TikTok Ads Manager User Playbook

J TikTok for Business

May, 2024



Ti	kTOK: Ads Manager	Dashboard	Campaign	Assets	Reporting
1	Campaign				
•	Advertising Objective	Crea	ate New	Using	Existing

Get Started

Platform Overview

TikTok Ads Manager is the all-in-one advertising platform for you to create and manage campaigns, and achieve desired outcomes based on your marketing goals. Overall, TikTok Ads Manager offers full functionalities for ad creation and management, supports cross-product reporting and insights, and provides a range of diverse advertising solutions on TikTok.

User Guide Overview

• TikTok Ads Manager User Guide is a holistic manual that helps you excel at TikTok Ads Manager platform. Through the **user journey**, it guides you on beginning to use TikTok Ads Manager, as well as creating, viewing, and optimizing ads.



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Create an Account

To start using TikTok Ads Manager, you need to create an **ad account** following the steps listed in the **Onboarding Guide**.

If you need to manage more than one ad account to promote your business on TikTok, we strongly recommend creating a **Business Center** where you can create and manage multiple ad accounts. For more information, please see **About Business Center**.

The illustration below shows the key onboarding steps of TikTok Ads Manager.



Note: Verification is an optional but significant step for now.

TikTok Ads Manager Overview

There are four main tabs on TikTok Ads Manager:





Dashboard

Dashboard summarizes data conveniently in one place. You can overview of your data and monitor performance.



Campaign

On the Campaign page, you can see all the campaigns, ad groups, and ads you have created, and bulk manage them.



Tools

Tools is the place to create or manage your thirdparty trackers, website pixels, creatives, custom audiences, and other tools to help optimize ad delivery and reach new customers.



Analytics

On Analytics page, you can create your ad reports, go deeper into your insights, and schedule time to deliver reports.





Overview TikTok Ads Manger



TikTok Ads Manager's **Dashboard** provides a visual overview of your ad account's performance. It includes the following modules:

Account Information

View your Available Balance and Today's Spend to make informed financial decisions about your ads.

Performance

Track the overall performance of your AD account by cost, impressions, clicks and conversions. And you can choose to view the relevant metrics within a specific date range.



Log

Click "View Log" to monitor account changes made by team members.



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Learn more about the TikTok Ads Manager's

latest updates.



TikTok Ads Manager's **Tools** is the go-to place to create or manage your advertising resources. It includes four modules: audience, creative, management and settings.

Audience

Manage audience and TikTok comments

- Audience manager: Filter, share audience, create custom audiences and lookalike audiences and more.
- **Comments:** View, export, hide, and filter the comments made on your ads directly from TikTok Ads Manager.

Creative

- **Create and manage creatives**
- Creative library: Manage your inventory of videos, images, Playable Ads, Spark Ads, Instant Forms, and Interactive Add-ons.
- Instant Page: A fast-loading lightweight web page that loads up to 11 times faster on TikTok than a standard web page.
- TikTok Video Editor: A web-based video editor that gives you access to a suite of TikTok-style editing features.



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Set, manage and monitor your campaigns

- Automated rules: Create rule-based tasks to automatically check and manage your campaigns, ad groups, and ads on TikTok Ads Manager.
- Catalogs: Store information about the products you want to promote on TikTok. When you create a catalog, you can create Video Shopping Ads (for Catalog) that show specific products with up-todate information about each product, such as price, availability, sizes, and more.
- Events: Create and manage data connections with TikTok, add or edit events, monitor and diagnose set up issues.
- Hashtag Challenges: Enable brands to spark trends and cultural movements by issuing participatory challenges to the TikTok Community.
- Leads: Enable you to organize and manage the leads directly from your TikTok Ad account. Organize and manage leads directly from your TikTok Ad account without having to switch between multiple worksheets.
- Pangle brand safety: View the publisher list when advertising on Pangle, the ad delivery report, and

Settings

Set up accounts, documents, payments, credentials, brand safety, and review account health and recommendations

- Account setup: Set up your accounts and review account health.
- Pangle brand safety: Enable default brand safety settings, decide on content exclusions, to further control ad placements and exclude inappropriate content that may negatively impact brand marketing goals or business needs.
- **Documents:** Documents you may need to deliver your ads in a specific industry/ region.



• Payment: Manage payment methods, view transactions, and manage promotions.



• Recommendation center: A unified interface on TikTok Ads Manager displaying all available

recommendations and their details of this account.

Create Campaigns

1 Campaign Structure

Campaign Structure

TikTok Campaigns have three parts: a **Campaign**, an **Ad Group**, and an **Ad**. To publish an ad, you'll need to set up each of these elements. Campaigns can include multiple Ad Groups and Ad Groups can have multiple Ads.

1. Campaign Level

Starting a campaign is the first step in the ad creation process, where you choose your Advertising Objective. Select from Reach, Traffic, Video Views, Community Interaction, App Promotion, Lead Generation, Website Conversions and Product Sales.



2. Ad Group Level

At the Ad Group Level, you will define your ad's Placement, set up Targeting, Budget and more.

3. Ad Level

At the Ad Level, you can customize your ad. Upload your own creative assets, or use our Creative Tools, like Video Template and Smart Video, to make ads in minutes. Then complete your ad with text, relevant URL, etc.



Account Structure Best Practice

For more information about running effective campaigns, please see Account Structure Best Practices.

Based on differences in advertising marketing strategies and campaign objectives, it is essential to make corresponding preparations before creating ad campaigns.

- If you intend to promote an app, you need to create the app on the TikTok Ads Manager platform.
- For website promotion, you can leverage commercial tools like TikTok Pixel, Event API, or partner integration to measure user behavior on the website.
- If selling products on your website or app, you should establish product catalogs.
- If selling products on TikTok Shop, you should create a TikTok Shop in "Seller Center".

Recommended Process

For an optimal campaign creation experience, we recommend using the following process to prepare and create your ads on TikTok Ads Manager.



Before Getting Started - Preparations

Different campaign objectives require corresponding preparations, including preparing creatives, creating audiences, setting up events tracking, catalogs, TikTok Shop and making Spark Ads. Among them, creative preparation, audience setting and event tracking might be necessary work prior to campaign setup. Please see the table below for reference:

Objective Preparation	Creative	Audience	Event	Catalog	TikTok Shop	Identity	Spark Ads
APP	\checkmark	\checkmark	\checkmark	×	×	\checkmark	\checkmark
Web	\checkmark	\checkmark	\checkmark	×	×	\checkmark	\checkmark
Catalog	\checkmark	\checkmark	\checkmark	\checkmark	×	\checkmark	\checkmark
TikTok Shop	\checkmark	Optional	×	×	\checkmark	\checkmark	\checkmark

Prepare Ad Creatives

By clicking on "Tools" and selecting "Creative Library," you can access interfaces related to creating, editing, and managing creatives, which include the creative library, instant page, and video editor.

KTOK: Ads Manager	Dashboard Campaign Tools Analytics		(Internal-TikTo	k Ads Int 🗸 👌 Ei	nglish 🗄	ð Û (
/ideos	Upload Create Delete			2024-04-29 ~ 20	024-05-06 UTC-08	3:00 @ 🛗
mages	No inspiration? Click here for the list of Creative Inspirations and Creative Inspirations	tive Discovery			Tips for \	/ideo Producti
Playable	+ Filters Search for a name or ID Q				Default Column	s 🗸 🗎
Spark ads posts	Video	Video Material ID	Total Cost \Leftrightarrow	$CPC \ \Leftrightarrow$	$CPM \ \Leftrightarrow \\$	Impressions
istant Forms	Fixed_592_7169182653320183810 通Video insights 企Edit & Preview 音Delete		0.00 USD	0.00 USD	0.00 USD	
teractive Add-on	AIQ,X-BA-on-6-2_7365773307992735751		0.00 USD	0.00 USD	0.00 USD	
	autotest-video-348241714984844.6345327		0.00 USD	0.00 USD	0.00 USD	
	autotest-video-384441714984835.5638828		0.00 USD	0.00 USD	0.00 USD	
	J_!<`e])Mk_video_soundtrack_1698930818364.mp4		0.00 USD	0.00 USD	0.00 USD	0

Manage your inventory of videos, images, Playable Ads, Spark Ads, Instant Forms, and Interactive Add-ons.

Instant page

TIKTOK: Ads Manager Dashboard	Campaign Tools Analy	tics		(Internal-TikTok Ads Int 🗸) English	≜ 0 ⊘
Instant experience							
Search by page ID	٩					Today	UTC-08:00 @
All 100,000 Customized 100,000	Instant form 24,521 App pro	ofile 40,827 Direct met	ssage 125				
Create + Filters						Default Columns	V D D
Name	Page ID	Page type	Status	Created on	Modified on	Number of rel	Total Cost
Featured product page 5/6/2	4,	Custom instant page	Ready	2024-05-06 20:07:11	2024-05-06 20:07:12	0	0.00 USD
testonlie		Custom instant page	Ready	2024-05-06 20:04:38	2024-05-06 20:04:38	0	0.00 USD
testonlie		Custom instant page	Ready	2024-05-06 20:04:27	2024-05-06 20:04:27	0	0.00 USD
testonlie		Custom instant page	Ready	2024-05-06 20:04:16	2024-05-06 20:04:16	0	0.00 U
testonlie		Custom instant page	Ready	2024-05-06 20:04:05	2024-05-06 20:04:05	0	0.00 USD
Annual Contraction (Contraction) Annual Contraction (Contraction) testonlie		Custom instant page	Ready	2024-05-06 20:03:54	2024-05-06 20:03:54	0	0.00 USD

Utilize a variety of templates or customize your own Instant Page by editing its components like text, picture, video, carousels, and call to action buttons.



A web-based video editor that gives you access to a suite of TikTok-style editing features.

Create Campaigns

Campaign Preparations

Ad Formats

You can create ads on TikTok Ads Management using Videos or Images.



See Video Ads Specifications and Image Ads Specification for more details.

Prepare Audiences

Understanding Ad Review

When you publish a campaign, each ad is reviewed to ensure compliance with our Advertising Policies. TikTok will check each ad before it starts running to ensure that the creative elements comply with <u>"TikTok Advertising Policies – Ad</u> <u>Creatives & Landing Page,"</u> and that the promoted products/ services are aligned with our <u>"TikTok Advertising Policies –</u> Industry Entry."

The audience are the users in our apps who may see your ads. We recommend you to set up **a custom audience and lookalike audience** before campaign creation. Choosing the right audience can help you improve your ads' performance.

Custom audience

It is an ad targeting option that lets you find people who already know or have engaged with your business, as well as a powerful tool for remarketing, reaching possible repeat customers, increasing your following, increasing app engagement, or creating a Lookalike Audience. To create a Custom Audience, you first need to identify the audience source, and then set the relevant parameters according to the different sources.

For more details about how to create custom audiences, please see "<u>Customer File</u>, <u>Engagement</u>, <u>App Activity</u>, <u>Website Traffic</u>, <u>Offline</u>
 Activity, <u>Lead Generation</u>, <u>Shop Activity</u> (<u>Available to all accounts with Shop Ads</u>), and <u>Business Account</u>".

Note: A minimum audience size of 1,000 is required to target Custom Audiences in an ad group.

Lookalike Audiences:

It can help you reach audiences that share commonalities with your existing customers and deliver your ads to audiences that are interested in your product. Lookalike Audiences are based on your Custom Audiences. Therefore, before creating a Lookalike Audience, make sure you have uploaded your customer files or created a Custom Audience that you would like to use as your source audience. Then you can create Lookalike Audience by setting omit/contain sources, systems, placements, locations, and audience size based on your needs.

- For more details on how to create a Lookalike Audience, see "Create a Lookalike Audience".
- Lookalike Audience size options: There are three lookalike audience size options (Narrow, Balanced, and Broad), which provide flexibility based on your distinct marketing strategies. Creating a broad lookalike audience increases the potential reach, but decreases the similarity between the lookalike audience and the source audience, compared with creating a narrow lookalike audience.

Audiances					
Filter By Audience ID or Keywords	Q				Create ad
Create Audience ~ Actions ~					< 1 ~ >
Custom Audience Lookalike Audience	Туре	Size 🕢	Availability	Audience ID	Date Cr
This is Rola Testing	Custom Audience Customer File	0	Unavailable Audience too small. @		2024-0
Test2 04-30-24	∠ Lookalike Audience	29,602,849	• Available Last Refreshed On: 2024-05-01 23:58:48 UTC+08:00 @		2024-0
TEST 04-30-24	Lookalike Audience	29,622,009	Available		2024-0
lead - web	∠ Saved audience		• Available Last updated: 2024-04-29 07:06:49 UTC+08:00		2024-0
dddddd	∠ Saved audience		• Available Last updated: 2024-04-28 02:54:30 UTC+08:00		2024-0





Campaign Preparations

Prepare Events (App and Web)

TikTok Events Manager is a workspace to create and manage data connections with TikTok, no matter where they take place (on your website or app, in-store or via your CRM).

App Events

Mobile app ads are used to drive installs and get people to engage with your app. To run these types of campaigns, you must **first create your app on TikTok Ads Manager**. Then, your apps on TikTok must use TikTok's Self-Attributing Network (SAN). For more details, please see "<u>How to Set</u> **up App Attribution in TikTok Ads Management**".

- SAN: TikTok's Self-Attributing Network (SAN) is an advanced network integration with Mobile Measurement Partner (MMP). It enables you better visibility to TikTok's true contribution to app performance campaign outcomes and more accurate conversion recognition and reporting in TikTok Ads Manager.
- SKAN: SAN is used for Android APP and Non-DC attribution, and IOS DC campaign should refer to SKAN. SKAN 4.0 is an evolution of Apple's Store Kit Ad Network (SKAN), which introduces key changes that impact how you measure the success of your campaigns while

Website Events

TikTok offers a number of business tools such as **the TikTok Pixel, Events API, or Partner Integrations** to help you measure actions taken on your website as a result of paid advertising and organic reach.

- The TikTok Pixel: It is a piece of code that you can place on your website that allows you to share website events with TikTok. Once you've successfully set up the pixel on your site, the pixel will share information on when an action is taken on your website, based on the <u>events</u> you've set up.
 - Note: We recommend advertisers to configure events on their website that capture the entire user journey, starting from 'view content', through 'add to cart', and 'complete payment'
- **Events API:** TikTok Events API is designed to give our

prioritizing user privacy.

Note: On March 20, 2024, new campaign and ad group creation on TikTok Ads manager is turned off for all apps without an active TikTok's Self-Attributing Network (SAN) integration on their MMPs. Activate SAN integration on your MMP and complete SAN transition to continue running new campaigns on TikTok. To learn how to transition to SAN for existing apps, refer to "How to transition to SAN for existing apps".

ents l	Manager		
Tasks Here are	e recommendations on how to finish connecting your data sources.		
*	Send server and browser events For activity to be shown, finish setting up an integration to send events from a server or website. Affected dataset: CS LIN Pixel test 20240501 (0/2) Set up funnel Select setup method Wait for events No events	~~ ^	
*	Use a mobile measurement partner for app event setup For apps, send events and parameters with one of TikTok's prany mobile measurement partners (MMPs). You can configure this in the MMP dashboard. Affected dataset: Kinjo: Play, Learn, Earn (1/2)		
*	Share your offline events data		
T	Send offline events through Events API or manually upload offline events through a CSV file. This can be accessed from your dataset settings in the "Overview" tab. Affected dataset: h h h k (1/2)	~	
*	Send offline events through Events API or manually upload offline events through a CSV file. This can be accessed from your dataset settings in the "Overview" tab. Affected dataset: h h h k (1/2) Set up a way to receive events You can use Events API, connect to a customer relationship management (CRM) system, or upload events with a CSV file for CRM events. This can help optimize for higher quality leads. Affected dataset: test-yj (1/4)	··· ·	

advertisers **a more reliable connection** between TikTok and advertiser **marketing data** (servers, website, app, or CRM) while also providing the flexibility for advertisers to **customize the information they share with TikTok**.

- Note: Pixel or Events API set-up is a pre-requisite for our Web Conversions objective in TikTok Ads Manager. We recommend leveraging both solutions together to adapt to the changing ads ecosystem and maximize performance benefits.
- Partner Integrations for Website Conversion: TikTok has partnered with industry-leading and vetted partner platforms, to integrate with TikTok's Pixel and Events API, offering a seamless and frictionless experience. By partnering with TikTok Commerce and Data partners, you'll enjoy a quick and turn-key onboarding experience without allocating developer resources to edit the website or server-side code bases.

Offline

Offline Event Set is a container that helps you **collect offline events for a particular product or business unit or business purpose**. Creating an offline event set allows you to measure the impact of TikTok ads on offline activity from people that see or interact with your ads. Learn more about offline events, please see "About Offline Conversion".





