption occasions, and measure reach, app usage, purchases, and downstream value separately.

Source: Marketing recommendations based on this white paper's consumer research and platform audience data.

Putting Decisions One and Two into Practice: Audience and Context

Decision 1 · Start Audience Planning with Reach Objectives

Shared audiences: Assess cross-app exposure and connect with existing audiences in more app scenarios.

Incremental users: Assess reach expansion and connect with consumers beyond TikTok.

Audience fit: Use age profile and spending patterns to identify needs that align with your category and prioritize audiences worth investing in.

Decision 2 · Build Context and Creative Around Consumer Needs

Context selection: Choose use cases that match the product across gaming, utility/productivity, entertainment, and social scenarios.

Creative message: Clearly explain the product's purpose, specific benefits, and relevant use cases to help consumers make informed decisions.

Next-step experience: Make the next step clear and convenient, with a smooth path through landing pages, downloads, and purchases.

Source: Marketing recommendations based on this white paper's consumer research and platform audience data.

Decision 3： Align Marketing Timing and Measurement with Business Goals

Combine always-on communications with moment-based plans, delivering more relevant product information and offers as needs change.

Before the Occasion · Build Awareness

Build product awareness before demand peaks so the brand enters consumers' consideration sets.

During the Occasion · Capture Demand

Communicate clear offers and provide a convenient path to purchase during peak-demand periods such as holidays, the Football season, and BFCM.

After the Occasion · Monitor Outcomes

Continue monitoring usage, retention, and repeat purchases, measuring reach, app usage, purchases, and downstream value separately.

Once audiences, contexts, and objectives are clear, brands can choose an activation approach using TTAN's capabilities. This helps marketing plans answer three questions: whom to reach, where to engage, and when to capture demand.

Source: Marketing recommendations based on this white paper's consumer research and platform audience data.

Part 4 TTAN Advertising Advantages and Solutions

Solutions

TTAN Advertising Advantages and Solutions

Comprehensive product capabilities and immersive ad experiences help advertisers improve return on investment.

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Extend Campaigns into Everyday App Scenarios Beyond TikTok

Reach More Everyday Contexts

The TTAN network spans everyday gaming, utility/productivity, entertainment, and social apps, placing ads in scenarios consumers already use.

Expand Incremental Reach

Platform internal measurement shows that 50% of TTAN users are not TikTok users, representing an estimated 96 million incremental users in the U.S. and helping brands reach audiences beyond those they already engage.

Integrated Campaign Management

TTAN is integrated into TikTok Ads Manager, allowing advertisers to extend campaigns to apps in the network from a familiar campaign management scenarios.

Measurement and Optimization

Measure reach, app usage, purchases, and downstream value against business objectives, and evaluate campaign outcomes based on actual business performance.

Source: TikTok Ad Network platform materials, September 2026. Specific product features and availability are subject to the latest platform information.

TikTok Ad Network | Ipsos

Core Ad Formats: Rewarded Video, Interstitial, and Playable Ads

Rewarded videos use incentives to encourage viewing, interstitial ads deliver a focused full-screen message, and playable ads help users understand a product through interaction.

Rewarded Video Ad

75%

TTAN users' acceptance of rewarded video ads

Key feature: Users choose to watch in exchange for a reward, giving them a clear motivation and allowing the product's value to be communicated in full.

Incentives

Interstitial Ad

81%

Share who clicked to learn more after viewing

Key feature: Full-screen placement at natural transitions, such as between game levels or pages, makes the ad prominent and quickly captures attention.

Full-Screen

Playable Ad

81%

Share who clicked to learn more after viewing

Key feature: Lets users try the product before deciding, helping them understand it through interaction and encouraging engagement.

Interactive

A3.How acceptable are the following ad placements/formats to you? Please rate your level of acceptance on a scale of 1 to 5. [Single choice]

A5. During the past week, how often did you take the following actions after seeing [different Ad formats]? [Single choice]

Source: TikTok × Ipsos, U.S. Consumer Digital Life and App Usage Study, September 2026; U.S. respondents aged 18–55, N=3,000.

How to access TTAN on TikTok Ads Manager

Choose the placement setup that matches your buying needs, from optimized eligible placements to Ad Network-only inventory

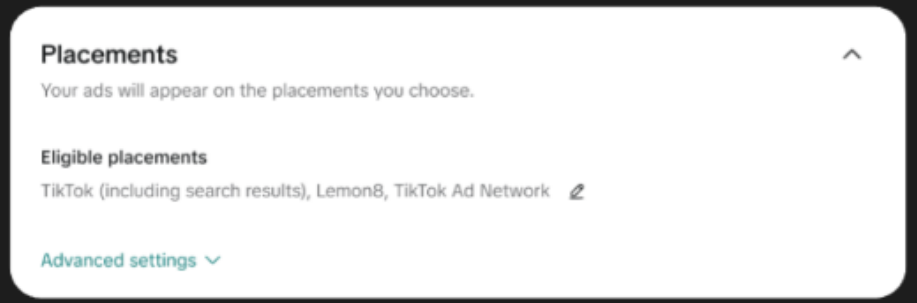
Option A:

Include TikTok Ad Network under eligible placements

- Simplify campaign-buying by leveraging all eligible placements

Typical use case:

advertisers seeking the best performance regardless of placement



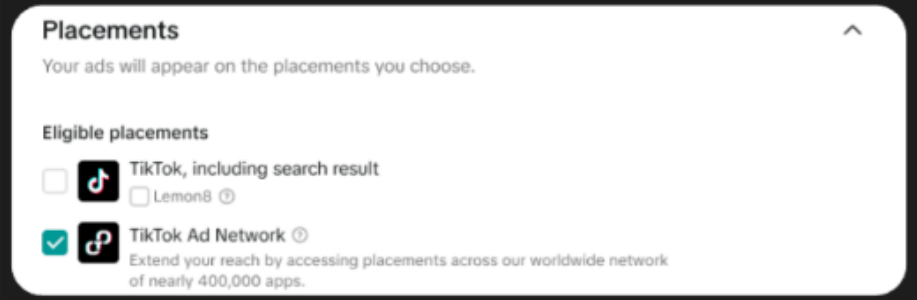
Option B:

Choose Ad Network-only placement

- Activate Ad Network inventory without running TikTok placements

Typical use case:

advertisers with programmatic-only buying mandates



Conclusion

Connecting with Consumers Across More Everyday Scenarios…

This report shows that U.S. consumers use multiple apps every day. TTAN connects brands with highly active users across a range of contexts and extends reach to mature incremental audiences beyond TikTok.

In these everyday scenarios, ads gain more opportunities to connect and can prompt consumers to discover, use, and pay for products.

TTAN helps brands expand incremental reach efficiently and improve return on investment.

