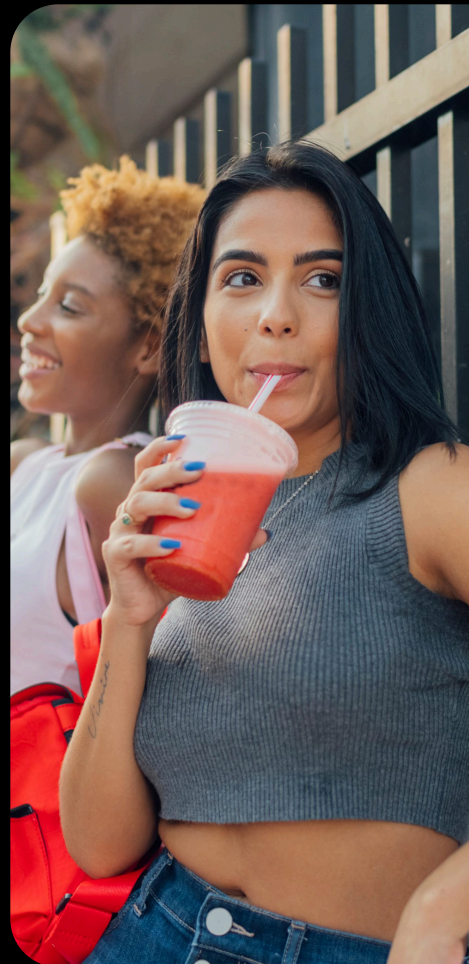**TikTok** for Business

TikTok Media Buying Certification

study guide

Table of contents

Introduction

The TikTok Media Buying Certification is an official exam offered by TikTok to validate your expertise in TikTok Advertising. Becoming TikTok certified can help boost your credibility in the industry and help advance your career.

The exam is conducted in a proctored testing environment and is available both online and in-person at testing centers. All candidates who pass the exam will become officially TikTok certified and receive a digital credential that is shareable online and valid for two years.

The exam covers nine key topic areas, including media buying and basics on creative and measurement solutions. While there are no prerequisites for the exam, we suggest candidates have at least one year media buying experience on TikTok Ads Manager. Self-study or academic background in the marketing field can also be helpful.

In preparation for the exam, please review this study guide which contains information on key topics and take the practice test.

TikTok

TikTok ad platforms and accounts

Overview

TikTok for Business is a suite of marketing tools that help businesses reach and engage with their target audience on TikTok. There are four main interfaces within TikTok for Business that work together to support businesses with both their organic and paid marketing campaigns on TikTok.

| Business Account | Business Center | Ads Manager | Creative Center |

Interface	Description
TikTok Business Account	A **TikTok Business Account** is a TikTok profile for your business. It is similar to a regular TikTok Personal Account, but with extra features just for businesses to help them represent themselves and support customers. This is step one in establishing your business on TikTok. Your Business Account can be used to post organic content or paid marketing. It offers features that aren't available to personal TikTok profiles, such as business contact info, direct links to download your company's app, organic lead generation, post scheduling, and business analytics.
TikTok Business Center	The **TikTok Business Center** is critical when multiple people, such as employees or agencies, need access to your TikTok properties. It allows you to add, remove, and manage user permissions across different TikTok accounts, Ads Manager accounts, and other assets for running a campaign.

Interface	Description
TikTok Ads Manager	**TikTok Ads Manager** is a platform where you can create advertising campaigns, manage ad creatives, and analyze campaign performance.
TikTok Creative Center	**TikTok Creative Center** is a catalog of creative resources to inspire you to post amazing content. It allows you to explore the latest trends, ad examples, best practices, and tools to create high quality TikToks.

TikTok Business Account

If you want to use TikTok to grow your business, creating a Business Account is step one. Unlike TikTok Personal Accounts, Business Accounts provide additional tools such as performance metrics, audience insights, and creative tools. Anyone whose primary goal on TikTok is to promote their business (either a product or service) should use a Business Account.

Feature	Description	TikTok Business Account	TikTok Personal Account
Establish a trustworthy brand on TikTok			
Business Profile	An in-app profile tab for businesses to showcase information, videos, and a photo gallery of products.	✓	✗
Business Registration	Signal that your account is run by an authentic business.	✓	✗
Connect with customer and generate leads			
Organic Lead Generation	Collect leads with flexible forms on your profile and video.	✗	✓
Auto-Message	Automatically greet customers, suggest FAQs, and send predefined messages based on keywords.	✓	✓
Gain insights that help you create great TikTok videos			
Business Analytics	Track growth, content performance, and audience demographics.	✓	✗
Creative Hub	Find content inspiration and trends.	✓	✗

TikTok Business Center

Why use the Business Center?

The TikTok Business Center allows you to organize campaign assets and add additional collaborators to your account, such as your employees or your media agency. By linking your Business Center account to your TikTok Business Account and TikTok Ads Manager account, you can assign permissions and assets to the relevant teams and personnel.

- **Collaboration:** More than one person needs to manage marketing activities on TikTok. For example:
  - An agency needs to manage an advertiser's ad account.
  - A finance team member and a media buyer both need to access an ad account.

- **Centralization:** More than one type of asset (e.g. ad accounts, audiences, etc) is used for marketing on TikTok.

- **Accountability:** Manage each team member's access to assets and activities to collaborate transparently.

Permission and roles

Business Center lets you manage the people who will help run your TikTok Ads. When you invite someone to your Business Center, you must assign them a role and permission level to manage your Business Center's assets. There are two basic roles available in Business Center:

Admin	Standard
Enables individuals to control and manage all components in Business Center, including people settings accounts, and assets	This enables individuals to work on assets they have been assigned. They can view information in your business settings but cannot make any changes.

There are two additional roles that provide advanced permissions:

Finance Manager

This role enables individuals to view and manage financial details of a business including actions such as:
- Applying for a credit line
- Editing and paying invoices
- Managing Ad Account level and Business Center balances
- Creating and editing billing groups

Finance Analyst

This role enables individuals to only view and download the financial details of the business, including transactions, invoices, and balance history.

Business Center Assets

In the Business Center, assets refer to your business content. You can manage multiple assets such as:

Pixels

Catalogs

Audiences

Leads

Ad Accounts

TikTok Ads Manager

TikTok Ads Manager is a platform where you can create, optimize, and analyze TikTok ad campaigns. You can also see insights and suggestions for how to improve campaign performance.

Roles and permissions in TikTok Ads Manager

The person who creates an ad account automatically becomes the administrator of the account. If an ad account is linked to a Business Center, the Business Center administrator can assign other roles to the ad account, including **Admin**, **Operator**, and **Analyst**.

Ad Account Actions	Admin	Operator	Analyst
View ads and performance	✓	✓	✓
Access and download reports across accounts	✓	✓	✓
Create and edit ads	✓	✓	✗
Manage audiences	✓	✓	✗
Manage finance	✓	✗	✗
Manage ad account settings	✓	✗	✗

Key features in TikTok Ads Manager

There are four key tabs in Ads Manager to help you navigate your campaigns and insights.

Dashboard	Review campaigns with summarized data in one place. You can view data related to active campaigns, spend, and ad performance. The **Create ad** button will allow you to start setting up a new campaign.
Campaign	In the Campaign tab, you can see all the active and non-active campaigns, ad groups, ads and bulk manage them. The **Create** button will lead to a page where you can create a new campaign.
Tools	Tools tab is where you can store and manage various ad resources, such as audience, creative, automated rules, catalogs, events, leads, recommendations, and account settings. You can set up and manage your data connections, build Custom audiences, and edit your videos to help optimize ad delivery.
Analytics	Analytics is where you can create ad reports and review campaign insights using a custom report or one of TikTok's templates.

TikTok Creative Center

The TikTok Creative Center is the go-to destination for creative inspiration on TikTok. It includes trend trackers, ad inspiration, creative guidance, creative tools and royalty-free commercial music. The Creative Center serves to inspire and assist you in crafting high quality and effective TikTok ads.

Tab	Description
Inspiration	**Top Ads Dashboard** is a collection of high-performing creatives that can be filtered by region, industry, campaign objective, and more. **Top Ads Spotlight** is a curation of standout ads from the Top Ads Dashboard, handpicked by TikTok creative experts. **Keyword Insights** is a tool that highlights top keywords and phrases from TikTok ads to inspire your ad copy and creative messaging ideas. Filter by region, industry, and more to discover top-performing and commonly-used keywords. - Discover the **Creative Patterns** that successful advertisers use to drive performance of their campaign. **Top Products** highlights trending products featured in TikTok ads to help you identify which products to showcase in your creatives. This can be a great way to understand product trends audiences are searching for.
Trends	**Trends** features popular TikTok content in your region, which may serve as inspiration for your video concepts. Within this section of the site, you'll find: - Trending Hashtags - Trending Songs - Trending Creators - Trending TikTok Videos

Tab	Description
Creative Tools	• **Video Editor** is a video editing tool that you can use to edit and customize your content with TikTok styled elements, including royalty-free music, text fonts, text colors, and other creative dimensions. • **Video Templates** offer various ad templates that create new creative assets by uploading existing photos, texts, and videos. • **Script Generator** is a tool that generates ad scripts by leveraging the power of smart technology. Simply input your industry, product name and description, and the Script Generator generates ad scripts broken out into scenes, with on-screen visual, voiceover, and text-overlay recommendations. • **Commercial Music Library** (CML) is a searchable directory of audio cleared for commercial use in TikTok ads and general use in organic videos. Filter for various themes, genres, moods, and durations to find a track most suitable for you. The CML's Artist Impact Program brings more music from global artists to the CML and provides an opportunity for artists to monetize their music on TikTok.
Education	• **Creative Tips Finder** is a hub for TikTok creative best practices. It includes the foundational TikTok Creative Codes, which are six creative principles to help you make effective ads. There are also industry-specific insights to find creative inspiration, refine your idea, or production tips when creating your video. • **Creative Strategies** is a knowledge hub that contains creative playbooks by vertical and tips for creating made-for-TikTok content. • **Creative Expert Courses** are on-demand e-learning video courses that help you become more proficient in TikTok creative video development.

| Tab	Description
Creative Assistant	• Creative Assistant, a virtual assistant available through a chat interface in the Creative Center, can support you with TikTok creative inspiration, insights, script generation, and best practices.
TikTok Symphony	TikTok Symphony Assistant is your AI-powered virtual assistant for creating on TikTok. It is designed to intelligently collaborate with you, creative partners, and content creators throughout the creative journey. The Symphony Assistant draws information from a wealth of TikTok ads-focused creative knowledge to provide responses covering TikTok creative inspiration, insights, script generation and refinement, best practices, and solution recommendations. Benefits • **Gain TikTok-first guidance:** If your brand is looking to level up on TikTok, Symphony Assistant can guide you on creative best practices, top-performing trends, and tips for getting your brand ready with top tips for success on the platform. • **Gain insights from top TikTok ads, hashtags, and more:** Symphony Assistant makes creative research simple and efficient with analysis of top-performing TikTok ads based on data sources from TikTok Creative Center. Additionally, you and your team can gain insights into top-performing hashtags to help make sure your content is reaching the right audience. • **Tackle creative block:** Your team can use Symphony Assistant to brainstorm content ideas based on new and evergreen trends. It can also generate or refine scripts for your TikTok videos.

TikTok Marketing Partners

The **TikTok Marketing Partners Program** (TMP Program for short) is a set of TikTok-approved partners who can help advertisers run more successful marketing campaigns on TikTok. The program helps marketers tap into a diverse set of third-party companies with specialized knowledge and resources. Partners participating in the program are awarded a category-specific badge that signifies expertise in that area. The TMP Program currently comprises of five badge categories: Agency, Campaign Management, Creative, Measurement, and Commerce. TMP partners offer solutions that range from SaaS and full-service to hybrid models. Partners offer flexible ways of working together to hit goals for your marketing campaign.

Agency	Work with full-service agencies driving TikTok ad campaigns from start to finish. These partners help develop creative assets, manage ad spend, and measure the impact of TikTok ads.
Creative	Supports businesses with end-to-end TikTok creative processes and collaborating with clients to ideate and produce impactful ad creatives.
Marketing Technology	Help businesses scale by providing innovative technology and expertise in campaign optimization, performance analytics, product catalog integration, and data-driven solutions to maximize reach and revenue.
Measurement	Measure the impact of TikTok campaigns for advertisers both online and offline.

TikTok creative basics
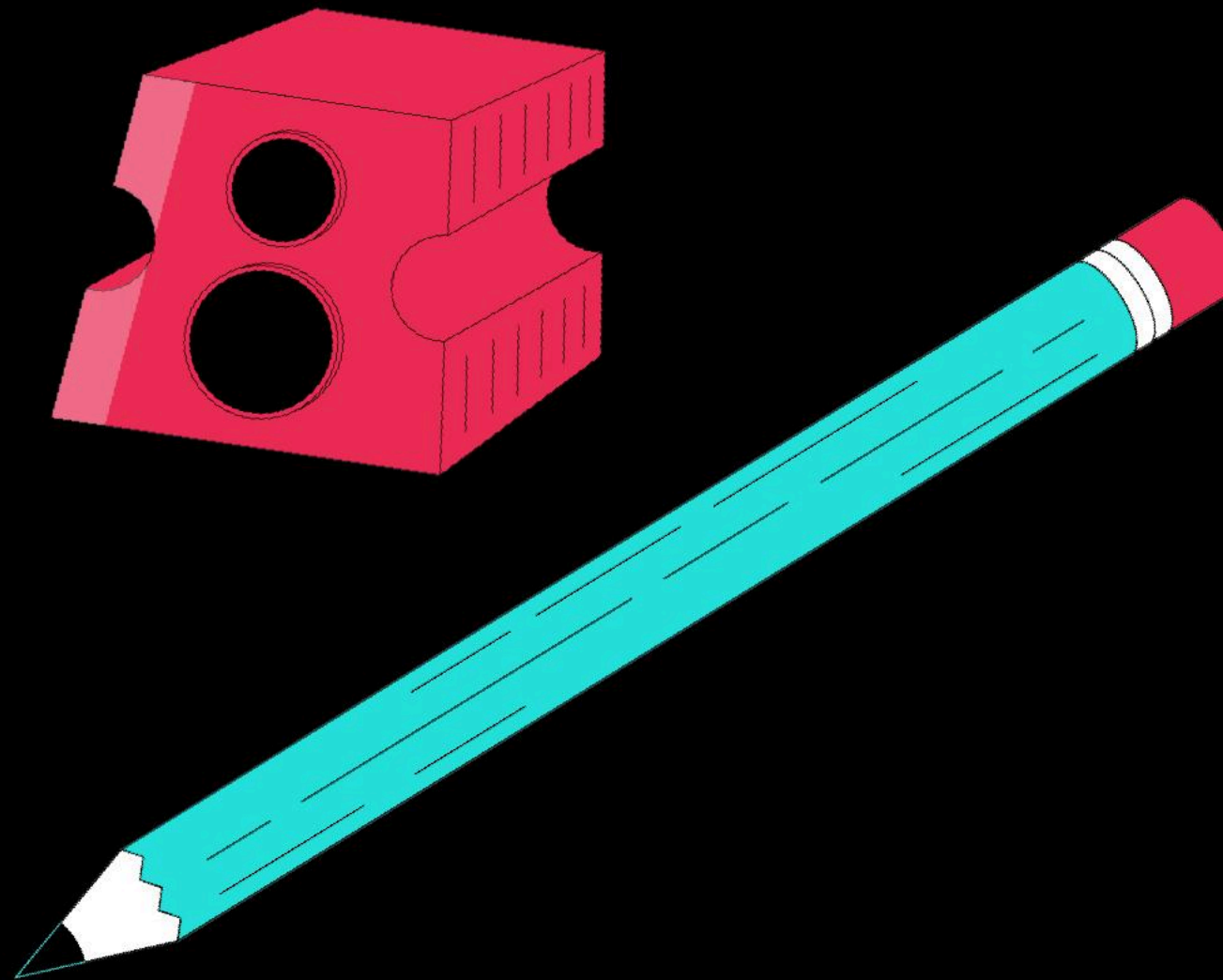
Overview

TikTok provides a continuous feed of dynamic, full screen, sound-on videos to a highly engaged user base. This presents a valuable way for advertisers to meaningfully connect with customers. Today's most forward thinking businesses are capitalizing on this opportunity to reach consumers by creating authentic content that entertains, educates, and empowers.

Creative best practices

Leveraging TikTok-first creative is key to finding success on the platform. 74% of viewers find TikTok-first ads captivating, surpassing ads not tailored for the platform.[1] Compared to ads on alternative platforms, TikTok-first ads:

Have	Have a	Drive
83%	**52**%	**3.3**x
higher engagement rate.[2]	higher ad completion rate.[3]	more user actions, such as clicks, likes, and shares.[4]

1. TikTok Marketing Science Global Entertaining Ads Study 2022 conducted by Marketcast, 2. TikTok Marketing Science Global Entertaining Ads Study 2022 conducted by Marketcast, 3. TikTok Marketing Science [US,UK] Understanding the strength of TikTok ads 2022, conducted by Magna, 4. TikTok Marketing Science Global Entertaining Ads Study 2022 conducted by Marketcast.

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TikTok has distilled key best practices in the **Creative Codes** to help your content engage TikTok users and drive maximum impact:

Think TikTok-first	**TikTok-first** means creating content that takes cues from your own For You Feed and co-creating with TikTok's communities. Given the highly personalized nature of users' For You Feed, attention-grabbing ads are those that seamlessly align with users' expectations. Notably, TikTok users exhibit a 3.7x higher trust in content featured on their For You Feed compared to content on similar platforms.[1]
Connect with trends	**Join in on trends** - Leveraging trends on TikTok allows businesses to craft content that resonates with their audience and provides an easy template to follow. By adding a unique spin to popular trends, advertisers can connect with viewers and maintain relevance.
Be production-principled	**Full-screen vertical video** - Harness the full-screen, vertical format of TikTok's creative canvas. Shoot content in high definition (720p or higher) and ensure it stays within the designated safe zone to avoid overlap with the in-app user interface.
Stick to a structure	**Have a great hook and call to action** - Effective TikTok videos rely on storytelling. Begin with a captivating hook to grab users' attention within the first few seconds, follow up with an informative body to convey the message, then conclude with a strong call-to-action. This structure ensures maximum engagement and impact with the audience.
Hold attention with stimulation	**Use production techniques** such as dynamic transitions, movement, text overlays, and subtitles to make ad creatives more engaging by capturing viewers' attention and adding personality to the content.

Build with sound	**Use platform-native features** - TikTok is a sound-on platform, making it important for brands to select music or soundbites that align with their identity. The Commercial Music Library offers licensed sounds suitable for commercial use. Videos can also incorporate voiceovers and narratives to enhance brand storytelling.

How to spot creative fatigue

Creative fatigue occurs when an ad's performance gradually declines because viewers have seen it too many times. TikTok's algorithm favors fresh, engaging content and penalizes repetition, meaning that as ads age and lose their appeal, they can experience a significant drop in performance.

Signs of Creative Fatigue:

- **Less Engagement:** A noticeable decrease in likes, comments, and shares can be an early signal that your audience is no longer responding to the ad as they did initially.
- **Lower Click-Through Rates (CTR):** A drop in CTR indicates that your ad is failing to capture attention, and fewer users are clicking through to take the desired action.
- **Fewer Impressions:** As TikTok's algorithm shifts focus to more engaging or recent content, your ad may stop showing up as frequently in users' feeds, leading to a reduction in impressions.

How to Combat Creative Fatigue:

- **Regularly Check Performance:** Monitor ad performance frequently and refresh creatives when you notice a consistent decline in metrics, or when new users are dropping off.
- **Refresh Creatives, Not Ad Groups:** Instead of creating entirely new ad groups, add fresh creatives to existing ones. This helps extend the life of your campaign while keeping the content engaging.

Staying ahead of creative fatigue ensures your TikTok campaigns remain effective, and by consistently refreshing your creatives, you can maintain user engagement and keep your audience interested.

Ways to produce creatives for TikTok

There are several ways to create impactful creatives for TikTok, depending on your resources and skills. You can create ads in-house, work with a creator, or partner with an agency.

1. Use Creative Tools

Create your own ads using TikTok's **in-app Video Editor** or the **Video editor in TikTok Ads Manager** . These tools let you shoot new clips, edit existing videos, add music and text, and publish directly to your Business Account. For more advanced editing, you can use third-party tools like CapCut, which integrates directly with TikTok for easy publishing.

2. Work with a Creator

To tap into TikTok's vibrant creator community, leverage channels for finding and hiring creators, such as the **TikTok Creator Marketplace** within **TikTok One**.

3. Work with an Agency

Find creative agencies through the **TikTok Creative Exchange** or the **TikTok Marketing Partners Program**. These agencies specialize in producing native TikTok assets or adapting existing creatives to fit the platform's best practices.

4. Research Trends

Stay up to date with the latest trends by visiting the **TikTok Creative Center**. This is one of the most valuable creative resources that offers inspiration, trends, best practices, and ad examples. You can explore high-performing ads and gain insights into what works on TikTok to inspire your next creative.

Ad creative specs

TikTok is unique compared to other platforms because our ad format is exclusively in video form. TikTok provides guidelines around video resolution, aspect ratios, file type, file size, image dimensions, character limits, and other ad specifications in the **TikTok Business Help Center**.

Spark ads

Spark Ads let you turn organic TikTok content into ads while maintaining video quality. You can spark videos from your own Business Account or a creator's account (with permission). These ads reach both paid and organic traffic across multiple feeds, but the original posting account can enable Ads Only mode to hide the ad from organic traffic.