Prepare Catalogs

A catalog is an asset that allows you to store information about the products you want to promote on TikTok. When you create a catalog, you can create Video Shopping Ads (for Catalog) that show specific products with up-to-date information about each product, such as price, availability, sizes, and more. For more details, please see "What is a Catalog".

Here is the pathway to locate the Catalog objective in TikTok Ads Manager: Advertising objective → Product sales → Catalog.

1 Campaign	Create new Use existing	
Advertising objective		
iOS 14 dedicated campaign	Advertising objective	
Settings	Reach Sell products from your TikTok Shop, website, and app.	
2 Ad group	Consideration	
3 Ad	Traffic	
	Video views Promote your products from a catalog using Promote products from a shop or showcase, Video Shopping Ads. using video shopping ads, LIVE shopping ads,	
	○ Community interaction or product shopping ads. ●	
	O Branded Mission >	
	Conversion	
	O App promotion >	
	○ Lead generation >	
	○ Website conversions >	
	Product sales	
		0
	IOS 14 dedicated campaign	
	Use iOS 14 dedicated campaign @	

The process of creating and managing catalogs on TikTok Ads Manager involves three primary steps. For more details, please see "How to **Create and Manage Catalogs".**

Create a catalog

	Create catalog	×	
	 Except for the catalog name, you cannot change any catalog information after it has been created. 		
	Catalog Name		
Catalog	Please name your catalog		
Creating a catalog will give you	t Business Center account		
Easily upload key information a	Select a Business Center account	~ 👹	
Manager, including description Efficiently manage your product 	s Industry		
or searching functions to meet • Effortlessly use our creative to	Select an industry to describe your products or services	× 6	
in your catalog.	Default location	F	
Add Catalog	Select a targeting location	~	
	Default Currency 💿		
	Please choose	~	
		_	

Add products to a catalog

Tok: Cat	alog Manager	English	0
	Catalog		
	Creating a catalog will give you the ability to:		
	Easily upload key information about your products directly to TikTok Catalog Manager, including descriptions, prices, images, and more. Efficiently manage your products by creating product sets through filtering or searching functions to meet your needs in various gromotion scenarios. Effortiessly use our creative tools to create dynamic videos for the products in your catalog.		
	Add Catalog Learn More		

Manage catalogs

After you create a catalog and add your products, there are **several ways you can** manage, edit, or update the products in your catalog, including: Manage & Add Products, Create Product Sets, Setup Catalog Rules ,Connect Event Sources, and Create Video Packages

Pathway: Tools \rightarrow management \rightarrow catalogs

- 1. Click "Add Catalog"
- 2. Input basic information about your catalog and products including: Catalog Name, Business Center account, Industry, Default Location, Default Currency
- 3. After entering all the information, click "Create".
- 1. Select the catalog you want to add products to.
- 2. After bringing up **the Upload Product** module, you can download a CSV, XML (RSS), or XML (ATOM) version of the standard product template.
- 3. Select **how** you want to add your products to a catalog.
- Note: It is essential to set up website event tracking in advance, including three core business events: View Content, Add to Cart, and Purchase Complete. Additionally, for better management of **product catalogs** and to assess ad performance effectively, you need to establish a product catalog and associate event sources with the catalog.

Note: Video Shopping Ads (for Catalog) is now automatically available globally to all Web advertisers in the Commerce vertical. If you belong to the Travel, Entertainment and Auto vertical, please contact your sales representatives for more information.



Prepare TikTok Shop

Shop Ads helps drive more traffic to your shop and products, with automatic tracking, measurement and optimization. Here is the pathway to locate the Shop Ads objective in TikTok Ads Manager: **Advertising objective → Product sales → TikTok Shop → VSA/** LSA/PSA.



iOS 14 dedicated campaign		
Use iOS 14 dedicated campaign @		
Exit ~ Draft saved	Continue	

TikTok Shop supports three types of Shop Ads, including video shopping ads, live shopping ads and product shopping ads:

Video Shopping Ads (VSA)

roduct sales20240315185134	Ad group 20240315025139		Template	Available audience 📀
Ad group 20240315025139	Buying type 💿			
	Promotion			 Select at least one location to enable your audience size estimate.
	Shop Ads type	ſ		
	Video Shopping Ads Use a video or image to promote your products.	LIVE Shopping Ads Use a real-time stream to promote and sell your products.	Product Shopping Ads Use product visuals to promote products in Shopping Center.	
	Product source details			
	O TikTok Shop 💿			0
	Select a TikTok Shop		~ ¤	U
	Showcase 📀			

Use videos to promote your products in feed, search and more.

You need to select products and creatives:

- **TikTok Shop:** Directly use the list of products that you uploaded through <u>Seller Center</u>. You can use existing TikTok posts or new videos.
- For more details on how to create VSA, please see "How to create Video Shopping Ads (for TikTok Shop)".

Note: You do not need to implement pixel or catalog. The Video Shopping Ads feature in TikTok Ads Manager is automatically available to

LIVE Shopping Ads (LSA)

duct sales20240315185134	Buying type 💿			Available audience
Ad group 20240315025139	Promotion			 Select at least one location to enable your audience size estimate.
	Shop Ads type			
	Video Shopping Ads Use a video or image to promote your products.	LIVE Shopping Ads Use a real-time stream to promote and sell your products.	Product Shopping Ads Use product visuals to promote products in Shopping Center. @	
	Identity Select the TikTok account that you'll use account during the scheduled ad time.	to go LIVE as your identity. Your ad will star	rt running when a LIVE begins on this	
	Select an identity		~ 0 B	
	Shop I would like to specify a TikTok	Shop. 💿		0

Use livestreams to promote your products in feed, search and more.

You need to select the TikTok account:

- **Identity:** Select the TikTok account that you'll use to go LIVE. Your ad will start running when a LIVE begins on this account during the scheduled ad time.
- For more details on how to create LSA, please see "How to create LIVE Shopping Ads".
- Note: The Live Shopping Ads feature in TikTok Ads Manager is automatically available to all TikTok Shop sellers, creators and

Product Shopping Ads (PSA)

TikTok: Ads Manager Dashboard (Campaign Tools Analytics		Internal-TikTok Ads Int	- English 🔄 🖨 🗘 🕐
Product sales20240315185134	Buying type 💿			Available audience 💿
✓ Ad group 20240315025139	Promotion			 Audience size estimate isn't available for Product Shopping Ads. Your ad will be shown to eligible users in the selected targeting location.
	Shop Ads type			
	Video Shopping Ads Use a video or image to promote your products.	LIVE Shopping Ads Use a real-time stream to promote and sell your products.	Product Shopping Ads Use product visuals to promote products in Shopping Center. @	
	Product source details			
	TikTok Shop 😡			
	Select a TikTok Shop		~ 0	0
	Placements			
	Exit		Back Continue	

Use product images to promote products in Shop Tab recommendations and search.

• You need to select products:

- TikTok Shop: Directly use the list of products that you uploaded through Seller Center.
- For more details on how to create PSA, please see "<u>How to create Product</u> <u>Shopping Ads</u>"
- Note: The Product Shopping Ads feature in TikTok Ads Manager is automatically available to all TikTok Shop sellers and agencies in

all TikTok Shop sellers, creators and agencies.





Singapore, Thailand, the United States, and

10

Vietnam.

Prepare Identity

The Identity feature on TikTok Ads Manager lets you choose how you present your business in your ads.

Enabling the Identity feature will let you use a TikTok account to represent your business on TikTok. When you enable Identity, you will only be able to create Spark Ads, using existing posts from your linked TikTok account, as well as pushing new videos to the TikTok account, and utilizing posts authorized by another TikTok creator. When Identity is disabled, you will publish your ads using Custom Identity, which is the only way to publish Non-Spark ads (regular in-feed video ads).

There are three types of Identity that you can select from when creating an ad. For more details, please see "About Identity".

Account owned by you	You can use this Identity to create Spark Ads using the posts of the TikTok account linked to your TikTok For Business account.
Other authorized account or post	This Identity will let you create Spark Ads using TikTok posts that TikTok creators have authorized you to use in your ad.
	Publish ads without using a TikTok account. This is the

Custom Identity

only Identity type that supports Non-Spark Ads ad format.

Prepare Spark Ads

Spark Ads is a native ad format that enables you to leverage organic TikTok posts and their features in your advertising. This unique format lets you publish ads by using your own TikTok account's posts or organic posts made by other creators - with their authorization. For more details, please see "Spark Ads".







There are two types of Identity available for creating **Spark Ads**:

Methods	Method 1	Method 2
	 TikTok accounts: If you have linked your TikTok Business account to TikTok Ads Manager, and want to use your own TikTok posts or push video from Ads Manager and publish it under your linked business account 	 If you want to use
Condition	• Accounts authorized by TikTok Business Center: If you have added a TikTok account to your Business Center and the TikTok	authorized posts, you can authorize individual TikTok posts by entering video codes.

account owner approves your request, the members in your Business Center can access the profile info and live videos in the TikTok account.

TikTok: Ads Manager	Dashboard	Campaign	Tools	Analytics	Internal-Ti	kTok Ads Int 🗸 E	English	Ē	Û ()
Traffic20240428141334				2024-04-27 22:13:51					
✓ Ad group 20240427101337	7								
2024-04-27 22:13:51	0:		(Identity	5				
				Use TikTok account to deliver Spark Ads 🕖	Preview	In-feed	\sim		
				Select a TikTok account C Authorized accounts		Following For You			
				No linked accounts 🕜 Connect account 🖸			•		
				Post authorized by account	J	0900	71.1 k		
							1281		
				Ad details			232		(2)
				Ad format	Sponsored	ed music			
				下 Single video		>			







Once you're ready to create a campaign on TikTok Ads Manager:

Enter Campaign Creation Page

		1						2	
Campaign	Campaign Tools Analy	tics Create on the C Budget	ampaign ta	Internal-TikTok Ads In 2024 D. Default CPC (Destination)	English I-03-10 ~ 2024-03-17 columns ~ Breakdow CPM	 C C Q Q	TikTok: Ads Manager Dashboard Campaign Hi there! Here's what's happening Or click Attention needed Image: Click and the privacy policy and clear begal terms, which apply to your use of our products, effective April 1, 2024.	Tools Analytics Creeate an Add on the Dashboard. Create an Ad tain X • Some ad groups require broader targeting settings. To prevent future disruption to ad delivery, edit their targeting settings. X View Ad Groups • Some ad groups require broader targeting settings. × X	
Lead generation2024	3558 • Active	All	0.00 USD	0.00 USD	0.00 USD	0			
Product Sales_auto	Active	51.00 USD Daily	0.00 USD	0.00 USD	0.00 USD	0	Account info	Performance	
AUTOMATION-TOOL-C	Active	50.00 USD Daily	0.00 USD	0.00 USD	0.00 USD	0	Available balance 💿	Graph Data 20 024-03-17 UTC-08:00 ⊚ iii	
AUTOMATION-TOOL-Cam	Active	50.00 USD Daily	0.00 USD	0.00 USD	0.00 USD	0	422.94 USD Manage pay	nent -> Trend View top 5 campaigns (2)	
AUTOMATION-TOOL-Camp	paig tive	50.00 USD Daily	0.00 USD	0.00 USD	0.00 USD	0	Today's spend:	Cost ∨ Cost Impressions 0.00 USD 0% Cost	0
AUTOMATION-TOOL-Camp	paign	50.00 USD	0.00 USD	0.00 USD	0.00 USD	0	0.00 USD	100	
Total of 835 campaigns @	•		0.00 USD	0.00 USD	0.00 USD	238 200/page	Ad group status	Impressions ∨ 80 239 ↓ 37% Clicks (Destination) ∨	9







TikTok: Ads Manager Dashboard Car	mpaign Tools An ——	alytics			(TTAM Test Account_2 >) English E	≞ ¢ ©	TikT	fok: Ads	Manager Dashboard Car	npaign Tools An	alytics			C	TTAM Test Account_2 ~	English	ê ¢ ¢
+Filters Q Search by name or ID						2024-04-22	~ 2024-04-29 UTC	C+08:00 🔍 🛗	+1	Filters	Q Search by name or ID						2024-04-22	2 ~ 2024-04-29	9 UTC+08:00 🔘 🛗
Campaign	Ad group	. Ad							b c	Campaign		Ad group	Ad						
Create Edit V Bulk export/import V	Automated rules \vee	Label				Default columns	✓ Breakdown ∨	C 1	C	reate	Edit \checkmark Bulk export/import \checkmark	Automated rules \lor	Label				Default columns	a V Breakdow	vn v D 🖻
On/Off Name	Status	Budget Purchase Order numb	er Total cost C	CPC (Destination)	СРМ	Impressions	Clicks (Destination) (CTR Destination)		On/Off	Name	Status	Budget Purchase Order number	Total cost	CPC (Destination)	СРМ	Impressions	Clicks (Destination)	CTR (Destination)
rommel_keyword_rejection_test	 Active 	All -	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%			rommel_keyword_rejection_test	 Active 	All -	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%
Reach20240424170023	 Inactive Campaign inactive 	60.00 USD - Daily	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%			Reach20240424170023	Inactive Campaign inactive	60.00 USD - Daily	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%
Lead generation	Inactive Campaign inactive	All -	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%			Lead generati	nactive ampaign inac			0.00 USD	0.00 USD	0	0	0.00%
Traffic20240	active ampaign inact	Oliok Edit in the d	roft lict	0.00 USD	0.00 USD	0	0	0.00%			Traffic20240 述 View data	PY active	Click Copy in the camp	baign list	0.00 USD	0.00 USD	0	0	0.00%
oca test	Active		laitiist	0.00 USD	0.00 USD	0	0	0.00%			oca test	Active	Daily		0.00 USD	0.00 USD	0	0	0.00%
□	Active	2,500.00 USD - Daily	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%			mac test 4-24-2024	Active	2,500.00 USD - Daily	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%
Community d	Active	200.00 USD - Daily	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%			Community d	tive	200.00 USD - Daily	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%
Community interaction2024042	. ve	All -	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%			Community interaction2024042	U	All -	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%
testAdcopynamingLogic	Active	All -	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%			testAdcopynamingLogic	Active	All -	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%
Traffic20240424193613	Active	All -	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%			Traffic20240424193613	Active	All -	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%
Total of 993 campaigns 💿			0.00 USD	0.00 USD	0.00 USD	62	36	58.06%	Total	l of 993 ca	ampaigns 🔘			0.00 USD	0.00 USD	0.00 USD	62	36	58.06%
						< 1 2 3	4 5 >	200/page 💛									< 1 2 3	4 5 >	200/page 💛



Create Campaigns Create a Campaign

Advertising Objectives

To build a campaign, you will need to select an Advertising Objective and define the campaign Settings.

 By starting with your objectives, you can optimize your ads and accomplish success aligned with your strategy across Awareness, Consideration, and Conversion funnels. Following the selection of your advertising objectives, you will proceed to choose the appropriate campaign types.

Category	Awareness	Consideration	Conversion
	<u>Reach</u>: Show your ads to the maximum number of people.	 Traffic: Send more people to a destination on your website or app. Video Views: Get more views and engagement for your video ads. 	 App Promotion: Get more people to install and take desired actions in your app. Lead Generation: Collect leads for your business. Website Conversions: Drive valuable actions on your website.
		 Community Interaction: Get more followers, TikTok page 	 Product Sales: Sell products from your TikTok Shop or Catalog.

visits or promote your LIVE. Branded Mission: Connect brands with TikTok creators by offering them incentives to develop authentic video content. **1. Catalog:** Promote your products 1. App install: Get people to install **Note:** Branded Mission is not **1. Auction reach:** Ads with the most from a catalog using Video and use your app. available globally. For more efficient reach. Shopping Ads. 2. App retargeting: Re-engage information, please contact your 2. Reach & Frequency: Ads 2. TikTok Shop: Promote your existing people to take action in sales representative. reserved in advanced with products from a TikTok Shop your app. guaranteed frequency and reach. using video shopping ads, live 3. App pre-registration: Get new **3. Topview:** Ads designed to be shopping ads or product people to pre-register before your shown when users open the app. shopping ads. app launches. 4. Paid content: Get people to 4. TikTok Pulse: Ads placed after **Note: Video Shopping Ads (for** purchase your paid content **Catalog)** is now automatically the top 4% trending content on featured in your TikTok series. the For You page at a fixed CPM. available to all Web advertisers globally through open beta testing. • Note: To create and modify For more information, please contact Reach & Frequency, Topview, and your sales representatives. Topview, specific permissions are required. For further details, **Note:** Shop Ads (Video Shopping please reach out to your sales Ads, Live Shopping Ads, Product representative. Shopping Ads) is automatically available to all TikTok Shop sellers, creators and agencies.

