

TikTok Ads Manager

User Playbook

 **TikTok for Business**

May, 2024



Get Started

Platform Overview

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

User Guide Overview

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

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Create an Account

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

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

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



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

TikTok Ads Manager Overview

There are four main tabs on TikTok Ads Manager:

1

Dashboard

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

2

Campaign

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

3

Tools

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

4

Analytics

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

TikTok Ads Manager

Dashboard Campaign Tools Analytics

TTAM Test Account English

Hi there!

Here's what's happening with your account.

View log Create ad

Account info

Available balance: 494.48 USD

Today's spend: 0.00 USD

Manage payment →

Performance

Graph Data

2024-02-21 ~ 2024-02-27 (1,400,000)

Cost: 0.00 USD

Trend: Cost

View top 5 campaigns

Impressions: 0.00

Clicks: 0.00

2

Overview TikTok Ads Manager

1 Dashboard

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

1

Account Information

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

2

Performance

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

3

Log

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

4

Ad group status

Monitor the current status of your ad groups, and see how many are Active, Disapproved or Out of Budget.

5

Recommendations

Provide customized recommendations to improve performance and efficiency.

6

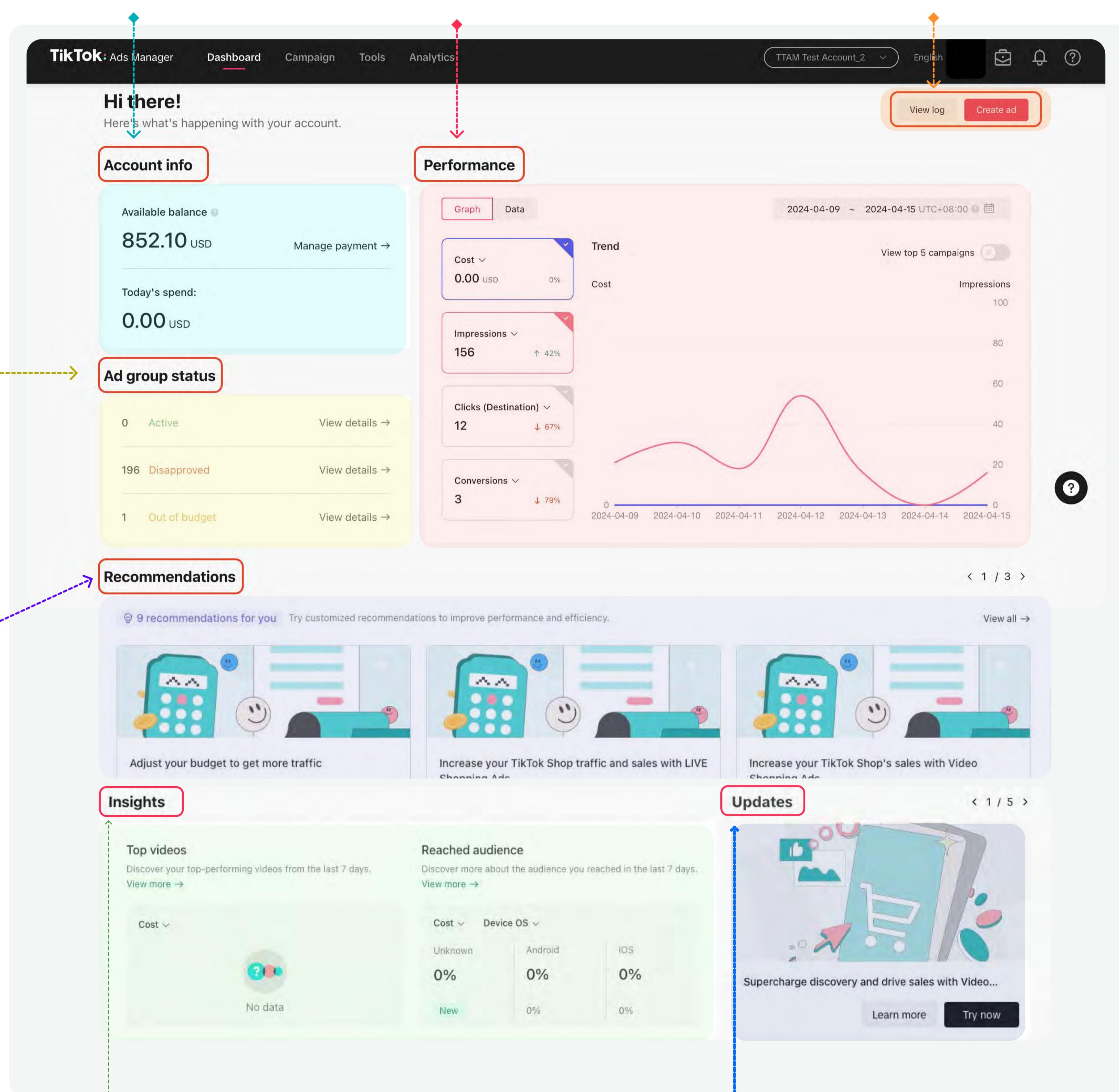
Insights

View top videos and reached audience to analyze your video creative performance, explore TikTok user interests, behaviors, and demographics to maximize results and find new ways to scale.