Benefits of Spark ads

Authentic and unique brand experiences	• Solidify your brand image and foster direct connections with users by linking to your TikTok profile page. • Leverage TikTok's in-app video shooting capabilities for a truly authentic experience for users. • Utilize your brand's existing organic videos to enhance authenticity and create a seamless, relatable experience that resonates with your audience.
More features compared to other ad formats	• Music clickability, so users are able to use the brand's sound to make new TikTok videos. • Duet and Stitch features allow users to interact with your brand to spread the campaign in the community.
Utilize both organic and paid strategies together	• Promote organic videos with Spark ads to extend reach and increase visibility, while retaining all engagement, likes, shares and interactions on the original post. • Spark ads can help advertisers build long-lasting connections and sustain customer loyalty to potentially impact future lead generation or conversion actions. • Tap into creators' community to expand your audience.
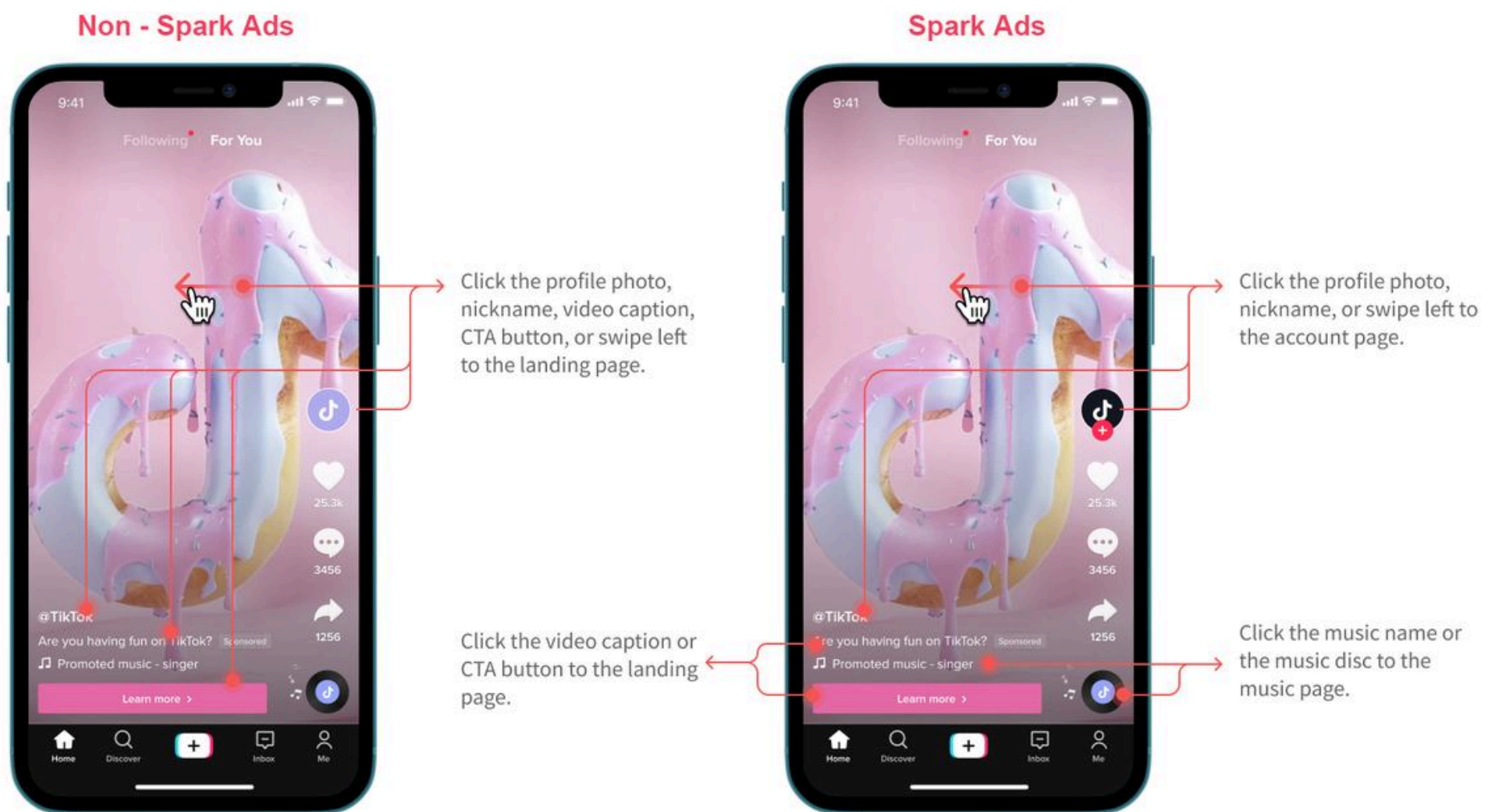
There are three ways to run a campaign using Spark ads:

Spark an existing video from your own TikTok Business Account:
- Link your TikTok Business Account with your TikTok Ads Manager OR Business Center account.
- Select the linked Business Account in Ads Manager and designate which video to spark.
- The campaign will go live with a Spark ad associated with the brand's TikTok account.

Spark an existing video from a creator:
- Choose an existing TikTok video and and get the video code from the content owner on TikTok.
- Apply the video code in TikTok Ads Manager or via a TikTok representative on the Reservation Ads Platform for a campaign.
- Campaign will go live with a Spark ad alongside the creator's account where video is posted.

Spark a creative in your ad account and post it organically to your Business Account:
- Create a new video.
- Upload the video to TikTok Ads Manager and choose your TikTok Business Account.
- The campaign will go live with a Spark ad that is uploaded to the associated your TikTok Business Account.

Linking logic for Business Account, Business Center, and Ads Manager for Spark ads:
- A single TikTok ad account can manage only one TikTok Business Account.
- A Business Center account can manage one or multiple TikTok Accounts (Business or Personal). Multiple agency users can access a client's TikTok Account in their TikTok Ads Manager.
- Multiple marketers can create Spark Ads for one or multiple brands' TikTok accounts.

How to buy Spark ads

Spark Ads are available for both TopView and Standard In-Feed Ads. TopView can be purchased via a TikTok representative with the Reach & Frequency buying type. For Standard In-Feed Ads, both Reach & Frequency and auction buying types are available via TikTok Ads Manager.

Note: Both TikTok community guidelines and TikTok ad policies apply to sparked content.

Advertising policy

Overview

As an advertiser on TikTok, you are responsible for your ads. This means complying with all laws, rules, and regulations that apply to your region (including any advertising codes, such as the CAP Non-broadcast Code in the UK) to ensure the creation and promotion of honest, safe, and respectful ads.

Organic TikTok videos are non-paid, user-generated content (UGC) posted on TikTok. This includes organic posts by brands or non-commercial content published to creator profiles. Organic content is governed by our **Community Guidelines**. Any time a person or brand pays to promote a TikTok video, it becomes a TikTok ad. TikTok ads are governed by the **TikTok Advertising Guidelines**, **Global and Regional Advertising Policies**, and **Community Guidelines** to create a space for everyone on TikTok.

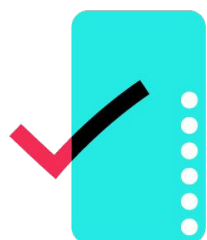TikTok has classified most products and services into one of the following categories:
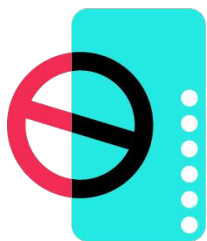
Prohibited
Not allowed in any countries or regions.

Restricted
Allowed in some countries or regions on limited basis (e.g age gating).

Allowed
Allowed in most countries or regions

Prohibited products and services

Prohibited industries are categories of products, services, or content that are banned from advertising on TikTok due to legal, ethical, or safety concerns. The following products and industries are prohibited:

- Animals, animal parts, or products derived from animals
- Adult sexual products, services, and entertainment
- Cigarettes and tobacco products
- Casinos and gambling games
- Counterfeiting and piracy
- Drugs and paraphernalia
- Police or military gear and equipment
- Political and issue-based advertising
- Weaponry and weapon parts

Restricted products and services

Restricted industries are categories of products or services that can be advertised on TikTok, but are subject to specific limitations or regulatory requirements. You must adhere to additional guidelines or obtain approvals to ensure compliance with platform policies and local laws. The following products are restricted for advertising on TikTok:

- Alcohol
- Gambling and lotteries
- Media and entertainment
- Products or services intended for minors
- Pharmaceuticals, healthcare, and medicine
- Dating apps or services
- Financial products or services

Refer to the **Business Help Center** for more information regarding restricted industries in your target country or region. If you are advertising products or services in a restricted industry, you may be asked to take additional steps during the ad review process, such as:
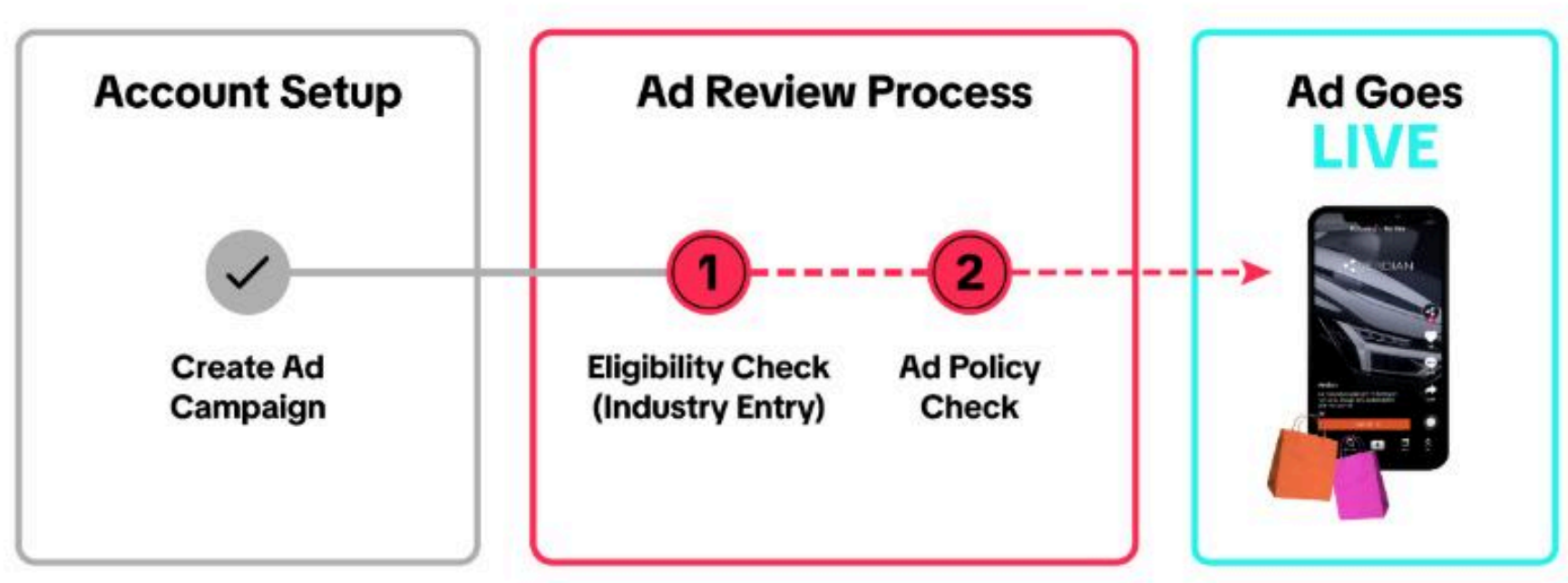- Featuring a disclaimer in the ad creative.
- Applying appropriate age targeting.
- Providing the required certificates as necessary.

Ad review process

After setting up your campaign and submitting it to be published, your ads will go through the TikTok ad review process. Whether you're launching your first campaign or are a seasoned TikTok advertising veteran, the process remains the same. All new ads must go through a two-step ad review process:

1. **Eligibility check:** Ensures that your product or service is eligible to be advertised on TikTok.
2. **Ad policy check:** Ensures your ad campaigns are policy-compliant and safe for your target audience and policy-compliant.

Once the ad review process is complete, your ad will either be approved or rejected.

Review area	Review details
Ad messaging	• Products featured in the ad match the products on the landing page. • Text in the ad is consistent with what is shown in the ad video or images. • Display name in the ad is consistent with branding on the landing page.

Review area	Review details
Landing page	- Landing page contains valid information. - For example, e-commerce and financial service ads must display valid information about the company in a visible location, including but not limited to who runs the site, privacy policies, prices displayed in local currency, terms and conditions, and business license. - Landing page is mobile-friendly. - No prohibited products are displayed on the landing page. - Landing page cannot request sensitive information from visitors in order to access the site. - For example - the site cannot demand users provide credit card information prior to accessing the site.
Ad language	- Official ad language policies differ by country. Please see details in **Business Help Center**. - All **countries/regions** selected in an ad group's Location module need to share at least one acceptable language. - The **ad's text/caption** matches one acceptable language in ALL the countries/regions targeted by an ad group. - The **spoken words** in your ad's video match the acceptable languages in ALL the countries/regions targeted by an ad group. - Any **subtitles and written words** in your ad's videos or images match the acceptable languages in ALL the countries/regions targeted by an ad group. - The **language on any landing page or app store page** linked to your ad matches the acceptable languages in ALL the countries/regions targeted by an ad group. - Use **multiple ad groups** to target locations that have different acceptable languages.
Targeted region	- Review if the products or services that you intend to promote are acceptable in the desired target region. - This includes proper age group gating as required by the market - The **ad's text/caption** matches one acceptable language in ALL the countries/regions targeted by an ad group.

Ad Creative Elements

Your ad creative is made up of individual visual and audio elements called ad elements. During the ad review process, we carefully check all these elements for prohibited and restricted content, ensuring that your ad creative is policy-compliant and allowed to run on the platform.

- **Ad Text:** It's essential to make sure your ad text is free of mistakes and emojis are used appropriately. Additionally, it's crucial to maintain a professional tone by avoiding profane language, hate speech, and threats.
- **Ad Video:** Before you upload your ad creative, check for any prohibited products or services in the background. Ensure your visuals are clear and high-quality, as blurry or unrecognizable images will make it harder to pass the ad review.
- **Ad Caption:** We want your ads to be approved the first time, so make sure your text and captions are free of any spelling or grammar errors. Avoid any rude language or suggestive emojis in your captions to maintain a professional tone.
- **Ad Audio:** Any audio included must be crystal clear. Muffled or unclear sounds can detract from your message. Be mindful of your messaging. Refrain from using coarse language, hate speech, bullying, or sexually explicit lyrics in your audio.

Ad review checklist

☐   Ensure language in your ad creative and copy are accepted in your target location(s).

☐   Remove any symbols, incorrect spelling, or purposely altered use of spelling in your creative, ad copy, and display name

☐   Avoid copy or creative which advises users to take actions that are not supported on the app, like swiping up to download or displaying a mouse cursor.

☐   Use high quality media that meets our **image specifications** and **video specifications**.

☐   Make sure that your ad creative and display name are consistent with your landing page.

☐   Ensure that any products featured in an ad are consistent with those shown on your landing page.

☐   Avoid using any elements without required permission in both your ad and your landing page. This includes brands, hashtags, copyrighted media, imitations and replicas. If you have proper authorization, upload your authorization documentation in the Account Settings under Business Verification in Ads Manager.

☐   Ensure your video ad includes background audio (music or sound) that is clear and coherent. Audio is required for video ads.

Common ad rejection reasons

Reasons	Examples
The ad makes exaggerated, overstated, or misleading claims about product performance.	• "Use this service and get married in 3 days." • "100% natural herbal cream cures all diseases."
Issues with the ad's text or caption.	• Ad contains spelling errors or grammar mistakes. • Excessive or distracting capitalization (e.g. "S.a.L.e"). • Using symbols in place of letters like "S@le." • Incomplete text in videos/pictures. • Text/logos that have been covered by stickers.
Issues with video, image, or audio quality	• Low-resolution and blurry video/image. • Part of a video/image is covered with black bars or pixelation. • The video does not have any audio or sound. • The audio quality is so poor that it is difficult to understand.
The products and prices in the ad are not consistent or relevant to the products and prices on the promoted landing page.	• The ad is irrelevant to the product website. For example, the ad introduces product A in the image/video, but shows product B on the website. • The ad states there is a discount of "Up to 50% off," but the website states there is only a discount of "Up to 30% off". • The website is too vague to determine if the ad is relevant to the products featured on the promoted website. For example, an ad that features a "clothing brand" but the website features generic images of a "large city", would be rejected.

Reasons	Examples
The promoted landing page does not function properly or contain information required by local regulations.	• Websites that do not function properly or come up as a 404 page. • Websites that are not mobile-friendly. • Websites that do not contain contact info. • Websites that do not have a clearly stated privacy policy. • E-Commerce sites that do not have a clearly stated refund or return policy.
The ad contains a third-party logo	• Ads that feature the TikTok logo.
The ad contains sexual or shocking content	• Ads that show suggestive or sexually provocative scenes and behavior. • Ads that show gruesome or graphic images that are likely to shock or scare users.

Appeal process for ad rejections

If your ads get rejected during the ad review process, you can appeal the decision through a one-click appeal proces located in the "Campaign" tab of TikTok Ads Manager. You will be required to provide reasons for the appeal request, and a decision is typically shared within 24 hours of initiating the appeal process. You will receive an email notification about the results of the appeal. If the appeal is successful, your ad will start running and the delivery status will change to Active.

Branded content

Branded content is creator-generated content that promotes a third-party brand, its products, or services in exchange for payment or other incentives. Branded content features or references:

- A product or service that has been gifted to the creator by or on behalf of a brand.

- A brand, product, or service that creator has been paid to post about (whether in the form of money or a gift).

- A product or service for which the creator will receive a commission on any sales (for instance, via an affiliate link or promotional code).

- A brand that creators have or had a business relationship with, such as acting as a brand ambassador.

When posting Branded content on TikTok, creators are required to:

- Enable the commercial content disclosure toggle.

- Ensure the product or service being promoted is explicitly mentioned via clear visuals or text within the content.

- Avoid any false, deceptive, or misleading claims about the featured product or service.

- The content must also comply with both TikTok's **Terms of Service** and **Community Guidelines**.

Changes that trigger Ad Review

When making adjustments to your ads or ad groups, certain changes can trigger a re-evaluation to ensure that the updated content complies with platform policies. This review process is essential for maintaining the integrity and safety of the advertising experience on TikTok. It is important to be aware of which changes prompt a new review to avoid unnecessary delays in your campaign's performance.

The table below outlines the types of modifications that will trigger the ad review process for both campaigns and individual ads, helping you understand how each change impacts the status of your ad content.

Level	Field
Ad Group	• Targeting (Age/Location/Language) • Block List (Pangle)
Ad	• Video • Image • Display Name • URL Link • Deeplink • Profile Image • Tracking

For example, Advertiser A edits the URL of Ad Group B which currently has an active status. At this time, the system's review process will be activated. During the review period, Ad Group B will remain active. If the change has been approved, Ad Group B will be modified successfully and the new URL will be in effect. However, if the review fails, Ad group B will be paused.

Content disclosure setting

The content disclosure setting is a feature that, when toggled on, places a label in the description of an organic post that clearly indicates to TikTok users that it's commercial content. Upon enabling the content disclosure setting, it will prompt you to specify the type of content featured.

- If you're promoting your own brand or business, your video will be labeled as **Promotional content**.

- If you're posting branded content on behalf of another business, your video will be labeled as **Paid partnership**.
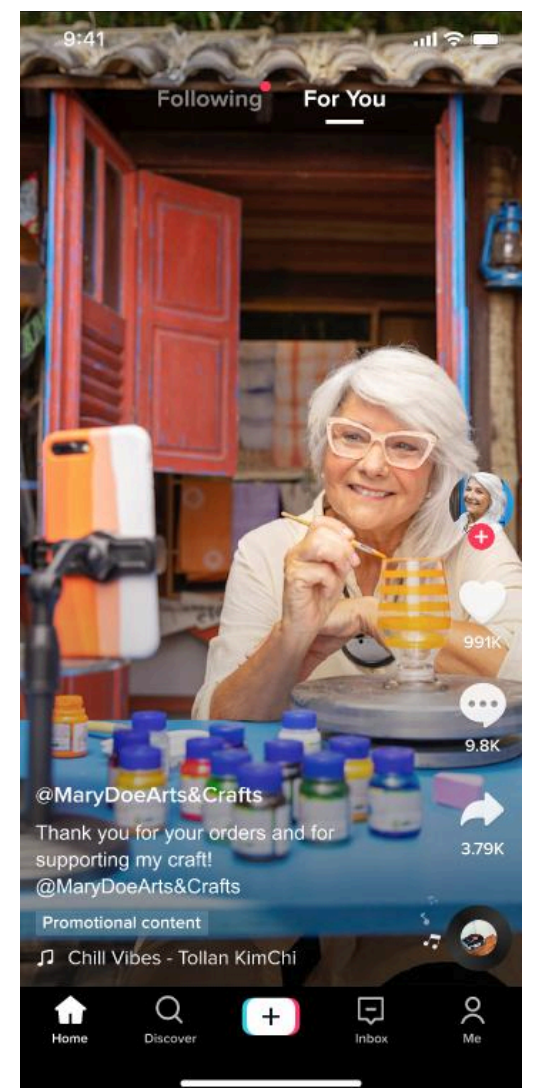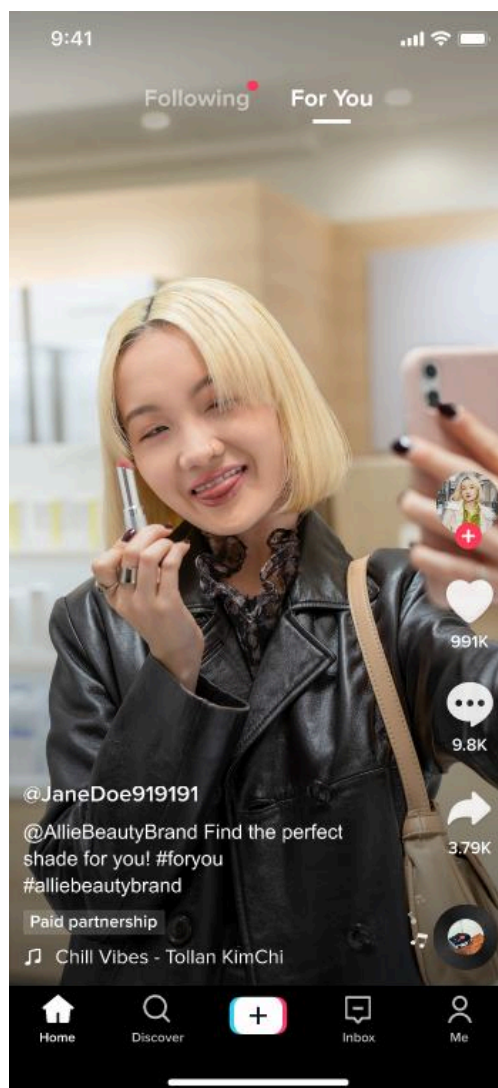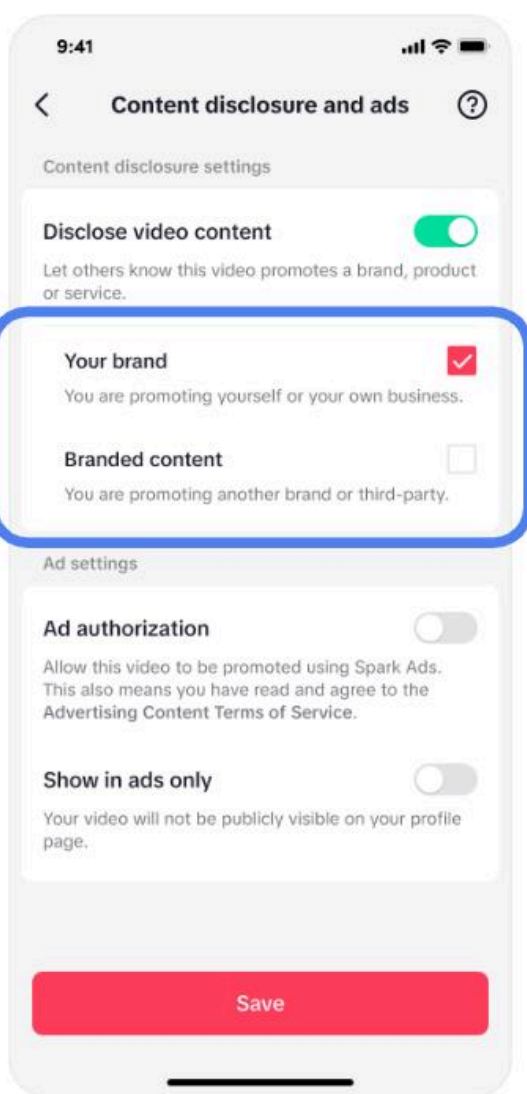
Note: Turning on the content disclosure setting will not affect the distribution of your video.

