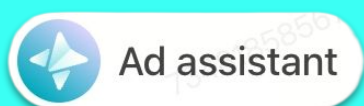


TikTok Ads Manager Ad Assistant

Your smart conversational companion



Meet Ad Assistant



Your AI-powered **conversational companion** that transforms how you advertise on TikTok Ads Manager!

Leveraging advanced technology and a comprehensive TikTok knowledge base, TikTok Ad Assistant is designed to **support users throughout their entire advertising journey**, including campaign setup, management, optimization and reporting.

Before

Advertisers faced different challenges throughout the advertising journey and had a lot of guesswork.



New solution! TikTok Ad Assistant

Advertisers faced different challenges throughout the advertising journey and had a lot of guesswork.



Power your success with effectiveness and efficiency

Manage campaigns effectively

Ad Assistant assists you across your entire advertising lifecycle from campaign creation to optimization, ensuring you make confident, data-driven decisions.

Scale workflows Efficiently

Ad Assistant simplifies complex workflows and automates repetitive tasks, saving you time and effort on manual operations.

Gain personalized insights

Ad Assistant uncovers performance drivers, provides tailored recommendations, and identifies trends to optimize ROI.





TikTok Ads Manager Ad Assistant

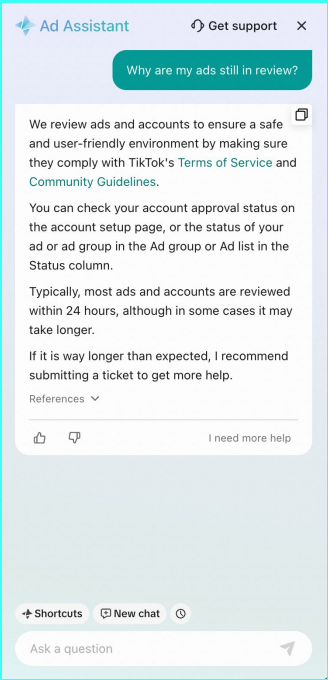


Learn from instant answers

Q&A

Ask about TikTok ad products, setup, or features and get accurate, personalized answers instantly.

Ad Assistant acts like a 24/7 support partner, helping you move faster without searching documentation.



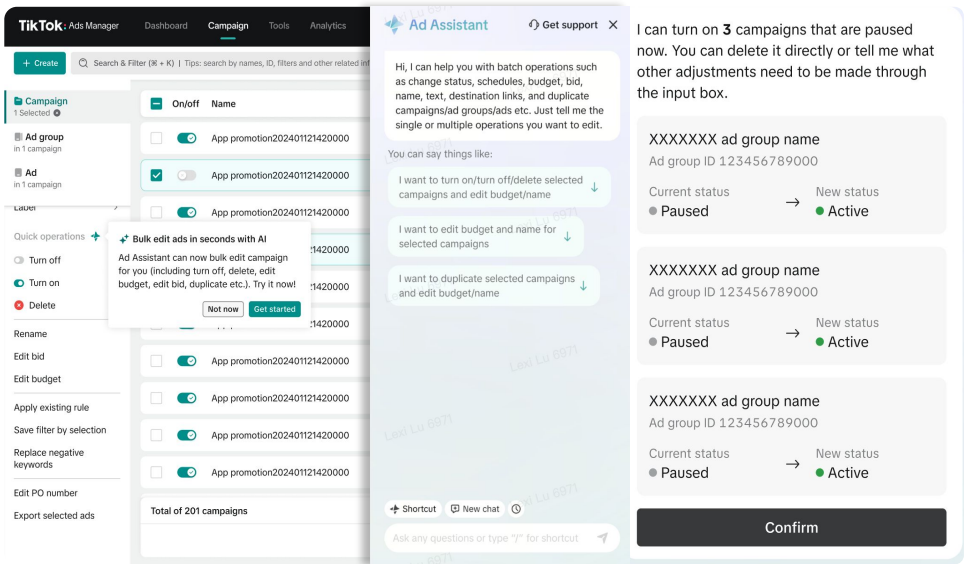
Ad Assistant reduces the need for technical support by **66%**, helping advertisers get answer faster and keep campaigns moving.

