

Ryan Garrow: Ecommerce is really a giant math problem. The people are out there—you can reach them. The question is, does it make sense to reach this group?

Let's pay for it and see what it does. Does it make sense on the P&L? Yes or no? If yes, get more.

Gavin Flynn: Hello, and welcome back to AdLab. Thanks for joining us—we've got a great episode lined up for you this week.

I'm your host, Gavin Flynn. Each week, we kick things off with a hot headline in the marketing world, looking at the latest news, trends, and platform updates you need to know. Then we head into a deep dive conversation, bringing you expert insights on brand growth from agency partners, experts, and brands themselves.

For this week's deep dive, we're joined by LP's Director of Partnerships and Client Solutions, my friend Ryan Garrow, and we're breaking down what's happening on the TikTok advertising platform.

But first, let's kick things off with this week's headline. Emmy, thanks for joining.

Emmy Luciano: I'm excited.

Gavin Flynn: Let's dive into it. You're actually the perfect person to talk about this, because you oversee branded marketing here at LP. The headline you brought in is about a rebrand happening in the digital ecosystem.

Emmy Luciano: A little bit of a rebrand. Inbound is one of the biggest marketing conferences of the year to go to.

It has fifteen years of history as HubSpot's annual event. They've rebranded—it's now *Unbound*. Just a one-letter change from Inbound to Unbound.

That naturally raises the question: why change it at all? Fifteen years is a long time. The world didn't stand still, and neither did they.

They said the evolution is a response to how the world has changed—across teams, technology, and the customer journey. That one-letter shift reflects a broader scope of what they're covering now.

Gavin Flynn: When you went a couple of years ago, did you feel like they were already expanding beyond traditional inbound marketing?

Emmy Luciano: Absolutely. There's something there for everyone—from content creation to analytics and tracking.

My favorite sessions were the email sessions—shoutout Jay Schwedelson. The event offers so much.

I thought it was a big, gutsy move to rebrand something so established, but also a really cool opportunity. I've been following how HubSpot has been rolling it out, and they're doing a great job.

It also got me thinking—what are some other companies that rebranded when their offerings expanded?

Gavin Flynn: Wait—what were some of the other examples?

Emmy Luciano: None of these will surprise you. On the tech side, there's Google transitioning to Alphabet.

That happened because they became more of a multi-company conglomerate—bringing in YouTube, Waymo, and others. It was about defining what they are beyond just Google.

Another interesting one is Apple Computer. Do you remember when they dropped “Computer” from the name?

Gavin Flynn: Mid-2000s?

Emmy Luciano: Yeah—around 2007. That's when the iPod and iPhone came out, and they became Apple Inc.

Same idea—it's not a huge shift, but it signals, “We offer more now.”

Gavin Flynn: And I think it reflects a bigger trend. Marketing is becoming more holistic across channels.

Inbound as a brand really locked them into lead generation. But the event itself has evolved beyond that.

Emmy Luciano: Exactly. “Inbound” feels very lead-gen focused, but there's so much more now—especially for ecommerce brands.

Gavin Flynn: I'm looking forward to seeing how the event changes this year. Last year had an incredible lineup of speakers.

Emmy Luciano: Who was your favorite?

Gavin Flynn: Honestly, Amy Poehler.

Emmy Luciano: Of course.

Gavin Flynn: She was the headliner, but some of the best moments are in the breakout sessions—like email copy deep dives.

There's great information, but it's also just inspiring to see the level of thinking out there. I came out of that event with a ton of energy.

Emmy Luciano: You couldn't wait to bring everything back to your team

Gavin Flynn: Exactly. You get a few weeks of that extra boost. I'm excited to see what they do this year.

Thanks for coming on

Emmy Luciano: Thanks for having me.

Gavin Flynn: Next, I'm really excited for our deep dive. We're joined by my colleague and friend, Ryan Garrow. Ryan has been in ecommerce for nearly two decades and has spent the last ten years at LP building out our partner ecosystem of tools and platforms. Most recently, he helped develop our TikTok partnership.