7

Updates

Learn more about the TikTok Ads Manager's latest updates.



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

Audience

Manage audience and TikTok comments

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

The screenshot shows the TikTok Ads Manager dashboard with the following structure:

- Top Bar:** TikTok Ads Manager, Dashboard, Campaign, Tools (highlighted in blue), Analytics.
- Header:** TTAM Test Account_2, English, profile icon, help icon.
- Left Sidebar:**
 - Audience:** Audience manager, Comments.
 - Creative:** Creative library, Instant page, Video editor.
 - Management:** Automated rules, Catalogs, Events, Hashtag Challenges, Leads, Pangle brand safety, Mission manager, Recommendation center.
 - Settings:** Account setup, Brand safety hub (Beta), Documents, Payment.
- Right Side:** A table showing audience data with columns: Audience ID, Date Created, and a list of audience entries.

Creative

Create and manage creatives

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

Management

Set, manage and monitor your campaigns

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

Settings

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

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

Create Campaigns

1 Campaign Structure

Campaign Structure

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

1. Campaign Level

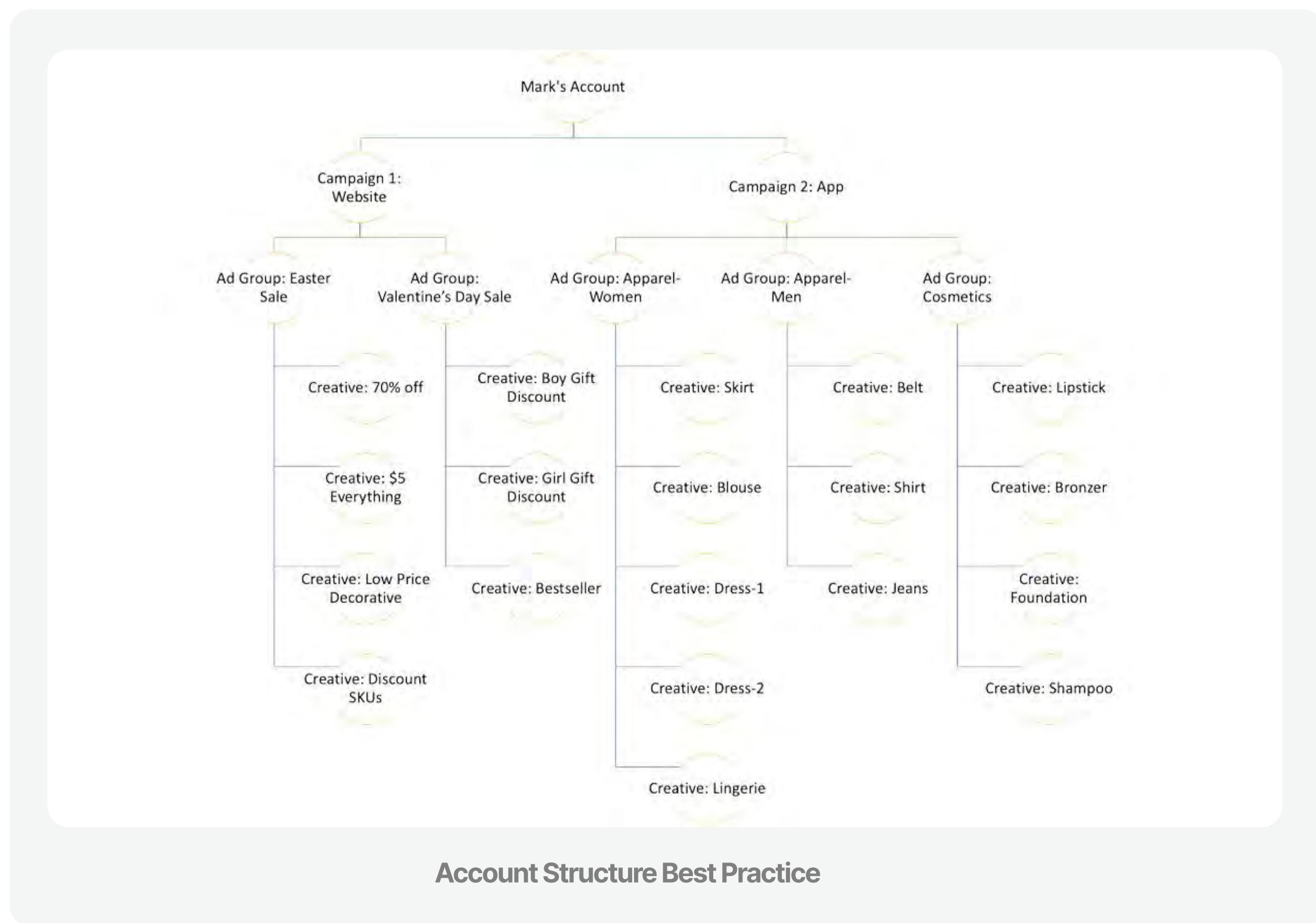