Reach20240318162250	Create new Use existing		Traffic20240318162441	Create new Use existing		App promotion20240318162333	Create new Use existing		Product sales20240318162411	Create new Use existing	
	Advertising objective			Advertising objective			Advertising objective			Advertising objective	
	Awareness	Reach © Tips		Amarcriess	Send more people to a destination on your website or app.		Awareness	App promotion © Tips Get more people to install and take desired actions in your app cost-effectively.		Awareness	Product s
	O Reach	Show your ad to the maximum number of people.		Reach	> · · · · · · · · · · · · · · · · · · ·		Reach	,		Reach	> (••
	Consideration			Consideration	Choose this objective to:		Consideration	Campaign type		Consideration	Product source
	O Traffic	Campaign type		O Traffic	Drive people to a website landing page or app.		Traffic			Traffic	
	Video views	Ads with the most officient reach.		O Video views	✓ Show your ads to people most likely to click on it.		O Video views	App install Get people to install and use your app.		Video views	Catalog Promote your produc
	Community interaction	Develo & Demonstra		O Community interaction			 Community Interaction 	App retargeting		Community interaction	white stepping res.
	Conversion	Ads reserved in advance with a guaranteed reach and frequency.		Conversion			Conversion	Re-engage existing people to take action in your app.		Conversion	
	App promotion	> TopView Reservation		App promotion	>		O App promotion	> App pre-registration		App promotion	5
	_ Lond secondics	Ads designed to be shown when users open the app.		 Lead generation 	> ·		C Lead generation	S S S S S S S S S S S S S S S S S S S		C Lead generation	>
	C read Beneration	TikTok Pulse Reservation		Website conversions	, ()		Website conversions	Paid content Get people to purchase the paid content featured in your Tâlfok series.		Website conversions	>
	Website conversions	Ads placed after the Top 4% trending content on the For You page at a fixed CPM. Learn more									-
	Product sales	·		Product sales	>		Product sales			O Product sales	<u>^</u>

Note: You can select whether to open Smart Performance Campaign, which is a new end-to-end automation campaign solution to maximize your delivery outcomes with less manual input required from your side. For more information, please see "About Smart Performance Campaign".

14 |

Create Campaigns Create a Campaign

Define Campaign Settings

Campaign Name:

Give your campaign a unique name.

Campaign Budget Optimization:

Enable this feature if you want to apply a single set of budget optimizations to all the ad groups that belong to your campaign rather than setting them up individually. For more information, see "Campaign **Budget Optimization.**"

iOS 14 dedicated campaign:

We recommend you enable the iOS 14 Dedicated Campaign button when creating a dedicated campaign. For more details, see "How to Create

Split Test:

Enable this feature if you want to test different Ad Group variables, and understand which strategies provide you the best results. For more information, see "About Split Testing."

Campaign Budget:

This is the total amount your Ad Groups can use before reaching the spending limit. You can choose from:

Lifetime budget

the maximum amount you are willing to spend during the entire period you run an ad.

Daily budget

the maximum amount you are willing to spend on a campaign per day.

Note: Both Daily and Lifetime budgets must exceed \$50. For more details on

iOS14 Dedicated Campaigns".

budget, please refer to Manage Campaigns \rightarrow Modify Ads \rightarrow Modify Budget.

	Conversion	Aus reserved in advance with a got	aranceo reach and nequency.	
120240318171929	App promotion	> O TopView		Reservation
		Ads designed to be shown when us	sers open the app.	
	Lead generation	> O TikTok Pulse		Reservation
	 Website conversions 	> Ads placed after the Top 4% trend	ing content on the For You page at a fi	xed CPM. Learn more
	Product sales	>		
	Settings Want to create a draft to te	est inventory? Try campaign forecaster		
	Settings Want to create a draft to te Campaign name	est inventory? Try campaign forecaster		
	Settings Want to create a draft to te Campaign name Reach20240318171929	est inventory? Try campaign forecaster		
	Settings Want to create a draft to te Campaign name Reach20240318171929 Special ad categories	est inventory? Try campaign forecaster		
	Settings Want to create a draft to te Campaign name Reach20240318171929 Special ad categories By selecting a housing, employment, or employment, or credit and to adhere to	est inventory? Try campaign forecaster	ate based on protected characteristics	in ads relating to housing,
	Settings Want to create a draft to te Campaign name Reach20240318171929 Special ad categories By selecting a housing, employment, or employment, or credit and to adhere to No categories declared	est inventory? Try campaign forecaster	ate based on protected characteristics	in ads relating to housing,





Create Campaigns Create an Ad Group

After starting a Campaign, you will need to set up an Ad Group by filling out the following fields.

1 Ad Group Name

Ad Group names will be auto-generated by our system, but you can also choose to insert your own Ad Group name for easier campaign tracking.

2 Optimization Location

Optimization Location is the place where the optimization goal you want happens. And it could help further identify what your ad delivery optimizes for.

Objectives	Traffic	Product Sales: TikTok Shop	 App promotion: App pre-registration Website conversions Product Sales: catalog 	App promotion: Paid content	Lead generation	 Reach Video views App promotion: App install and App retargeting
Optimization Location	Website and App	TikTok Shop	Website and TikTok Instant Page	Identity and Series	Website, Instant form, TikTok direct messages, instant message apps, and phone call	No optimization location
	and any month of any the Angeles (manufacture) for	Buttoord Corputs hold [®] Anthlias (Segment to Sec 6) April	and have been being has been been and a second and a second and a second and a second a secon	adanga barkané Granga kali Angha (ana 1966 (ana 196	following: barlowing form barlowing (second states) and the	



Note:

- For Product Sales objective, you can choose Shop Ads type and Product source details. For more information, please see "<u>About the new Product</u> <u>Sales advertising objective</u>".
- For Community interaction, you can choose Interaction type, including TikTok account and LIVE.
- For App promotion objective, you can choose apps you want to promote.

3 Placement

Optimization Location is the place where the optimization goal you want happens. And it could help further identify what your ad delivery optimizes for.

Placement Type:

- Automatic placement: We will optimize ad delivery across all placements supported by TikTok Ads Manager. We suggest selecting Automatic Placement so that your ads can benefit from automated optimization to reach more people and drive more traffic to your app or website. For more details, please see "Automatic Placement and Select Placement".
- Select Placement: Manually choose your targeting placements, including <u>TikTok, Global App Bundle</u> (such as CapCut and Fizzo) and <u>Pangle</u>. For more information, please see "Placements and Available Locations".

F	lacements
<	Automatic placement
	Automatically show your ads across supported placements. Learn more
	Select placement
	Manually choose your targeting placement. Learn more
1	Hide advanced settings
	S User comment
V	re recommend keeping user comments on to help your ads achieve more impressions and conversions. You can hide, pin,
a	nd reply to comments using our comment management tools. How to manage comments
	Video download 💿
	✓ Video sharing ◎
G	Pangle block list
Т	ensure brand safety, undesired media placements on Pangle can be added to block list to help prevent your ads from
1.00	opearing. However, this will decrease the reach of your ads. Learn more

Advanced Settings:

·

- User Comment: When enabled, the User Comment feature allows users on TikTok to engage with your ads, helping improve ad performance. We recommend always having User Comment turned on.
- Video Download: When enabled, the Video Download allows people on TikTok to download your video ads.
- Video Sharing: When enabled, the Video Sharing allows people to share videos on TikTok. If the toggle is off, users won't be able to share your video via Instagram, direct message, SMS, Facebook, Twitter, email, or by copying the link. Other sharing options will still be available. We recommend always having Video Sharing turned on.
- **Block List (Pangle):** Block List is a function that prevents your ads from appearing on certain

Note: Placement can't be changed after an Ad Group is created.

media platforms to ensure your brand's safety. However, this will decrease the ads' reach. See **Block List** for more information.

2 Create Campaigns Create an Ad Group

4 Target Audience

TikTok Ads Manager provides various Targeting **Options** to reach the audience that you want to show your ads to. These options include:

Saved audience (Optional)

• Makes it easy for advertisers to store their targeting settings and reuse them to create future Ad groups and campaigns.

Demographics:

• Location, Gender, Age, Languages, Spending Power, Household Income (US Only)

	Audience targeting
	 The benefits of automatic targeting will be applied to all broad ads automatically. You'll no x longer need to manually select automatic targeting. Learn more We recommend broad targeting. This allows our system to optimize and find the best users. Advertisers using narrow targeting should validate that it outperforms broad targeting with testing.
	Saved audience (Optional)
<u>.</u>	Select saved audience
	 Demographics
	Location @ Clear all
	United States United States ×
	Q Search or select locations
	Bulk upload
	Gender All Male Female
	Age
	All 13-17 18-24 25-34 35-44 45-54 55+
	In some regions, ad delivery may be subject to additional age targeting restrictions. Learn more
	Languages 💿
	All

 Audience: Include: Create a Lookalike or Custom Audience (<u>Customer File, Engagement, App Activity, Website Traffic, Offline Activity, Lead Generation, Shop Activity (Available to all accounts with Shop Ads</u>), and <u>Business Account</u>). Exclude: Exclude Lookalike or Custom Audiences. 	K	Spending power All High spending power Household income All ✓ Audience Include Search or select audiences ✓
 Interest & Behaviours: Interest Targeting: Deliver ads to people based on their interests. Behavior Targeting: Deliver ads to people based on their recent inapp behaviors, like previous interactions with videos, creators, hashtags. 	<	 Exclude Search or select audiences Interests & Behaviors Define your users by selecting creator, video, and hashtag interactions and interests. Learn more Q Search or select interests & behaviors
Recommended categories: • Identify relevant audiences for your ads. When you are setting up your ad group's targeting, it will provide you with a collection of recommended Interest & Behavior categories from the audience most likely to contribute to your campaign's advertising objective. For more details, please see <u>Targeting</u> <u>Recommendation</u> .		 Recommended categories: Based on your industry + Culture & Art + News & Entertainment + Dance Show all Device Operating system All Android iOS OS versions
Device: • This option enables you deliver ads based on a user's device's Operating system, OS versions, Device model, Connection type, Carriers, Internet service provider, and Device price.	¢ •	Device model All ✓ Connection type ✓ All Wi-Fi 2G 3G 4G 5G Carriers
Note: The benefits of automatic targeting will be applied to all broad ads automatically. You'll no longer need to manually select automatic targeting.		All Internet service provider All Device price Any price



Specific range

Create Campaigns Create an Ad Group

5 Budget, Schedule and Reservation

For performance ads, you need to set budget and schedule:

TikTok: Ads Manager Dashboard	Campaign Tools	Ana	alyti	cs															Inter	nal-T	kTok Ads	s Int 🗸	Englis		Ŀ	ን ሮ	L
Traffic20240319160344	Budget & S	che	du	le)																		0	1			
 Ad group 20240319120347 	Budget																					Available audience 🕖			•		
	Daily					50.0	0						ι	JSD									Fairly broad				
	You'll spend up to	62.5	50 US	SD on	som	e davs	and	less o	n othe	ers. V	/ou'll s	spen	d an	avera	age of	50.00		per	dav a	nd no)		113,241,0	000-138,	,406,000	D	
	more than 350.00 Schedule O Set start tir	more than 350.00 USD per calendar week. Learn more Schedule Set start time to run ad group continuously									 Due t this figur audience delivery laws will 	to data se re does n es under as permit not be at	ecurity re ot incluc 18 years tted by a ffected.	equireme le of age. <i>I</i> applicable	nts Any e												
	2024 07 40	2024_03_19_00:03																									
	2024-03-19 0	0:03	5		C	9																	Targeti	na sum	many		~
	Ad delivery is bas	ed on	n you	ır regi	istere	ed acco	ount t	imezo	ne UT(C-08	3:00.0	Chec	ck the	loca	l time	of yo	ur tar	gete	d loca	tion			Targeti	ng sum	mary		~
	Set start tir	ne ar	nd e	nd ti	ime	to run	ad g	group															Location				
	Dayparting	Dayparting										United S	tates														
	All day 📀	All day ③ Select specific time ④									Languag	es, Gend	ler, Age,	Viev Spendin	∉al g												
	Week/Time					00:00	0 - 12	:00								12:0	00 - 2	4:00					power, H	lousehold	d income	e, Audien	c
		0	1	2	3	4 5	6	7	8	9 1	0 11	12	2 13	14	15	16	17 1	B 1	20	21	22 23						
	Mon																										
	Tue																										
	Wed																										
	Thu																										
	E de la constante de																										

- **Budget:** Minimum spend for Daily and Lifetime ad group budgets is \$20.
- Schedule: Set the time for your ads to run. You can choose a date range or continuously run the ads after a selected start date or when they are approved.
- **Dayparting:** Deliver your ads during a specific time of the day.
 - Note: Dayparting time zone is based on your account's time zone.

For branding ads, you need to choose delivery time, reservation methods and delivery mode.



For an ad group that contains multiple ads, you need to select a suitable delivery mode

- Schedule: Set the time for your ads to run. You can choose a date range or deliver your ads during a specific time of the day.
- **Reservation:** Choose reservation method, including budget, impressions, reach and reach percentage.

TikTok: Ads Manager Dashboard Campaign Tools Analytics Internal-TikTok Ads Int... > English 5 ¢ © Want to create a draft to test Reach20240319161720 inventory?Try Cam Ad group20240319001723 **Bidding & Optimization** budget (**Optimization** goa 105,000 101,000 0.10% of 97,313,000 Frequency cap CPM Frequenc 3.78 USD 1.04 Show ads no more than 3 times every 7 days Impressions & Budget Estimated implemented imple Current budget setting: 397.8 USD Ad sequencing & schedule ? **Delivery** mode Standard del Back

Ad Sequencing & Schedule

For an ad group that contains multiple ads, you need to select a suitable delivery mode

- **Standard delivery:** Ads will be distributed evenly and are expected to achieve similar traffic sizes.
- Scheduled delivery: Set specific time periods to deliver each ad in.
- Sequenced delivery: Set a specific sequence to deliver your ads in.
- Note: For disapproved ads, TikTok will automatically adjust your sequencing and schedule accordingly.

Create an Ad Group

6 Bidding & Optimization

Create Campaigns

For performance ads, you need to select appropriate optimization goals and bid strategies:

	Optimizatio	on Goals And Bid Strategies	i de la companya de l			
TikTOK: Ads Manager Dash Traffic20240319160344 • • Ad group 20240319120347 •	hboard Campaign Tools Analytics Bidding & Optimization Optimization goal Click Cost cap per click (Optional) (We aim to spend your entire budget using the if you'd like to keep the average cost per ress Enter a value USD Hide advanced settings Billing event (Click (CPC) Delivery type (Standard Your budget and ads are distributed eventy for traffic is heavy, your ads are sent more frequents	e maximum delivery bid strategy to get the most results. Enter a bid per result ut around the stated amount.View details Click assed on the business traffic during the selected advertising period. If the enty, and vice versa.	<page-header></page-header>	 Optimization certain action, profile. Optimiz include Gross Conversion, Conversion, Conversion, Conversion, Conversion, Conversion, Conversion, Conversion, Lead Event Optimization Bid strategie goals, you can information, plot Note: Optivity 	 goal: Find users who we such as clicking your ad zation Goals on TikTok A Revenue, Purchases, Init licks, Reach, Video Views ads, Profile Visit, Follow, Ir ation (IAEO). S: According to different adopt different bid strate adopt different bid strate as see Bidding Strate imization goal options wertising Objective. 	vill perform a or visiting your ds Manager iate Checkouts s, Live Viewer nstall and App t optimization egies. For more gies .
	Bidding Strategy	What the Bid Represents	Best For		Billing Event	

Bid Cap	A maximum amount the system will spend to achieve a result.	Keeping your average cost per result lower than your bid.	CPC, CPV, CPM
Cost Cap	The average amount the system will spend to achieve a result.	Keeping your average cost around or lower than your bid, regardless of your budget.	oCPM
Lowest Cost	There is no bid, instead the system will try to generate as many results as possible given the ad group's budget.	Spending your budget fully and getting the maximum possible results.	CPC, CPV, CPM, oCPM

For more information, see "Bidding Strategies."

For branding ads, you need to select appropriate optimization goals and frequency cap:

TIKTOK: Ads Manager Dashb	ooard Campaign Tools Analytics	al-TikTok Ads Int Y English	ē û
each20240319161720		Want to create inventory?Try (e a draft to test Campaign Forecaster
 Ad group20240319001723 	Bidding & Optimization	Estimated invento	ory: Purchase by fixed
	Optimization goal Reach @	Impressions 105,000	Reach 101,000 0.10% of 97,313,000
	Frequency cap Show ads no more than 3 times every 7 days	CPM 3.78 USD	Frequency 1.04
	Custom	Impressions & Bur Estimated impress Current budget se	dget ions 105K tting: 397.8 USD
	Ad sequencing & schedule. For ad group that contains multiple ads, select a suitable delivery mode. For disapproved ads, we'll automatically adjust your sequencing and schedule accordingly.	210M 140M	
	Delivery mode	7084	

• Frequency cap: Select a frequency cap option to control how often people see your ads based on your objectives.