LP recently became an official TikTok marketing partner, and that's what we're exploring today—TikTok as a performance channel, how creative tools are evolving, and why data and attribution are more important than ever.

Let's head into the lab.

Ryan, welcome. First time on the pod—glad to have you.

Ryan Garrow: I love it.

Gavin Flynn: You do so much at LP. I think of you as a jack of all trades.

You have such an impact not only on clients, but also on our operations and discovering new opportunities. First, tell us your title—and then what that actually means, so listeners have some context.

Ryan Garrow: The title actually came together right before a meeting. We were like, "Garrow needs a better title based on what we're talking about." So we got him on the phone and asked, "Alright, what's my title?" He said, "Director of Partnerships and Client Solutions." I was like, "Cool."

Gavin Flynn: Put it on the door.

Ryan Garrow: That's what's on the door.

What it actually means is I get to work with a lot of ecommerce vendors and platforms to figure out which ones our clients should be using. We test them side by side, gather data, and determine what performs best.

I also work on contracts with our partners, and I collaborate with our operations team. If they're having issues with a client, I go out to our partner ecosystem and ask, "Here's the problem—what solutions have you seen?"

Then I'll talk to them—and even their competitors—to figure out what makes the most sense for our client based on where they are.

Gavin Flynn: I have a little bit of an icebreaker for you.

Ryan Garrow: Okay, exciting.

Gavin Flynn: What was the most recent thing you Googled?

Ryan Garrow: The last interesting one was looking up an injury for an Alabama player. I'm competing with my kids—ages eight to twelve—for March Madness picks. Whoever wins gets to choose dinner.

We've got a full bracket going with the kids and my in-laws. If you win, you pick dinner, and it's almost always filet. I'm like, "Kids, come on."

They want filet and noodles—the menus get wild.

The actual last thing I Googled, though, was Hyatt, because their system wouldn't send me my folio. Not nearly as fun.

Gavin Flynn: Switching gears—I want to talk about TikTok.

It's been a hot topic for years now, but more brands are starting to treat it as a core part of their marketing strategy. I'm curious how you've been engaging with it and what advice you have for brands getting started.

Ryan Garrow: TikTok has had a few false starts over the years, for a lot of reasons.

Three or four years ago, a lot of clients were excited about it. TikTok came in with incentives like "spend \$1,000, get \$1,000," or "spend \$5,000, get \$5,000." That got bigger brands to test it—but across the board, results fell flat.

A big reason was tracking. We didn't know how to measure TikTok's mid- and upper-funnel impact on sales.

Then they introduced things like post-purchase surveys, which helped brands realize, "Oh—people are discovering us on TikTok." The brands that adopted that early are still using TikTok today.

More recently, we've been meeting with TikTok's product teams. They've engaged our backend team to help optimize their tools—not necessarily fix them, but improve them for advertisers.

What's surprising is how open they are to feedback. We were able to walk through their product flow and point out friction points based on how marketers expect things to work compared to other platforms.

And their developers move fast.

Gavin Flynn: So they're pretty agile?

Ryan Garrow: Very. Most platforms say, "We'll add that to the roadmap," and it might take 10–12 months.

With TikTok, we were in a meeting where they said something would go into alpha in three weeks and be released publicly the next quarter. I actually had to stop and ask if we were talking about the same calendar.

They were serious.

I'd describe their development team as aggressive—in a good way. They're putting a ton of resources into making the platform better.

Gavin Flynn: That's great for marketers.

Ryan Garrow: It really is.

We're seeing great results. We've been encouraging clients to test TikTok—or come back to it—and it's working.

TikTok has the eyeballs, and now they're getting better data. That means you don't have to waste spend on people who aren't interested. You can actually target users who are more likely to engage at a deeper level.

Gavin Flynn: What about brands that think their audience isn't on TikTok?

Ryan Garrow: We hear that all the time.

People think TikTok is just for younger audiences, or that it requires influencers, UGC, or dance videos.

Gavin Flynn: Which I know is your specialty.

Ryan Garrow: Oh, for sure. Nobody wants to dance off with Garrow—but I'm pretty good.

Gavin Flynn: For those brands that are skeptical, what would you tell them?