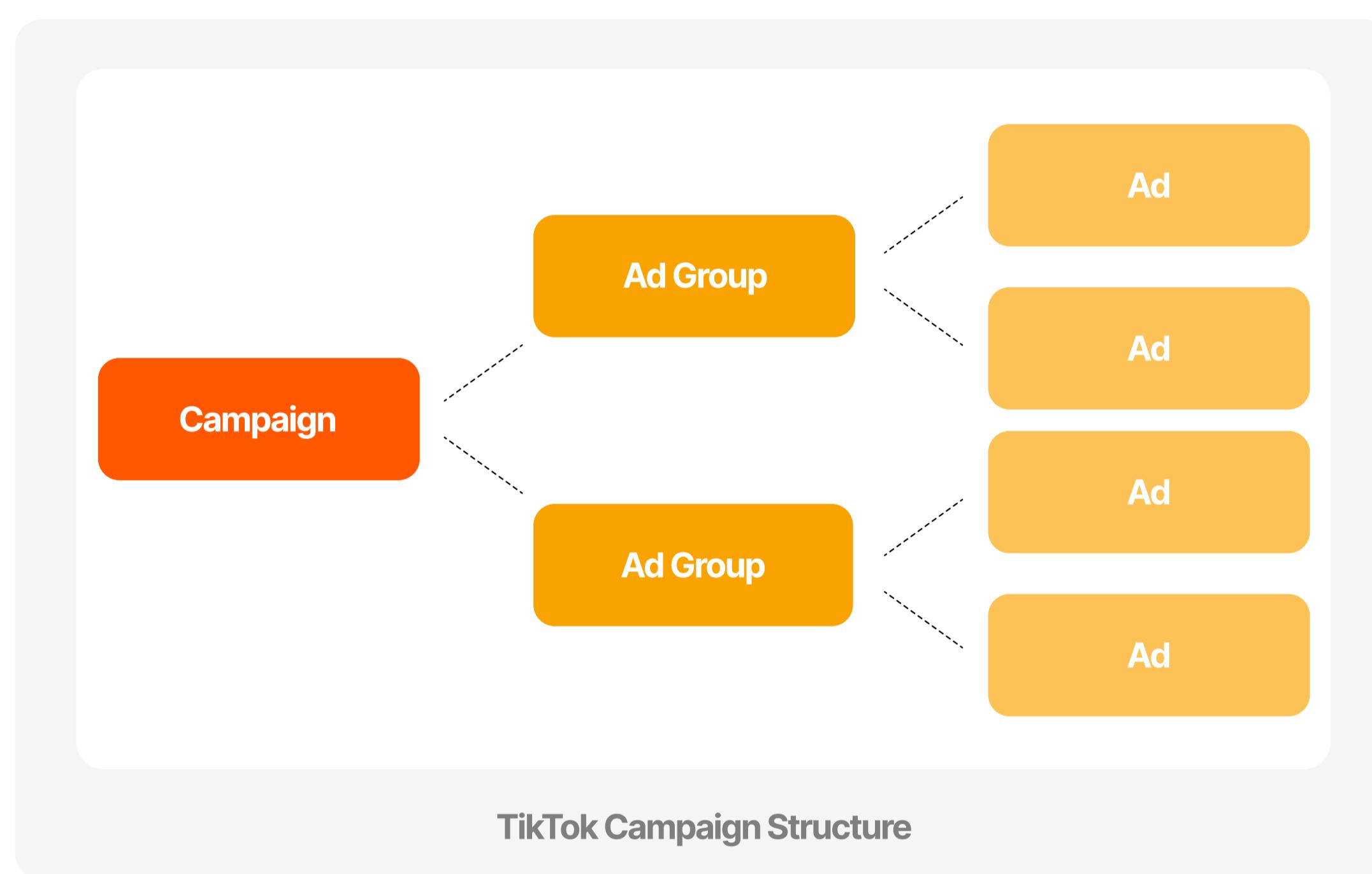
Starting a campaign is the first step in the ad creation process, where you choose your Advertising Objective. Select from Reach, Traffic, Video Views, Community Interaction, App Promotion, Lead Generation, Website Conversions and Product Sales.

2. Ad Group Level

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

3. Ad Level

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



For more information about running effective campaigns, please see [Account Structure Best Practices](#).

2 Create Campaigns

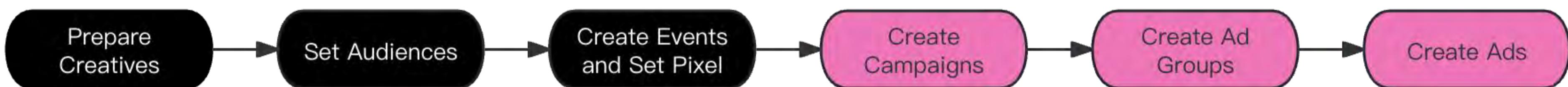
Campaign Preparations

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

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

Recommended Process

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



Before Getting Started - Preparations

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

Objective Preparation	Creative	Audience	Event	Catalog	TikTok Shop	Identity	Spark Ads
APP	✓	✓	✓	✗	✗	✓	✓
Web	✓	✓	✓	✗	✗	✓	✓
Catalog	✓	✓	✓	✓	✗	✓	✓
TikTok Shop	✓	Optional	✗	✗	✓	✓	✓

Prepare Ad Creatives

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

The Creative library interface shows a list of video, image, and playable ad materials. It includes columns for Video Material ID, Total Cost, CPC, CPM, and Impressions. A sidebar on the left lists categories like Videos, Images, Playable, Spark ads posts, Instant Forms, and Interactive Add-on.