- Show ads no more than 3 times every 7 days: By default, you can choose to display your ads no more than 3 times per 7 days.
- **Custom:** Select an option to control how often people see your ad based on your objectives. If you choose to set a custom frequency cap, you can manually balance the tradeoffs between how often your ad is seen and how many people see it.





Create Campaigns Create an Ad

Creating ads on TikTok Ads Manager is easy – upload your own videos or images, design eye-catching ads with our free Creative Tools, or transform TikTok posts into ads.

On TikTok Ads Manager, you can create:

Spark Ads: With Spark Ads, you can turn TikTok posts into ads – either your own, or authorized posts by other creators. For more information about creating Spark Ads and post authorization, see "Spark Ads."

Non-Spark Ads: Regular in-feed video ads.



To create an ad:

Turn on the Use TikTok account to deliver Spark Ads toggle

Choose whether to turn on Smart Creative ads toggle:

Enables advertisers to quickly combine creative assets while driving performance with first to market anti-creative fatigue strategies. For more details, please see "About Smart Creative".

The Identity feature on TikTok Ads Manager lets you choose how you present your business in your ads.

- Turn off the Use TikTok account to deliver Spark Ads toggle to create Non-Spark ads. Then select a Custom **Identity** to represent your brand within the ad.
- Turn on the Use TikTok account to deliver Spark Ads toggle to use a TikTok account to create Spark Ads. Then select Use account owned by you, or Use other authorized account or post. For more information, see "About Identity."
- Display Name and Profile Image will be autofilled for the selected identity.
- E Note: The Use TikTok account owned by you feature is currently available to select accounts only.

Name your ad 2

Input your Ad Name to distinguish ads within an ad group. The ad name is only used for reference and won't be a part of your ad.

	Dashboard	Campaign	TOOIS	Analytics	
20240321152355 group 20240320112357				Smart Creative ads Create ads with Smart Creative by auto-generating videos that are diversified acc refresh, to ensure your ad groups are continuously optimized for performance. Le	ross ad creatives, asset smart selection and earn more
2024-03-20 23:24:09					
				Ad name	
				Creative name × 2024-03-20 23:24:09	
				After you've submitted this ad, the name of the creative you use will be added to	b the ad name.
				Identity	0
				Identity Use TikTok account to deliver Spark Ads	Preview In-feed
				Identity Use TikTok account to deliver Spark Ads Set custom identity	Preview In-feed
				Identity Use TikTok account to deliver Spark Ads Set custom identity testuser1	Image: Second system Preview In-feed Following* For You
				Identity Set custom identity testuser1 + Create new custom identity	Image: Second system Preview In-feed Following* For You

Provide Ad Details

Ad Format

- Single Video: Create an ad with one video.
- Single Image: Create an ad with images.
- Carousel Image: Share up to 10 images and unique captions in a single ad. For more information, see "Carousel Ads."
- Playable Ads: Showcase a preview of your app before someone downloads it. For more information, see "Playable Ads."
- Collection Ads: Create an ad that leads to an Instant Gallery Page, where people can explore a curated collection of your products. For more





Create Campaigns

Create an Ad

Ad Creative

For Non-Spark ads, there are three options for adding media to your ads:

- + Upload: Upload media from your computer. After uploading, your videos will be automatically stored in your TikTok Ads Manager's Assets library.
- + From library: Access media from your TikTok Ads Manager's Video library.
- + Create: Use our Creative Tools, like Video Template, Smart Video, TikTok Video Editor and Smart Video Soundtrack to create thumb-stopping ads in just a few clicks.

For Spark Ads, you can select a TikTik Post from your Video Library that you are authorized to use.

ikTok: Ads Manager Dashboard Campaign	Tools Analytics	Internal-TikTok Ads Int_ > English
ffic20240321152355	Ad name	
Ad group 20240320112357	Creative name × 2024-03-20 23:24:09 After vou/ve submitted this ad, the name of the creative you use will be ac	dded to the ad name.
2024-03-20 23:24:09		
	Identity	
	Use TikTok account to deliver Spark Ads	
		Preview In-feed
	Set custom identity	Following ⁹ For You
	+ Create new custom identity	
	Ad details	
	Ad format	
	I Single video	Antonia 232
	Create an ad with one video or multiple images.	Publish
	U Spark Ads	
ikTok: Ads Manager Dashboard Campaign	Tools Analytics	Internal-TikTok Ads Int. V English
ffic20240321152355	Ad name	
Ad group 20240320112357	2024-03-20 23:32:13	

Thumbnail

For video format creatives, you can select a frame that will serve as your video ad cover.

Interactive add-ons

Add a deeper level of engagement to your ads by adding a card or Premium Add-on (such as Gesture, Pop-out Showcase, Super Like) to your ad.



Destination Page

If you select Single Image or Single Video as your Ad Format, you can select from:

- Website/URL: to direct the audience to the website you want to drive traffic to.
- TikTok Instant Page/Custom Page: Create a fastloading in-app page on TikTok to give users a seamless and immersive way to learn more about your business.

TIKTOK: Ads Manager Dashboard Campa			5 ¢ ©
Traffic20240321152355	Video		
	+ Upload + From library + Create		
 Ad group 20240320112357 	Text O		
2024-03-20 23:24:09	collection	10/100	
	Destination		
	Attach experience	2007	
	+ Create instant experience	<u></u>	
		testuser1	
		n Promoted music	1
	By checking this box, you agree for the ad and the associated metrics of the campaign to be displayed in the TikTok For Bush	Iperformance Shop row >	
	Center 🕑	interver Q - Q - Construction Ma	1
	Tracking (Optional)		
	a te particular		0
	TikTok events tracking		-
	Website events: -		
	App events: -	ALTER A AT IS MALE AT ANY AND ADDRESS	
	Exit ~	Publish	

Note: If you select Collection Ads as your Ad Format, you need to:

• Attach Experience: Create a curated gallery of product cards.

	Interactive add-ons (o)	nona) o	4	2 -	
Fraffic20240321152355 ▼ Ad group 20240320112357	+ Create + Fro	om library	Preview	In-feed ~	
2024-03-20 23:24:09	Destination				
	Website URL	TikTok Instant Page Custom page			
	URL ©				
	Enter URL starting wit		Proview		

By checking this box, you agree for the ad and the associated performance	collection (2000) // Promoted music
metrics of the campaign to be displayed in the TATON For Burliness Creative Center (3	
Tracking (Optional)	
Exit v	Publish

Text

The ad text will appear as a part of your ad to tell your audience more about what you're promoting.

Note: If you turn on Smart Creative ads during your Ad creation, you can upload/create 30 videos, add five versions of ad texts, and diverse CTA button texts to generate 30*5=150 ads. For more information, please see About Smart Creative.

Call to Action (CTA)

Tell your audience what action you'd like them to take when they see your ad, like Learn More, Download, or Shop now. For a list of all the available CTAs, see "Set Up an Ad." There are two smart features available on TikTok Ads Manager to help optimize the click performance of your ad's CTA button: Recommended CTA and Dynamic CTA:

- **Recommended CTA:** Recommended CTA identifies the best CTA text to use in your ad - based on your account's industry, your past ad performance, and ads using similar objectives and settings.
- **Dynamic CTA:** Dynamic CTA can help improve your click through rates by displaying the most relevant Call to Action text to each person who sees your ad.

Note: A CTA will only appear in ads that drive traffic to a landing page or app download page. A CTA will not appear in a Reach or Video Views campaign unless a URL is added to the ad's creative. For more information, please see In-App Behavior of the Call to Action Button.

Traffic20240321152355 ▼ Ad group 20240320112357	Issue: The ad or video features excessive visible skin of a male. This could include excessively exposed abdominal V line.	Preview Search results
autotest-video-21237171100	Text O collection 10/100	 ✓ Q Search query ✓ Sounds Hashtags
	Call to action Dynamic Shop now Learn more Download	♥34.6K ♥34.6K
	Shop now Recommended Sign up Contact us Apply now Book now	collection i testuner1 🗢 34.6k
	Play game Website ThkTok Instant Page C URL Custom page	

Create Campaigns Create an Ad

5 Preview Your Ad Once you've created your ad, you can see what it will look like in the selected Placement.

6 Tracking If at the Ad Group Level you selected an app or website to promote, the Tracking section will be autofilled. You can also add any third party tracking URLs to monitor ad performance. To learn more, see <u>TikTok Ads Manager</u> Supported 3rd Party Measurement.

7 Complete ad creation

- Click Copy ad/ad group to create additional ads for your ad group, if needed.
- Click **Publish** to complete the ad creation, and send your ad for review.

TikTok: Ads Manager Dashboard Campaign Tools	Analytics	Internal-TikTok Ads Int > English
Traffic2024032115235 Copy ad group • Ad group 202403201123	Tracking (Optional) TikTok events tracking	
autotest-video-21237171100	Website events: - App events: - Offline events: test_change_auto_tracking, <testing>offline event set</testing> , 前	前端自动化测试勿删, 创建离线追
	Third party tracking settings Impression tracking URL Enter Impression tracking URL	
	Click tracking URL Enter click tracking URL	
	Track viewability with third-party partner 🕡	0
	By clicking "Submit", you agree to TikTok's Online Data Terms.	
	Exit ~	Publish

Pre-Auditing

Pre-Auditing provides automatic verification during the ad creation process. Throughout the process, the system will detect elements that are likely to cause rejection or affect ad performance; and provide suggestions for improvement before you submit your ad for review. Pre-Auditing can help you improve your ad approval rate, implement TikTok ads best practices, and launch your campaigns faster.

TikTok: Ads Manager Dashboard Campaign	n Tools Analytics	Internal-TikTok Ads Int 🗸 English 🚺 🛱 🗘 🕐
Traffic20240321152355	Ad creative	D a
autotest-video-21237171100	Video	Preview Search results TikTok Video Editor Q Search query Top Users Videos Sounds Hashtags
	Exit ✓	220x1280 exersive visible skin of a male. This could minal V line. 10/100 10/100 Celection Ce

- **During ad creation:** Selective models can be triggered during ad creation (e.g. insulting text, exaggerated text description, etc.).
- Smart fix: Notify you of potential ad review issues and offers actionable creative solutions. Smart Fix makes it easy to resolve detected issues automatically with a single click, and can give you more control over precise edits in TikTok Video Editor or Smart Text.



2 Create Campaigns Create an Ad



Before ads are published, they undergo a review process to ensure compliance with our Advertising Policies. Typically, most ads are reviewed within 24 hours, although, in some cases the process may take longer.

Check Status



Note: Changes to your ad group's budget or schedule will not trigger a review. To see a complete list of changes that will trigger a review, go to Changes that Trigger the Review Process.

For more information on the review status, please see <u>View Campaign</u>, <u>Ad group or Ad Status</u>.

After ads go through the review process, advertisers can check the "Status" column in Ad Group/Ad list.

To check the status of your ads in review:

• Go to Campaign > Ad Group > Status.

Suggestion TikTok: Ads Manager Dashboard Campaign Tools Analytic TikTok: Ads Manager Dashboard Campaign Tools Analytics ē \$ @ 5 ¢ () 2024-03-14 ~ 2024-03-21 UTC+08:00 💿 🛅 +Filters 2024-03-14 ~ 2024-03-21 UTC+08:00 @ 📕 Ad 📕 Ad Ad group 🗎 Campaign 🖌 Ad arou Disapproved × 3 Default columns Delivery optimization On/Off Name Ad group ID Ad group II You have 377 draft ad groups You have 377 draft ad group 20.00 USD Not delivering Not deliverin Partially disapprove 50.00 USD Traffic 重构测试_do Not deli 🖉 50.00 USD i View data ℓ Edit ank you for advertising on TikTok. We regret to inform you the Not deliver 12.00 Ø 50.00 USD was rejected for the following re 0 Not del 12.00 50.00 USD Partially disapp 广告组 202403210 -Not delivering 50.00 USD 广告组 202403210 ot delivering 50.00 USD 0 Partially disappresented 0 . Not deliv Jses Campaign Budge 3.00 Not delivering 50.00 USD Total of 115 ad groups (Total of 1663 ad groups 1 1 2 3 4 ··· 9 > 200/page ~ 200/page

After the advertisement has undergone review, in the event of rejection or partial rejection, TikTok will provide recommendations for adjustments.

To view **brief suggestions** of your ads in review:

- Go to Campaign > Ad Group/ Ad > Optimization options
 > Delivery optimization.
- When hovering the mouse over **A** icon in delivery optimization column, you will see optimization suggestions.
- Click "View more > Edit ads", and you will enter into the

To view **detailed suggestions** of your ads in review:

 Go to Campaign > Ad Group/ Ad > Name > Click"..." > Recommendations > Recommendation center.









TikTok Ads Manager lets you conveniently review your ads across our family of apps and different formats using the ad preview feature. You can preview your ads on your mobile device or during the campaign creation process.

For ad preview during campaign creation:

Ad Preview in Campaign Crea	ition	
(TTAM Demo	Account V English	⊕ Û (?)
In feed	> Choose in feed o	r search result
8:00 내 오 프	ven Zha	



- 1. You can preview your unpublished ads in real time across placements during campaign creation.
- 2. Utilizing the process bar and full screen mode will enhance your ad preview experience.

Create Campaigns Create an Ad

For ad preview on mobile:

- 1. Once an Ad Group is approved, you can preview each ad on your mobile device in different formats across our family of apps for free.
- 2. To preview your approved ad:
 - a. Go to the Campaign > Ad.
 - b. Hover the mouse over the ad you want to preview, and click **Preview**.



From the **pop-up window** you can select:

- 1. QR Code (Recommended): To preview an ad on TikTok, use the TikTok app to scan the QR code and preview your ad in-feed. What's more, the QR code can be shared with other people.
 - Note: Ads on Global App Bundle and Pangle don't support QR Code preview.
- 2. User ID: Enter your User ID for the app you want to see your ad on, and it'll appear in your feed.
 - Note: Not available for ads on Pangle.





For more information on the ad preview process, please see How to Preview Ads.



Manage Campaigns 3 Manage Campaigns Campaign lists

Once you've created your ads, you can manage your Campaigns/Ad Groups/ Ads from the Campaign tab.

Campaign List - Overview

The Campaign tab is where you can check on the status and performance of your Campaigns/Ad Groups/Ads.



Campaign		Ad group	Ad				
Create	Edit \checkmark Bulk export/import \sim	Automated rules \vee Label			Default	columns 🗸 Breakdor	wn v C 🗎
On/Of	f Name	Status	Budget	Total cost	CPC (Destination)	СРМ	Impressions
> You h	nave 80 draft campaigns						
	Copy 1 of hide daily budget草稿	 Active 	60.00 USD Total	0.00 USD	0.00 USD	0.00 USD	0
	hide daily budget草稿	 Active 	60.00 USD Total	0.00 USD	0.00 USD	0.00 USD	0
	超级首位20240322172928	 Active 	-	0.00 USD	0.00 USD	0.00 USD	0
	Traffic重构测试	 Active 	All	0.00 USD	0.00 USD	0.00 USD	0
	Traffic重构测试_double_write_for	 Active 	All	0.00 USD	0.00 USD	0.00 USD	0
Total of 963 c	ampaigns 💿	-	-	0.13 USD	0.01 USD	1.12 USD	116
					2	3 4 5 >	200/page







Manage Campaigns View Data

Reviewing and analyzing advertising data helps you make targeted optimization measures.

Analysis Features

- Utilizing the **Search** and **Filter** features, you can locate specific ad campaigns/ad groups/ads and sort them, aiding in the organization and management of ads.
- Furthermore, you can employ the "fuzzy search" function to identify ads based on keywords, numbers, and symbols.