Ad product overview

Overview

TikTok offers four main ad products to help marketers reach their marketing goals on our platform.

Brand ads	Web ads	App ads	Lead generation ads
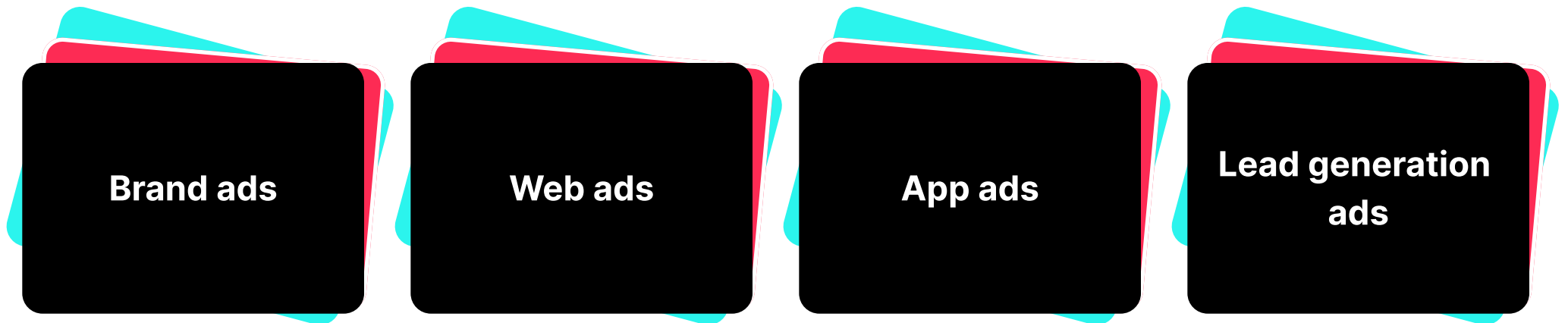
TikTok ads are delivered in video format and appear in the For You Feed. The only exception is TopView, a premium format that user sees immediately upon opening the app. To purchase TikTok ads, you can use TikTok Ads Manager, our self-service platform for campaign management, or work with a TikTok representative, depending on the ad product.

Brand ads

TikTok offers multiple products to support brand-awareness campaigns. Most Brand ads are TikTok accessed through managed service, meaning you must contact a TikTok sales representative to reserve them for a campaign. Brand-focused solutions can be a great choice if you want to reach a wide audience without a specific focus on conversions.

Brand products	Placement	Objective	Service model	Delivery model	Pricing model
TopView	First ad seen upon opening the TikTok app	Reach	Managed service	Reach & Frequency	Cost per Impression + surcharge for targeting
Top Feed	First In-Feed ad	Reach	TikTok Ads Manager allowlist	Reach & Frequency	Cost per Impression
Pulse	Placed adjacent to trending and brand suitable content	Reach	Managed service or TikTok Ads Manager allowlist	Reach & Frequency	Cost per Impression
Standard feed ads	In-Feed ad shown in rest of available inventory in the For You Feed	Reach	Self-service via TikTok Ads Manager	Reach & Frequency	Cost per Impression
Brand Auction	Standard In-Feed ad	Reach	Self-service via TikTok Ads Manager	Auction	Cost per Impression
	Standard In-Feed ad	Focused view	Self-service via TikTok Ads Manager	Auction	Cost per View
	Standard In-Feed ad	Community interaction	Self-service via TikTok Ads Manager	Auction	• Cost per Impression (follower growth) • Cost per Click (profile visit)
Branded Mission	Standard In-Feed ad	Reach	Managed service	Reach & Frequency	Cost per Impression + associated add-on costs

Open screen		For You Feed			

TopView

First video viewers see when they open TikTok

→

TikTok videos

→

Top Feed

First In-Feed ad viewers see in the For You Feed

→

Top trending

TikTok video

→

Pulse Ad

In-Feed ad next to top trending content from a particular content category

→

Brand-safe
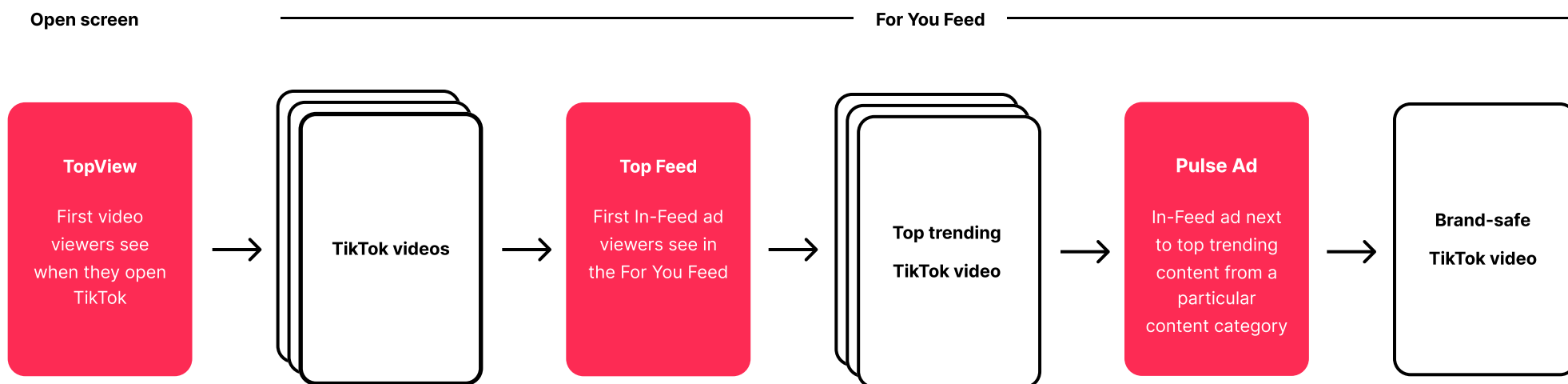
TikTok video

TopView

A TopView ad is the first video users see upon opening the TikTok app. TopView ads are full-screen, 5-60 second, sound-on videos.

Benefits of using TopView:

- **Obtain premium position** as the first ad users see to grab their attention immediately.

- **Guaranteed delivery** of the ad, maximizing reach with your target audience.

- **Strengthen brand awareness**, with TikTok users 1.5 times more likely to recall a brand from TopView than other ad types.[1]

- **Place your ad adjacent to high-quality content** as the first in-app video that precedes personalized content in the For You Feed.

You can purchase TopView ads based on CPM (Cost per Mille), up to 225 days in advance. This allows you to reserve your desired number of impressions with guaranteed delivery and target users based on age, gender, and interest. Keep in mind that there is a targeting surcharge based on market.

Top Feed

The Top Feed ad placement is the first ad shown in the user's For You Feed. Because Top Feed ads show up early on users' For You Feed, they ensure exposure to a broad group of TikTok users, making it a great way to maximize brand awareness.

Benefits of using Top Feed:

- Provides **broad reach** as the first In-Feed ad that users see.

- Leverage Reach & Frequency's **predictability** to optimize reach and customize frequency.

What is Reach & Frequency?

Reach & Frequency (R&F) is a campaign buying type in TikTok Ads Manager where you can manage the audiences you reach and how often they see your ad, at a fixed cost. Reach & Frequency is ideal if you want predictable results and prefer planning ahead. It is currently available by allowlisting on TikTok Ads Manager. Please reach out to a TikTok representative for more information.

TikTok: Ads Manager
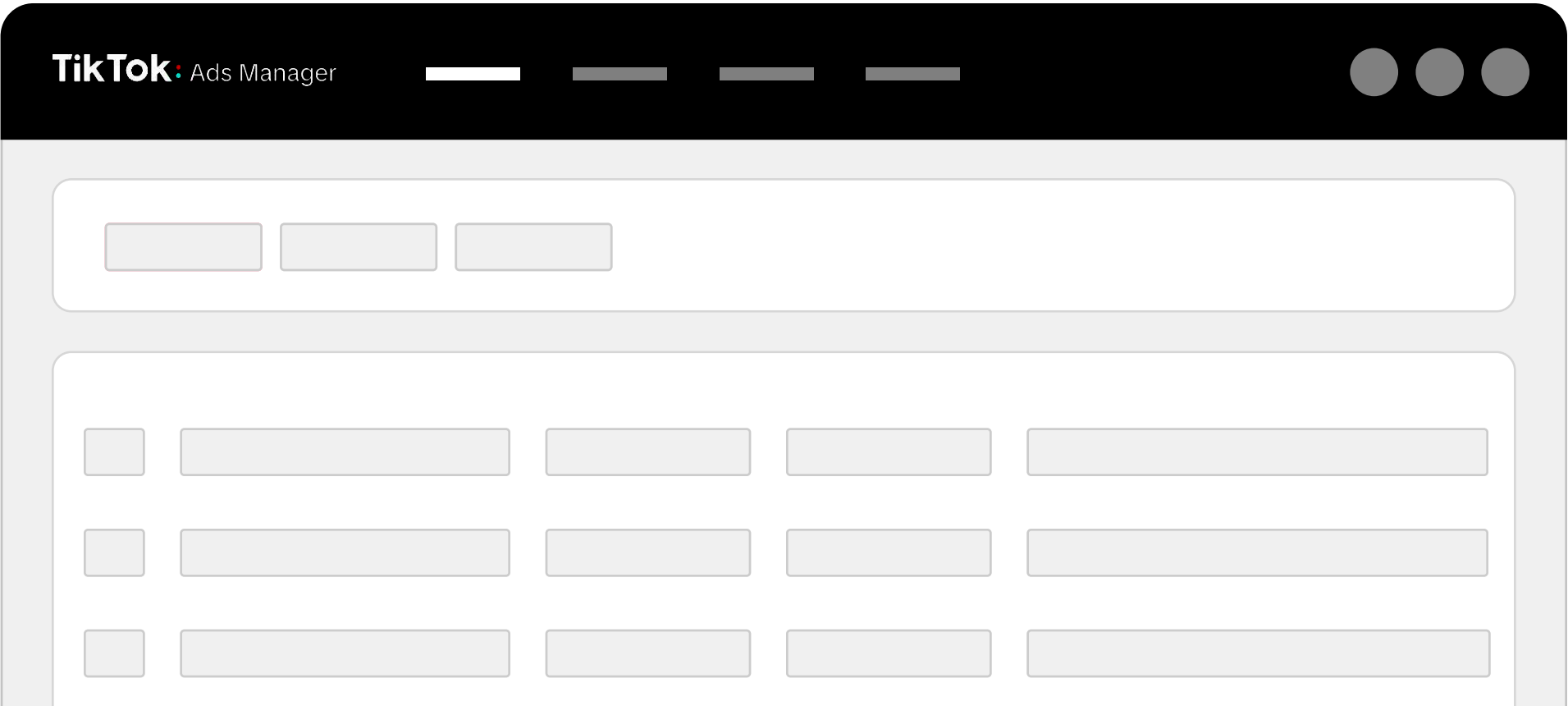
Pulse

Pulse is a suite of products that allows you to show your ad alongside specific categories of brand safe content, thus increasing your ads' relevance. They include Pulse, Pulse Max, Seasonal Lineups, Pulse Premiere, and Category Line Ups.

Pulse product breakdown

1. **Max Pulse:** Your ads will be positioned alongside the top 4% of trending content on TikTok, determined by the Pulse Score across all content categories.

2. **Category Lineups:** Your ad will be adjacent to the top 4% of trending TikTok content based on the Pulse Score across 12+ categories like Beauty & Personal Care Pulse, Sports & Recreation Pulse, and more.

3. **Seasonal Lineups:** Your ad will be adjacent to the top 4% of trending TikTok content based on the Pulse Score during key seasonal moments such as Thanksgiving, winter holidays, and more, allowing for maximized brand awareness and relevance.

4. **Pulse Premiere:** In Pulse Premiere, your ads appear directly after videos from top publisher partners in lifestyle & education, sports, and entertainment categories, ensuring maximum exposure alongside content from leading partners like Disney, BuzzFeed, Conde Nast, and more.

> **What is the Pulse Score?**
> The Pulse Score is a proprietary scoring system developed by TikTok to recognize top trending content.

Benefits of using Pulse:

- Your ad is guaranteed to **appear next to attention-grabbing content**, as it follows the top 4% of trending content on TikTok. TikTok users spend 33% more time watching ads adjacent to favorable content.[1]

- Pulse ensures the highest level of **brand suitability** because your ad is immediately screened by our Inventory filter before placement.

Standard In-Feed ads

Standard In-Feed refers to the broader inventory of slots available in the For You Feed after Top Feed ads. There are two main buying types for standard In-Feed Ads.

1. Reach & Frequency

With Reach & Frequency, you can reserve inventory in advance, ensuring predictable reach and controlling frequency with fixed pricing. This buying type is ideal for planning broad product launches or branding campaigns. The Reach & Frequency buying type for standard In-Feed Ads is currently available in TikTok Ads Manager through allowlisting.

2. Brand Auction

In the Brand Auction, you bid for standard In-Feed Ads through the auction buying type. This option offers flexibility and cost-efficiency, aiming to ensure consistent brand exposure at a lower price, particularly for trial campaigns. With three main objectives available for bidding, you can drive various outcomes. Brand Auction provides businesses of all sizes with a solution for bidding on brand campaigns.

What is the auction buying type?

In the auction buying type, ads are shown to users to maximize value for both you as the advertiser and users who see the ad. Ads are ranked based on their bid price, estimated action rate (click, conversion, etc.), and user value. Unlike Reach & Frequency and Reservation, the placement of an ad is not guaranteed through an auction and can be more unpredictable.

1. **Reach objective:** Optimize your ads to reach the maximum number of people in your target audience at the most efficient price.

2. **Focused view objective:** Optimize your ads for engagement, in the form of video views and interactions.

User views the ad for 6s or more   **User engages with the ad within the first 6s**
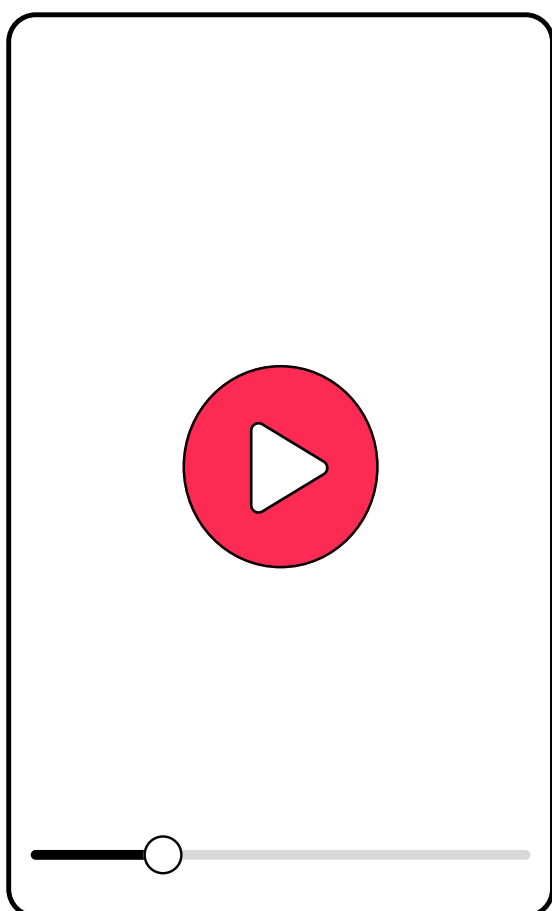
or
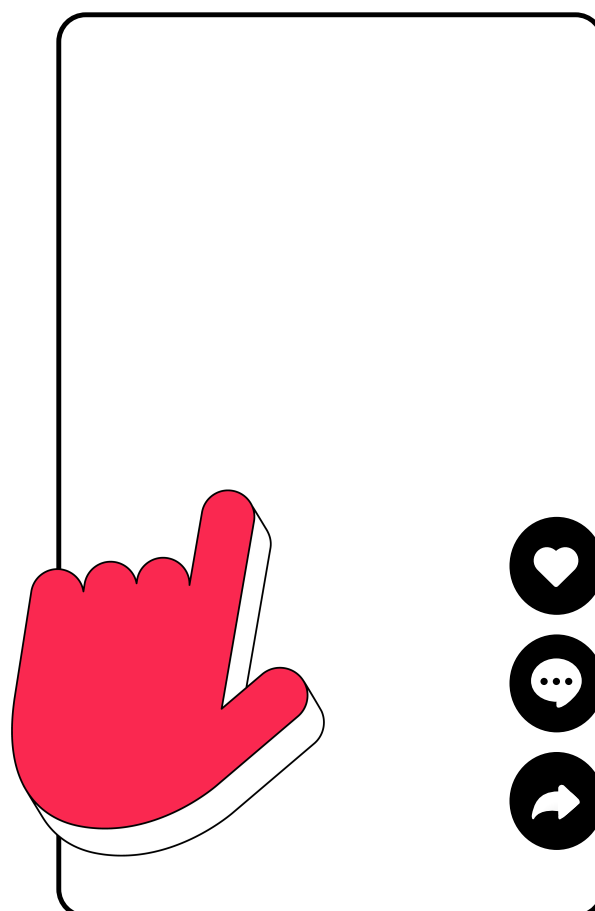
- **Shares**
- **Clicks**
- **Hashtag clicks**
- **Music clicks**
- **Interactive add-on clicks**

3. **Community interaction objective:** Advertisers can build and nurture their connections with one of the most valuable communities that exists today - the TikTok community. . There are currently two optimizations under community interaction:

   - **Follower optimization:** Drive follower growth

   - **Page visit optimization:** Increase traffic to different landing pages that clients own on TikTok such as
     - Profile Pages
     - Hashtag Pages
     - Playlist Pages
     - Music Pages
     - Branded Effect Pages
     - Instant Pages

Branded Mission

Branded Mission is a brand ad product that crowdsources authentic content from creators and transforms them into ads to drives media impressions. You can create a mission brief on a Mission Center page, and creators will be notified via multiple channels, including the TikTok Creator Marketplace and their notification inbox. Once you receive submissions, you will select videos to boost as standard In-Feed Ads.

Benefits of using Branded Mission:

- **Guaranteed delivery** by selecting top performing content for impressions.

- **Crowdsource creativity** by calling on users to add their unique style to mission requirements.

- **Earn organic traffic and paid impressions** at the same time.

Branded Mission and its add-on features are managed service reservation products that you can purchase through a TikTok representative. Boosted videos will appear as standard In-Feed ads with pricing based on impressions.

Other add-on features

Branded Effect

Branded Effect is an add-on typically used with Branded Mission but can also be standalone if Branded Mission is not available in your region. It allows you to create a custom effect that users can leverage in their videos and helps drive deeper engagement with your audience.

Benefits of using Branded Effect:

- **Showcase your brand in a customized and unique way** that drives engagement and prompts action from your audience.

- Branded Effect is available in the Effect panel, providing **added visibility**. Viewers of videos with the effect can also easily try the same effect by clicking on the effect icon in the video.

Catalog Ads

Catalog Ads are a specific type of website conversion ad format tailored to drive product sales conversions. They integrate seamlessly with your product catalog, allowing you to feature products directly within the video ad on TikTok.

Benefits of Catalog Ads:

- Catalog Ads **tailor the products shown** to users, ensuring the right items reach the right shoppers. Catalog Ads can retarget those who viewed your content and added an item to cart but haven't made a purchase.

- Dynamic Destination **automatically selects the best-fit landing page** for a user, such as a product listing page on TikTok, a product detail page on TikTok, or a product detail page on your website.

- Catalog Ads **reduce creative production costs and showcases products more prominently** in video ads through two features: a product card at the bottom of the video ad or a Catalog Carousel as the ad creative.

Interactive add-ons

Interactive add-ons are features that can be added to TikTok ads to enhance user engagement. By incorporating add-ons, you can make key messages stand out and encourage viewers to physically engage with your ad.

Standard vs premium	Interactive add-on	Description
Standard	**Download Card**	Showcase elements of the app you are promoting, such as rating, review count, and industry with a clickable element that directs users to the app's download store.
Standard	**Display Card**	Include cards within your In-Feed video ads. You can use these cards to highlight important messages, share exclusive offers, and drive traffic to your website or app.
Standard	**Voting Sticker**	Add a voting topic and two options to your video ad to increase user engagement and collect information.
Standard	**Countdown Sticker**	Add a timer to your video ad to catch your audience's attention and create a feeling of urgency.
Standard	**Gift Code Sticker**	Add an exclusive promotional code to your video ad.
Premium	**Pop-out Showcase**	Deliver key messaging in a memorable fashion and surprises the audience with an unexpected pop-up moment for deeper engagement. Pop-out elements are clickable and can drive to a landing page.