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

The Instant page interface shows a list of instant experiences. It includes columns for Page ID, Page type, Status, Created on, Modified on, Number of rel., and Total Cost. A sidebar on the left lists categories like Instant experience, Create, and Filters.

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

The Video editor interface shows a list of generated videos. It includes columns for Name, Page ID, Page type, Status, Created on, Modified on, Number of rel., and Total Cost. A sidebar on the left lists categories like Video editor, Music factory, and Tools with Highest Speed.

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

Ad Formats

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

The TikTok app only supports **Video ads.**



See [Video Ads Specifications](#) and [Image Ads Specification](#) for more details.

Prepare Audiences

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

Custom audience

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

- For more details about how to create custom audiences, please see "[Customer File, Engagement, App Activity, Website Traffic, Offline Activity, Lead Generation, Shop Activity \(Available to all accounts with Shop Ads\), and Business Account](#)".

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

Lookalike Audiences:

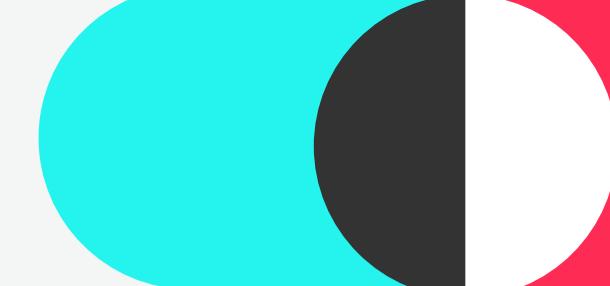
It can help you reach audiences that share commonalities with your existing customers and deliver your ads to audiences that are interested in your product. Lookalike Audiences are based on your Custom Audiences. Therefore, before creating a Lookalike Audience, make sure you have uploaded your customer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

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

Understanding Ad Review

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

Name	Type	Size	Availability	Audience ID	Date Created
This is Rola Testing	Custom Audience Customer File	0	Unavailable Audience too small		2024-05-11
Test2 04-30-24	Lookalike Audience	29,602,849	Available Last Refreshed On: 2024-05-01 23:58:48 UTC+08:00		2024-04-11
TEST 04-30-24	Lookalike Audience	29,622,009	Available		2024-04-11
lead - web	Saved audience	-	Available Last updated: 2024-04-29 07:06:49 UTC+08:00		2024-04-11
ddddd	Saved audience	-	Available Last updated: 2024-04-28 02:54:30 UTC+08:00		2024-04-11
xwj test	Saved audience	-	Available Last updated: 2024-04-26 11:11:05 UTC+08:00		2024-04-11



Prepare Events (App and Web)