Filters by selection 1

• + Filters allow you to filter ious la al aura una la ala fu

	C r	ampaign/ad groups, nultiple dimensions.	ads from			range fo you wan	r the data t to see.		
ikTok: Ads Manager	Dashbo	oard Campaign Tools A	Analytics		TTAM Test	Account_1 ~	English	Û Û	Ð
+Filters Q Search	y name or	ID				2024-03-1	5 ~ 2024-03-22 UTC+ Comr	08:00 💿 🗎	
Saved filters New 1	filters		Ad 40 selec	tec Lifetime	« < October 2	017	November 201	7 > »	
Filter by selection 🔘	>	All		Today	Sun Mon Tue Wed	Thu Fri Sat	Sun Mon Tue Wed Thu	Fri Sat	
 Status 		Active		Yesterday	24 25 26 27	28 29 30	29 30 31 1 2	3 4	
Campaign status	>	Not delivering	Delivery optimization	Last 7 days	1 2 3 4	5 6 7	5 6 7 8 9	10 11	
Ad group status	>	Inactive		Last 14 days	8 9 10 11	12 13 14	12 13 14 15 16	17 18	
Ad status	>	Deleted		Last 30 days	15 16 17 18	19 20 21	19 20 21 22 23	24 25	
Objectives	>			This week	22 23 24 25	26 27 28	26 27 28 29 30	1 2	
Placement	>				29 30 31 1	2 3 4	3 4 5 6 7	8 9	
 Metrics (0) 							Can	cel Apply	
Targeting					50.00 USD	2024/03/22			
 Campaign settings 					Daily	Ongoing		Click Bu	U
Ad group settings			-		50.00 USD Daily	2024/03/22 Ongoing		Ŀ	
	0 fil	ters selected Save Apply	-		50.00 USD Daily	2024/03/22 Ongoing		e	
otal of 1629 ad groups 🚳		•	-		17 1 7				
						2 3 4	9 > 20)/page 💛	



Time

• Select the time



3 Manage Campaigns View Data

Detailed data 3

See multiple metrics of campaigns/ ad groups/ads on the campaign page.

• Drag metric buttons freely.

Custom metrics 4

To customize (create, select, rank and save metrics) your metrics:

- Go to Default columns > Custom columns.
- For more information, please see "All Metrics."

TikTok: Ads Mana	iger Dashboard	Campaign	Tools	Analytics		TTAM Test Ad	ccount_1 E	inglish 赵	. ڭ	Ĵ (ĵ	
+Filters Q S	earch by name or ID						2024-03-15 ~	2024-03-22	UTC+08:0)0 🕜 🖽	
D Comming											

On/Off Name Status Delivery optimization Ad group D Default columns Shop Ads Reach Branded Mission Shop Ads Reach Branded Mission Shop Ads Reach Branded Mission Thousand Thousand Image: Status Not delivering In review <td< th=""><th>Create Edit 💛 Bulk export/import</th><th>\sim Automated rules \sim</th><th></th><th>🔺 Optimiz</th><th>ation options \vee Default columns \vee</th><th>Breakdown \vee C 🕑</th></td<>	Create Edit 💛 Bulk export/import	\sim Automated rules \sim		🔺 Optimiz	ation options \vee Default columns \vee	Breakdown \vee C 🕑
You have 361 draft ad groups You have 361 draft ad groups Not delivering	On/Off Name	Status	Delivery optimization	Ad group ID	Default columns	
Image: State of the series of the	 You have 361 draft ad groups 				Shop Ads Reach	
Image: State of 1629 ad groups		 Not delivering In review 	-		Branded Mission	9 . Thousand Impr
Image: Constraint of the 29 ad groups Image: Constrain		 Not delivering In review 	-		Custom columns	View
Not delivering - In review - Not delivering - Not delivering - In review - Total of 1629 ad groups @ -		 Not delivering In review 			50.00 USD Daily	Click
 Not delivering In review Not delivering In review Total of 1629 ad groups ② - -		 Not delivering In review 			50.00 USD Daily	
Total of 1629 ad groups 📀		 Not delivering In review 	-		50.00 USD Daily	(?)
	Total of 1629 ad groups 🕐	_	_	-	-	
< 1 2 3 4 ··· 9 > 200/page					< 1 2 3 4	9 > 200/page >

5 Export report

Click Update and Export report button, and you can update and export reports in real time (excel format).









3 Manage Campaigns Ad Pause/Enable/Delete

Ad Pause/Enable/Delete

TikTok Ads Manager provides you four methods to pause/enable/delete ads.

Tok:广告管理平台 概览 推广	工具 [●] 分析						TTAM-Demos		Ø
/ 3 〉 您的账户余额为0,请尽快充值。									
筛选 Q 搜索名称/ID								2024-02-29 ~ 20	024-03-07 UTC
推广系列 🛕	◎ 广告组	■ 广告							
新建 11日本 小型号出/号入 ~	自动规则 ~							默认项 ~	細分数据 〜
开关 名称	状态	预算	总消耗	CPC(目标页面)	千次展示成本 (CPM)	展示数	点击量(目标 页面)	CTR(目标页 面)	转化
你有 100 份推广系列草稿									
	. • 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	
	• 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	
	• 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	
	• 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	
	• 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	
	• 未投放 广告主医号审核中	50.00 USD 日预算	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	
	• 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	
	• 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	
	• 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	
1045 个推广系列 🔘	•		0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	1

TikTok: Ads Manager Dashboard Campaign Tools Analytics TTAM Test Account_1 ē \$? 2024-03-15 ~ 2024-03-22 UTC+08:00 @ 🛅 Ad groups in 2 campaigns Ads in 2 campaigns Bulk export/import ~ Edit 0 1 Automated rules V Label Default columns On/Of O Pause Status Total cost CPC (Destination) Budget Enable 2 Delete ~ 60.00 USD 0 Active 0.00 USD 0.00 USD 0.00 USD 0 dit name ~ Edit budget \odot Active All 0.00 USD 0.00 USD 0 0.00 USD 800... eplace negative keyword 0 Active 0.00 USD 0.00 USD 0.00 USD 0 All Edit PO numbe Reach20240322174204 Active All 0.00 USD 0.00 USD 0 \bigcirc 0.00 USD

Bulk Pause/Enable/Delete

• Turn on/off button to set the status of campaigns/ad groups/ads.

-		Copy 1 of hide daily budget草稿	 Active 	60.00 USD Total	0.00 USD	0.00 USD	0.00 USD	0
		hide daily budget草稿	Active	60.00 USD	0.00 USD	0.00 USD	0.00 USD	0
Total	of 967 ca	mpaigns 🞯	(a)	-	0.13 USD	0.01 USD	1.12 USD	116

To make **Bulk Edits** to Ad Status:

• Select targeted campaigns/ad groups/ads > Edit > Pause/ **Enable/Delete**

kTok: Ads Manager	Dashboard Campaign	Tools Analytics			TTAM Test A	ccount_1 ~ Eng	lish	Û (
Audience Audience manager	Creative Creative library	Management Automated rules	Settings Account setup			2024-03-18 ~	2024-03-25 UTC+	08:00 🔍 🛗
Comments	Instant page Video editor	Catalogs Events	Brand safety hub Beta			Default columns ~	Breakdown 🗸	C 1
		Hashtag Challenges Leads	Payment	l cost	CPC (Destination)		CPM Ir	npressions
		Pangle brand safety) USD	0.00 USD	0.00	USD	0
		Recommendation center) USD	0.00 USD	0.00	USD	0
Ø	 Activ 	e	All	0.00 USD	0.00 USD	0.00	USD	0
	 Activ 	e	All	0.00 USD	0.00 USD	0.00	USD	0
	 Activ 	e	All	0.00 USD	0.00 USD	0.00	USD	0

Utilize automated rules to pause/enable eligible campaigns/ad groups/ads.

• For more details, please refer to **Automated Rules**.

Preset time to pause/enable ads in campaign creation



During campaign creation, you can preset time to pause/enable ads in Budget & Schedule.









3 Manage Campaigns Ad Pause/Enable/Delete

Ad Pause/Enable/Delete

TikTok Ads Manager provides you four methods to pause/enable/delete ads.

Tok:广告管理平台 概览 推广	工具 分析						TTAM-Demos		(6)
1 / 3 〉 您的账户余额为0,请尽快充值。									
確选 Q 提索名称/ID								2024-02-29 ~	2024-03-07 UTC-
推广系列 🔺	广告组	8 广告							
新建 単改 ジ 批量等出/导入 ジ	自动规则 ~							默认项 ~	細分数据 ~
开关 名称	状态	预算	总消耗	CPC(目标页面)	千次展示成本 (CPM)	展示数	点击量(目标 页面)	CTR(目标页 面)	转化费
你有 100 份推广系列草稿									
	• 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	
	• 未投放 广告主账号审核中	不跟	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%)
	• 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	and I
	• 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	3
	• 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	
C	• 未投放 广告主账号审核中	50.00 USD 日预期	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	
	• 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	and the second
	• 未投放 广告主账号审核中	不跟	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	3
	• 未投放 广告主账号审核中	不限	0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	
1045 个推广系列 🔘			0.00 USD	0.00 USD	0.00 USD	0	0	0.00%	1

TikTok: Ads Manager Dashboard Campaign Tools Analytics TTAM Test Account_1 English 2024-03-15 ~ 2024-03-22 UTC+08:00 @ 🛅 Ad groups in 2 campaigns Ads in 2 campaigns Bulk export/import ~ Automated rules V Label 0 1 Default columns On/Of O Pause Status Total cost CPC (Destination) Budget Enable You 2 Delete \checkmark 60.00 USD 0 Active 0.00 USD 0.00 USD 0.00 USD 0 dit name ~ Edit budget Active 0.00 USD 0 800... All 0.00 USD 0.00 USD eplace negative keyword 0 Active 0.00 USD 0.00 USD 0.00 USD 0 All Edit PO number Active All 0.00 USD 0.00 USD 0 0.00 USD

Bulk Pause/Enable/Delete

• Turn on/off button to set the status of campaigns/ad groups/ads.

10101				
60.00 USD	0.00 USD	0.00 USD	0.00 USD	0
ш. С	0.13 USD	0.01 USD	1.12 USD	116
	60.00 USD	60.00 USD 0.00 USD - 0.13 USD	60.00 USD 0.00 USD 0.00 USD - 0.13 USD 0.01 USD	60.00 USD 0.00 USD 0.00 USD 0.00 USD - 0.13 USD 0.01 USD 1.12 USD

To make **Bulk Edits** to Ad Status:

 Select targeted campaigns/ad groups/ads > Edit > Pause/ **Enable/Delete**

TikTok: Ads Manager	Dashboard Campaign	Tools Analytics			TTAM Test Account_1		5 ¢ @
Audience Audience manager Comments	Creative Creative library Instant page	Management Automated rules Catalogs	Settings Account setup Brand safety hub Beta		2024-	03-18 ~ 2024-03-2	5 UTC+08:00 🛛 🛗
	Video editor	Events	Documents		Default c	olumns \vee 🛛 Breakdo	wn v D 🗎
		Hashtag Challenges Leads Pangle brand safety Mission manager Recommendation center	Payment) USD) USD) USD	CPC (Destination)	CPM 0.00 USD 0.00 USD 0.00 USD	Impressions 0 0 0 0
	• Acti	ve	All	0.00 USD	0.00 USD	0.00 USD	0
	 Acti 	ve	All	0.00 USD	0.00 USD	0.00 USD	6
	• Acti	ve	All	0.00 USD	0.00 USD	0.00 USD	0
Total of 988 campaigns	0		-	0.07 USD	0.01 USD	0.72 USD	97

Utilize automated rules to pause/enable eligible campaigns/ad groups/ads.

• For more details, please refer to **Automated Rules**.

Preset time to pause/enable ads in campaign creation



During campaign creation, you can preset time to pause/enable ads in Budget & Schedule.





Edit

During the advertising campaign, adjustments can be made to the bid, budget, name, and other settings.

+Filters	Q Search by name or ID				2024-03-18 ~ 20	24-03-25 UTC+08:00 🛛 🛅
Campaign		Ad group	Ad			
Create	Edit V Bulk export/import V	Automated rules \checkmark		▲ Optimization options ∨	Default columns $\ \!$	Breakdown \lor \mathcal{O}
On/Off	Name	Status	Delivery optimization	Ad group ID	Budget	
 You hat 	ive 363 draft ad groups				Edit budget	
	Copy 1 of Ad group 2024032 ℓ m View data ℓ Edit D Copy …	Not delivering In review	*		🖉 50.00 USD Daily	App
	Copy 1 of Ad group 202403250	 Not delivering In review 	121		€ 50.00 USD Daily	App Ir
	Copy 1 of Ad group 202403250	Not delivering In review	с т .	م م	50.00 USD Daily	App Ir
	Ad group 20240325054831	Not delivering In review	18	and a second	22.00 USD Daily	
	Copy 1 of Ad group 202403250	Not delivering In review			50.00 USD Daily	
	Copy 1 of Ad group 202403250	Not delivering	171		50.00 USD	
Total of 1739 ac	d groups 🞯		3 - 1			

-Filters Q Search by name or ID					2024-03-18 ~ 3	2024-03-25 UTC+08:00 @
Campaign	Ad group	🔳 Ad				
Create Edit V Bulk export/import V	Automated rules $ \! \! \! \! \! \! \! \! \! \! \! \! \! \! \! \! \! \! $			Optimization options ~	Default columns $\ ee$	Breakdown \lor \mathcal{O}
On/Off Name	Budget	Bid	Ad scheduling	Attribution settings		Total cost
	Daily	Click	2024/04/01			
C topview	7.18 USD Total	0.02 USD	2024/06/24 2024/06/25	2		0.00 USD
	50.00 USD Daily	-	2024/03/25 2024/04/08			0.00 USD
	npaign Budget	- Click	2024/03/25 Ongoing	-		0.00 USD
	npaign Budget	Edit bid Click	2024/03/25 Ongoing			0.00 USD
● Ad group 20240325034453+ ਰੋ View data 🖉 Edit 🗇 Copy …	2 21.00 USD	C 0.18 USD Each 6-second view (Focused view)	2024/06/20 2024/09/19	-		0.00 USD
Ad group 20240325030112	50.00 USD Daily	Click	2024/03/25 Ongoing			0.00 USD
ıl of 1725 ad groups 💿	2		2	121		0.07 USD
				< 1	2 3 4	9 > 200/page

+Filters O Search by name	Edit ad group	Ad group ID: 1794490732647
	Inventory filter is only available for TikTok.	
Campaign	al a second s	os iOS 14 dedicated campaign
Create Edit V Bulk exp	Budget & Schedule	Due to Apple's IOS 14 policy, your campaign will experience certain limitations.Learn more
On/Off Name	Budget	Dedicated campaign limit
 You have 363 draft ad group 	Daily V 50.00 USD	
Copy 1 of Ad group	You'll spend up to 62.50 USD on some days, and less on others. You'll spend an average of 50.00 USD per day and no more than 350.00 USD per calendar week. Learn more	You can still create 0 iOS 14 dedicated campaign(s) for 《 抖音 . • 0 available for TikTok or Global App
Copy 1 of Ad group	ଷ Scheduled budget change ⊚	Bundle (Only 1 quota will be used when you choose TikTok and
Copy 1 of Ad group	Schedule	Global App Bundle both or separately)
	Set start time to run ad group continuously	O available for Pangle
Ad group 20240325	2024-03-25 17:50	Ad group limit
Copy 1 of Ad group	Ad delivery is based on your registered account timezone UTC+08:00. Check the local time of your targeted location	
Copy 1 of Ad group	Set start time and end time to run ad group	You can still create 1 ad group(s) for this campaign.
Copy For Ad group	Dayparting	
otal of 1739 ad groups 🕖	All day Select specific time	Data display limitation
		Refer to the SKAN metrics for conversion data Learn more

- Edit budget in the Budget column directly on the Campaign page.
- Edit budget on **Budget & Schedule** on the Edit ad group page.
- Utilize **Automatic Rules** to establish conditions for automatically adjusting the **budget** of ads that meet the criteria.

+Filters	C Search by name	2	Douporting		
Campaig	n	ជា	All day Select	specific time 😡	iOS 14 dedicated campaign
Create	Edit 🗠 Bulk exp	B			campaign will experience certain
		13	V		limitations.Learn more
Un/O	rr Name	a.a	Bidding & Optimiz	ation	Dedicated campaign limit
▶ You	have 363 draft ad group				
	Constant and And annual		Optimization goal		You can still create 0 iOS 14
	Copy 1 of Ad group		Install		dedicated campaign(s) for 售 抖音。
Ø	Copy 1 of Ad group		 All ad groups with goal. 	nin the same iOS 14 dedicated campaign must have the same optimization	Bundle (Only 1 quota will be used when you choose TikTok and
	Copy 1 of Ad group				Global App Bundle both or
-	oop) i oi i id gioop		Target CPA (Optional)		• O available for Pangle
	Ad group 20240325		We aim to spend your entire	e budget using the maximum delivery bid strategy to get the most results. Enter a bid per result	
-			if you'd like to keep the aver	rage cost per result around the stated amount.View details	Ad group limit
	Copy 1 of Ad group		Enter a value	USD/install	- 0
					You can still create 1 ad group(s) for
	Copy 1 of Ad group				this campaign.
otal of 1739	ad groups 💿				Data display limitation
	ass arranged and an and				Refer to the SKAN metrics for
				_	conversion data il saco more

- Edit bid in the **Bid** column directly on the Campaign page.
- Edit bid on **Bdding & Optimization** on the Edit ad group page.
- Utilize **Automatic Rules** to establish conditions for automatically adjusting the **bid** of ads that meet the criteria.