Standard vs premium	Interactive add-on	Description
Premium	**Gesture**	Invite your audience to tap or swipe on an ad in order to unveil rewards or more information.
Premium	**Super Like**	Engage the audience with a surprise visual element after liking a video ad.
Premium	**Story Selection**	Encourage users to be a part of your brand story by allowing your audience to shape and personalize the outcome of your In-Feed ad.
Premium	**Shake Surprise**	Upload a sticker that triggers a surprise effect when users can shake their phone. It is only available for TopView.

Availability of Interactive add-ons based on ad product

Interactive add-on	Reach & Frequency	Brand Auction (Reach & Focused view)	Brand auction (Community interaction)	TopView	Traffic	App promotion	Web conversion	Lead generation
Download card	✗	✗	✗	✗	✓	✓	✗	✗
Display Card	✓	✓	✗	✗	✓	✓	✓	✓
Voting Sticker	✓	✓	✓	✗	✓	✓	✓	✗
Countdown Sticker	✓	✓	✗	✗	✓	✓	✓	✗
Gift code Sticker	✓	✓	✗	✗	✓	✓	✓	✗
Pop-out Showcase	✓	✓	✗	✗	✗	✗	✗	✗
Gesture	✓	✓	✗	✗	✗	✗	✗	✗
Super like	✓	✓	✗	✓	✗	✗	✗	✗
Story selection	✓	✓	✗	✗	✗	✗	✗	✗
Shake surprise	✗	✗	✗	✓	✗	✗	✗	✗

Web conversion ads

TikTok Web conversion ads are designed to drive conversions on your website, prompting actions like making a purchase or adding an item to the cart. You can purchase and manage Web ads directly on TikTok Ads Manager.

Website conversions

TikTok's web conversion ads can direct users to either your business website or a TikTok Instant Page. These ads optimize delivery based on actions like clicks, conversions, or value. Depending on where the conversion happens, we suggest setting up different data connections to improve your ad delivery.

What is a TikTok Instant Page?

TikTok Instant Page is a mobile-friendly page designed by TikTok to enhance the viewing experience of users. These pages load up to 11 times faster than standard landing pages on mobile devices, enabling users to learn more about the advertised content before taking action. For example, a food delivery company can use an Instant Page to showcase additional menu items beyond what's featured in the video ad, encouraging users to place an order for delivery.

Benefits of Web Conversion Ads
1. Ads can be optimized to focus on actions taken on your TikTok Instant Page, improving ad performance.
2. TikTok Pixel, Events API, and Advanced Matching can be used to track performance and optimize ad delivery.
3. Ads can be optimized to focus on conversion actions happening on your website, ensuring better targeting and results.

App promotion ads

TikTok App promotion ads aim to drive app installs or specific in-app actions. App ads can be bought and managed directly through TikTok Ads Manager.

If you want to **drive new user app installs**, TikTok will send them to your app's download page on Google Play or the Apple App Store.

If you want to **re-engage existing app users** to take specific actions, you can drive them to perform in-app actions or target users likely to commit to high-value actions, like purchasing gaming coins in an app.

Action	Description	Install	Re-targeting
Clicks	Click on ad's CTA button	✔	✘
Install only	Install an app from the App Store or Play Store	✔	✘
In-app event	Perform a specific action in-app (complete a purchase or subscribe)	✔	✔
Install with in-app event	Install and perform an action in-app	✔	✔
Value	Prioritize targeting users of high value who are likely to spend	✔	✔

Lead generation ads

Lead generation ads on TikTok allow you to collect leads for your business. Prospective leads can submit their information either on your website or in-app on a TikTok Instant Form.

Benefits of Lead generation ads that drive to website:

- Ideal for verticals with **stricter privacy standards**.

- Supports more **complex questionnaire logic** than TikTok Instant Forms.

- Offers greater **flexibility in the type of information** collected.

Benefits of driving to a TikTok Instant Form:

- TikTok Instant Forms provide a **seamless experience**, allowing users to submit their information without leaving the app.

- Instant Forms **load faster than typical landing pages** or standard mobile websites, improving the user experience.

- By keeping users within the app, Instant Forms help **reduce bounce rates** and user dropoff.

- Instant Forms allow advertisers to set up landing pages **without needing web developer resources**.

- **Improve lead quality** by using a High Intent form type which adds a review step and a CAPTCHA puzzle during form submission.

If you use Customer Relationship Management (CRM) software, you can integrate the leads you collect on TikTok Instant Forms directly to your CRM platform to reduce operational burden. For a comprehensive list of the latest partner integrations, please refer to the **Business Help Center**.

Data connections
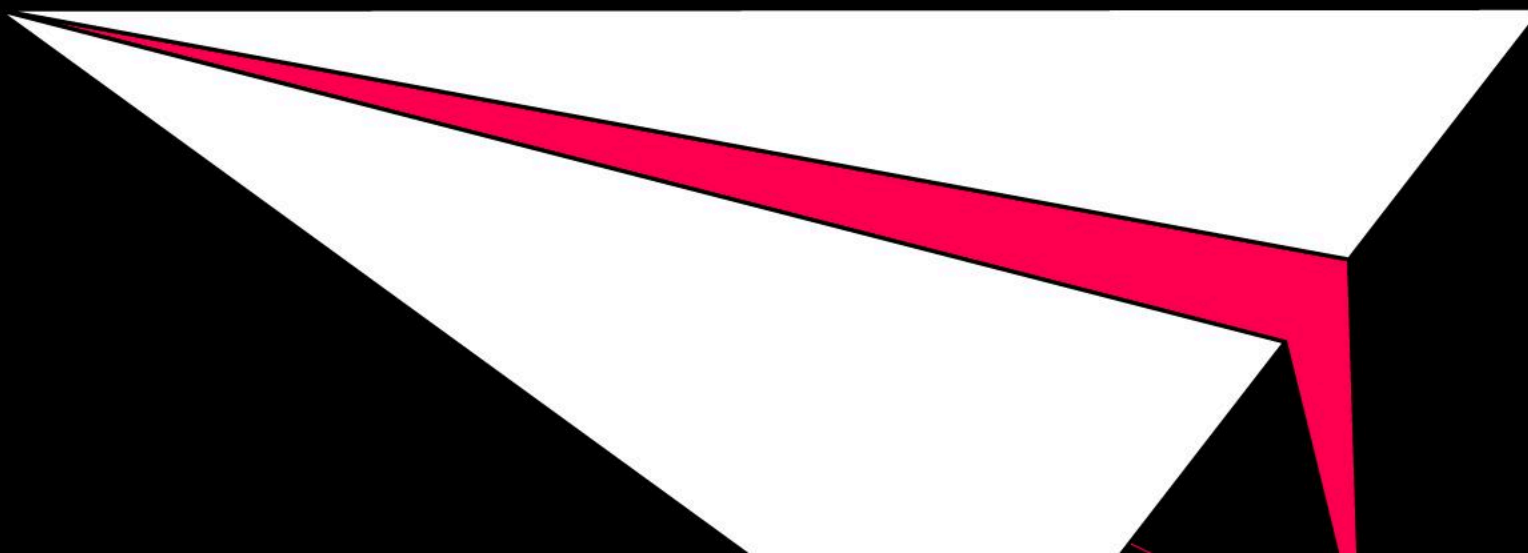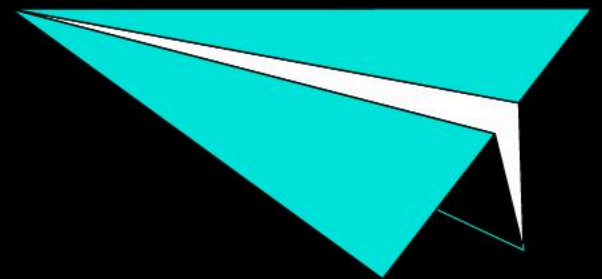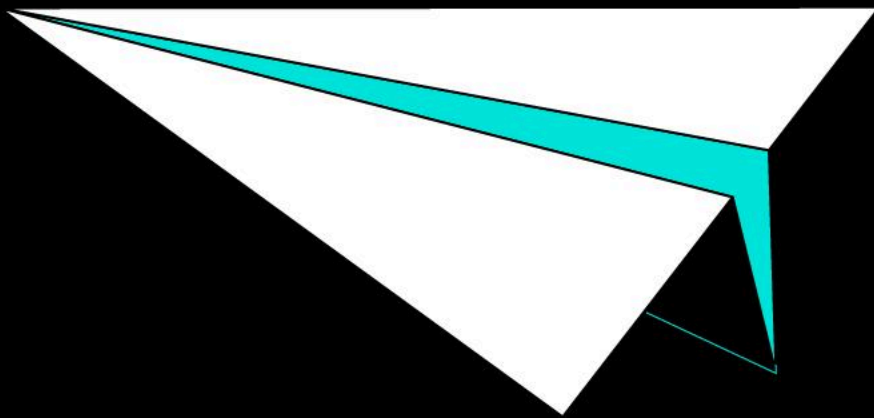
Overview

When running website conversion campaigns, it's critical to understand if those ads are resulting in conversions on your website. Data connections help you do just that.

Data connections are a set of measurement tools that safely and securely report specific actions that happen on your website back to TikTok. This makes TikTok smarter, allowing it to more efficiently deliver your ads. There are two types of data connections:

- **TikTok Pixel** is a short piece of code you can add to your website that allows you to tie back conversions on your website to the specific ads that a person saw or clicked on TikTok before converting.

- **TikTok Events API** establishes a direct and reliable connection between your server and TikTok Ads Manager. It can be configured for web, app, and offline (e.g., store, CRM) channels.

```
        ┌──────────────────────┐
        │      Web ads         │
        │  Data connections    │
        └──────────────────────┘
          │                  │
    ┌─────▼─────┐      ┌──────▼──────┐
    │   Pixel   │      │ Events API  │
    └───────────┘      └─────────────┘
```
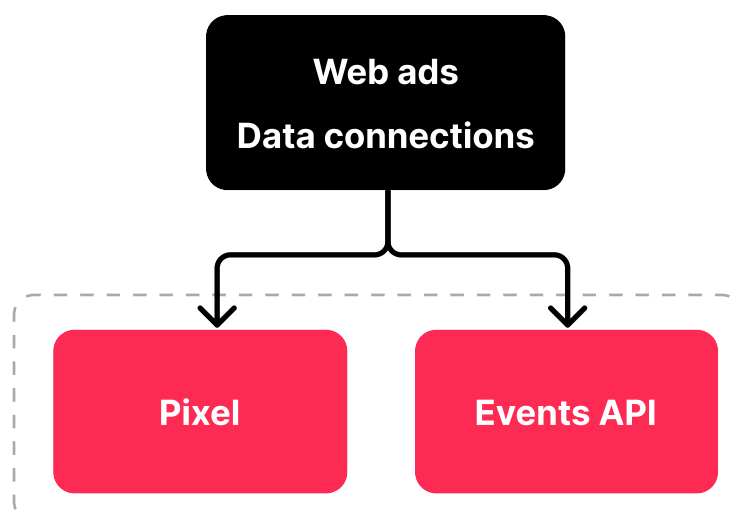
TikTok-recommended setup is to have both in place.

```
              ┌──────────────────────┐
              │      App ads         │
              │  Data connections    │
              └──────────────────────┘
          │               │               │
    ┌─────▼─────┐   ┌──────▼──────┐   ┌────▼──────┐
    │  Mobile   │   │  App SDK    │   │App Events │
    │measurement│   │             │   │    API    │
    │  partner  │   └─────────────┘   └───────────┘
    └───────────┘         │                 │
                          └──── Beta ───────┘
```
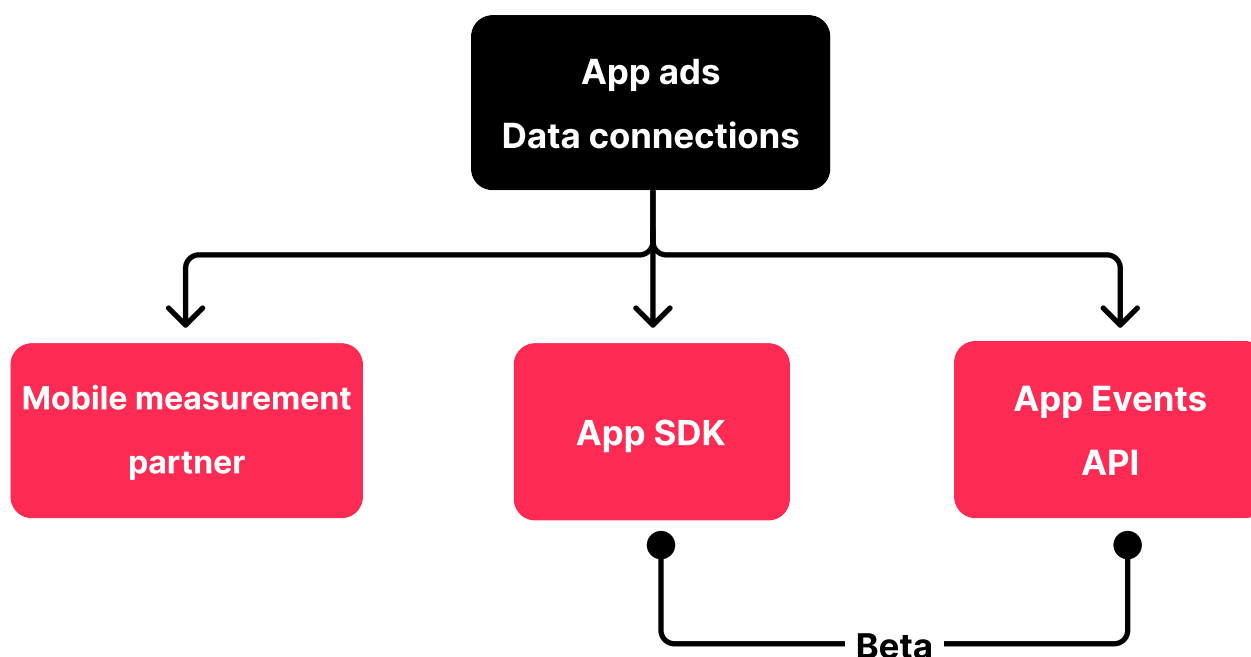
Recommendation: In order to run website conversion campaigns, it is essential to implement either the TikTok Pixel or Events API and create a unique event for each step along the client's journey.. Although using both solutions together is not required, it is recommended to implement both to enhance performance.

If you do not have the TikTok Pixel or Events API implemented, you can choose Traffic as your advertising objective in Ads Manager. The traffic objective helps you drive more people to a destination on your website or app and optimizes for ad clicks. Note that if you run a traffic campaign without the TikTok Pixel or Events API, you will not be able to measure conversions in Ads Manager.

Benefits of Data Connections

Conversion pixels have been an industry standard for decades. Without them, performance advertisers would be in the dark when measuring the success of a campaign and optimizing towards specific outcomes. The Events API was developed to provide more accurate, reliable, and privacy-forward connections. Even if you use third-party measurement solutions or multi-touch attribution models, having the TikTok Pixel or Events API implemented is critical to drive efficient ad performance.

Measure the conversions that result from your ads: Using the TikTok Pixel or Events API, you'll be able to see how many conversions result from your ad campaigns right in your TikTok Ads Manager. You can also measure different types of conversion events, such as email sign-ups, add to cart, and purchase completions.

Optimize your ads and ad delivery: With data connections in place, you'll be able to see which campaigns and ads are driving conversions right from your Ads Manager dashboard. This allows you to optimize budget towards the ad groups and campaigns that are performing best. Data connections provide TikTok with information on which people are converting on your website. This allows TikTok to optimize ad delivery to other people that are likely to convert.

Create new targeting audiences on TikTok: Data connections aren't limited to reporting and optimization. You can also generate Custom Audiences. Using data captured from your website visitors, you can create an audience of people who have visited or taken a specific action on your website. For example, you can create an audience of people who have added an item to cart, but haven't completed their purchase.

Custom Audiences also serve as the "seed" for Lookalike Audiences. These are an audience of people on TikTok that have very similar characteristics to one of your Custom Audiences. You can use these audiences for more efficient prospecting.

How do the TikTok Pixel and Events API work?

Implementing both the TikTok Pixel and Events API creates a more reliable data connection with TikTok and helps drive better results. TikTok Pixel is an industry standard that is easy to implement, allowing advertisers without developer resources to run website conversion campaigns. The Events API helps you capture events that the TikTok Pixel may miss due to ad-blockers or web browser restrictions. The Events API offers server-to-server data sharing, ensuring that your data connection stays consistent regardless of changes in industry regulations.
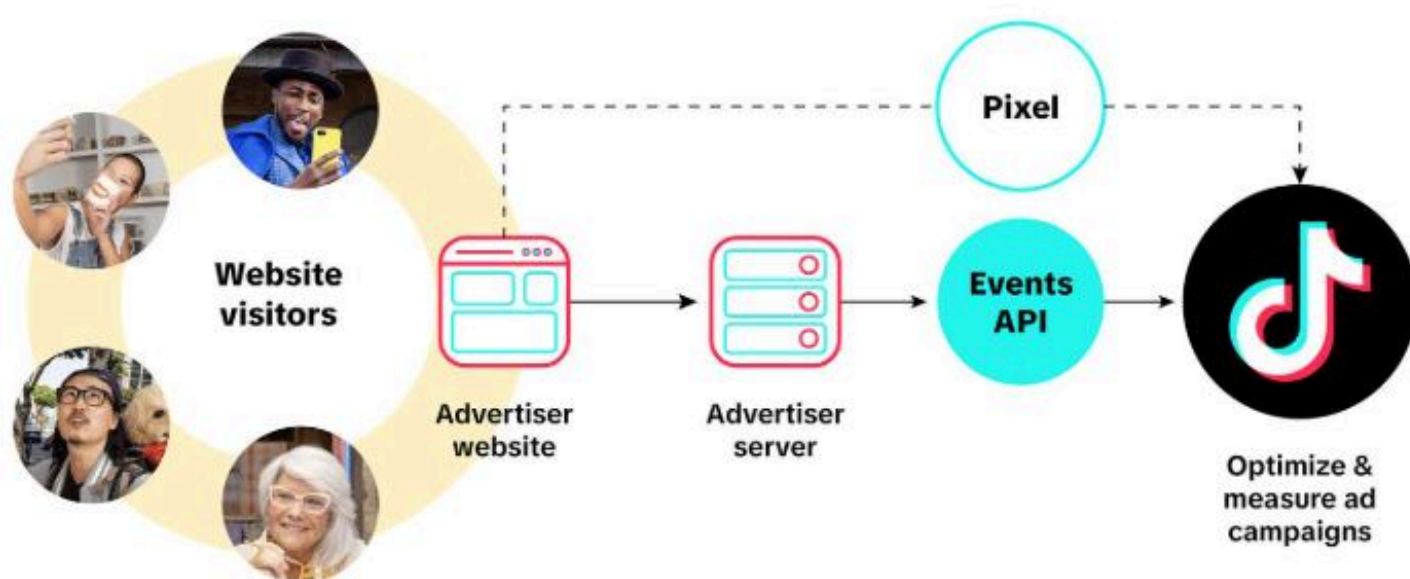
TikTok Pixel: The TikTok Pixel loads when a person visits your site and sends event information such as page views, purchases, and other information to TikTok. TikTok can then tie these events back to specific creatives, ad groups, and campaigns, allowing you to report on and optimize performance.

Events API: The Events API works by sharing data directly from your servers to TikTok for increased reliability. The Events API enables you to share website events that the TikTok Pixel may lose due to connectivity issues and browser inconsistency. The Events API can also be used to share other types of events and data that the TikTok Pixel cannot, such as app events, offline conversions, and messaging events. Similar to the TikTok Pixel, these events are tied back to your TikTok campaigns for you to report on and optimize performance.

How to set-up your Data Connections

Setting up a data connection is required in order to run website conversion campaigns on TikTok. As we covered in the previous lesson, you have the option to implement the TikTok Pixel, the Events API, or both (recommended). There are two methods to set up your data connections:

- **Partner integration:** This includes e-commerce platforms and customer data platforms (e.g., tag managers and first-party data platforms). This is the recommended approach if you're currently working with a TikTok partner, such as Shopify, WooCommerce, or Google Tag Manager, because it's a quick and seamless integration that makes it easy to implement the pixel on your website and/or sync your marketing data via the Events API.

- **Manual setup:** Install the TikTok Pixel directly on your website and/or Events API with your marketing data. To set up your data connections manually, you'll navigate to Events Manager in TikTok Ads Manager under Tools. Learn more about manually setting up the pixel through TikTok Help Center.

Importance of Events and Parameters

Events and parameters play a crucial role in tracking user actions and optimizing campaign performance. Events are actions that users take on your website, such as viewing content, completing a registration, or submitting a form. For effective campaign management on TikTok, it's essential to differentiate between two types of events: **Standard Events** and **Custom Events**.

Standard events are predefined actions that are supported across all integrations. These events, such as "View Content" or "Add to Cart," are ideal for reporting, conversion optimization, and audience building. They ensure consistency and compatibility with TikTok's tools, making them essential for campaign optimization.

Custom events, on the other hand, are more flexible and can be defined by TikTok partners or set up via TikTok's Events Manager. While they are useful for reporting and tracking conversions, custom events cannot be used for optimization purposes.

Parameters are contextual details associated with an event that provide deeper insights into user behavior and enable advanced features like Value-Based Optimization. For instance, when a user adds an item to their cart, a **content_name** parameter (e.g., "dress") provides valuable context that can drive more targeted campaigns and optimizations. Including key parameters like **value** and **currency** allows for more effective tracking and performance improvements.

Example of recommended Events and Parameters for an e-commerce business driving online sales with a TikTok campaign:

Events	Parameters
View Content: for visits to a product or service page **Search:** for search product or category **Add to Cart**: for adding a product to an online cart **Initiate Checkout**: when a visitor is ready to make a purchase **Place an Order**: when a product is purchased **Complete Payment**: when a payment is confirmed **Subscribe**: for tracking customers who sign up for your subscription product or service	**content_name**: product or service name **content_type**: product or service type **content_id**: product(s) or services(s) identifier **contents**: multiple product or services identifiers **value**: price of product or service **quantity**: number of products or services **currency**: currency of transaction

Advanced matching overview

Advanced matching helps you better optimize your TikTok campaigns by attributing more events and expanding your reach. By enabling Advanced matching, you can send hashed contact details to better match website events with people on TikTok.

