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TikTok as a Growth Driver in Social Commerce – Online Event with Simon Mader on 29 October 2025

Frankfurt am Main, 15 October 2025. How can brands generate 1.6 million Euros in sales via TikTok in just three months? Simon Mader, founder of Adbaker – one of Europe's leading social performance agencies – will share his insights in the upcoming edition of the Digital Academy by Messe Frankfurt's consumer goods fairs. On 29 October 2025, from 10:00 to 11:00 a.m. (CET), participants will learn how to unlock the potential of TikTok as a true growth driver in social commerce.



Log in, join in, network and discover how TikTok drives sales with Simon Mader, founder of Adbaker, on 29 October 2025. Image: Messe Frankfurt

In cooperation with [This is Marketing](#) – one of the leading events for online marketing – this online session offers valuable insights into the world of social commerce. TikTok is no longer just a platform for viral clips; it has become one of the world's most powerful sales channels. Brands are generating millions in revenue – without relying on traditional advertising.

Simon Mader, founder and CEO of Adbaker, works with brands such as Ferrero, Porsche and Babor, helping them scale their performance on Meta and TikTok. Using real-life examples, he will demonstrate how brands can successfully sell via the TikTok Shop while building reach, trust and conversion in the long term. Participants will also discover how to strategically integrate the TikTok Shop into their overall brand communication.

Date: Wednesday, 29 October 2025, 10:00 – 11:00 a.m. (CET)

Language: German/English

Participation: Free of charge – register now at consumergoods.digital.messefrankfurt.com

Highlights Online Event

- Social commerce as a sales booster: How to build trust, community and sales through one powerful channel.
- From hype to strategy: How the TikTok Shop really works – and which key success factors many brands overlook.
- Content that sells: How to use creator content effectively for conversions and brand building.
- Practice over theory: Real cases, learnings and tools straight from Adbaker's performance experience.

With its regular online events, the Digital Academy by Messe Frankfurt's consumer goods fairs provides an international platform for knowledge, inspiration and professional exchange – free of charge, digital and globally accessible. All sessions are available in German and English.

Upcoming trade fair dates:

Nordstil Winter will take place from 10 to 12 January 2026 in Hamburg.

The next editions of the consumer goods fairs will once again take place simultaneously at Frankfurt Fair and Exhibition Centre in February.

Ambiente/Christmasworld: 06 to 10 February 2026

Creativeworld: 06 to 09 February 2026

Note for journalists:

Discover further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

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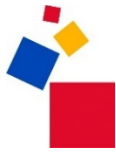
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Background information on Messe Frankfurt

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