			Euithai	ne		
TikTok: A	ds Manager Dashboard Ca	ampaign Tools Analy 	tics	Сттам те	est Account_1 \vee Engli	ish 🖸 🗘 🤅
+Filters	Q Search by name or ID				2024-03-18 ~ 2	024-03-25 UTC+08:00 😡 🛅
🖨 Campaign		Ad group	Ad			
Create	Edit V Bulk export/import V	Automated rules \vee		▲ Optimization options ∨	Default columns $\ ee$	Breakdown \vee C
On/Of	ff Name	Status	Delivery optimization	Ad group ID	Budget	
► You I	have 363 draft ad groups	name				
	Copy 1 of Ad group 2024032 ∰ View data	Not delivering	(2 <u>1</u> 3)	1794490739748866	2 50.00 USD Daily	,
	Copy 1 of Ad group 202403250	 Not delivering In review 	-	1794490732647474	2 50.00 USD Daily	,
	Copy 1 of Ad group 202403250	• Not delivering In review	·	1794490732637218	50.00 USD Daily	,
	Ad group 20240325054831	• Not delivering In review		1794487995953169	22.00 USD Daily	
	Copy 1 of Ad group 202403250	Not delivering		1794490732625938	50.00 USD	-









Log

By reviewing the Log, you can gain a comprehensive understanding of the historical operation, which can assist in assessing the improvement or decline in advertising performance.

ar ID Ad group art/import × Automated rules ×	Ad		2024-03-18 ~ 2024-03-25 UTC+08:00 @
Ad group ort/import Automated rules	Ad		
ort/import ~ Automated rules ~			
		▲ Optimization options ∨	Default columns \lor Breakdown \lor C \textcircled{E}
Status	Delivery optimization	Ad group ID	Ad group name
Not delivering In review			[03.30前勿删]邱铮测试topview al
ame2024-03-25 18:43: delivering ew data 🖉 Edit 🗇 Copy			Ad group 20240325064203
o17113250206: Log delivering	*		Copy 1 of Copy 1 of app
o171132502061 🗷 Recommendations t de			Copy 1 of Ad group 2024032504
o17113250206181_选我_20 ● Not delivering In review	-		Copy 1 of Ad group 202403250
	bitting b	Status Delivery optimization Not delivering in review - Not delivering in review -	Status Delivery optimization Ad group iD • Not delivering In review - • Not delivering In review - • Not delivering In review - • Of7/132502066: • Log • Preview • Preview - • Not delivering • Preview - • In teview - • In teview - • In teview -

			Viev	w log			
-Filters	Q Search by name or ID					2024-03-18 ~	2024-03-25 UTC+08:00
Campaign		Ad group	Ad				
Create	Edit V Bulk export/import V	Automated rules \vee			Optimization options $ \smallsetminus $	Default columns $\ ee$	Breakdown 🗸 C
On/Off	Name	Budget	Bid	Ad scheduling	Attribution settings		Total cost
		Daily	Click	2024/04/01	20		
	topview	7.18 USD Total	0.02 USD	2024/06/24 2024/06/25	548 (20)		0.00 USD
	Ad group 20240325035520	50.00 USD Daily		2024/03/25 2024/04/08	-		0.00 USD
	Copy 1 of adg	npaign Budget	- Click	2024/03/25 Ongoing	-		0.00 USD
	adg	npaign Budget	Edit bid Click	2024/03/25 Ongoing	-		0.00 USD
	Ad group 20240325034453+ <i>실</i> ㎡ View data <i>실</i> Edit 🗇 Copy …	21.00 USD	C. 0.18 USD Each 6-second view (Focused view)	2024/06/20 2024/09/19	-		0.00 USD
	Ad group 20240325030112	50.00 USD Daily	Click	2024/03/25 Ongoing			0.00 USD
al of 1725 ad	d groups 🔘	2	123	2	12		0.07 USD

To view the historical operations of campaign/ ad group/ad

View time range through time filter.

- Click "..." under the campaign/ad group/ad name > Log

Bulk

If you have a high volume of campaign/ad group creation and management needs, bulk ad creation and management can effectively reduce the demand for optimization manpower, enhancing efficiency and timeliness of management.

Bulk i	import 8	<u>s</u>
---------------	----------	----------

+Filters Q Search b	iy name or ID				20	24-03-18 ~ 2024-03-2	5 UTC+08:00 🛛 🗍
Campaign	🗐 Ad gr	oup	Ad				
Create Edit 🗸	Bulk export/import	mated rules ~ Label			Defa	ult columns \vee Breakdo	wn v O [
On/Off Name	Export	us	Budget	Total cost	CPC (Destination)	СРМ	Impressions
 You have 97 draft 	All Filtered ads						
C Lead gene	Selected ads	stive	All	0.00 USD	0.00 USD	0.00 USD	(
C Lead gene	Download latest export result	tive	All	0.00 USD	0.00 USD	0.00 USD	(
Lead gene	Import 💿	stive	All	0.00 USD	0.00 USD	0.00 USD	(
Loud your	Import ads			0100 000	0.000000	0.00 000	
Copy 1 of	Download template	stive	All	0.00 USD	0.00 USD	0.00 USD	(
Copy 1 of C	opy 1 of Copy 1 of C •	Active	All	0.00 USD	0.00 USD	0.00 USD	(
Copy 1 of C	opy 1 of Copy 1 of c •	Active	All	0.00 USD	0.00 USD	0.00 USD	
tal of 1000 compaigns				0.07.USD	0.01.USD	0.67.1150	10

Bulk export/import button allows you to set up and manage your ads from a CSV or Excel file and requires no manual input on the platform.

		Bulk	edit ads				
TikTok: Ads Manager	Dashboard Campaign	Tools Analytics			TTAM Test Acco	nunt_1 >> English	ē \$ @
+Filters Q Search	by name or ID					2024-03-18 ~ 2024-03-	25 UTC+08:00 🛛 🛅
Campaign	Ad gro	qu	Ad				
Create Edit 🗠	Bulk export/import Autom	ated rules ~ Label			D	efault columns 🖂 Breake	down v 🛛 🛛 🗄
On/Off Name	Export	us	Budget	Total cost	CPC (Destination)	СРМ	Impressions
You have 97 draft	All Filtered ads						
Lead gene	Selected ads	stive	All	0.00 USD	0.00 USD	0.00 USD	0
Lead gene	Download latest export results	stive	All	0.00 USD	0.00 USD	0.00 USD	0
	Import						

TikTok: Ads Manager	Dashboa	ard Campaign Tools	Analytics		TTAM Test Account_1 V) English
⊟≭ Manage rules	Create	new rule				 All actions
C Action history	ordate					
Change log	On/Off	Rule name		Action	Object	Last run result
		Rule 20240321192643	'A(Today) > 0.01USD	Notify me	All active Campaign(s)	0 meet the condition 2024-03-25 15:04:35
		Rule 20240312154449	bjective is App installs	Notify me	All active Campaign(s)	1 meet the condition 2024-03-25 19:03:00
		Rule 20240311154143	Last 3 days) > 50.00%	Notify me	All active Campaign(s)	0 meet the condition 2024-03-25 19:30:57
		Rule 20240311160726	each object, Today) > 11.00USD	Notify me	4 Selected Ad group(s)	0 meet the condition 2024-03-25 19:02:29
		Regel 20240304200542	each object, Today) > 11,122.00USD	Notify me	All active Campaign(s)	0 meet the condition 2024-03-25 19:30:01
		预发	ay) < 90.00%	Turn off	All active Ad group(s)	No change required 2024-03-25 01:01:00
		Rule 20240219154255	each object, Today) > 2.00USD	Notify me	All active Campaign(s)	0 meet the condition 2024-03-25 19:30:01
		规则 20240321184902	bjective is Conversions	Notify me	1 Selected Campaign(s)	0 meet the condition 2024-03-21 19:00:00
		Rule 20240130165259	Today) > 1.00% And Advertising objective is	Turn off	All active Campaign(s)	No change required 2024-02-20 15:58:01
		сра	ay) < 6.00USD And Daily budget spend 2.00%	Turn on	1 Selected Ad group(s)	No change required 2024-02-26 02:00:01
		Rule XYZ	each object $Today$ > 200 00USD	Turn off	2 Selected Campaign(s)	No change required

Automatic rules can be applied in bulk to multiple selected campaigns/ad groups/ads, or set to apply to all active campaigns/ad groups/ads under the advertising account.

To bulk edit ad settings:

• Select campaign/ad groups/ads > Click Edit button > Edit budget/ name, and pause/enable/











Сору

For well-performing campaigns/ad groups/ads, you can quickly scale them up by copying them. However, over-duplication will intensify competition between ads.

TikTok: Ads Manager Dashboard Cam —	paign Tools Analytics —		TTAM Test Account	1 -> English 🔁 🗘 🤅
+Filters Q Search by name or ID			202	4-03-18 ~ 2024-03-25 UTC+08:00 ● 🛅
Campaign 🔺 40 selected 3	Ad groups in 40 campaigns	Ads in 40 campaigns		
Create Edit 🛩 Bulk export/import 🛩	Automated rules \sim		▲ Optimization options ∨ Defau	It columns \checkmark Breakdown \checkmark \mathcal{O} \textcircled{B}
On/Off Name	Status	Delivery optimization	Ad group ID	Ad group name
• You have 19 draft ads				
© video202403251939 mã View data ∠ Edit	10 0 20 Copy ··· In review	-		Copy 4 of Ad group 2024032507
video202403251939	10_0_2024 • Not delivering In review	-		Copy 3 of Ad group 2024032507
video202403251939	Not delivering In review	æ.		Copy 2 of Ad group 2024032507
video202403251939	Not delivering In review	2		Copy 1 of Ad group 2024032507
video202403251939	Not delivering In review			Ad group 20240325074706
Total of 34 ads 💿		6 4 .2		
				1 200/page

Click **Copy** button under the campaign/ad group/ad name.

TikTok: Ads Ma	anager Dash	board Campaig	n Tools Analytics		C	TAM Test Account_1	- English	5 ¢ 0
+Filters Q			Copy ad		×	2024-	03-18 ~ 2024-03-	25 UTC+08:00 @ 🛅
Create	40 selected O Bulk exp	■ Ad : ort/import ~ Au	Objective App promotion			a 🕥 Default d	olumns \vee Breakd	own ∽ Ĉ È.
On/Off N	ame		Add copy(s) to:			2	Ad group name	1
You have 1	19 draft ads		Existing campaign 👋	skan4-App promotion20240325194646	Original			
	vide	o20240325193910_	Existing ad group →	Copy 4 of Ad group 20240325074706	Original ~	1810962	Copy 4 of Ad g	roup 2024032507
	vide	o20240325193910_	D_2 Number of copies			1800722	Copy 3 of Ad g	oup 2024032507
	vide	o20240325193910_	D_2 Ad name(s)			1789458	Copy 2 of Ad g	oup 2024032507
	vide	o20240325193910_	0_2 Copy 1 of video20240	325193910_0_2024-03-25 19:48:20		5712338	Copy 1 of Ad gr	oup 2024032507
	vide	o20240325193910_	0_2	Cancel	Сору	5521858	Ad group 2024	0325074706
Total of 34 ads 🔘				•	*		(H)	
								200/page

Note: It is recommended to adjust targeting, bidding and creatives slightly in duplicated campaigns/ad groups/ads to prevent internal competition effectively.





Automated Rules

By utilizing the "Automatic Rules" feature, you can continuously monitor your ads and make adjustments promptly based on the rules you have set up. You can establish conditions to instruct the system when to turn on/off ads, edit budgets/bids, or send notifications to you via email.

Automatic rule configuration entrance:

trance 1: Go to C	ampaign tab > A	Automated Ru	les button	
		Campaign	tab	
TikTok: Ads Manager Dashboa	rd Campaign Tools Analytics		TTAM Test Account_1	5 ¢ ©
+Filters Q Search by name or ID			2024-03-18 ~ 2024	4-03-25 UTC+08:00 💿 🛅

On/Of	f Name	Create new rule	Budget	Total cost	CPC (Destination)	CPM	Impressions
 You h 	nave 100 draft campaigns	Manage rules					
Ø	勿删-search-oca-1	 Active 	All	0.00 USD	0.00 USD	0.00 USD	0
	skan4-App promotion20240325	 Active 	All	0.00 USD	0.00 USD	0.00 USD	0
	Website conversions202403251	 Active 	All	0.00 USD	0.00 USD	0.00 USD	0
	Lead generation20240325194231	 Active 	All	0.00 USD	0.00 USD	0.00 USD	0
	Copy 1 of last2 - App promotion	 Active 	All	0.00 USD	0.00 USD	0.00 USD	0
	last2 - App promotion20240325	Active	All	0.00 USD	0.00 USD	0.00 USD	0
otal of 1018	campaigns 🞯	÷.	-	0.07 USD	0.01 USD	0.67 USD	104

Entrance 2: Go to Tools > Management > Automated rules

Tools tab

Audience	Creative	Management	Settings		2024	1-03-18 ~ 2024-03	-25 UTC+08:00 0
Audience manager	Creative library	Automated rules	Account setup				-
Comments	Instant page	Catalogs	Brand safety hub Beta				
	Video editor	Events	Documents		Default	columns V Break	down \lor $\mathcal O$
		Hashtag Challenges	Payment	l cost	CPC (Destination)	СРМ	Impressio
		Leads					
		Pangle brand safety) USD	0.00 USD	0.00 USD	
		Mission manager) USD	0.00 USD	0.00 USD	
		Recommendation center) USD	0.00 USD	0.00 USD	
Lead genera	tion20240325194231 • Ac	tive	All	0.00 USD	0.00 USD	0.00 USD	







Create new automated rules:

Create new automated rules on the Campaign page Campaign tab

					Help Cente
+Filters Q Search by name or ID	Create custom rule Create a rule without a	Schedule delivery Turn on your ad at a specific	Unlock potential Raise the bid for ads with	Enhance performance Increase budget for ads that are	S Control budget Turn off ads with unexpected
🖹 Campaign 🛕	template.	time.	potential to get more results.	performing well.	high costs.
Create Edit Bulk export/impoi	Apply rule to Select the campaign, ad gr	oup, or ad you want to apply the r	rule to.		
	and an experimental second and the second and the				
You have 100 draft campaigns	All active Campaign(s)				
 You have 100 draft campaigns ⑦鉶-search-oca-1 	All active Campaign(s) All active Campaign(s) Availability of automs 1. To apply a rule to a specific terms	ated rules 🐟 Show less	t within your campaign list.		



Create automated rules on the Automated rules page

Automated rules page







Application:

Select campaigns/ad groups/ads > apply the automated rules you need



	Skan4-App promotion2024	Active ad groups in 1 Campaign		
	Website conversions20240	Active ads in 1 campaign		
	Lead generation202403251	Inactive ads in 1 campaign	inge 💮	
	Copy 1 of last2 - App prome	Active All active Campaign(s)	ay \sim is greater than (\sim 0.00	USD
	last2 - App promotion2024	Data may be less predictable	when using the "Today" time range. Be careful when using this setting to a	avoid any unexpected changes.
fotal of 1	018 campaigns 🕥			
				Complete

Apply automated rules on the Automated rules page

Automated rules page

Manage rules	×	Automated rule setup 💿				Help Center
Cartion history	Create new	Create custom rule	Schedule delivery	Unlock potential	Enhance performance	Control budget
Change log	On/Off I	Create a rule without a template.	furn on your ad at a specific time.	Raise the bid for ads with potential to get more results.	Increase budget for ads that are performing well.	hight is the second sec
	()	· ·				
		Apply rule to 💿				
		Select the campaign,	ad group, or ad you want to apply the	rule to.		
		All active Campaign(s) ~			
		All active Campaign(All active Campaign)	s) ~ utomated rules 😞 Show less			
		All active Campaign(All active Campaign(Availability of au 1. To apply a rule to 2. Automated rules	s) vtomated rules	it within your campaign list. 4 dedicated campaigns, and campaigns o	created on TikTok Shop Seller Center and I	Promote.
		All active Campaign(All active Campaign(Availability of au 1. To apply a rule to 2. Automated rules	s) vtomated rules	it within your campaign list. 4 dedicated campaigns, and campaigns o	created on TikTok Shop Seller Center and I	Promote.
		All active Campaign(All active Campaign(Availability of au 1. To apply a rule to 2. Automated rules Condition and a	s) vtomated rules	it within your campaign list. 4 dedicated campaigns, and campaigns o	created on TikTok Shop Seller Center and I	Promote.
		All active Campaign(All activ	s) vitomated rules \Leftrightarrow Show less a specific campaign, ad group, or ad, select are not supported for reservation ads, iOS 14 ction @	it within your campaign list. I dedicated campaigns, and campaigns o	created on TikTok Shop Seller Center and I	Promote.
		All active Campaign(All activ	s) vitomated rules \gtrsim Show less a specific campaign, ad group, or ad, select are not supported for reservation ads, iOS 14 ction Calculation method Time	it within your campaign list. I dedicated campaigns, and campaigns of a second se	created on TikTok Shop Seller Center and I	Promote.
		All active Campaign(All activ	s) utomated rules Show less a specific campaign, ad group, or ad, select are not supported for reservation ads, iOS 14 ction Calculation method Time st of each object To	it within your campaign list. dedicated campaigns, and campaigns of range	created on TikTok Shop Seller Center and I	Promote. USD
		All active Campaign(Condition and a Condition If Condition If Total co All active Campaign(Condition If Data	s) Volumented rules Show less a specific campaign, ad group, or ad, select are not supported for reservation ads, iOS 14 ction Calculation method Time st V of each object V To condition (1/5) a may be less predictable when using t	it within your campaign list. 4 dedicated campaigns, and campaigns of range day is greater that he "Today" time range. Be careful	created on TikTok Shop Seller Center and I in (\sim 0.00 when using this setting to avoid any	Promote. USD



Management:

On the Automatic rules page, you can view all automatic rules in full and review the action records and logs.