- **Measure more conversions:** Match more conversions that happen on your website to people on TikTok.

- **Boost campaign optimization:** Improve campaign efficiency by showing ads to people who are more likely to convert or take your desired action.

- **Expand your reach:** More matches between your customers and people on TikTok unlocks bigger Custom audience sizes.

There are two ways to enable Advanced matching: Manual or Automatic. You should use both Manual and Automatic Advanced matching at the same time, if possible, as this setting maximizes Advanced matching's full performance. If you operate within a more regulated or sensitive industry such as financial services or healthcare, consider using Manual Advanced matching instead of Auto Advanced matching.

- **Manual Advanced matching** is the passing of customer information to TikTok from your website. This can be implemented using code for each event on your website, or if you're using a partner integration, you can enable Manual Advanced matching in the data-sharing settings of the partner platform. With this option, you have the flexibility to configure what information and for which events you want to pass to TikTok.

- **Automatic Advanced matching** is when advertisers instruct TikTok to automatically identify form fields on pages where Pixel is installed, and to hash and collect email and phone numbers entered on those pages for measurement, optimization and targeting of your campaigns. With this option, the pixel will scan your website for recognizable form fields containing customer information, like email and phone, which is then captured securely and safely via an industry-standard hashing algorithm (SHA-256). We recommend the pixel to be implemented on all of your web pages for Automatic Advanced matching to be more effective.

What is the Pixel Helper?
TikTok Pixel Helper is a Chrome extension that helps verify and troubleshoot the installation of the TikTok pixel on your website. It identifies and reports any pixel, event, and parameter implementation errors, ensuring accurate data sharing with TikTok.

Lead generation ads

To gain better insights on how advertisers are interacting with your TikTok lead generation ads that are driving to your website form, you can either set up the TikTok Pixel or Events API directly with TikTok or leverage TikTok's integration with **website builder partners**. The setup process is similar to Web ads, but the events to track differ. For example, Click Button, Submit Form, and Contact are common events to monitor for lead generation campaigns.

App promotion ads

The recommended data connection setting for app marketers is to work with a Mobile measurement martner (MMP), a third-party partner capable of attributing, collecting, and organizing app data to offer a comprehensive overview of your app campaign performance.

TikTok offers integration with several global Mobile measurement partners (MMP) to help you gain a more holistic understanding of your TikTok app campaign performance. By working with a MMP, you gain better insights through comprehensive tracking across the entire customer journey for a holistic understanding of campaign performance.

For example, you can utilize TikTok's integration with AppsFlyer to enhance tracking of your app install campaign on TikTok through the Google Play Store.

To establish your data connection, utilize your MMP dashboard, accessible through TikTok's badged industry **partners**. For detailed instructions, refer to the **Business Help Center**.

> **Other data connections setup for App ads:**
> TikTok also offers App Events SDK and App Events API as alternatives to working with a MMP, but both solutions are currently in Beta and require more developer resources than working with a MMP.

Campaign setup & management

Campaign structure

TikTok Ads Manager is a platform where you can create, edit, and manage campaigns, ad creatives, and performance reports. The campaign structure consists of three levels: campaign, ad group, and ad. At each level, you have varying control over campaign components like objectives, budgets, targeting, and creatives.

```
                        ┌──────────────┐
                        │   Campaign   │
                        └──────┬───────┘
              ┌────────────────┴────────────────┐
              ▼                                  ▼
      ┌──────────────┐                   ┌──────────────┐
      │   Ad group   │                   │   Ad group   │
      └──────┬───────┘                   └──────┬───────┘
             ▼                                  ▼
      ┌──────────────┐                   ┌──────────────┐
      │      Ad      │                   │      Ad      │
      └──────────────┘                   └──────────────┘
```
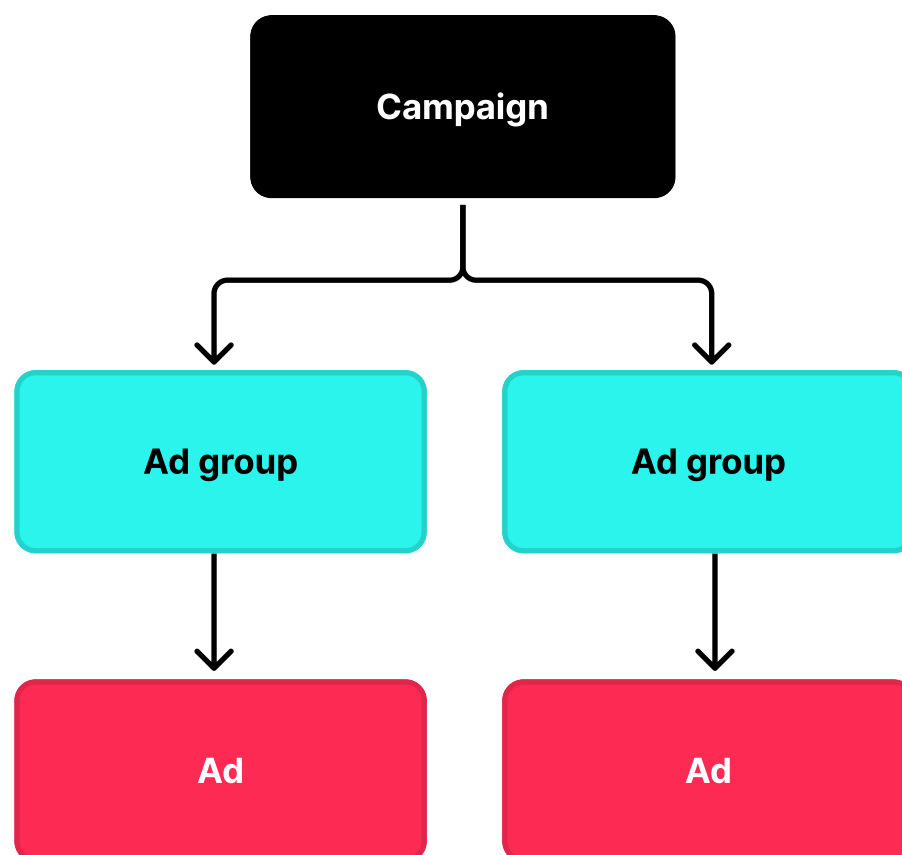
Campaign

At the campaign level, you will select the objective corresponding to your advertising goals, such as Traffic or Web conversions.

Objective	Description
Reach	Maximize the number of people who see your ad.
Traffic	Drive visitors to your website.
Video views	Maximize views and engagement with video ads.
Community interaction	Drive follower growth or profile visits to your TikTok account.
App promotion	Drive app installs or retarget existing users to perform in-app actions.
Lead generation	Generate leads from your website or a TikTok Instant Form.
Website conversions	Drive conversions on your website.
Product sales	Video Shopping Ads to drive sales of products.

How to set up a campaign

To set up a campaign in TikTok Ads Manager, start by logging into your account and clicking **Create Ad** from your Dashboard or selecting **Create** from your Campaign list. Next, choose your campaign **Objective**, and set a **Campaign Name** (up to 512 characters). If your campaign falls under a specific category, don't forget to declare a **Special Ad Category**. Finally, set a **Campaign Budget** to determine how much you are willing to spend. Your campaign will automatically stop once the budget is reached, but you can always edit your budget or ad settings later if needed.

Note that if you are unsure how much you want to spend on a campaign, you can set ad budgets later.

About Budgets for TikTok Ads

Budget is the total amount of money you want to spend to run your ads. When you create an ad campaign or an ad group, you can choose how you want to pay for it by choosing your budget preferences. Your budget determines the overall cost for your campaigns and ad groups. There are two types of budgets to choose from:

- **Lifetime budget:** Choose the maximum amount you are willing to spend on a campaign or ad group during its entire run time.

- **Daily budget:** Choose the maximum you are willing to spend on a campaign or ad group per day which allows the campaign to pace evenly during its flight.

Ensure that budget changes are delayed for at least 2 days to allow the campaign sufficient time to stabilize and adjust effectively. An ad group's budget cannot be changed from a lifetime to daily budget once it is set up and live.

Ad Group

At the ad group level in TikTok Ads Manager, you can define ad placement, select your target audience, apply brand safety pre-bid controls, set your budget, and determine your bid and optimization strategy. You can also choose how your campaign budget is distributed over time. The "Select Placement" setting allows you to manually choose the apps where your ads will be delivered.

Ad

The ad level is where you can upload and manage ad creatives. You can have up to 20 ads per ad group, allowing you to test different versions of your ad to see which performs best. At this level, you can also select Interactive add-ons, call-to-actions, destination pages, and manage Spark ads. Before publishing your ad, you can preview your ad on your mobile device either by using the TikTok app to scan the QR code generated in Ads Manager or by entering a TikTok User ID in Ads Manager to ensure your ad is displaying as expected.

TikTok Media Buying Certification study guide

Ｄ **TikTok**

This diagram is a generalized look at the main settings for each level. Specific settings at the campaign, ad group, and ad level are nuanced and may differ from the summary here.

Campaign	Buying type	Advertising objective	Split test	Campaign Budget Optimization	Budget
Ad group	Placement	Audience targeting	Budget	Bidding and optimization	
Ad	Spark ad delivery	Ad details	Creative		
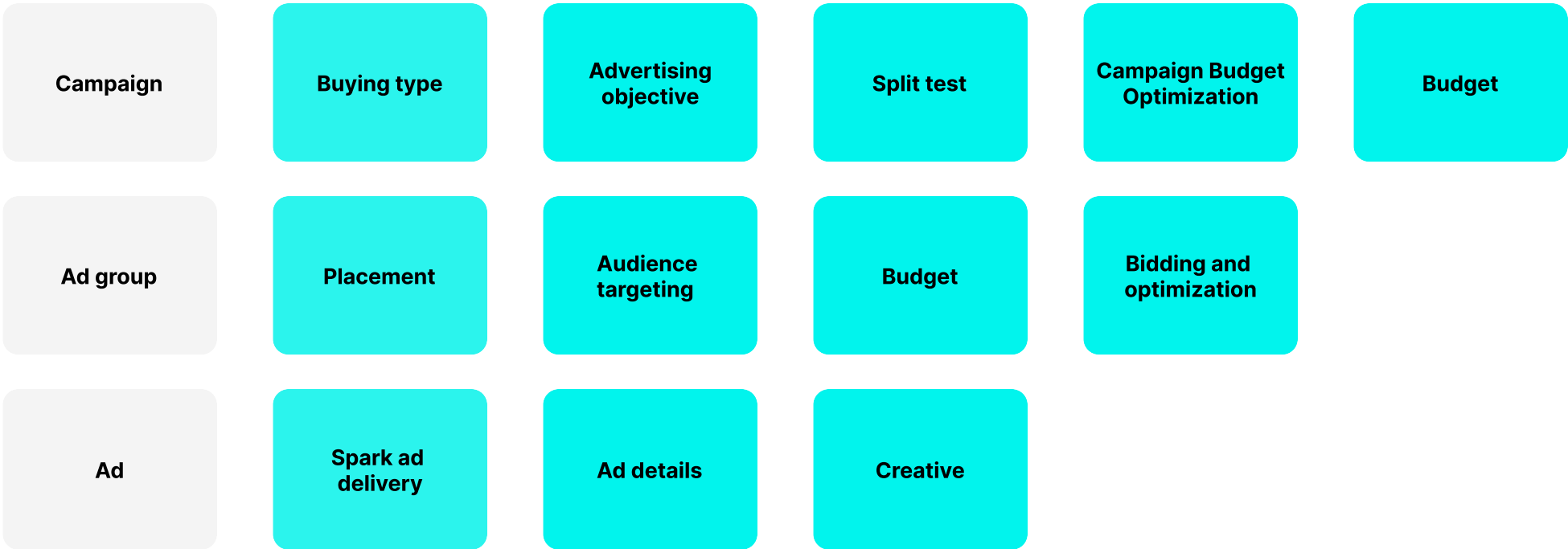
Ad placements

Your ad placement on TikTok determines where your ads will appear. You can display ads on TikTok, the TikTok Global App Bundle, and/or Pangle when setting up your campaign. For placements on the TikTok app, you have control over video sharing and download settings, allowing you to manage how your ads are distributed.

Global App Bundle is an integrated traffic solution that displays your ads on other emerging apps, such as CapCut and Fizzo, providing access to additional audiences beyond TikTok.

Apps currently included in the **Global App Bundle:**

- **CapCut:** An all-in-one video editor for creators and creative professionals, offering templates and direct publishing to TikTok. This platform helps you reach creative, tech-savvy audiences beyond TikTok.

- **Fizzo:** A mobile reading app featuring a variety of novels and stories. Particularly popular in Indonesia, Fizzo is ranked as the most downloaded reading app on the Google Play Store. Fizzo can help you reach female, family purchasing decision-makers.

Pangle is a mobile ad network, allowing you to target users across top local publishers, spanning over 100,000 global apps. Pangle supports various ad formats, including video, image, and interstitial, and is accessible via TikTok Ads Manager in select countries.

Key campaign management tools & features

Learning Phase is the beginning period of ad delivery when the system continuously explores new customers to help the ad group reach the most suitable audience. The Learning Phase is an experimental process that lasts 7 days. Data during this stage is used to train the system to optimize delivery and performance.

After you achieve 50 conversions in the Learning Phase, you don't need to do anything else. Now that the system understands your ads and audience better, the system can start delivering more stably. Most ad groups which fail to pass the learning phase are unlikely to pass without some adjustments. If you didn't pass the learning phase, try to:

- Optimize the creative
- Broaden the target audience
- Increase the bid

Note: Don't make any adjustments to ad settings during the learning phase which may have a negative impact on data accumulation, like lowering the bid or budget, deleting creative, or narrowing the target audience.

CPA in Learning Phase

CPA may fluctuate during the learning phase, but it will become more stable as TikTok collects enough data about your campaign. An oCPM ad group can expect a stable CPA after achieving 50 conversions.

Note: Stability doesn't mean that the cost for each conversion will never fluctuate. If there is a fluctuation in CPA on a day when there are few conversions, you will have an abnormal daily CPA. The CPA will adjust towards your target when new conversions are obtained at a lower cost. If your ad group is generating less than 10 conversions per day, we recommend using a longer period to track CPA. You can use the following timeframe to track CPA:

Daily Conversions	Period to Track CPA
>10	Daily
6 to 10	3 Day Average
<5	7 Day Average

Example of Learning Phase

You want to create a campaign to increase installs for your new e-commerce app. You set your cost per install bid at $10, and you run your ad. Your ad will enter the Learning Phase as TikTok tries to find out who in your target audience is most likely to click on the ad and install your app.

Your cost per install may fluctuate anywhere from $5-30 as users start to install your app. When you get 50 installs, the Learning Phase will pass and your cost per install becomes more stable.

Split Testing

Split Testing in TikTok Ads Manager allows you to test two different versions of your ads to determine which one performs best. You can use split tests to keep other variables the same and split your audience into two equal groups, with each group seeing only one ad group in order to draw a statistical conclusion about your ad performance and optimize future campaigns. You can test three variables:

- Targeting

- Bidding and Optimization

- Creative

Benefits of Split Testing

- **Test to find your optimal ad settings:** Split testing is an efficient way for you to accurately test different versions of ads to learn which ad settings are the most effective and produce the highest return on ad spend.

- **Learn from accurate and statistically significant results**: Split testing is scientifically designed to perform an accurate A/B test with a 90% confidence rate to determine which ad group performs better. The model selects and verifies a winning ad group only if the results are statistically significant.

- **Prevent "squeezing" issues:** Split testing ensures that each audience group will exclusively see one ad group to prevent Group A and B from competing directly for mutual audiences.

- **Optimize and strategically scale your spend:** At the end of a split test, you can simply choose to continue running the winning ad group, optimizing towards your campaign goals with just one click. Run additional split tests to refine and optimize your ad strategy.

Split Testing Best Practices

- **Define a hypothesis:** Identify what you're testing and how it will inform your ad strategy.

- **Test large variable differences:** Ensure significant differences between test groups to avoid similar results.

- **Set an appropriate budget:** Choose a budget that produces enough data for reliable results, aiming for at least 80% testing power.

- **Test for at least 7 days:** Run tests for a minimum of 7 days to gather reliable insights, but no longer than 30 days.

- **Use a large audience:** Expand your audience to ensure a sufficient sample size.

- **Ensure higher power value:** Aim for a power value of at least 80% for reliable results.

- **Avoid changes during testing:** Do not modify ad settings once the test is running to prevent invalid results.

What happens if the Split Test ends early? Sometimes, a winner is chosen early during split testing. If this happens the split test will continue to report data even after the system declares an early winner group. Data collection will only stop when you pause one or both ad groups, which concludes the test. You will have a "Run Winning Ad' button appear above the split test results, allowing you to end the test early and run the winning ad.

Copy a campaign, ad group, or ad

With the **copy function** at the campaign and ad group levels, advertisers can replicate the exact campaign, ad group, and ad automatically. If an advertiser wants to start a new campaign, they do not have to manually select all the settings again. This feature can also be used to conduct tests on different campaigns with minor adjustments. Advertisers also have flexibility to copy an ad group into a different campaign altogether, including the ability to make multiple copies.

> For copying campaigns, the system can only copy campaigns that have the same objectives. For example, if the advertiser wants to copy a campaign with the Website conversion objective, then the copied campaign can only support that objective.

Bulk edit

Advertisers do not have to manually go through the entire campaign creation process every time they need to set up a new campaign. TikTok Ads Manager has built-in tools for streamlining these tasks and simplifying the process for advertisers.

Using the **Bulk Import and Export** feature, TikTok Ads Manager allows an advertiser to download multiple campaigns, ad groups, and ad-level data into a CSV or Excel file, make adjustments, and then re-upload. This creates operational efficiency for those who need to manage and adjust large volumes of campaigns.

Automated rules

Automated rules help advertisers optimize campaigns without needing to monitor it 24/7. Automated rules creates rule-based tasks to automatically check and manage campaigns, ad groups, and ads. Advertisers can set conditions that dictate when the system should turn on/off ads, change budget/bid, or send notifications of triggered events by email. Some commonly used rules are related to setting high CPA alerts, increasing the budget when conversion opportunities arise, and saving overall lifetime budget.

Use cases	Object	Action
Monitor cost	All or certain ad groups or campaigns (daily or lifetime budget mode)	Sending emails
Monitor CPA	All or certain ad groups or campaigns	Sending emails
Control cost	All or certain ad groups or campaigns	Turn off the ad groups or decrease the budget by 10%
Turn on potential ad groups	Select certain ad groups (e.g. inactive and low CPA ad group)	Turn on certain ad groups
Turn off inactive ad groups	Select active ad groups with no spending	Turn off ad groups
Increase budget for ads that convert well	Select certain campaigns	Increase budget by 10%

Brand safety

Brand safety is a set of measures that aim to protect the image and reputation of brands from the negative or damaging influence of questionable or inappropriate content when advertising online.

Brand safety is of utmost importance in advertising, and at TikTok, the significance of ensuring a safe and positive environment for brands is understood. TikTok strives to create the most trusted entertainment platform, built on a foundation of safety, transparency and accountability. TikTok employs a combination of technology, policies, and partnerships addresses potential risks and upholds high standards of safety and suitability.

TikTok has **four pillars** of brand safety:

- Community guidelines
- Guidelines and enforcement
- Accountability
- Partnerships
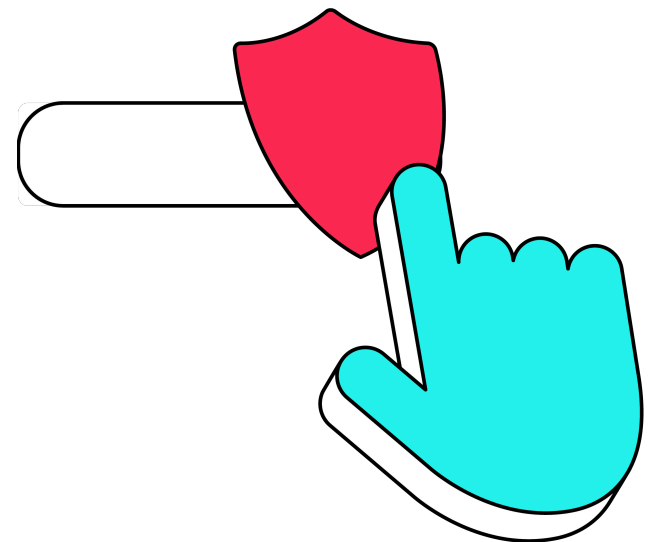
- **Community guidelines**. TikTok's technology-driven solutions enable proactive detection and removal of content that violates community guidelines or poses risks to brand safety. Through automated content moderation systems and advanced algorithms, inappropriate content is swiftly identified and action is taken, ensuring brands are protected from association with harmful or undesirable material.

- **Guidelines and enforcement**. In addition to technological solutions, robust policies govern content on TikTok and promote a safe and positive environment for all users and advertisers. Clear guidelines for acceptable content and behavior help maintain a respectful and inclusive community where brands can thrive.

- **Accountability**. Active collaboration with industry partners, advertisers, and experts such as GARM, Brand Safety Institute, 614 Group, and TAG continuously enhances brand safety efforts. Staying informed about emerging trends, evolving risks, and best practices in brand safety ensures vigilance in the commitment to providing a secure advertising environment on TikTok.

- **Partnerships**. Recognizing that brand safety is a shared responsibility, dedication is given to working collaboratively with partners to address challenges and uphold the highest standards of integrity and trust. TikTok has integrated with industry renowned partners such as IAS, DoubleVerify, and Zefr to provide brand safety solutions. All of these efforts strive to maintain a brand-safe ecosystem on TikTok where advertisers can confidently engage with their audience and achieve their marketing objectives.

Inventory filter

TikTok Inventory Filter is a first-party tool that lets advertisers control the content appearing next to their ads. While all content follows Community Guidelines, this filter offers additional brand suitability controls aligned with GARM standards. Supported across all ad formats except TopView, it also integrates with IAS, DV, and Zefr for post-campaign measurement. It provides three levels of control:

- **Expanded Inventory:** Your ads will not appear next to explicitly inappropriate content, but they may appear next to content that features mature themes.

- **Standard Inventory:** Your ads will appear next to content that is appropriate for most brands and may contain some mature themes.