TikTok Internal Data, 2025

Manage at scale with streamlined workflows*

Actions

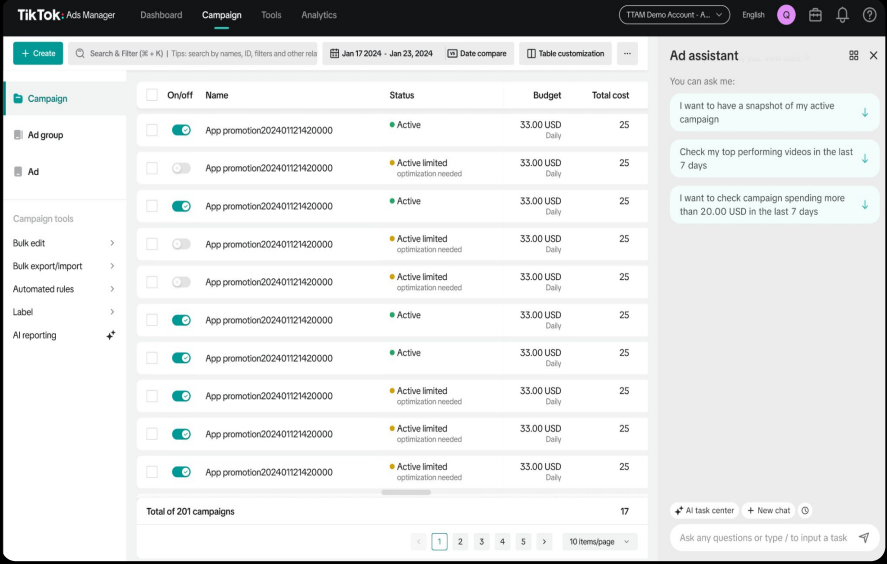
Ad Assistant helps you save time by automating repetitive work with AI-powered bulk actions. You can reduce manual effort, move faster across campaigns, and stay focused on what matters most.



Measure results and uncover actionable insights

Reporting and Analysis

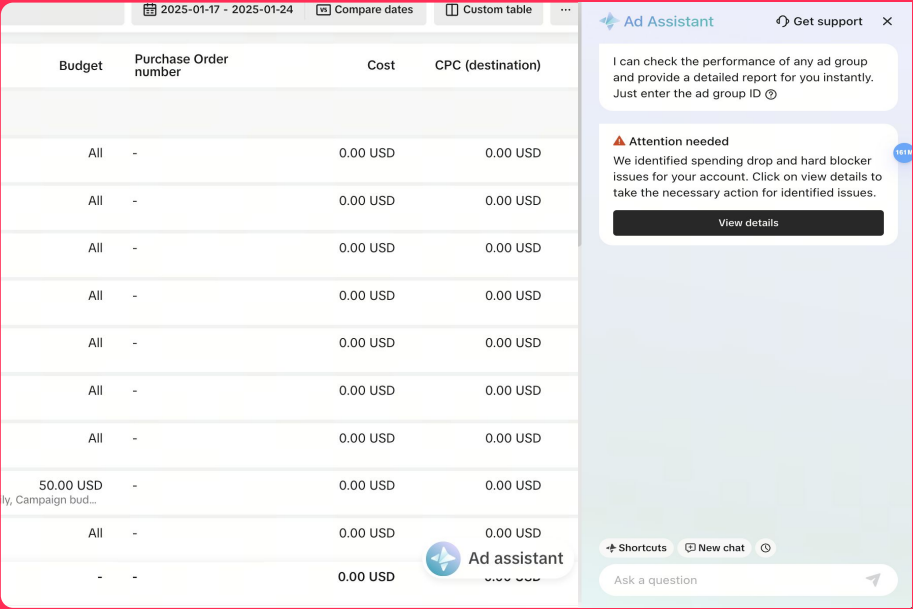
Ad Assistant gives you instant, personalized insights to compare performance, spot trends, and make smarter, faster decisions. Skip the dashboards and reports. Access the exact insights you need, when you need them.



Optimize with real-time suggestions

Diagnosis

Identify campaign issues faster with proactive insights from Ad Assistant. Get personalized recommendations to fix problems and scale top performers with confidence.



** Please note this product is currently in Open Beta

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