TikTok: Ads Manag	er Dashboa	ard Campaign Tools	Analytics		est Account_1 V English	5 ¢ @
Action history	Create	new rule		h by rule name or ID	Q All ac	tions \sim
	On/Off	Rule name	Conditions	Action	Object	Last run result
		Rule 20240321192643	If Real-time CPA(Today) > 0.01USD	Notify me	All active Campaign(s)	0 meet the conditio 2024-03-25 15:04:
		Rule 20240312154449	If Advertising objective is App installs	Notify me	All active Campaign(s)	1 meet the condition 2024-03-25 20:32:
		Rule 20240311154143	If CVR (Clicks)(Last 3 days) > 50.00%	Notify me	All active Campaign(s)	0 meet the conditio 2024-03-25 20:30:
		Rule 20240311160726	If Total cost(of each object, Today) > 11.00USD	Notify me	4 Selected Ad group(s)	0 meet the condition 2024-03-25 20:33:
		Regel 20240304200542	If Total cost(of each object, Today) > 11,122.00USD	Notify me	All active Campaign(s)	0 meet the conditio 2024-03-25 20:30:
		预发	If CTR(Yesterday) < 90.00%	Turn off	All active Ad group(s)	No change required 2024-03-25 01:01:0
		Rule 20240219154255	If Total cost(of each object, Today) > 2.00USD	Notify me	All active Campaign(s)	0 meet the conditio 2024-03-25 20:30:
		規则 20240321184902	If Advertising objective is Conversions	Notify me	1 Selected Campaign(s)	0 meet the conditio 2024-03-21 19:00:0
	3	Rule 20240130165259	If CVR (Clicks)(Today) > 1.00% And Advertising objective is App installs	Turn off	All active Campaign(s)	No change requir 2024-02-20 15
	0	сра	If CPA(Yesterday) < 6.00USD And Daily budget spend rate(Today) > 2.00%	Turn on	1 Selected Ad group(s)	No change required 2024-02-26 02:00:
		Rule XYZ	If Total cost(of each object, Today) > 200.00USD	Turn off	2 Selected Campaign(s)	No change required 2024-02-21 17:34:2
Help Center		Rule 20230910170338	If Total cost(of each object, Today) > 1.00USD And	Turn off	All active Ad(s)	Rule hasn't run vet

Manage rules present automated rules in full

Action history displays the actions on ads after the automated rules take effect

Action history

O Action history	Search by rule name or	D Q All actions		2024-03-19 ~ 2024-03-25	UTC+08:00 🔘 🛅 🤇	1 >
E Change log	Rule name	Result	Time of action	Conditions	Action	Rule ID
	Rule 20240311160726	0 meet the condition	2024-03-25 20:33:45	If Total cost(of each object, Today) > 11.00USD	Notify me	734500
	Rule 20240312154449	1 meet the condition	2024-03-25 20:32:00	If Advertising objective is App installs	Notify me	734533
	Rule 20240311154143	0 meet the condition	2024-03-25 20:30:56	If CVR (Clicks)(Last 3 days) > 50.00%	Notify me	734505
	Rule 20240219154255	0 meet the condition	2024-03-25 20:30:03	If Total cost(of each object, Today) > 2.00USD	Notify me	733231
	Regel 20240304200542	0 meet the condition	2024-03-25 20:30:03	If Total cost(of each object, Today) > 11,122.00USD	Notify me	734245
	Rule 20240311160726	0 meet the condition	2024-03-25 20:04:42	If Total cost(of each object, Today) > 11.00USD	Notify me	734500
	Rule 20240312154449	1 meet the condition	2024-03-25 20:03:08	If Advertising objective is App installs	Notify me	734533
	Rule 20240311154143	0 meet the condition	2024-03-25 20:01:08	If CVR (Clicks)(Last 3 days) > 50.00%	Notify me	734505
	Rule 20240219154255	0 meet the condition	2024-03-25 20:00:02	If Total cost(of each object, Today) > 2.00USD	Notify me	0
	Regel 20240304200542	0 meet the condition	2024-03-25 20:00:02	If Total cost(of each object, Today) > 11,122.00USD	Notify me	734245
	Rule 20240311160726	0 meet the condition	2024-03-25 19:33:03	If Total cost(of each object, Today) > 11.00USD	Notify me	734500
ා Help Center	Rule 20240312154449	1 meet the condition	2024-03-25 19:32:02	If Advertising objective is App installs	Notify me	734533

Change log displays the adjustments or modifications made to the automated rules

TikTok: Ads Manage	r Dashboard	Campaign Tools Analytics	TTAM Test Account_1 ~ Englis	sh 🖸 🗘
Manage rules	Search by rule	ID Q	2024-03-19 ~ 2024-03-25 UTC+08:00	0 🖬 < 1
Change log	Time	Rule name & ID	Activity details	Updated by
	2024-03-21 19:27	Rule 20240321192643 7348774786094465025	Create Automated Rule	📮 liuzhan.902@bytedar
	2024-03-21 19:08	規则 20240321184902 7348743254042591233	Change Status: On to Off	📮 liuzhan.902@bytedar
	2024-03-21 18:50	not_delete_wj_test_30_minute 7254453814319742977	Delete Automated Rule	📮 liuzhan.902@bytedar
	2024-03-21 18:50	降级测试-启停-10:30-别删 7042578471714308097	Delete Automated Rule	📮 liuzhan.902@bytedar
	2024-03-21 18:50	week-Rule 20230823201707 7270477727152144386	Delete Automated Rule	📮 liuzhan.902@bytedar
	2024-03-21 18:50	存量 daily - Rule 20230823205522 7270477740117295105	Delete Automated Rule	📮 liuzhan.902@bytedan
	2024-03-21 18:50	day-Rule 20230823201239 7270477727151734786	Delete Automated Rule	📮 liuzhan.902@bytedan
	2024-03-21 18:50	month-Rule 20230823202459 7270477727152308226	Delete Automated Rule	📮 liuzhan.902@bytedan
	2024-03-21 18:49	規则 20240321184902 7348743254042591233	Create Automated Rule	📮 liuzhan.902@bytedar
	2024-03-21 14:46	Rule 20240130165259 7329802943644467201	Change Condition: CVR (Clicks)(Today) > 1.00 And Advertising objective is Reach to CVR (Clicks) (Today) > 1.00 And Advertising objective is App installs	🖵 wenhonghao@byteda
ව Help Center	2024-03-21	Rule 20240130165259	Change Condition: Total cost(of each object,Today) > 1.00USD And Advertising objective is Reach To CVP (Clinica)/Today) > 1.00 and Advertising objective is Reach	🖵 wenhonghao@byteda



Rule examples to save your budget:

- Rule 1: IF Days since creation > ["X"] AND cost(last X days) < ["Y"] THEN turn off.
- Rule 2: IF cost(lifetime) > ["X"] AND CVR / result rate (lifetime) < ["Y"] THEN turn off.

Note: You can adjust rules according to your specific needs.





Manage Campaigns Active Ad Group Dynamic Quota

Active Ad Group Dynamic Quota:

The Active Ad Group Dynamic Quota policy sets the fixed number of active ad groups that can be deployed for each Advertiser ID based on the historical spending level of the advertising account. The larger the historical spending level of the advertising account, the more active ad groups can be delivered.

Leftover quota will appear next to "Ad group status" on the Dashboard page when the quota has exceeded over 50% capacity.





View Reports and Insights Custom reports

Custom reports

4

The custom report enables you to customize your data metrics and presentation format, and schedule report generation at specified intervals. It significantly reduces the time to extract advertising data for periodic review.

 Creation Create to view menu and choor report or From 	a drop-c ose from template	down Custom e	1 E	Entrance Go to Analytics > Co reports > Custom re	ustom eport tab
TikTok: Ads Manager Dashboard Campaign T	Fools Analytics	******		TTAM Test Account_2 ~ English	≞ ↓ ⑦
Due to US data policy, some targeting data from TikTok use Reporting	Custom reports Attribution analytics				×
Create A Search by name Q	Audience insights Brand Lift Study				Export history
Custom Report From Template >	Comment insights Creative inspirations	· \$!2:05	Date Range Yesterday	Created By 🜩	
custom	Video insights	2:05	Yesterday		

offline		Yesterday	
evta	2024-04-17 04:14	Last 7 days	
spu		Yesterday	
ads core test	2024-04-03 08:26	Yesterday	
ringo-test0321	2024-03-29 04:05	Yesterday	
est template	2024-03-29 03:25	Yesterday	
test_obj	2024-03-29 04:18	Yesterday	0
CS Lin schedule test	2024-03-29 04:16	Yesterday	Ŭ
Untitled	-	Yesterday	
taregetXuv	2024-02-26 08:13	Yesterday	

 3 Edit • Select the optimizer of the sidebar in the sid	data metric he custom rs to select ort	s ar repo spe	nd dimensior ort page ecific campai	ns of the gns/ad g	rep rou	ort ps,	on /ad	th s to	e le	eft			1	т •	im Se rar da	e lec nge ta	t tl: fc	he t or yo	:ime our
ikTok: Ads Manager Dashboard Camp porting custom ∠ Selected accounts: .	oaign Tools Analytics											TTAI	M Test Ac	count_2	Ň	English		ê (¢ (
Dimensions Metrics « Q Search	♥ Filters Search by Saved Filters New	rame or l	D Q										Yes Ye	terday sterday	UTC+0	8:00 0	^	0	o
Settings Account	 Status Campaign status Ad group status 	>	All Active Not delivering					X	Sche	duled	running	e E	La La Cu	st 7 dav st 30 d ustom D	ys ays Date Ra	ange	1		>
	Ad status	>	Inactive		« <		Ap	ril 202	4					Ma	ay 202	4		> >>	
	Objectives	>	Deleted		Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
	Placement	>			31	1	2	3	4	5	6	28	29	30	1	2	3	4	
Campaign name	 Metrics Image: Image: Image: Metrics Image: I				7	8	9	10	11	12	13	5	6	7	8	9	10	11	
Campaign ID	 Targeting 				21	22	23	24	25	26	20	12	20	21	22	23	24	25	
Advertising objective	 Campaign settings 				28	29	30	1	2	3	4	26	27	28	29	30	31	1	
Split test status	 Ad group settings 				5	6	7	8	9	10	11	2	3	4	5	6	7	8	
Campaign budget	Ad settings	>		Th															
Campaign type App promotion type		0 fil	ters selected Save Apply	filters to try again, or ta	s too many ap "Run & d	results results.	to displa to genera	y. Adjust ate a file	without	earch or t filtered									
 Ad group 					Rui	n & expo	ort												
Ad group name																			
Ad group ID																			6







4 View Reports and Insights Custom reports

View 5

View reports through a Trend line or a Pivot table

• Open the Pivot table drop-down menu and select Trend line

Scheduled Running 6

Click Scheduled Running > Choose the frequency, recipient(s) and format



	Recipient	
Campaign budget	Enter an email to receive the report	
Campaign type		
App promotion type	+ Add	
 Ad group 	Format	
Ad group name	xlsx csv	
Ad group ID		6
Placement	Cancel Save	
Optimization location		
Automated creative optimization		
Website LIRI		

Export 7

• Click the Export button \rightarrow Choose format \rightarrow Export reports

8 Save















Audience Insights

Audience Insights

- Audience demographics, location, interests, device, and activity are estimated based on factors such as user behavior on the app, the information provided by users, and device information.
- Audience insights assist in developing a cognitive profile of your target audience, providing more direction when formulating targeting and creative strategies.

• You can manually refine your audience based on Filter Audience by specifying dimensions from and interests & behaviors.



Select potential audience manually



For more detailed information, please see About Audience Insights.





Comment Insights

Comment Insights & Managemet

• The Comment Management tool allows you to view, reply to, like, block, export, hide and filter the comments made on your ads directly in TikTok Ads Manager. You can use these features to manage comments individually or in bulk.

Comment Insights

4

Overview 2 **Entrance** • Select campaign and time range for Go to Analytics > Comment reviewing comments insights • View an overview and comment trends • Select specific **sentiment** comment TikTok: Ads Manager Analytics TTAM Test Account_1 \checkmark Dashboard Campaign Tools English After modifying the sentiment type, it may take some time to update th Custom reports



3 Management

 Click Manage comments button and go to Comments page

TikTok: Ads Manager Dashboard Campaign	Tools Analytics			TTAM Test	t Account_1 ~ English	ē ¢ 0
Campaign 🗸 Selected: All 992 🗸				Tin	ne Zone: UTC+08:00 💿 202	24-02-25 ~ 2024-03-26
All comments				Man	hage comments	All 🗸 主
Content of Comment	Likes	Sentiment	Comment status	Interaction	Identity	Created On
неа, я)	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 05:13:22
:C	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 05:13:46
2024	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 05:19:56
not mine eeeee e	0	Negative	Hidden	None	TikTok account (Spark Ads)	2024-02-26 11:49:50
I did it in 10 seconds	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 11:56:37
4	o	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 16:36:24







4

Comment Insights



3 Word cloud

See the most frequently used words in your comments.

- **Color**: The top 40% mentioned words are displayed in blue, the top 40-80% mentioned words are displayed in green, and the remaining 20% of words are displayed in red.
- Size: Words in the word cloud visualization will also appear larger if they have more mentions.
- Related comments: Click on the word cloud on the left to view different keyword analysis.





Comment Insights

Comment Management

Entrance:

Go to Analytics > Comment insights

TikTok Comments:

- Utilize filters to review different status and types of comments
- Export comments
- Analyze comments

Replies:

• Add preset replies which can be selected when you reply to comments on your ads, helping you save time and stay on message.

Blocked Words:

• Automatically hide comments that contain Blocked Words in your ads.

Blocked Users:

• Automatically hide all of blocked users' new and existing comments made on your ads.

For more information, please see **How to** Manage Comments in TikTok Ads Manager.

ikTok: Ads Manager	Dashboard Campaign Tools Analytic	cs		Test Account_1 V English	ē ¢°
马 TikTok Comments	TikTok Comments				
Blocked Words	+ Filters Select an ad group	~			
Blocked Users	Status > 🔽 All	pur Response: All 🗸 👩 Sentimer	nt:All ~ 🛛 Contains Ques	stion: All ~ 💿 Clear All	
1 Panlies	Type > Public				
, Replies	Your Response > I Hidden	Hidden comments 🔘	28 Keywords (Te	op1) 📀 <u># awesome</u>	Comment Insights
	Sentiment >				
	Contains Question > 2 Selected	Apply Sort By: Recommended	2024-02-01 ~ 2024-02-08	Export	
	Content of Comment	Your Response	Sentiment	Contains Question	Ad type
		Didn't reply or pin	Other	Yes	Diversion ads
		Didn't reply or pin	Positive	No	Diversion ads
		Didn't reply or pin	Positive	No	Diversion ads
		Didn't reply or pin	Negative	No	Diversion ads
		Didn't reply or pin	Other	No	Diversion ads
		Didn't reply or pin	Negative	Yes	Diversion ads
		Didn't reply or pin	Other	No	Diversion ads

Creative Inspirations

Creative Inspirations

4

• Creative inspirations enable you understand the most popular ad creatives and trends on the platform, assisting in further planning their creative strategies. For more information, please see **About Creative Center**.

2 Top ads

 Top ads is a collection of highperforming creatives that can be filtered by Region, Industry, Campaign Objective, and more.