- **Limited Inventory:** Your ads will appear next to content that doesn't contain mature themes.

You can implement the inventory filter by selecting one of the three distinct tiers of video inventory in the **"Content Exclusions"** section at the ad group level before your campaign begins.

Comment management tool

Comments is an integral part of the user experience on TikTok. In order to create a lively and brand safe comment section for any ad, the TikTok aims to help advertisers manage comments with ease. Although advertisers can turn off comments altogether, the Comments tool in TikTok Ads Manager provides a monitorable alternative that allows advertisers to moderate comments using the view, export, hide, filter, like, reply, and pin comments functions. In addition, advertisers can add keywords or users to a blocked list to prevent comments associated with specific words and/or users from being shown.

Identity

Like any video that you see on TikTok, every TikTok ad features a clickable profile picture. The profile picture indicates to the viewer who created the TikTok. When a regular (non-business) user creates a TikTok, this photo will always be their profile photo. The same is true for businesses that have a TikTok Business Account. But what if a business doesn't have a business account? Or what if a business wants to promote a TikTok that has been authorized for promotion by a TikTok Creator? The Identity feature helps businesses manage these use cases, toggling their business identity as needed.

There are three types of identities that a business can use to create a TikTok ad:

- **Your Business Account**: The default scenario. An ad created using your business account will include your business profile photo in the creative. Clicking on that photo will link to your Business Account profile page.

- **Authorized posts**: If a creator has authorized your business to promote their TikTok as a Spark ad, you can promote their post in Ads Manager. Using the Identity feature, you can select the post that the creator has authorized to your business. By doing so, the ad will appear with the creator's profile picture.

- **Custom identity**: If you do not have a business account, or want to feature a different profile picture and name than your Business Account, you can use the custom identity feature. This enables you to upload a new profile photo and display name (i.e. handle) to appear in your ad.

Campaign automation features

Campaign Budget Optimization (CBO)

Campaign Budget Optimization is a feature that allows you to optimize budgets at the campaign level instead of at the ad group level. You can apply a single set of budget optimizations to all the ad groups in a campaign rather than setting them up individually. This can simplify the budget optimization process for campaigns that have multiple ad groups, allowing you to apply settings across all ad groups within the campaign, saving time and effort during the campaign setup process.

The following settings can be defined using CBO:

- Budget: Daily Budget vs. Lifetime Budget

- Bid strategy: Cost Cap or Maximum Delivery

CBO is available for these objectives: Reach, Traffic, Video view, Community interaction, Lead generation, App promotion, Website conversions, and Product sales.

When to use Campaign Budget Optimization

Campaign Budget Optimization is ideal when you have multiple ad groups targeting different audiences within the same campaign. It automatically distributes your campaign budget across ad groups based on performance, ensuring that your budget is spent efficiently to maximize results. This approach is useful for campaigns where you want to streamline budget allocation and focus on achieving the best results across diverse audience sets.

Best practices for CBO:

Campaign budget	• Set actual target campaign budgets. • Make sure the ad group budget covers at least 50x the target CPA when running App Installs. • Ensure the ad group budget covers at least 10x the current CPA while running either App Event Optimization or conversions.
Number of ad groups	• Ensure at least 3-5 unique and active ad groups per campaign, and 2-3 unique creatives per group. • CBO does not function when there is only one active ad group in the campaign.
Optimizations	• Wait for at least one day and 50 conversions before making new adjustments. • When adjusting your budget, try to control each adjustment within 30% of the current daily budget. • TikTok Ads Manager requires all ad groups within a CBO campaign to apply the same optimization goal.
Conduct manual Split tests	• The Split test feature in TikTok Ads Manager does not support CBO campaigns. We suggest conducting manual A/B testing by creating 2 campaigns using the "Copy" function if needed.

Smart+

What is Smart+?

Smart+ is an AI-powered campaign automation feature in TikTok Ads Manager. It simplifies the process of creating and managing campaigns by using artificial intelligence and machine learning to optimize performance. By inputting a few key settings, Smart+ automates the creation, testing, and optimization of your campaigns to drive better results.

Why Use Smart+?

Smart+ campaigns offer several advantages:
- **Efficiency**: Reduces the number of steps to launch a campaign, saving time.
- **Performance**: Uses AI to test and optimize multiple variables, improving results compared to manual campaigns.
- **Ease of Use**: Designed for advertisers of all experience levels, making it easier to achieve goals in web conversions, product sales, app promotion, and lead generation.
- **Proven Results**: Across all conversion objectives, advertisers using Smart+ consistently see improved outcomes compared to manually setting up and optimizing campaigns.

Setting up your Smart+ Campaign:

With the following inputs, TikTok can create multiple permutations of ads and ad groups to quickly learn and dial in performance:
1. Optimization goal
2. Targeting location and language
3. Budget
4. Creative assets

Advertiser inputs

- Campaign name
- Optimization goal
- Targeting location and language
- Budget
- Creative assets

How Smart+ creates and optimizes performance

One Campaign — Smart+ creates **one campaign** that uses AI and machine learning to decide how best to achieve your desired goal.

Multiple ad groups — Smart+ creates **multiple ad groups** across placements and audiences to show your ads to the most relevant customers.

Many creative variations — Smart+ creates **many iterations of your creative**, scales the best performing ads and pauses poor performers.

Best practices for Smart+

To maximize the performance of Smart+ campaigns, follow these recommendations:
    a. Budget:
        i. Set a daily budget of at least 10x your target CPA (cost per acquisition) to give the system enough room to optimize.
        ii. Allow the campaign to run for at least 7 days to enable learning and optimization.
    b. Creative Assets:
        i. Upload at least 6 video creatives and 5 ad copy texts.
        ii. Providing a variety of assets allows Smart+ to test assets and identify the highest-performing combinations
    c. Optimization:
        i. Use Smart+ for objectives like web conversions, catalog sales, app promotion, or lead generation for optimal results.

Targeting strategy

Overview

TikTok's audience targeting features allow you to deliver ads to the individuals most relevant for your campaigns. Ads Manager provides various dimensions that you can use to target your desired audience, including Broad targeting based on demographics and device specs and Advanced targeting options based on interest and behavior and Custom audiences.

Brand ads (Reach, Video views, Community interaction)		**Performance ads** (Web ads, App ads, Lead generation ads)	
Broad targeting	**Advanced targeting**	**Broad targeting**	**Advanced targeting**
General use case Age, Gender, Language	**Audience inclusion** Custom audience, Lookalike audience	**General use case** Age, Gender, Language	**Audience inclusion** Custom audience, Lookalike audience
Selective use case Other demographics: Language, State, City, Province, Zip code, Spending power	**Audience exclusion** **Interest & behaviors** Interests, Keywords, Behaviors, Hashtags, Purchase intention	**Selective use case** Other demographics: Language, State, City, Province, Zip code, Spending power	**Audience exclusion** **Interest & behaviors** Interests, Keywords, Behaviors, Hashtags, Purchase intention
Devices: Operating system, Device, Model, Carrier, ISP, Device price		Devices: Operating system, Device, Model, Carrier, ISP, Device Price	**Smart targeting** Smart interest & behavior, Smart audience

Broad targeting

Broad targeting prioritizes reaching a wide range of potential audiences by applying the minimum number of targeting constraints to your ads. This approach allows TikTok's ad algorithms to dynamically optimize and find the most relevant users for your ad, helping maximize reach and performance. Broad targeting is considered the most effective and is highly recommended for most advertisers.

When using broad targeting, the goal is to achieve a "Fairly Broad" audience, defined as reaching 80% or more of the potential users in a given country. The **Audience Estimator tool** in Ads Manager allows you to toggle targeting dimensions to determine if your audience size is classified as "Fairly Broad." This audience size indicator is visible on the right side of the ad group level interface in Ads Manager.

While broad targeting enables a wider audience, it doesn't mean your ads will be shown to everyone indiscriminately. TikTok's automatic targeting models use machine learning to identify and optimize which users see your ad based on performance.

Recommendations:

- **Don't restrict targeting settings unnecessarily:** Set only the essential constraints to avoid limiting your potential reach. If your product is relevant to a wide audience, broad targeting is likely the best approach.

- **Evaluate performance regularly:** Even when using more advanced targeting strategies, consider re-testing broad targeting to determine if it continues to outperform other options.

Interest Targeting

Interest targeting allows you to focus on people who have shown an interest in specific topics or content related to your ad. It's based on long-term interests and patterns of engagement with TikTok content, helping you find users who are more likely to connect with your message.

Behavior Targeting

Behavior targeting allows advertisers to deliver ads based on recent user behaviors on TikTok. This can include video-related actions (e.g., likes, shares, comments) or actions involving specific creators. Behavior targeting enables you to focus on users who have demonstrated certain behaviors that align with your product or service, making your ads more relevant and increasing the likelihood of engagement.

Demographics	Device	Interests	Behavior
• Gender • Age • Location • Language • Household income • Spending power	• Connection type • Operating system • Operating system version • Device model • Device price • Carrier • Internet service provider	• Interests • Purchase intent • Hashtags	• Video interactions • Creator interactions • Hashtag interactions

Lookalike Audiences

Lookalike audiences can help you reach audiences that share commonalities with your existing customers, and deliver your ads to audiences who are interested in your product. You can choose **Narrow**, **Balanced**, and **Broad** settings when using Lookalike audiences.

Creating a **Broad lookalike** audience increases potential reach with moderate similarity between the lookalike audience and the source audience. Creating a **Narrow lookalike** audience helps find users who have the highest level of similarity with your source audience, but the size of the audience in a Narrow lookalike audience will be relatively smaller than a Broad/Balanced lookalike audience

Broad
Increase potential reach with moderate similarity (Recommended)

Balanced
Moderate potential reach with moderate similarity

Narrow
Highest level of similarity of existing customers, but reduced reach
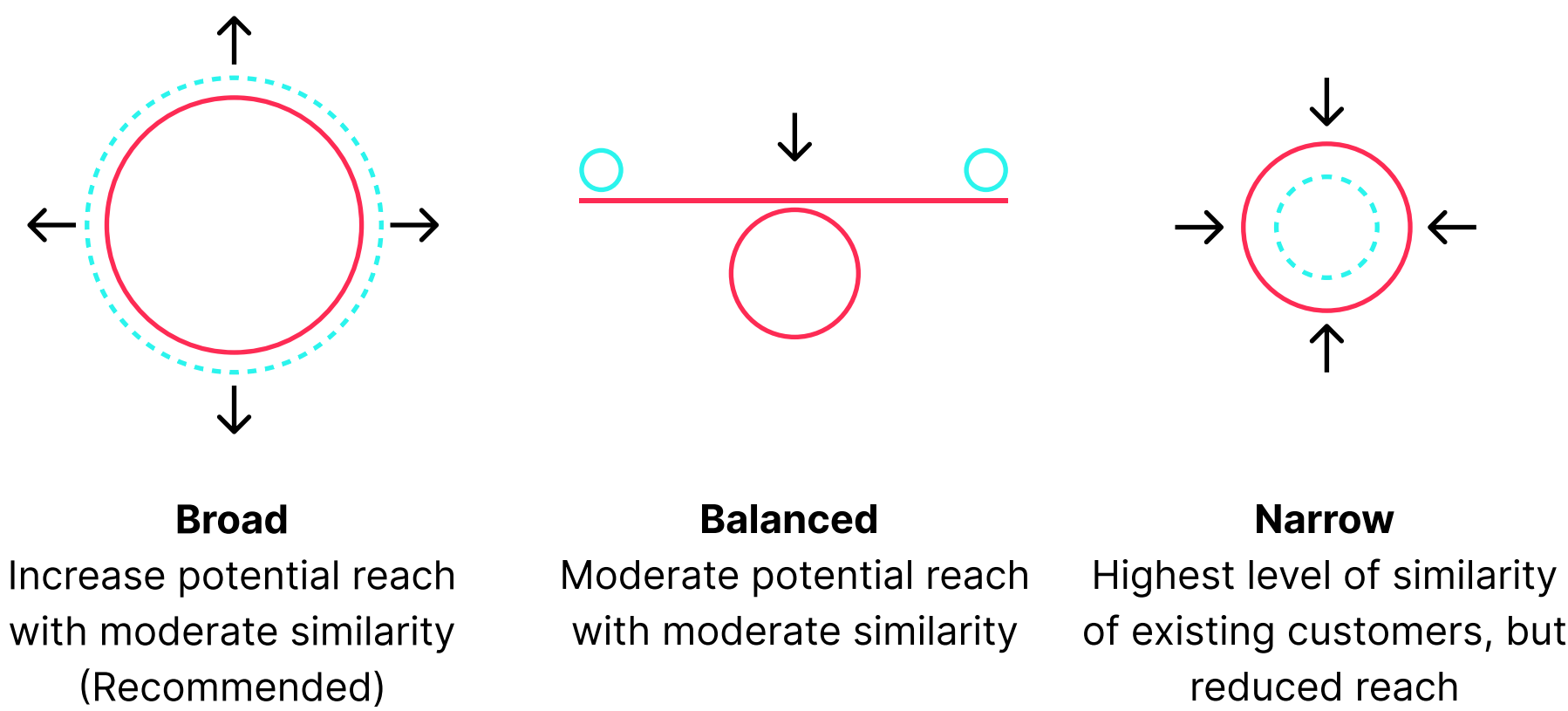
The size of the lookalike audience is based on the user base of the market you specified and the scale you selected (Narrow, Balanced, and Broad). The minimum size of the source audience for lookalike creation is 1000.

Creating a Lookalike Audience

To get started, the first step is to upload your customer files or create a Custom Audience that will serve as your source audience.

After uploading your customer files or creating a Custom Audience, follow these steps to create a Lookalike Audience:

1. Click the **Create Audience button** and select Lookalike Audience.
2. In the **Source** section, choose an existing Custom Audience from the dropdown menu or create a new one.
3. In the **Contain Source** section, select either Omit (ads shown only to your Lookalike Audience) or **Contain** (ads shown to both your Lookalike and Custom Audiences).
4. Choose whether to include Android, iOS users, or both.
5. Select a **Placement** and **Location**.
6. Pick your **Audience Size (Balanced, Broad, Narrow)** and give your audience a **name**.
7. Click **Confirm** to finalize.

Custom Audiences

Custom audiences allow you to show ads to individuals who are already familiar with or previously interacted with your business. It is an effective way to retarget engaged users, exclude recent customers, or use the audience as a seed to create a Lookalike audience for prospecting.

Key uses cases for Custom audiences:
1. **Retarget** a group of customers or target a more precise audience.
2. **Optimize ad spend** by only showing your ad to those who are in your customer cohort.
3. **Reach prospective new customers** based on known characteristics using a Lookalike audience.

There are two key sources of data to build a Custom audience, either using TikTok audience sources (second-party) or advertiser's own audience sources (first-party).

TikTok audience sources (second-party)

Audience source	Description
Engagement	Engagement audiences allow you to create audiences based on users' engagement with your organic TikTok videos, ad content, TikTok Instant Page, TikTok App Profile Page, or TikTok LIVE content. Specific user actions such as video view time, engagement, or video view completion can be used to create a Custom audience.
Business Account audience	Linking your TikTok Business Account with your Ads Manager account gives you access to Business Account audiences, which allows you to retarget audiences who have engaged with your Business Account in these ways: Follow, Profile visit, Video view (2s, 6s, and 100% view), and Video engagement (like, share, and comment). Business Account audience is beneficial if you want to reach an organic audience interested in your brand.
Lead generation activity	Lead generation audience is a targeting option that allows you to create an audience based on users who have engaged with your Lead generation ads that use Instant Forms. The following events are targetable: Form View and Form Submission. For example, you can retarget a user who viewed your Instant Form without submitting it to improve your campaign efficiency.

Advertiser audience sources (first-party)

Audience source	Description
Website traffic	Website traffic is a Custom audience type that is used to target users who have visited or taken a specific action on your website. You must have the TikTok Pixel installed in order to use this Custom audience.
Customer file	You can upload a specific customer file that consists of leads or existing customers to Ads Manager to create a Custom audience. TikTok will look for users within our ecosystem that match the IDs in the uploaded file. This takes about 24 - 48 hours to generate, and once complete, your uploaded file will be deleted. TikTok supports the three identifiers when building a Custom audience: Mobile Advertiser ID (either Apple Identifier for Advertisers or Google Advertising ID), phone number and email.
App activity	You can create a Custom audience based on users who have completed certain events within your app. For example, App activity audience can be based on those who install the app, launch the app, or achieve a new level. You must partner with a Mobile measurement partner in order to enable App activity audience.

Offline activity	You can target customers who complete activities offline, such as making a purchase or filling out a form at physical locations, including stores, call centers, Point of Sales system, or gaming consoles. Before you can create a Custom audience based on offline events, you will need to create an Offline Event under Events manager in Ads Manager. There are three ways to send offline events data to Ads Manager: sending offline events via the Events API, using a third-party data partner such as LiveRamp, and directly uploading offline events data into Ads Manager.
Partner audience	You can work with trusted third-party customer data platform partners who have built-in integrations with TikTok to streamline audience data sharing and enhance matching capabilities to target the people you want to reach.

Smart Targeting

Smart targeting is TikTok's automated targeting solution for performance advertisers that broadens reach beyond your designated interest or behavior group to improve ad performance. It expands the target audience by finding users based on your objectives to help reduce CPA and creative fatigue.

The ad will first target audiences that match your exact targeting criteria. Over time, the system will expand the audience reach based on variables you specify, either by Audience or Interest & Behavior targeting options. Smart targeting is currently only available for the following objectives: Web conversions, App installs, Traffic, and Lead generation.

Best practices for targeting

- For optimal performance, we recommend keeping your audience sizes broad. If the setting in Ads Manager indicates that your audience size is "too narrow," adjust your targeting dimensions to show "balanced," "fairly broad," or "narrow." Audience sizes that are too narrow are less likely to pass the learning phase and will face creative fatigue issues.

- You have the option to exclude specific audiences to prevent unnecessary spending. For example, you can exclude audiences who have downloaded your app in the past 30 days.

- Setting up the right data connections allows you to create Custom audiences to retarget users who have engaged with your ads/website/app and leverage Lookalike audiences to expand to similar users.

- The minimum audience size for a Custom audience is 1,000 users.

Bidding & optimization

Bidding and optimization

Bidding strategy

With the auction buying type, bidding strategies play an important role in optimizing campaign budget, managing costs, and achieving your marketing objectives. A bid refers to the price that you submit in the TikTok Ads Manager auction to secure ad placements.

TikTok offers two bidding strategies:

Spend based: **Maximum Delivery**	Goal based: **Cost Cap**
Strategy aimed at spending an advertiser's entire budget and achieving the most results in a given period.	Strategy aimed at keeping the average cost per result around or lower than the bid, regardless of the total budget.

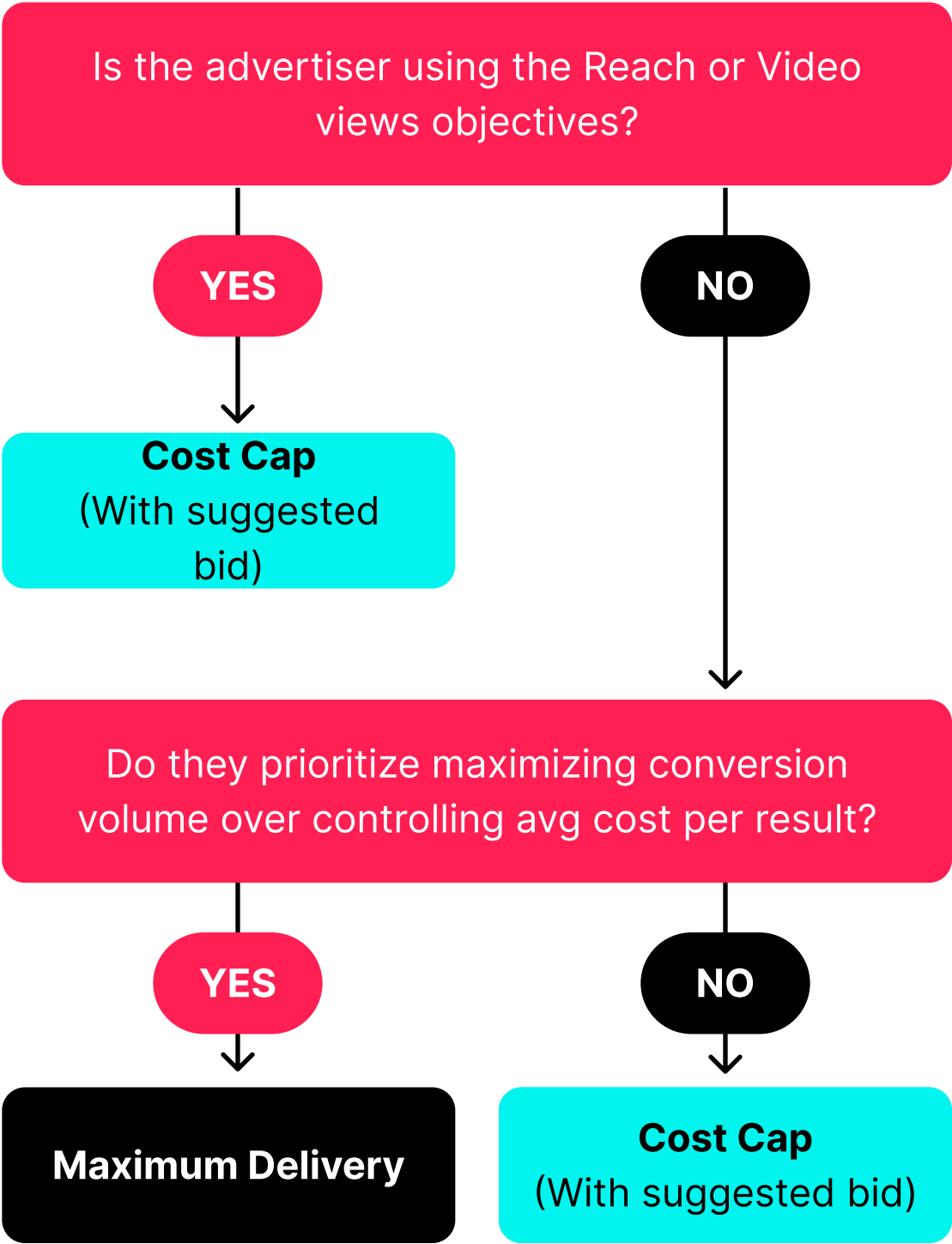|	
• **Maximum Delivery** aims to drive the highest number of results from an ad group budget regardless of the final cost per result. • The system will use all the available ad group budget to generate as many results as possible, based on the advertiser's desired outcome. • **Maximum Delivery** will only work with Daily Budget Campaigns. • To implement Maximum Delivery, leave the target CPA or CPC field blank	• **Cost Cap** tries to control the average cost per result from the auction, meaning the platform will automatically bid to achieve the advertising objective at either a higher or lower price than the pre-selected bid amount. • The average cost will generally align with the advertiser's stated bid over time. • This is the default bidding strategy for Video views and Reach objectives.