Ryan Garrow: Test it.

We always take a crawl, walk, run approach. We're not going to spend \$100,000 in month one just to prove it works.

Instead, we start small and validate whether it deserves more investment.

Dynamic remarketing is a great entry point for ecommerce. In fact, we believe in it so much that we'll set it up and manage it for free for a few months just to prove the value.

We had a B2B client selling display cases. Their assumption was that their audience—typically 50–60-year-old men—wasn't on TikTok.

We said, "Let's test it anyway."

They already spend heavily on Meta and Google, so we just wanted to see if TikTok would drive conversions.

By month three, it was working.

And their top-performing audience? Women aged 35–44, interested in overseas education, franchises, and fishing.

Gavin Flynn: So that's the Venn diagram.

Ryan Garrow: That's their Venn diagram on TikTok. And I'm like, did you even know those people were already on your site? Now you get to target them on TikTok.

Gavin Flynn: It's interesting.

Ryan Garrow: It really opens their eyes to new audiences. They're realizing, "We didn't even know this was part of our target market."

Now we can take that insight and apply it elsewhere—like adjusting audiences on Google for customer acquisition and shopping. Maybe a 40-year-old woman interested in overseas education and fishing becomes a viable audience we hadn't considered before.

Gavin Flynn: And that's where testing comes in. It's the scientific method—set a time-bound test, gather data, form a hypothesis, and see if it works.

Ryan Garrow: Exactly. It's all about data.

I tell brands this all the time—you have opinions about your business, and that's great. You need direction and goals. But at the end of the day, ecommerce is a math problem.

The people are out there—you can reach them. The question is, does it make sense to reach them? Let's pay for it and see what happens. Does it make sense on the P&L? Yes or no? If yes, scale it.

Then you factor in things like lifetime value.

It's really powerful to take that data and say, "Alright, now it's time to move into prospecting and upper-funnel activity on TikTok."

Dynamic remarketing is just the starting point—showing product ads to people who already visited your site and bringing them back to purchase. It's simple to set up and a great way to validate that your audience is there.

Some clients worry about creative. They'll say, "We don't have TikTok-style content. We have assets for Instagram and Meta, but not TikTok. We don't have dance videos."

And I tell them—you don't need dance videos.

TikTok's AI creative tools are mind-blowing.

I'll shout out my wife—she uses the free version of ChatGPT to make invites for friends, and the images come out with like three arms and weird features. It's hilarious.

Gavin Flynn: Too many toes.

Ryan Garrow: Exactly—it's comical. We tell her to keep using it.

But TikTok's AI is completely different.

We were sitting with their team—Cam and Meeker were with me—and they showed us the tool. I thought, "This is really cool, but how easy is it?"

So I tested it live.

We took a static image from a client's site—high-end fashion, a model standing on stairs. I told TikTok: "Make this a six-second video of the guy walking down the stairs."

It generated a video where his hair was moving naturally as he walked. It looked incredibly real.

Then I added targeting—search-based keywords like "men's dress shirts." TikTok even suggested variations and showed search volume.

We launched it.

Within 15 minutes, we went from a static image to a live AI-generated video ad with targeting—and it already produced a sale within a few days.

If it's that easy, more brands are going to adopt it.

And there's a massive first-mover advantage. If you're early, you gather data faster, understand what creative works, and get ahead of competitors who are still hesitant because they think TikTok requires dancing or influencers.

You don't need that.

Gavin Flynn: That alone is a huge takeaway for brands in 2026—test these platforms and see what works.

And this won't be the last time we talk about it. Ryan, I'm sure we'll have more updates as the year goes on.

Thanks for joining us.

Ryan Garrow: Thanks for having me.

Gavin Flynn: Thanks again to Ryan for coming on the pod.

You'll definitely see more of him—he's actively working in TikTok accounts, testing strategies, building campaigns, and refining targeting.

We'll have more updates on what's working in the coming months.

Thanks for tuning in. Don't forget to subscribe on Apple and Spotify, and check out the video version on YouTube on the Logical Position channel under the AdLab playlist.

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We'll see you next week in the lab.