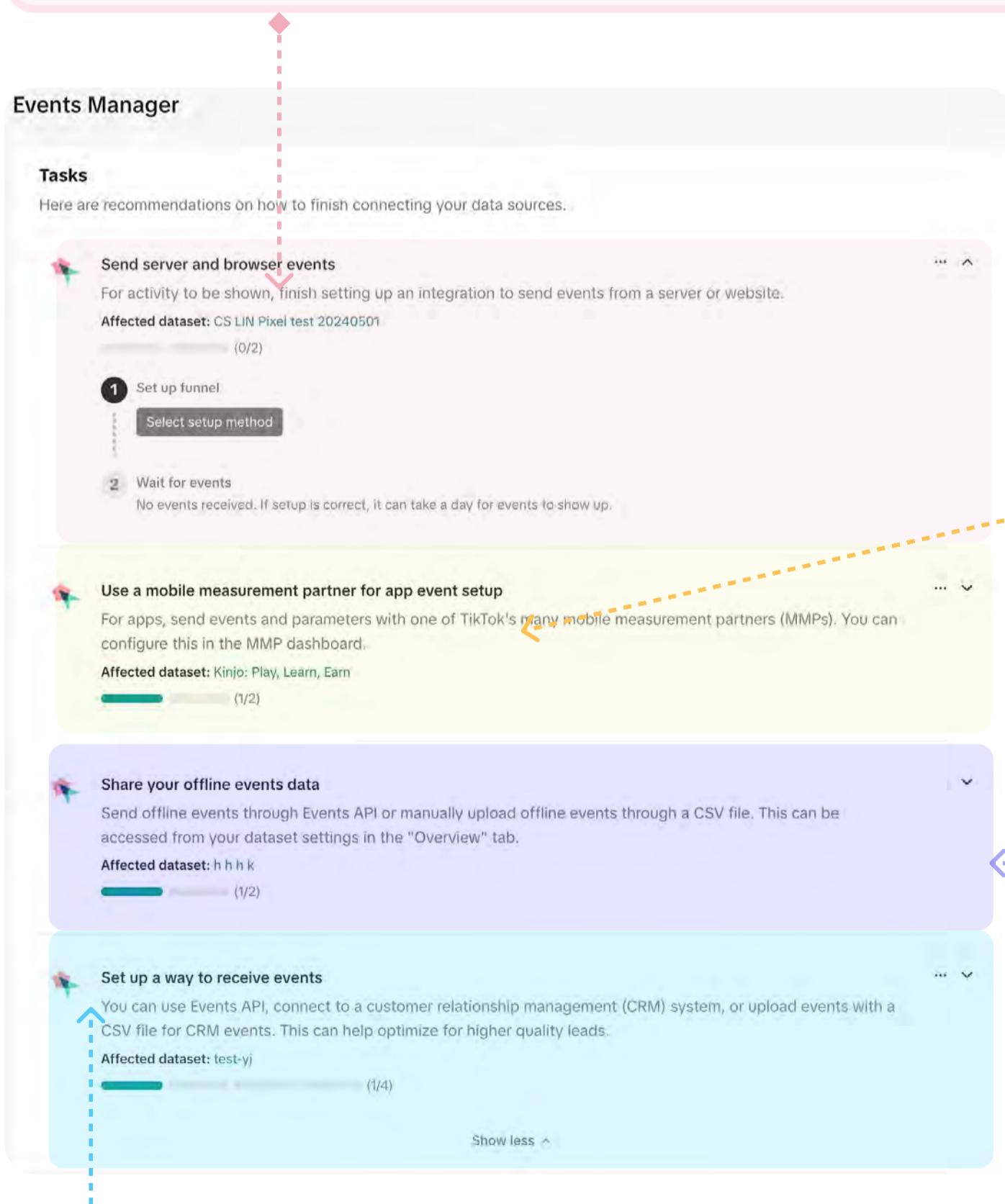
TikTok Events Manager is a workspace to create and manage data connections with TikTok, no matter where they take place (on your website or app, in-store or via your CRM).

App Events

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

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

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



CRM

Customer Relationship Management (CRM) systems help manage interactions with prospective and existing customers. We recommend you to connect your Customer Relationship Management(CRM) to improve your lead quality.

Website Events

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

- **The TikTok Pixel:** It is a piece of code that you can place on your website that allows you to **share website events with TikTok**. Once you've successfully set up the pixel on your site, the pixel will share information on when an action is taken on your website, based on the events you've set up.
 - **Note:** We recommend advertisers to configure events on their website that **capture the entire user journey**, starting from 'view content', through 'add to cart', and 'complete payment'
- **Events API:** TikTok Events API is designed to give our advertisers **a more reliable connection** between TikTok and advertiser **marketing data** (servers, website, app, or CRM) while also providing the flexibility for advertisers to **customize the information they share with TikTok**.
 - **Note:** **Pixel or Events API set-up is a pre-requisite for our Web Conversions objective in TikTok Ads Manager.** We recommend leveraging both solutions together to adapt to the changing ads ecosystem and maximize performance benefits.
- **Partner Integrations for Website Conversion:** TikTok has partnered with **industry-leading and vetted partner platforms**, to **integrate with TikTok's Pixel and Events API**, offering a seamless and frictionless experience. By partnering with TikTok Commerce and Data partners, you'll enjoy a quick and turn-key onboarding experience without allocating developer resources to edit the website or server-side code bases.

