# Respond.io to launch AI-powered solution for TikTok Messaging Ads



Respond.io, a provider of customer conversation management software, is set to launch an AI-powered solution for TikTok Messaging Ads, aimed at helping businesses streamline communication and enhance customer engagement. This new offering is being introduced in Kuala Lumpur, Malaysia, during a period when the demand for automation among small and medium-sized businesses (SMBs) in the Asia Pacific (APAC) region is anticipated to surge.

According to forecasts, by 2026, a third of SMBs in the APAC region are expected to increase investment in digital tools in response to ongoing worker shortages, the need to reduce manual processes, and the desire to boost productivity. Respond.io currently caters to over 10,000 customers, positioning itself to support this rising trend in automation.

The TikTok Messaging Ads will allow businesses to connect directly with prospective customers through TikTok or third-party messaging applications, facilitating an integrated approach to customer communications. This integration will enable companies to manage all their TikTok messages seamlessly within respond.io’s platform while also maintaining interactions across various other messaging channels, including WhatsApp and Facebook Messenger. The integration comes at a time when SMEs are grappling with a $4.1 trillion financing gap and is designed to cut customer management times by 40% while increasing sales by 30%, all without additional marketing costs.

The feature not only simplifies the management of TikTok Messaging Ads but is also intended to empower businesses by consolidating their interactions from TikTok alongside other major messaging platforms. The platform offers flexible integrations with customer relationship management (CRM) and enterprise resource planning (ERP) systems, along with AI potential for efficient chat management. Respond.io also provides a robust inbox for sales teams to facilitate engagement with high-quality leads and an array of detailed reporting tools to track chat performance and evaluate ad campaign engagement, all contributing to improved decision-making.

In the competitive APAC consumer market, where SMEs account for more than 97% of all businesses, the integration with TikTok is expected to be particularly beneficial. SMEs in the region confront significant challenges, such as staffing shortages and inefficiencies linked to manual processes, which can impede business growth. Projections indicate that by half of SMEs in APAC will be utilising generative AI-based applications by 2026 to counter these issues.

Gerardo Salandra, CEO and co-founder of respond.io, commented, “In a rapidly evolving digital landscape, businesses face immense pressure to do more with less... Through our integration with TikTok Messaging Ads and being among the first to bring all TikTok interactions, including direct messages, into a single platform, we’re helping businesses streamline operations.” He further highlighted the capability of Respond AI, which can autonomously resolve 74% of conversations, offering SMEs significant advantages in terms of response times and customer service.

The initial open beta phase for the TikTok Messaging Ads integration was first launched in the APAC region and is expected to expand to Latin America, with plans for global availability in the near future. This move underscores respond.io’s commitment to supporting SMEs in overcoming growth obstacles and making the most of advanced automation technology as businesses adapt to an increasingly digital-first market environment.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.globenewswire.com/news-release/2025/01/10/3007414/0/en/Respond-io-Unveils-AI-Powered-Solution-for-TikTok-Messaging-Ads-Aiming-to-Bridge-4-1-Trillion-SME-Financing-Gap.html> - Corroborates the launch of respond.io's AI-powered solution for TikTok Messaging Ads and its benefits for SMEs, including reducing customer management time and increasing sales.
2. <https://www.globenewswire.com/news-release/2025/01/10/3007414/0/en/Respond-io-Unveils-AI-Powered-Solution-for-TikTok-Messaging-Ads-Aiming-to-Bridge-4-1-Trillion-SME-Financing-Gap.html> - Supports the forecast that by 2026, a third of SMBs in the APAC region will increase investment in digital tools due to worker shortages and the need to boost productivity.
3. <https://respond.io/lp/respondio-tiktok-messaging-ads> - Details how TikTok Messaging Ads allow businesses to connect directly with customers through TikTok or third-party messaging applications and manage these interactions within respond.io’s platform.
4. <https://respond.io/blog/tiktok-messaging-ads> - Explains the integration of TikTok Messaging Ads with respond.io, enabling businesses to manage all their TikTok messages and interactions across various messaging channels.
5. <https://www.globenewswire.com/news-release/2025/01/10/3007414/0/en/Respond-io-Unveils-AI-Powered-Solution-for-TikTok-Messaging-Ads-Aiming-to-Bridge-4-1-Trillion-SME-Financing-Gap.html> - Highlights the benefits of the integration, including flexible integrations with CRM and ERP systems, AI for efficient chat management, and detailed reporting tools.
6. <https://respond.io/blog/tiktok-messaging-ads> - Describes how respond.io’s platform helps in tracking chat performance and evaluating ad campaign engagement, contributing to improved decision-making.
7. <https://www.globenewswire.com/news-release/2025/01/10/3007414/0/en/Respond-io-Unveils-AI-Powered-Solution-for-TikTok-Messaging-Ads-Aiming-to-Bridge-4-1-Trillion-SME-Financing-Gap.html> - Mentions the significance of the integration in the APAC consumer market, where SMEs face challenges such as staffing shortages and inefficiencies linked to manual processes.
8. <https://respond.io/blog/tiktok-messaging-ads> - Explains how respond.io’s Respond AI can autonomously resolve a significant percentage of conversations, offering SMEs advantages in terms of response times and customer service.
9. <https://www.globenewswire.com/news-release/2025/01/10/3007414/0/en/Respond-io-Unveils-AI-Powered-Solution-for-TikTok-Messaging-Ads-Aiming-to-Bridge-4-1-Trillion-SME-Financing-Gap.html> - Details the initial open beta phase of the TikTok Messaging Ads integration in the APAC region and its planned expansion to Latin America and global availability.
10. <https://respond.io/lp/respondio-tiktok-messaging-ads> - Supports respond.io’s commitment to supporting SMEs in overcoming growth obstacles and leveraging advanced automation technology in a digital-first market environment.
11. <https://respond.io/blog/tiktok-messaging-ads> - Highlights the importance of nurturing leads and customers through drip campaigns on messaging channels like Messenger and WhatsApp to drive business results.
12. <https://news.google.com/rss/articles/CBMi6gFBVV95cUxPeWdVSm90OGNhTXZGV29MUlRBUkhaQ1NITWZfRmgwNHlocGM3LUFJdmkzTTN4azFzNGFyZEFmUFJBcVp6QWxZT2FkV0xHYktNZkhXUkU2Nmg3QVpmTXJaMXE3cmtmM1FsVkpKWWx2dUlyS1djdVNnY1RMdUdCaHNWSFpFNzhqbU9sN3BDbHR1d0Z6Mkh2Q2xjZFZOUDZhRjFGR0h5VXctWWhMTnR6TW1INE9pamFfYUNScmVyQ205VDdieENQcjU3dnV0Y3NKNEh4T0JrNXB2dXdCMm1ZMEg0b2E1NFFVeFVmS2fSAfIBQVVfeXFMTmxJUU5BZHExdVNzWGIwbWJVaTNVQmwyNVFpTVZ4Y2JfazJRdmFVUUZubXJKM2xPLXNlWlBUWkktdUJodFVmWmszbVJMRnNSb1hTMy1GUzBERUN2SWJvbHY5RWRPWnhtQ0x0aGJLdmRlb21zU1kxZjFyNGpVOXhudWtZdE5NUzV5RjVvZXZvdXdCQVJiQWRtbzJwRU0zTnVtdEgzQ1lZY2lKQkh0bUl3QVVWdTlKY0JKR2VTMFlwenR4ZnNCcnctTUdMb0Q1bEF1R2tSZmYtdjdNT2F5bG1ObWhKeHhXQzRQbnU1T2hJNFp1Q1E?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data