The bidding strategy tells TikTok Ads Manager how to bid for your ads within the auction. While the Cost Cap strategy requires a bid price, Maximum Delivery automatically bids and aims to spend your total budget. For example, if you want to drive website conversions at a specific cost per conversion, Cost Cap is the ideal strategy. It allows the system to optimize ad delivery to those likely to convert, but only if it aligns with your bid price.

What is a second-price auction model?

TikTok's bidding auction operates on a second-price auction model. The bid amount you submit is not necessarily the final price you pay. The winner will pay one cent above the second place bid. For example, if advertiser A bids $8.00 CPA and advertiser B bids $8.50 CPA, then advertiser B wins and pays $8.01 as the winning price.

TikTok best practice for choosing the bidding strategy:

```
                  ┌─────────────────────────────────────┐
                  │ Is the advertiser using the Reach    │
                  │        or Video views objectives?    │
                  └─────────────────────────────────────┘
                       │                        │
                   ( YES )                   ( NO )
                       │                        │
                       ▼                        │
              ┌──────────────┐                  │
              │  Cost Cap     │                  │
              │ (With suggested│                 │
              │     bid)      │                  ▼
              └──────────────┘         ┌─────────────────────────────────┐
                                       │ Do they prioritize maximizing    │
                                       │ conversion volume over controlling│
                                       │       avg cost per result?        │
                                       └─────────────────────────────────┘
                                            │                    │
                                        ( YES )               ( NO )
                                            │                    │
                                            ▼                    ▼
                                  ┌──────────────────┐  ┌──────────────────┐
                                  │ Maximum Delivery │  │    Cost Cap       │
                                  │                  │  │ (With suggested bid)│
                                  └──────────────────┘  └──────────────────┘
```

Bidding best practices

- Align your bid strategy with business objectives: Cost Cap bidding is effective in generating conversions while ensuring stable and predictable CPA outcomes. Maximum Delivery is effective in maximizing conversions within your defined budget.

- For performance objectives, use **Hybrid bidding** to switch between Cost Cap and Maximum Delivery bid strategies on active ad accounts. This helps you align your bid strategy to seasonal priorities.

- If you want to prioritize the volume of conversions over a cost per result, then Maximum Delivery works better.

- Across different ad groups, advertisers can utilize different bidding strategies to experiment and see which works better for them.

- If you are using Cost Cap bidding and are unable to spend your campaign and/or ad group budget, it is likely that your CPA bid is too low. Consider increasing your CPA bids to unlock additional spend or switch to Maximum Delivery bid strategy, since it does not require a bid and will seek to generate the highest number of actions your budget can support.

- Ads Manager's **bidding interface** provides more specific guidance to help you navigate when to use Cost Cap and Maximum Delivery bidding strategies.
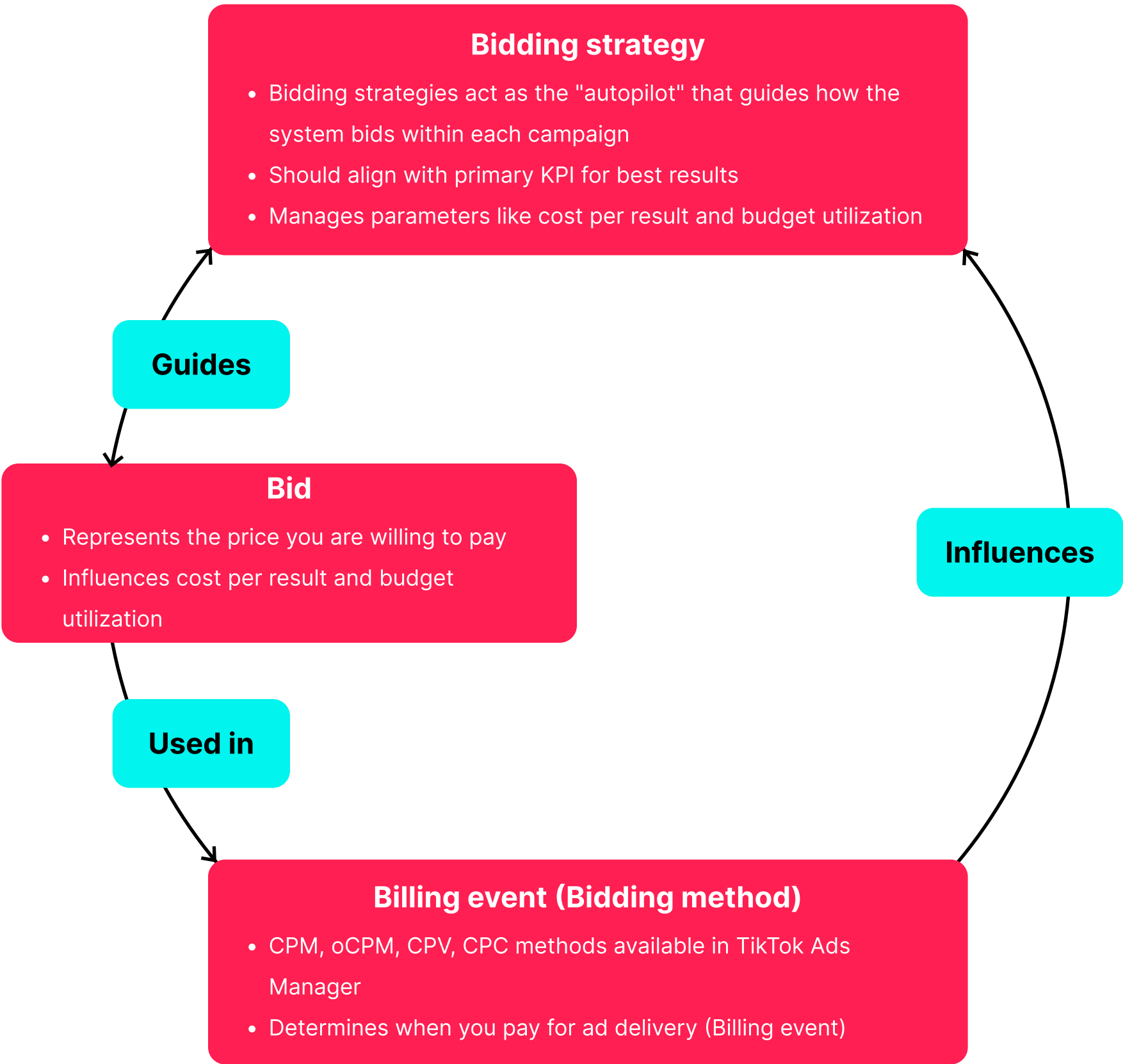
Billing events (Bidding methods)

You can place bids based on different Billing events (also referred to as Bidding methods), which determine which specific event triggers payment for an ad delivery.

There are four Billing events on Ads Manager:

CPM (Cost per Mille)	A bid based on CPM means the bid is the price you are willing to pay for one thousand impressions. The system will deliver your ads to get the most exposure and reach as many users as possible within your total budget.	(Total cost / Total impressions) * 1000
oCPM (Optimized Cost per Mille)	A bid based on oCPM means the bid represents the price you are willing to pay for one thousand impressions, targeting users who are likely to complete a conversion event, become a prospect, or install an app. oCPM is the default Billing event for Web conversion, App promotion, and Lead generation objectives in Ads Manager.	(Total cost / Total optimized impressions) * 1000
CPV (Cost per View)	With a CPV bid, you pay per Focused View, which is when a user views your ad for at least six seconds or interacts with the video within the first six seconds, whichever occurs first. Interactions include shares, clicks, hashtag clicks, music clicks, or Interactive add-on clicks.	Total cost / Total Focused Views
CPC (Cost per Click)	A CPC bid is the cost you are willing to pay per click. The system will deliver ads to users who are most likely to click them at a price close to the advertiser's bid.	Total cost / Total clicks

Relationship between a bid, bidding method and bidding strategy

Bidding strategy
- Bidding strategies act as the "autopilot" that guides how the system bids within each campaign
- Should align with primary KPI for best results
- Manages parameters like cost per result and budget utilization

Guides

Bid
- Represents the price you are willing to pay
- Influences cost per result and budget utilization

Used in

Influences

Billing event (Bidding method)
- CPM, oCPM, CPV, CPC methods available in TikTok Ads Manager
- Determines when you pay for ad delivery (Billing event)

App ad optimizations

The App Promotion objective is a solution promoting your app on TikTok Ads Manager. App Promotion supports App Install and App Retargeting use cases, so you can use it to get people to install your mobile app and re-engage your app's current users.
Features

When you use the App promotion objective for App Installs, we will send people to your app's download page in the Google Play or Apple App Store. Depending on your business goals, you can choose how the system will optimize ad delivery. Choose from:

- **Click**: When people click your ad's call to action button.

- **Install**: When people install your app from the App or Play store.

- **In-app event (AEO)**: When people perform a specific in-app event like completing a purchase or creating a registration.

- **Value**: Generate the most value or return on ad spend by finding users of the highest value.

And when you use the App promotion objective for App Retargeting, we will show your ad to people who have installed your app and get them to perform a valuable action in it. And depending on your business goals, you can choose how the system will optimize ad delivery:

- **In-app event (AEO):** When people perform a specific in-app event.

- **Value**: Generate the most value or return on ad spend by finding users of the highest value.
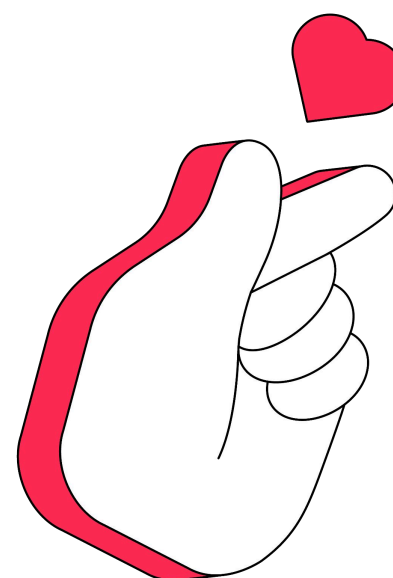
App Event Optimization (AEO) helps you reach users who are more likely to complete in-app events. Compared to driving mobile app installs, AEO bids for the selected in-app event to help focus on the lifetime value (LTV) and return on investment (ROI) provided by the user. Examples of in-app events include Purchase, Subscribe, Achieve Level, and more. Maximum Delivery and Cost Cap are the available bidding strategies for AEO.

There are two AEO solutions that help optimize for different types of event types - **AEO once** and **AEO every** (only available for Android).

- **AEO once** optimizes and measures based on a single purchase event per user. So only the first unique purchase will be attributed to the campaign, even if more than one purchase takes place. We recommend this if you're an app advertiser that has a single event conversion goal.

- **AEO every** optimizes for and measures based on multiple purchase events per user. It identifies users who are likely to make more than one purchase. All purchases made by that user within a 7-day window are attributed back to the campaign. AEO every is available only for Android in-app event campaigns optimizing for purchase events. We recommend this if you want users to take repeat actions in your app, such as purchasing tokens in a game.

Value-Based Optimization for App (VBO App) optimizes ad delivery for you as an app advertiser by targeting users likely to generate a higher return on ad spend (ROAS). It focuses on delivering ads to users who are likely to make a purchase or generate higher value per purchase event. With VBO App selected, two distinct bidding strategies replace traditional ones for optimizing conversion events.

- **Highest Value:** Our system aims to spend your entire budget by the ad group's end while maximizing the amount of value you get from purchases. Highest Value is suitable if your goal is to spend your budget in full. This is the default bidding strategy when VBO is selected.

- **Minimum ROAS:** Our system aims to meet or surpass your target ROAS by targeting high-value customers. Compared to Highest Value bidding strategy, there's a higher chance of not fully spending the budget as the system may not be able to consistently meet your required minimum ROAS. This strategy is suitable if you want to hit a minimum ROAS value for your campaign.

Best practices for VBO App:

Determine a reasonable Minimum ROAS bid value	• Recommendation is to set it at 80% of your ad account's average ROAS from the last 7 days. • Break down your historical campaign data by objective and country to get a more accurate ROAS calculation.
Set adequate budget for your VBO ad group	• 10 x CPA x campaign duration is a good starting point. • If your CPA is > $100 USD, you can find alternatives to calculate your ad group's budget.
Set reasonable target audience	• If you have a Custom audience, try creating a Lookalike audience for it and turn on Smart targeting to extend the ad delivery life cycle.
Campaign length	• Run VBO campaigns for at least 7 days because results can fluctuate in the first 7 days. Performance will stabilize thereafter and show better indicators for performance and results.
Avoid adjusting campaign settings in the first 3 days	• Editing ad settings within the first 3 days may impact the ad group's ability to pass the learning phase. • After 3 days, make one adjustment at a time, and adjust budget or bid by +/- 20% at a time. • If a VBO campaign is paused for over 24 hours, it will go back to the learning phase again once it restarts.

Web ad optimizations

Value-Based Optimization for Web (VBO Web) functions similarly for web conversion ads with one key difference. Standard web conversion ads optimize for complete payment events, so the system targets people who are likely to convert, regardless of purchase value per transaction. VBO web campaigns optimize for an additional variable: targeting people likely to convert AND make higher purchases. VBO provides a more direct method to optimize for value. Currently, VBO web supports the Website conversion objective in Ads Manager.

Best practices for VBO Web:

Determine a reasonable Minimum ROAS bid value	• Review the actual ROAS from the past 7 days for ads that targeted the same market and had the same optimization goal (i.e. Complete Payment). • Set a relatively lower ROAS bid to help the ad group pass the learning phase. • If you are unsure of a reasonable Minimum ROAS bid, try to use the Highest Value bidding method.
Set an adequate budget	• For daily budget: 10 x target CPA for Complete Payment. • For lifetime budget: 10 x target CPA for Complete Payment x campaign duration. • If your target CPA for Complete Payment is too high, you can set the same budget as your non-VBO ad groups. But if budget is too low, it will limit the exploration of the algorithm. • Increase the budget gradually when ROAS reaches your expectation to explore more high-value users.

Set reasonable target audience	• If you have a Custom audience, try creating a Lookalike audience for it and turn on Smart targeting to extend the ad delivery life cycle.
Campaign length	• Run VBO campaigns for at least 7 days because results can fluctuate in the first 7 days. Performance will stabilize thereafter and show better indicators for performance and results.
Avoid adjusting campaign settings before 20 conversions (or first 3 days)	• Adjustment within the learning phase may impact the campaign's ability to pass the learning phase. • We recommend waiting for another 20 conversions (or 1 day) after each adjustment. • When editing campaign budget, control the change range within 50% each time. • The more frequent/significant the change is, the more fluctuation will be expected.

# Bidding & optimization applicability to ad products

Ad product	Objective	Billing event (Bidding method)	Bidding strategy (Spend & goal-based)	VBO Bidding strategies (Value-based)	Data connection & event milestone requirements for VBO
Brand ads	Reach	CPM	Cost Cap, Maximum Delivery	N/A	N/A
	Video views	CPV	Cost Cap, Maximum Delivery	N/A	N/A
	Community interaction (Profile visits)	CPC	Cost Cap, Maximum Delivery	N/A	N/A
	Community interaction (Follower growth)	oCPM	Cost Cap, Maximum Delivery	N/A	N/A
Web ads	Traffic	CPC	Cost Cap, Maximum Delivery	N/A	N/A
	Conversions	oCPM, CPC	Cost Cap, Maximum Delivery	Highest Value, Minimum ROAS	• Set up proper data connections with Complete Payment event with value and currency parameters. • 20 attributed unique complete payment events with value and currency over any consecutive 7 days.

	Product sales	oCPM	Cost Cap, Maximum Delivery	Highest Value, Minimum ROAS	• Setup proper data connections with Complete Payment event with value and currency parameters. • 20 attributed unique complete payment events with value and currency over any consecutive 7 days.
App Ads	App installs & retargeting	CPC, oCPM	Cost Cap, Maximum Delivery	Highest Value, Minimum ROAS	• Ensure proper Purchase Event postback from Mobile measurement partner. • 30 attributed unique complete payment events with value and currency over any consecutive 7 days.
Lead ads	Lead generation	oCPM	Cost Cap, Maximum Delivery	N/A	N/A

Reporting & measurement
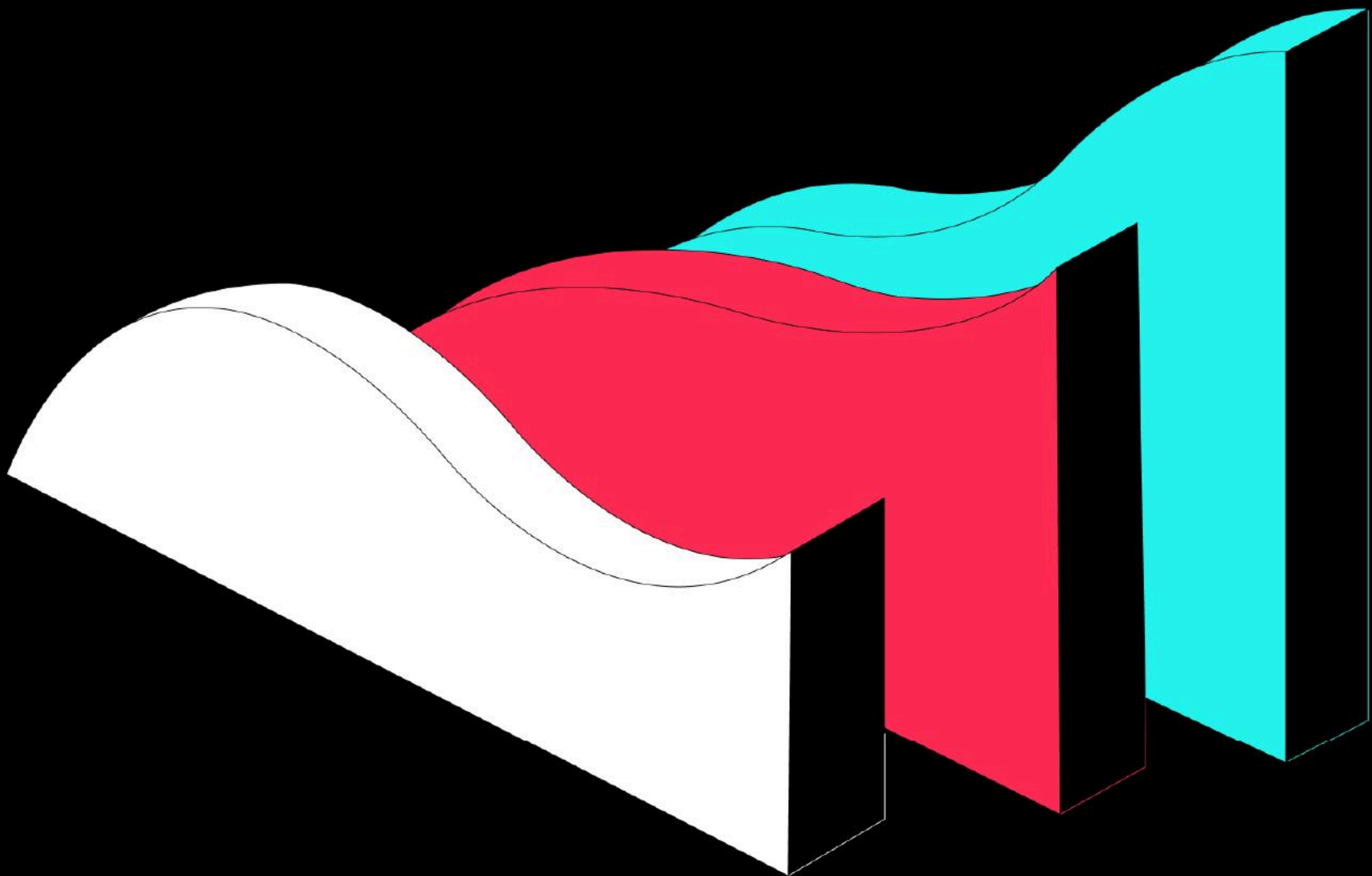
Overview

The user purchase path has become increasingly complex due to ad engagement across different platforms and devices. Selecting the right measurement tools is crucial for effectively assessing and optimizing campaign performance on TikTok.

Traditional advertising metrics like Gross Rating Point (GRP) and last click attribution may not fully capture TikTok's impact as they cannot accurately measure cross-device and cross-session touchpoints. TikTok offers first-party tools and third-party partners solutions to more accurately the impact of TikTok on your campaign.

There are two sets of tools that you can use to evaluate the impact of your TikTok brand awareness campaigns:

- Reporting refers to the reports that you'll find in Ads Manager. These reports summarize the key campaign results that happened on TikTok, including impressions, video views, engagements, and media spend. Reporting for brand awareness campaigns happens automatically when you run a campaign.

- Measurement goes beyond ad reporting to provide deeper insights into the effectiveness of your campaigns. It allows you to measure common brand KPIs, such as the change in brand awareness or message recall resulting from your campaign. TikTok offers a full suite of brand measurement solutions to help you understand the impact of your campaigns.

Type	Focus areas	Solutions	What can it do for you?
Standard TikTok reporting	Creative performance	Video insights tool in Ads Manager (First-party)	• Analyze performance of videos on a frame-by-frame basis. • Understand audience interactions with videos. • Identify trends and patterns in video engagement. • Spot creative fatigue.
	Campaign performance	Standard campaign reporting in Ads Manager (First-party)	• Review relevant campaign metrics that require regular tracking. • Compare performance across multiple ad accounts. • Ensure flexibility to schedule and automate report generation.