Offline

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

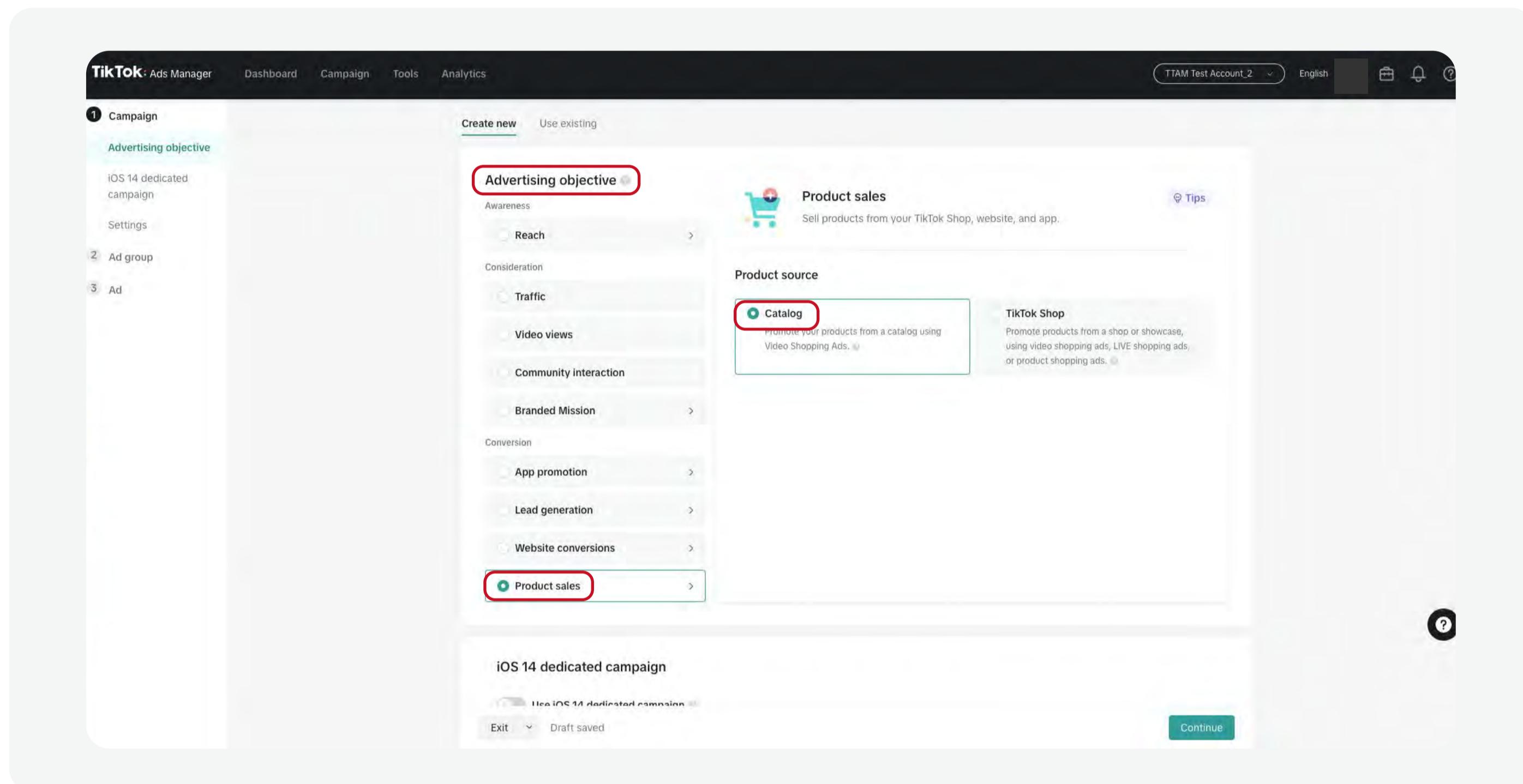
2 Create Campaigns

Campaign Preparations

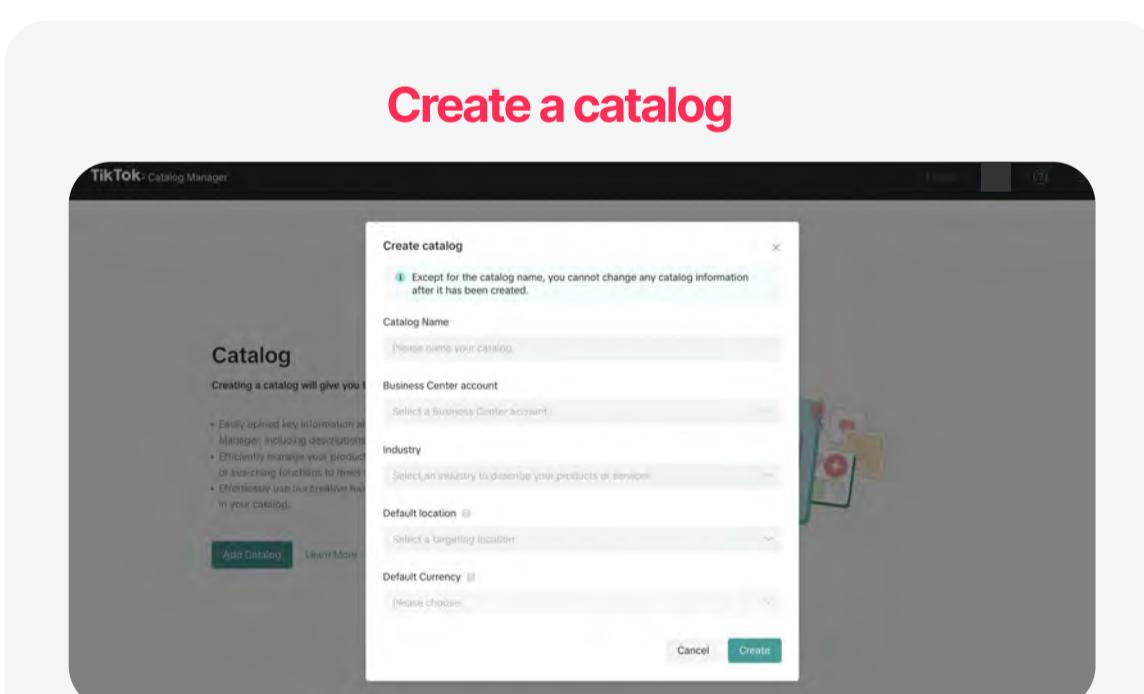
Prepare Catalogs

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

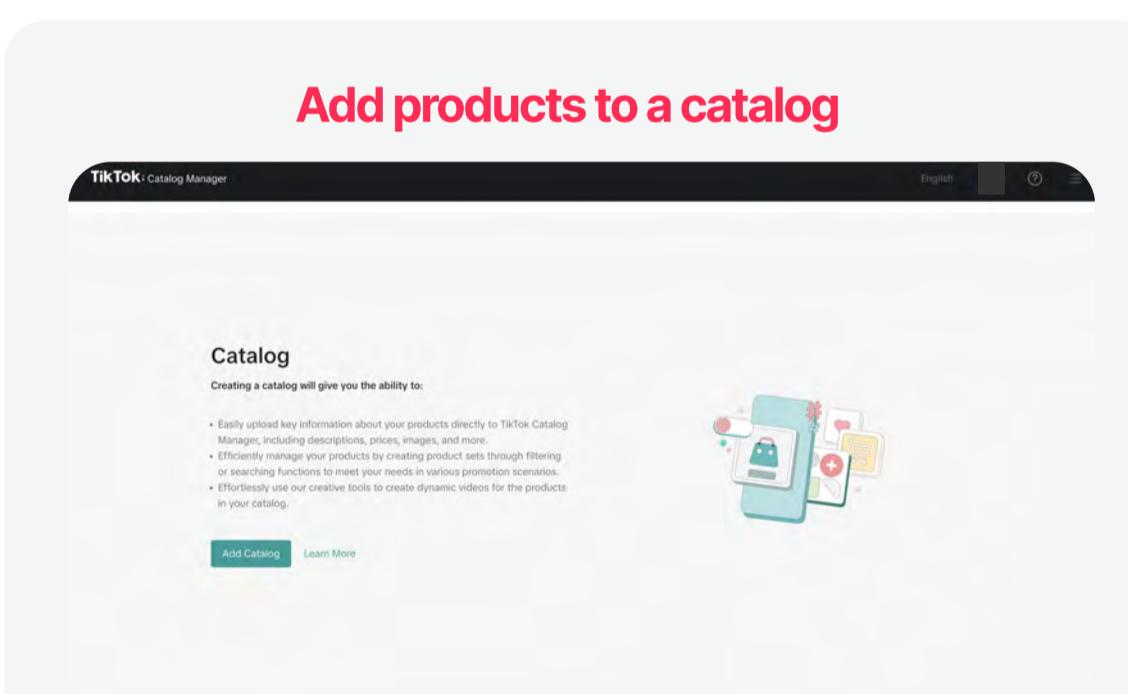
Here is the **pathway to locate the Catalog objective** in TikTok Ads Manager: **Advertising objective → Product sales → Catalog**.



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



Pathway: Tools → management → catalogs
1. Click "Add Catalog"
2. **Input basic information** about your catalog and products including: Catalog Name, Business Center account, Industry, Default Location, Default Currency
3. After entering all the information, click "Create".



1. Select the catalog you want to add products to.
2. After bringing up the **Upload Product module**, you can download a CSV, XML (RSS), or XML (ATOM) version of the standard product template.
3. Select **how** you want to add your products to a catalog.

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

Manage catalogs

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

- **Note:** It is essential to **set up website event tracking in advance**, including three core business events: View Content, Add to Cart, and Purchase Complete. Additionally, for better management of **product catalogs** and to assess ad performance effectively, you need to **establish a product catalog and associate event sources with the catalog**.