Campaign Tools

Attribution analytics

• Sort ads by For You, Reach, CTR, 2s View Rate.

best performing auction ads on TikTol

Dashboard

K: Ads Manager

Top Ads



	Unit X V Industry V (Audience insights Brand Lift Study Comment insights Creative inspirations Video insights	Duration Last 30 days 	For You For You Reach CTR 2s Views Rate 6s Views Rate	
	Trend Discovery See what's trending on TikTok today. Get creative with popular hashtags.			Explore More	
	Add industry ~ Last 7 days	 New to top 100 		Q Search	
	1 NEW		2 –		
3	 Trend Discovery See what's trending of Get creative with pop Search trending topic 	on TikTok today. ular hashtags. s by hashtags.		<text></text>	to get more ative insight
	Trend Discovery See what's trending on TikTok today. Get creative with popular hashtags.			Explore More	
	Add industry ~ Last 7 days	 New to top 100 		Q Search	
	1 NEW		2 –		
	3 —		4 ↑1		







Video Insights

Video Insights

- Video Insights on TikTok Ads Manager is a tool that allows you to analyze your video creative performance and understand your audience through video interactions to inspire the next high-performing video.
- Use Video Insights to dig deeper into your highest and lowest-performing videos, compare videos with each other, and even compare video performance against industry benchmark values.

leo insights		Custom reports			Data range: TTAM Test Account_1
0.0 USD Yesterday's Spend	1 Active 💿	Attribution analytics Audience insights	30 Created Today	197 Created in Last 7 Days	10000 Total
Trend analysis Overall complete payment F Overall complete payment ROAS	ROAS ~ Top	Brand Lift Study Comment insights Creative inspirations	2024-03-19 ~ 2024-03-2ℓ ∰ ⑧	Comparison analysis	2024-03-19 ~ 2024-03-26 的 🕜
1		Video insights			
0.4					

eo insights				Data range: TTAM Test Account_1
0.0 USD Yesterday's Spend	1 Active 💿	30 Created Today	197 Created in Last 7 Days	10000 Total
	nent ROAS V Top 5 Bottom 5	Sum 2024-03-19 ~ 2024-03-2¢ 🛗 🌍	Comparison analysis	2024-03-19 ~ 2024-03-2¢ 🛗 🌍
verall complete payment ROAS		• Top 5 videos	CTR	• Video
1.2				
1				
0.8				
0.6				
0.4				
0.2				Total o
0			0	Total c

- Go to Analytics > Video Insights
- Data range: Select ad accounts you need video insights.
- Data Overview Bar: Provide an easy way to view an overall summary of your video data. You can view quick stats that include:
 - Previous days' ad spend.
 - The total number of active video creatives.
 - The number of videos created today, the last 7 days, and the all-time total.

		Compare Ana	lysis	
kTok: Ads Manager Dashboa	ard Campaign Tools Analytics	1 M	TTAM Test Account_1 v) English 🗷 🔁 🗘 🕐
o insights				Data range: TTAM Test Account_1 🗸 🗸
0.0 USD Yesterday's Spend	1 Active @	30 Created Today	197 Created in Last 7 Days	10000 Total
rend analysis Overall complete payr	nent ROAS v Top 5 Bottom 5	Sum 2024-03-19 ~ 2024-03-26 🛗 📀	Comparison analysis	2024-03-19 ~ 2024-03-2¢ 的 📀
verall complete payment ROAS		 Top 5 videos 	CTR	• Videos
1				
8				
6				
4				
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)24-03-19 2024-03-20 2024-03-	21 2024-03-22 2024-03-23 2024	-03-24 2024-03-25 2024-03-26	0 0.01	0.03

- The comparison analysis coordinate graph shows advertisers a view of high-potential videos based on the video's CTR and total cost.

- Video Insights features a chart for advertisers to see how their videos perform on a daily basis.
- Users can view trend lines for their top or bottom five videos, or look at an aggregate trend line view of all videos from the specified time frame.
- Hovering over each line in the graph will show details of the video and allow you to compare it with another video.

(TTAM Test Account_1 ∨) English 🙆 💆 Ω ? Total cost 2023-12-27 ~ 2024-03-26 0.09 USD 2 Top 50% 0.04 USD 2 Top 50% 0.01 USD 0.00 DOUD E 1 0 Top 75% 0.24 USD Total 4 video(s

• The Industry Ranking filter shows how your video creatives (across all of your accessible ad accounts) are performing against industry benchmarks.

Industry Ranking

• Hovering over a **dot** in the graph will show the **details** of each video and allow you to compare it with another video.



TikTok Brand Lift Studies



- To start with video comparisons, select the time frame for the video(s) you want to compare.
- Next, select which video(s) you want to add to each video group.
 - You can select anywhere from 1 to an unlimited number of videos per video group. Once you have specified each video group, you will be able to view aggregated video group metrics to compare across video groups.
- With the video group comparison feature, advertisers can select two individual videos or groups of videos to compare.
 Aggregate metrics will appear in the table for each video group.

For more information, please see About Video Insights.

TikTok Brand Lift Studies

• A TikTok Brand Lift Study is an experiment that runs alongside your sponsored content. It is a simple and effective way to measure the incremental brand impact of your campaign's on TikTok.



• To run a TikTok Brand Lift Study, please contact your account manager to get started.

• For more information, please visit **About TikTok Brand Lift Studies**.



5 Optimize Campaigns

Recommendation

Recommendation

• TikTok Ads Manager **Recommendations** is a **new suggestion and diagnosis solution**, aiming at providing performance-based diagnostic suggestions and step-by-step guidance for accounts/campaigns/ad groups/ ads, to help advertisers make adjustments and optimize performance efficiently.

i kTok: Ads Manager	Dashboard Campaign	Analytics	TTAM Test Acc	Rount <u>1</u> × English
ommendation center	0			
'esterday's data 💿				
	Impressions 7	Clicks	Conversions	
	/	U	0	0.00 030
Adjust your budget to ge ssue 'our current budget for 10 ad	t more traffic groups may limit them from gettir	උ $ arrow$ ng more traffic.	Switch to maximum delivery Issue The budget potential of 10 ad groups is limited by t	① 凸
Recommendation	E	stimated benefit	Recommendation	Estimated benefit
\djust your budget to sugges	ted budget 🕥 🛛 🖓	Get more traffic View ad groups	Copy ad group to use maximum delivery 💿	Maximum delivery View ad group
Add new ads to get more	results	③ ፊ ም	Adjust your bid to make ad groups more cor	mpetitive 企

A unified interface on TikTok Ads Manager displays all available recommendations and their details of this account:

- Overall data of this account
- All available recommendations on this account with detailed information
- CTA for each recommendation

These ad groups are not driving results ef	ficiently because they contain one or more fatigued ads	10 of your ad groups are not delivering at their best as
arrecting performance.		Recommendation
Recommendation	Estimated benefit	Adjust your bid to suggested bid

e not delivering at their best as your current bid is not competitive.

Campaign Recommendation Card

+Filters Q Search by name				2024-03-20	~ 2024-03-27 UTC+	08:00 🛛 🗒
Campaign 🛕	Ad group	Ad Ad				
Create Edit 🖂 Bulk exp	Nort/import V Automated rules V		Disapproved × 3	○ Default columns	✓ Breakdown ∨	C 1
On/Off Name	Status	Delivery optimization	Ad group ID	Budget		
• You have 390 draft ad grou	ps					
\bigcirc	 Not delivering Payment unsuccessful or in 	A Partially disapproved	A Partially disapproved		JSD Daily	3.0 @Click
	Not delivering Payment unsuccessful or in	A Disapproved	Thank you for advertising on TikTok. We regre content was rejected for the following reason	ik you for advertising on TikTok. We regret to inform you the ent was rejected for the following reason(s). words keyword cannot be used as it appears to reference potentially		3.0 @Click
	Not delivering Not approved	A Disapproved	Keywords This keyword cannot be used as it appears to			2.0 @Pu
Ø	Not delivering Not approved	A Disapproved	sensitive issues or ongoing current events. Keywords This knoword cannot be used as it appears to reference drugs or drug		JSD Daily	2.0
	Not delivering Not approved	A Disapproved	paraphernalia.	JSD Daily	@Pu	
atal of 135 ad groups				view more		

For more information, please see **About Recommendations**.

A card displayed on the campaign list, **showing the most effective recommendation and its details for a specific campaign/adgroup/ ad:**

- Detailed information for recommendation
- CTA for this recommendation



Optimize Campaigns 5 Optimize Campaigns Best Practices

Note: It's not recommended for you to frequently adjust the settings of campaigns/ad groups.

- If adjustments are made to ad groups every day: on Day 1, you target one audience; on Day 2, you target another audience; on Day 3, you adjust bids; and on Day 4, you adjust budgets, the algorithm will lose its direction, not knowing what the right exploration path is. In this scenario, it becomes challenging for the algorithm to stabilize and accurately predict.
- Hence, making fewer adjustments and giving the algorithm some time (at least 2 days) to adapt and stabilize is crucial in the learning phase. When optimizing ads, less is the best the fewer adjustments made, the better the results.

What is the creation limit of Campaigns/ Ad Groups/ Ads per ad account?

If you have a TikTok Ads Manager account, you can create and manage a limited amount of ads, ad group and campaigns per ad account. When you reach your ad, ad group, or campaign limit, you can delete some.

Campaign	999 per ad account (doesn't include deleted campaigns).
Ad Group	999 per Campaign (doesn't include deleted ad groups).
Ad	50 per Ad Group - Not currently available for Reach and Frequency Buying Type, Smart Creative, and Split test

Account Structure

Is having multiple advertising accounts helpful for advertising?

- 1. All ad groups under a mature, data-accumulated ad account will benefit from that advertising account.
- 2. You should strive to **cultivate your ad account** and accumulate more advertising data within the same account, rather than constantly creating new advertising accounts.
- 3. Creating new ad accounts does not help solve issues such as high costs, underutilized

spending, or ad fatigue. Thus, you should not see it as an optimization measure.

4. Only when different ad accounts are needed for better management and analysis,

should you create new advertising accounts.



Optimize Campaigns Best Practices

Is it helpful to duplicate ad groups for advertising?

- 1. Creating multiple diversified ad groups will help ad exploration and expansion.
- 2. The number of ad groups should match the overall budget and advertising objectives. The effectiveness of a large number of ad groups with small budgets stacked together is poor. It is recommended to concentrate the budget reasonably on a portion of the ad groups.
- 3. Simply duplicating ad groups without making any adjustments does not help improve ad performance.

Set and Edit Budget

How to set budgets?

- 1. It is recommended to set an appropriate budget based on the actual consumption you want to achieve. Budgets that are too low or too high are not suitable.
- 2. Within a reasonable range, the higher the daily budget, the better.
- 3. It is advised not to set an excessively large budget as the daily budget in a single ad group. If your overall budget is very large, consider allocating the budget to different ad groups and uploading different creatives for each ad group.
- 4. Avoid setting too low of a budget, as this will certainly limit the reach and effectiveness of the ads.
 - It is strongly recommended not to set the daily budget as 1 times the targeted CPA.
- 5. Setting unreasonably high budgets leads to a negative impact on ad performance possibly.
 - When using Lowest Cost/Highest Value bidding strategies, excessively high budgets will result in high CPAs/low ROAS.
 - For Cost Cap/Minimum ROAS, if the CPA bid is low/Minimum ROAS bid is high, setting an extremely high budget at this time will not help the ad group scale, as the delivery is mainly driven by bids.

How to edit budgets?

- 1. When adding the budget, the increment should not exceed 50% each time. After each adjustment, wait for 2 days before the next adjustment. Repeat this process until the target budget is reached.
- 2. If the **budget increase is too large** and you cannot wait that long, you can create new ad groups with additional budgets and upload new creatives. At the same time, keep the existing ad groups running normally.
- 3. If the **budget consumption rate** (actual cost/budget) has already **exceeded 95%** and the CPA/ROAS meets your expectations, it is a good time to increase the budget.
- 4. If the **budget consumption rate** and performance meet **expectations** on weekdays, you can also consider increasing the budget before the weekend.
- 5. If you adopt the Max Delivery bidding strategy and the actual CPA is significantly higher than the desired CPA, it's a good time to reduce the budget.
- 6. If you adopt the **Highest Value** bidding strategy and the actual ROAS is significantly lower than the targeted ROAS, it's a good time to reduce the budget.
- 7. When reducing the budget, each reduction should not exceed 30% to effectively avoid cost fluctuations.



5 Optimize Campaigns

Set and Edit Bidding

How to set bids?

1. Setting the highest acceptable Cost Cap or Minimum ROAS is very helpful for the learning phase and initial costs of the ad group.

Best Practices

- 2. Increasing Cost Cap or decreasing Minimum ROAS is the most direct and effective way to increase ad costs and solve the issue of initial costs.
- 3. It is very important to increase the CPA bid (or decrease the ROAS bid) before the actual CPA (ROAS) equals or exceeds/falls below the bid.
- 4. 12:00 am local time of the account is the best time to adjust bids. It is best not to adjust bids later in the day. If the advertiser really needs to make adjustments later in the day, it is better to make the adjustment as small as possible.
- 5. It is best not to decrease the CPA bid (or increase the ROAS bid). If there is a need, the frequency of adjustments should be as

low as possible, and the magnitude should be as small as possible.

6. When the CPA/ROAS does not meet expectations, do not immediately lower the bid. Please be more patient with the system's algorithm and give the ad group more opportunities for self-optimization.

Select and Evaluate Targeting

How to set targeting?

- 1. The broader the target audience, the better. It gives the system enough space to explore the target audience and find the best targeting options.
- 2. If you want to set specific targeting, it is recommended to balance your targeting settings with the audience size indicator. For specific ad groups, the audience indicator may show that your ad group targeting is too narrow. However, targeting needs to be as broad as possible across all ad groups in the same ad account.
- **3.** You can start by testing narrower targeting settings. However, once you find that the results are not ideal, you should expand the range of the target audience as much as possible.

What is the optimal audience size for an ad group?

It is recommended for broad audience targeting. A Broad Target provides the algorithm with more space for exploration and learning. Therefore, the budget consumption rate/CPA for broad targeting is usually better than for narrow targeting.

- It is recommended to avoid setting targeting too narrow. Data analysis shows that ad groups with Balanced, Fairly Broad, or Narrow targeting are more likely to achieve higher consumption and costs than those with too narrow targeting.
- Avoid unnecessary restrictions unless your product is unsuitable for a specific segment.
- When the target audience is too narrow, creative fatigue occurs earlier and more frequently.
- Note: If you need to set specific targeting, it is advised to target a minimum audience size of at least 1 million users. Data
 analysis results show that if the targeting size is ≥1 million, the likelihood of ad groups passing the learning phase is higher.



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5 Optimize Campaigns

When should targeting be adjusted or expanded?

1. If the audience saturation rate is very high, in other words, if the coverage range/estimated audience size ratio is very high, then you should adjust or expand their targeting.

Best Practices

- 2. In the following situations, you can also try adjusting targeting together with bid & budget adjustments and creative updates
 - a. Difficult to pass the learning phase;
 - b. High CPA;
 - c. Decrease in ad cost.

Design and Update Creatives

Why is it so important to regularly update creatives?

Combat creative fatigue and proactively address any potential issues with your ads. Having a consistent supply of creatives to refresh is one way to keep your campaigns going.

- When refreshing creatives, add new creatives to an existing ad group instead of creating a new ad group to extend its lifetime.
- We recommend checking ad performance regularly and refreshing your ad group creatives when delivery results exhibit a consistently declining trend, or when daily new users are low.

When should new creatives be uploaded?

After the learning phase, you should consider updating the creatives, if the following situations occur:

- The daily CTR decreases by 10% for three consecutive days.
- The ad frequency is very high, and you are not attracting new audiences. If you do not reach new audiences but the reach frequency of existing users keeps rising, it means that the algorithm is repeatedly reaching the same group of audiences. At this time, you need to upload new creatives so that the algorithm can continue to explore new audiences.

Should new creatives be uploaded to existing ad groups or to new ad groups?

If an existing ad group is performing well but encounters creative fatigue issues, you should upload new creatives to the existing ad group to extend the lifecycle of the ad group. The reasons are:

- Nurturing a good ad group is crucial: more data leads to better performance. **If an ad group performs exceedingly well**, you should endeavour to extend the lifespan of that ad group to maintain the overall effectiveness of the entire ad account.
- If an existing ad group is performing well, when new creatives are added to that ad group, the historical data of the existing ad group will also benefit the exploration and performance of the new creatives. In contrast, if you upload new creatives into a completely new ad group, there will be more uncertainty. Due to the lack of historical data, the new ad group may not pass its learning phase. Consequently, the new creatives may not be fully explored.
- If the performance of an existing ad group does not meet expectations, and you have tried optimization without success, you should create a new ad group and upload the new creative materials to that ad group. At the same time, the old ad group and upload the new creative materials to that ad group. At the same time, the old ad group and upload the new creative materials to that ad group. At the same time, the old ad group and upload the new creative materials to that ad group.

should be kept active rather than paused or turned off, unless the CPA/ROAS is unacceptable or the ad group has no spend.