



Photo: TikTok live streaming. Credit: TikTok

TIKTOK CREATOR MARKETPLACE

A BUSINESS MODEL THAT COULD POTENTIALLY IMPACT THE E-COMMERCE INDUSTRY

In 2021 alone, 49% of users reported they bought something they saw on TikTok – and you can thank creators for that. Content creators are the main driver of the entertainment platform, creating video content that grabs attention and converts into sales.

TikTok Creator Marketplace (TTCM) is TikTok's premier platform that gives brands the ability to collaborate with content creators by assessing their analytics based on reach, engagement, views, demographics, and more. TTCM gives brands transparent creator data not available to other platforms while remaining entirely in-app. Businesses can quickly promote products worldwide through these influencers' live streaming, and they can answer viewers' questions in real time, providing an advanced interactive experience than TV direct sales or E-commerce pages. The live streaming and marketplace on TikTok can stimulate and boost product sales. It's a win-win for both influencers and businesses.

TIKTOK + BEST INC.

TikTok recently selected Best Inc. as a marketplace merchant and included us in its official whitelisting, which provides exclusive TikTok AM support for us. It offers tremendous live streaming and page traffic for Best Inc's marketplace, along with strong support for various promotional page resources. This collaboration demonstrates the mutual recognition and trust between TikTok and Best Inc. Best Inc. will be providing both new and existing customers with globally renowned products and highly acclaimed services on TikTok soon.



Photo: TikTok live streaming. Credit: VCG/Getty Images

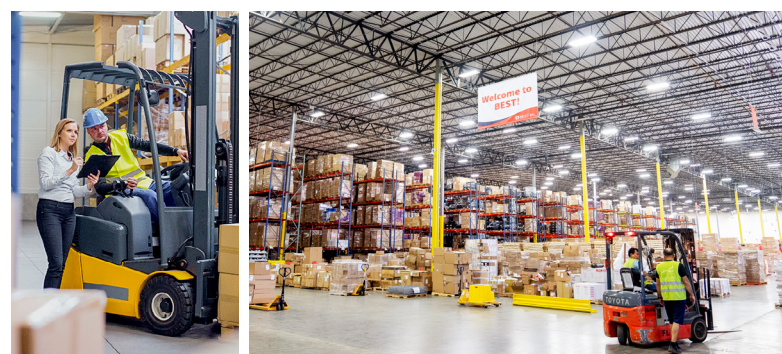


Photo: Best Inc. New Jersey warehouse

Best Inc. is an industry-leading 3PL and SaaS solutions provider. We have over 16 years of experience in the 3PL, WMS, OMS and ERP industries. As a NYSE listed company, Best Inc. provides top quality services in the U.S., Canada, Europe, Australia, and South Asia. We fulfill over 320 million orders through our warehouses and deliver over 7 billion parcels through our network each year. Our California and New Jersey warehouses cover over 500,000 sq. ft. giving our partners access to nationwide fulfillment while being able to utilize the same sophisticated and high quality operations we provide internationally. On top of that, Best Inc. has 99.96% guarantee on the accuracy of clients' orders and inventories. These are far ahead in performance. You business matters, and we take it seriously.

Do you know?



UPS recently cracked down on 3PL using illegal accounts, and many warehouses had their accounts permanently suspended by UPS, significantly impacting their operations. At Best Inc., we have been using the official and legitimate accounts with UPS, FedEx, and USPS since day one to ensure that our clients are placed at the forefront. Safety and reliability are our commitment to all our clients.

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