Type	Focus areas	Solutions	What can it do for you?
Measurement solutions	Brand Measurement	Lift and attribution solutions (First-party and third-party)	• Measure brand awareness and reach at early stage of the customer journey. • Measure of the impact of your ad on driving incremental brand awareness.
	Performance Measurement	Lift and attribution solutions (First-party and third-party)	• Track specific actions taken by users after viewing ads. • Measure the effectiveness of ad campaigns in driving conversions. • Attribute conversions to corresponding touchpoints. • Gain understanding of the entire consumer purchase journey.

TikTok reporting

TikTok Ads Manager provides comprehensive ad reporting. Visit the Campaign tab for a quick view of current campaigns with key metrics like impressions, clicks, and spend. For detailed analytics, navigate to the Analytics tab to create custom reports tailored to your specific needs. The Analytics tab also features Video Insights reports to evaluate how your videos are performing, and Audience Insights where you can learn more about people engaging with your Ads.

There are two reports that can be generated in TikTok Ads Manager: Template reports and Custom reports.

- **Template Reports:** Pre-defined report templates are a simpler alternative to building a Custom report. These templates developed by TikTok make it easy to build reports with a professional look and feel.

- **Custom Reports:** Allow field customization to tailor reports according to your specific advertiser specifications.

How to create reports

1. Navigate to the **Analytics** tab at the top of your TikTok Ads Manager dashboard. Click **Custom reports** > Click **Create** > Select **From template** or **Custom report.**

2. Program in the dimensions and metrics that are important. Dimensions are related to groupings of your data. Dimensions appear as rows in your report. For example, campaigns, ad groups, ads, etc. Metrics are related to ad performance data. Metrics appear as columns in your report. For example: reach, frequency, and impressions.

3. If you select **From template** and choose between **ad group performance** or **ad performance**, TikTok will choose the dimensions and metrics most relevant to your campaign and display them in your report.

4. If you select **Custom report**, you can choose the specific dimensions and metrics that you want to be displayed in your report.

5. You can choose the time range that you would like to see represented in your report. Options include data from yesterday, the last 7 days, the last 30 days, or a custom date range.

6. Now that you have selected the report type, dimensions, metrics, and the time range, click Save and name your report accordingly.

How to schedule reports

Scheduled reports can be scheduled to run daily, weekly, the first day of the month, or the last day of the month. Once set up, you don't even need to log in to Ads Manager to view them — you can have them sent directly to designated email addresses. You can also edit or delete a report at any time by clicking on the report name and adjusting its settings.

Video insights tool

Video insights in Ads Manager is a tool that lets you analyze performance of video creatives and better understand audiences through their interactions with videos. You are able to see daily video performance stats on an aggregated or individual basis.

The tool provides key frame analysis that shows when the audience is clicking, converting, or dropping off throughout a video. Understanding the peaks and valleys of the key frame graph helps highlight elements of a video that perform well and which video segments are more dispensable.

You can create variations of a similar video and then compare the varied parts of the video and its performance to identify which element was more effective and utilize these for future videos. You can also leverage the video comparison feature to analyze two videos side by side or two curated groups of videos side by side.

The Video insights tool houses industry benchmarks to show advertisers how they rank against others classified in the same industry. The industry benchmark is calculated using global TikTok data for advertisers within pre-defined industries.

TikTok ads reporting

TikTok Ads Manager features pre-built dashboards that provide real-time campaign insights and Custom reports which allows you to choose the metrics and download the report. Additionally, you can review campaign data across multiple ad accounts.

On TikTok Ads Manager, there are two main ways to monitor performance:

1. Check Dashboard tab to get summarized data.
2. Check Campaign tab to get more detailed data at the campaign, ad group or ad level.

Dashboard tab

1. **Monitor the operation logs** of the account by clicking Log under the Today's Spend area.
2. **View the status** of all campaigns, ad groups, and ads, including Active and Not Delivering.
3. Keep track of your **account timezone** in the time selection box. All data is shown based on your time zone.
4. **View your performance metrics** broken down by different dimensions (including gender, OS, dayparting, etc.).
5. **Download and export** chart data for further editing and analysis.

Campaign tab

1. You can **filter** the campaigns you want to see on this tab.
2. You can choose which **custom columns** to show.
3. You can **break down** the data by the day, week or month and **compare** them across multiple campaigns.

## Key metrics available in TikTok Ads Manager:

Clicks (Destination)	The number of clicks on your ads, that led users to advertiser-specified destinations like websites, apps, or to the app store.
Conversions	The number of times your ad achieved an outcome based on the objective and settings you selected.
Cost per 1,000 Unique User Accounts Reached	The average cost to reach 1,000 unique users accounts. This metric is estimated.
CPA	The average amount of money you've spent on a conversion. Calculated as: Cost/Conversion or Install.
CPC (Destination)	The average amount of money you've spent on a destination click.
CPM	The average amount of money you've spent per 1,000 ad impressions.
CTR (Destination)	The percentage of times your ad was seen and clicked on, taking the user to an advertiser specified destination.
CVR (Impressions)	The percentage of results you achieved out of all the impressions on your ads. Calculated as conversions/impressions.
CVR (Clicks)	The percentage of users who saw an ad, clicked it, and converted through some pre-specified action. CVR tells advertisers how well their ad converted users. Calculated as conversions/clicks.
Frequency	The average number of times each unique user account saw your ad.

Impressions	The number of times your ad is displayed on the TikTok app.
Paid Likes	The number of likes your video creative received within 1 day of a user seeing a paid ad.
Reach	The number of unique **user accounts** who saw your ads at least once. This metric is **estimated**.
Real-time conversions	The number of times your ad achieved an outcome, based on the objective and settings you selected. The total count is based on when the conversion actually happened.
Real-time CPA	The average amount of money you've spent on a conversion. The total count is based on when the conversion actually happened.
Real-time CVR (impressions)	The percentage of results you received out of all your ads. The total count is based on when the conversion actually happened.
Real-time CVR (clicks)	The percentage of results you received out of all the clicks of your ads. The total count is based on when the conversion actually happened.
Total cost	The estimated total amount of money you've spent on your campaign, ad group, or ad during its schedule.
Clicks (all)	The overall amount of engagement on your ad that includes paid likes, comments, shares, follows, and clicks. Clicks in the "Total Engagement" metric also include music, hashtag, anchor, and interactive add-on clicks.

Audience insights

The Audience insights tool in Ads Manager provides insights into TikTok user interests, behaviors, and demographics across both paid and organic. There are two major sets of data available:

- **Potential audience:** audience insights at the TikTok-platform level from active users in the last 30 days and for your own Custom audiences.

- **Reached audience:** audience insights based on your campaign's actual reach (including campaign, ad group and ad level details). Options to filter this audience include locations, languages, demographics and interests.
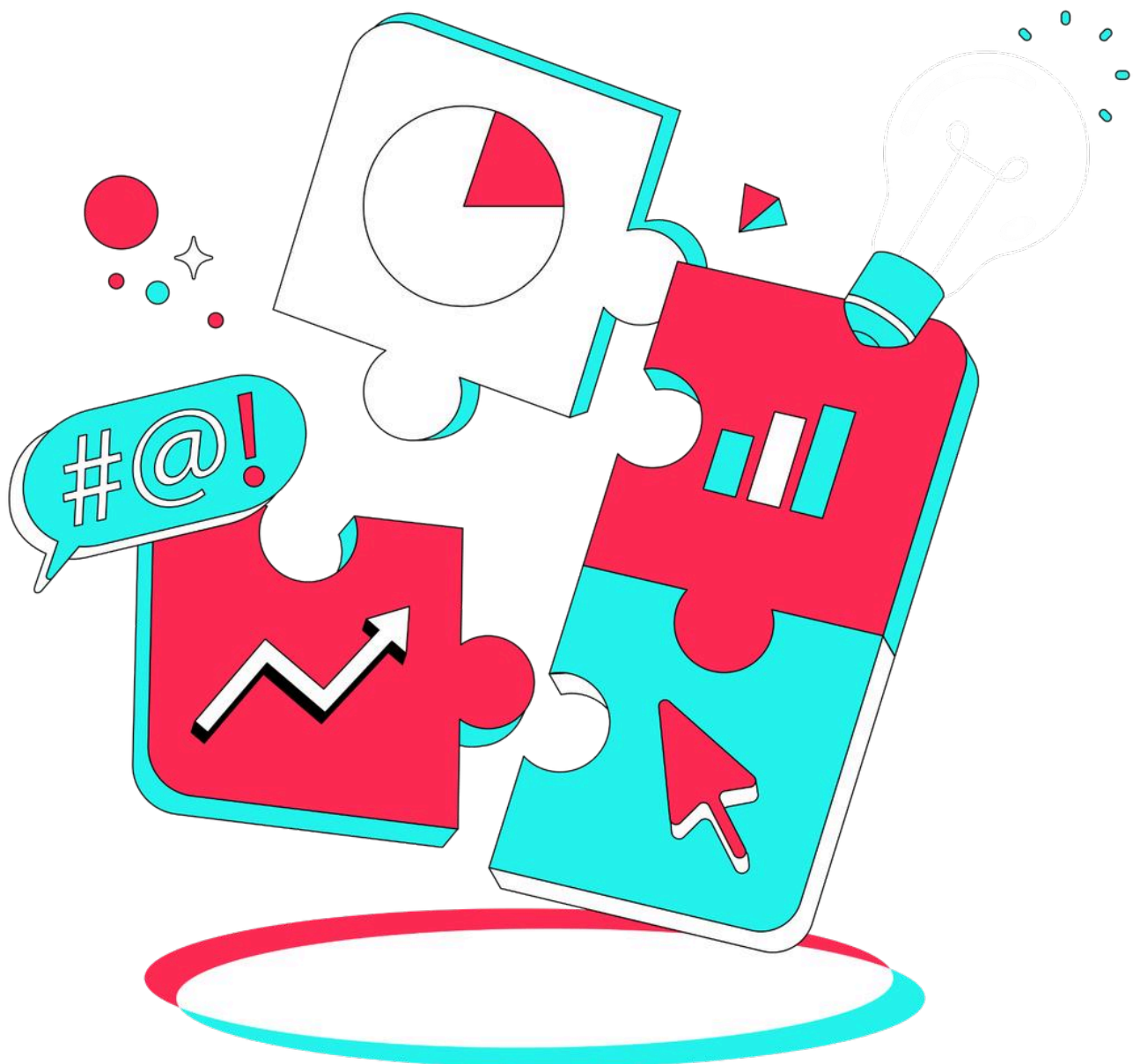
Measurement solutions

TikTok has built a series of first-party solutions and third-party partnerships to capture the full impact of your ad campaigns.

Ad product	Measurement tool	Description	First-party (1P) vs. third-party (3P)	Advertising question and key metrics
Brand ads	Brand lift study	Measures the impact of advertising campaigns based on brand perception and awareness through surveys and experiments among exposed and unexposed audiences.	1P and 3P	How effective is the advertising campaign improving brand awareness and perception among the target audience? Key Metrics: brand awareness, brand perception, ad recall, brand consideration.
	Store visits lift		3P	How successful are advertising efforts in driving foot traffic to physical stores, and what is the correlation with online ads? Key Metrics: store visits, exposed conversion rate, cost per store visit, foot traffic attribution, offline impact.
	Geo lift	Measures the increase in conversion rates, using geographic A/B testing to isolate the impact of campaigns. For example, you can run ads targeting one city (treatment group) and compare results to a similar city without ads (control group) to see the ad's true effect.	3P	How much impact does advertising have on key metrics in specific geographical areas? Key Metrics: geo-specific ROI, geo-specific lead generation, geo-specific conversion rate, geo-specific brand awareness etc.

Ad product	Measurement tool	Description	First-party (1P) vs. third-party (3P)	Advertising question and key metrics
Brand ads	Tune-in lift	Measures the effect of advertising on driving incremental viewership of a show, movie or other media.	3P	Did my TikTok ad drive viewership to the show I am promoting? And did they watch for longer? Key Metrics: tune-in viewership, consumption.
	Media mix modeling	Media Mix Modeling (MMM) is a statistical method used to measure the impact of marketing efforts across different channels (e.g. TV and digital advertising) on a business' key KPIs. MMM takes into account multiple factors, such as seasonality, spend, and channel. It provides a more holistic view of how TikTok has impacted your campaign, but relies on large historical data inputs.	3P	How should advertising budgets be distributed across different channels to maximize ROI? Key Metrics: ROI, ROAS, TikTok contribution in the mix
Web ads	Conversion lift study	Evaluates the effectiveness of advertising campaigns in driving specific actions or conversions, such as purchases via a website. Recommended for conversion optimized campaigns.	1P	How much impact is the advertising campaign having on driving desired actions or conversions among viewers? Key Metrics: conversion rate, app downloads, incremental sales

Ad product	Measurement tool	Description	First-party (1P) vs. third-party (3P)	Advertising question and key metrics
Web ads	Post-purchase survey	Measures how customers discover products/brands and other attitudinal metrics. PPS uses the voice of the customer as a source of truth and allows advertisers to get a more complete view of attribution.	3P	How successful are advertising efforts in driving foot traffic to physical stores, and what is the correlation with online ads? Key Metrics: store visits, exposed conversion rate, cost per store visit, foot traffic attribution, offline impact.
	Sales lift	Measures the incremental increase in sales revenue attributed to advertising campaigns, allowing advertisers to assess the direct impact on business outcomes.	3P	How much additional revenue is generated as a result of advertising efforts, and what is the return on investment (ROI)? Key Metrics: sales revenue, incremental revenue, ROI
	Multi-touch attribution	Attributes conversions or sales to different touchpoints in the customer journey to provide insights into the effectiveness of each ad interaction.	1P and 3P	Which touchpoints in the customer journey contribute most to conversions? Key Metrics: contribution of each touchpoint to conversions/sales, customer journey analysis
App ads	Mobile measurement partners	Measures attribution across multiple platforms to track ad performance and user actions across devices.	3P	How can advertisers effectively track ad performance and user actions across various devices and platforms? Key Metrics: cross-device attribution, user behavior tracking, app installs and in-app actions

Ad product	Measurement tool	Description	First-party (1P) vs. third-party (3P)	Advertising question and key metrics
App ads	Conversion lift study	Evaluates the effectiveness of advertising campaigns in driving specific actions or conversions, such as app installs.	1P	How much impact is the advertising campaign having on driving desired actions or conversions among viewers? Key Metrics: conversion rate, purchase intent, app downloads
	Multi-touch attribution	Attributes conversions or sales to different touchpoints in the customer journey to provide insights into the effectiveness of each ad interaction.	1P and 3P	Which touchpoints in the customer journey contribute most to conversions or sales, and how do they interact with each other? Key Metrics: contribution of each touchpoint to conversions/sales, customer journey analysis

Brand lift study

TikTok offers both first-party and third-party brand lift solutions. Brand lift studies measure the incremental brand impact of your campaign on TikTok. It quantifies ad impact on key branding KPIs like Ad Recall, Awareness, Familiarity, Attitude, Favorability, Recommendation, Purchase Intent, Preference, and Brand Association/Consideration. To achieve statistical significance, it's important to ensure sufficient reach and impressions by factoring in campaign flight time, ad spend, and overall impression volume during survey setup.

To setup a Brand lift study, TikTok creates two randomized groups from a segment of your target audience for the campaign:

- A treatment group that sees the promoted content
- A control group that does not see the promoted content

TikTok begins sending surveys 24 hours after the first campaign ID goes live, and users are eligible to receive a survey up to 48 hours after seeing an ad. Users will only receive individual questions, not the full survey, in their For You Feed. TikTok aims to get 500 responses per group.

Brand lift studies support both single-cell and multi-cell testing options, depending on your measurement goal. A **single-cell experiment** is designed to answer the question, "Did my campaign drive incremental brand impact?" In contrast, a **multi-cell experiment** helps determine "Which variable in my campaign is most effective for driving incremental brand impact?" Note that **Ad Recall** is a mandatory question for all brand lift studies to measure the effectiveness of the ad in increasing brand awareness.

TikTok has also partnered with Nielsen and Kantar to measure brand lift and provide an independent third-party view on the TikTok's effect in shaping brand image. Please reach out to your TikTok representative for more details on Brand lift studies.

Conversion lift study

TikTok's Conversion lift study is an incrementality test that determines how many online conversions occurred as a direct result of your TikTok ad. Conversion lift studies require historical data from high-performing campaigns in order to determine the minimum group size needed to run a study with high confidence. You may also need to minimize spending outside your TikTok campaign during the study period to avoid group contamination (eg. a user in the control group sees your ad elsewhere).

How a Conversion lift study works:

1. **Event selection**: Conversion lift studies are available for web or Android app events. A maximum of 10 events can be selected for each study.

2. **Full-channel sharing**: Enable privacy-safe data connections through a Mobile measurement partner or Advanced matching via pixel or Events API to allow TikTok to match conversions across both control and treatment groups.

3. **Power analysis**: Historical conversion data informs the sample size needed for the study.

4. **Treatment group creation**: Target user base will be split into the treatment group and the control group.

5. **Study launched**: The ad is served to users in the treatment group and not to the control group

6. **Results analyzed**: Evaluate the impact of the TikTok ad based on conversion data for both groups.

7. **Campaign considerations**: Reach, average frequency, and Cost Per Mille (CPM).

Offline sales lift

TikTok collaborates with Nielsen Catalina Solutions (NCS) to provide CPG advertisers with an expose-control methodology to measure the influence of TikTok ads on offline sales at physical stores.

How Offline sales lift works:

1. **Run TikTok ads**: An ad reaches its target audience on TikTok calling them to purchase a product.

2. **Match sales data**: Once the campaign is done, exposed TikTok users are matched to in-store purchases.

3. **Create control group**: A control group is created to demonstrate how exposed consumers would have behaved if they had not seen your ad.

4. **Calculate difference**: The difference between the groups allows NCS to calculate the incremental sales lift and ROAS driven by the TikTok campaign.

Attribution analytics

Attribution analytics is a first-party measurement tool that offers insights into web ad conversions. Each vertical has a unique purchase cycle, requiring a specific attribution window. The Performance comparison tool in Attribution analytics can compare results across different attribution windows and choose the best fit for your business.

Attribute events by different attribution windows at the ad account level:
- 1d, 7d, 14d, 28d for click-through attributed events
- 1d, 7d for view-through attributed events

Post Purchase Survey

Post Purchase Surveys are surveys delivered to a customer on an e-commerce site after they make a purchase. They typically ask the customer questions about how they discovered the product or brand, along with other questions.

Post Purchase Surveys use the voice of the customer as a source of truth to get direct attribution insights on which marketing channel(s) drove their purchase decision. Post Purchase Surveys complement multi-touch attribution and other forms of measurement, allowing advertisers to get a more complete view of attribution.

Benefits of Post Purchase Survey

1. **Direct attribution insights**: Provides firsthand data on whether TikTok ads influenced a purchase.

2. **Supplemental to attribution models**: Complements multi-touch attribution by providing additional context to user behavior that may not be fully captured by tracking pixels or cookies.

3. **Informed campaign adjustments**: Insights gained help you refine your TikTok strategies, improving future ad performance and increasing ROAS.

Partnering with third-party <u>partners</u>, TikTok brings this tool to advertisers to enhance your understanding of customer journeys and optimize your campaigns for better results.

Mobile measurement partners

<u>Mobile measurement partners</u> (MMP) are third-party measurement providers that can attribute, collect, and organize app data to provide a comprehensive view of your app campaign performance. MMPs track clicks, app installs, engagement, revenue, and other in-app events, offering a convenient solution to analyze the impact of your TikTok campaigns.

Availability of our first-party and third-party measurement solutions vary based on ad product and location.

Media Mix Modeling (MMM)

Media Mix Modeling (MMM) is an analysis technique that helps marketers assess the effectiveness of their advertising campaigns by measuring how different elements contribute to their goals, such as driving conversions. By providing insights into consumer trends, external influencers (like seasonality or promotions), and various marketing channels, MMM enables marketers to optimize campaigns for better engagement and sales.

TikTok is partnering with industry leaders such as Nielsen, IRI, Analytic Partners, and Neustar to enhance its media mix modeling capabilities. These partnerships provide aggregated, privacy-safe data to help advertisers measure the impact of TikTok campaigns and improve media efficiency across both traditional and digital channels.

With MMM, TikTok advertisers can refine their campaigns by factoring in elements like ad format, campaign length, and external factors, resulting in more effective media spend and stronger returns. The insights from MMM also allow marketers to adjust their strategies in real-time, ensuring that campaigns remain aligned with evolving trends and consumer behaviors.

Attribution Models: Single-Touch vs. Multi-Touch

Attribution models are essential for understanding how different marketing touchpoints contribute to conversions. They help marketers determine which ads or channels are most effective in driving customer actions, allowing for more informed decisions about future ad spend and strategy.

Single-Touch Attribution: Single-touch models assign credit to only one touchpoint in the customer journey. This could be the first interaction (first-touch) or the final conversion (last-touch), but it limits the ability to see the broader impact of multiple touchpoints.

Multi-Touch Attribution: Multi-touch attribution, on the other hand, gives credit to multiple touchpoints throughout the customer journey. This model provides a more comprehensive view of how TikTok ads, along with other channels, work together to influence a conversion.

Benefits of Multi-Touch Attribution

- **Accurate Credit Allocation:** Multi-touch attribution ensures that each marketing touchpoint, including TikTok ads, receives appropriate credit for influencing conversions, providing a more balanced assessment of campaign performance.

- **Holistic Customer Journey Insights:** This approach offers a clearer understanding of how TikTok interacts with other channels throughout the customer journey, revealing which touchpoints are most impactful.

- **Optimization Opportunities:** By tracking multiple interactions, multi-touch attribution helps identify which TikTok ads and content are driving meaningful engagement, providing insights to optimize campaigns and maximize results.

Understanding your Attribution Window

An **attribution window** is the number of days between an ad exposure (i.e., when a person viewed or clicked your ad) and an app install or conversion event. TikTok allows you to customize both click-through and view-through attribution windows:

- Click-through attribution gives conversion credit when someone clicks on an ad within a given time frame.

- View-through attribution gives conversion credit when someone views an ad within a given time frame.

TikTok defaults reporting to a seven-day click-through and one-day view-through for all advertisers. This means that if a person sees your ad (but doesn't click), and converts within 24 hours, that conversion will be attributed to your ad in Ads Manager Reporting. If they click the ad and convert within seven days, the conversion will be attributed to the ad. Any conversions outside of that window will not be attributed to your ad.