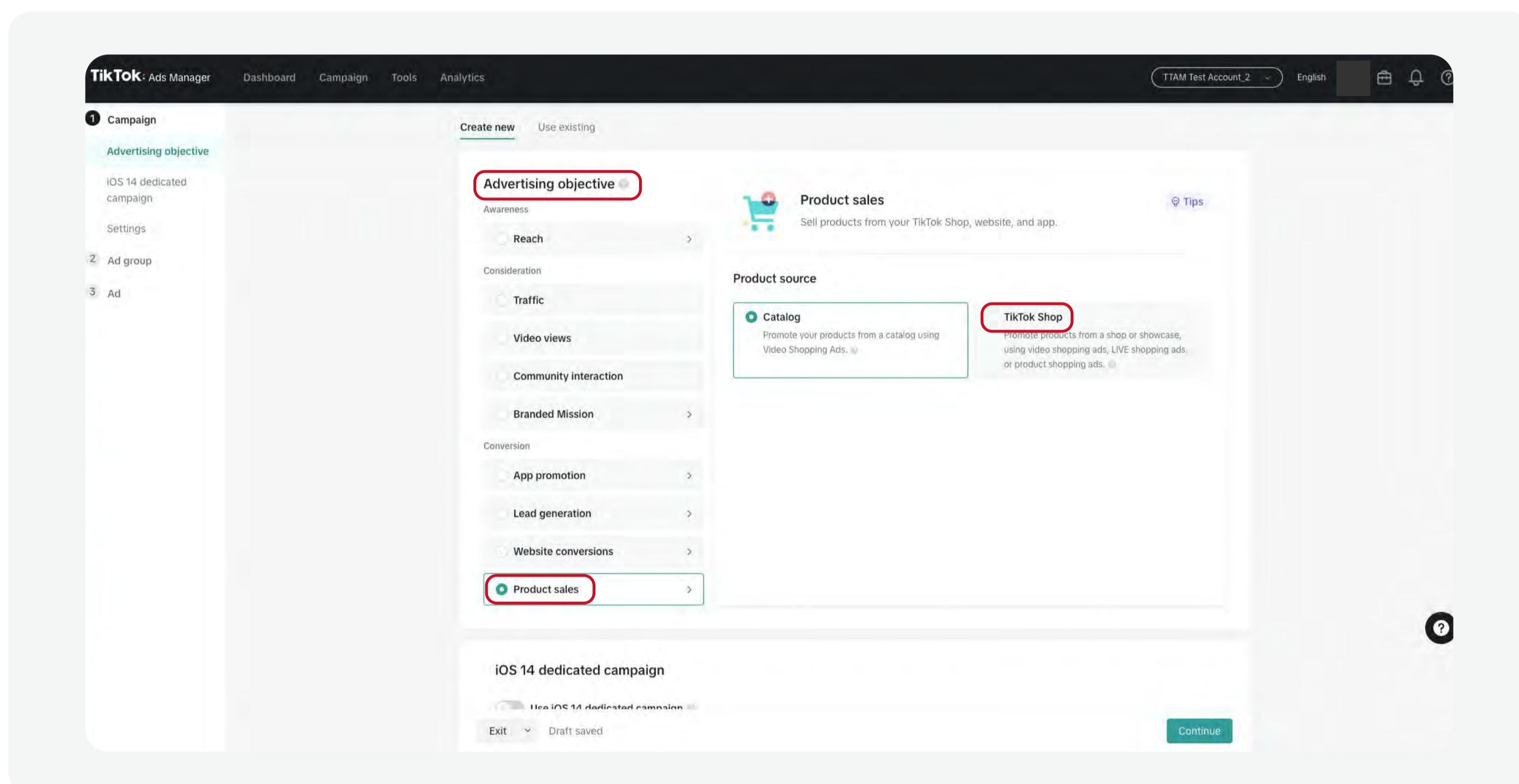
2 Create Campaigns

Campaign Preparations

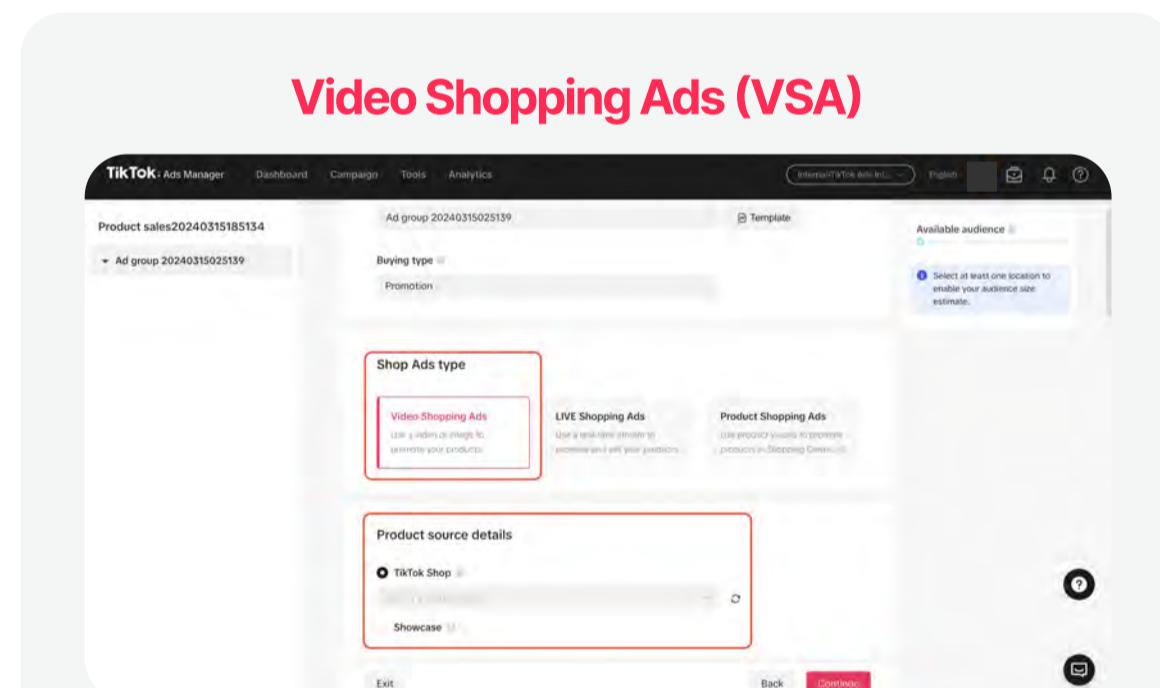
Prepare TikTok Shop

Shop Ads helps drive more traffic to your shop and products, with automatic tracking, measurement and optimization.

Here is the pathway to locate the Shop Ads objective in TikTok Ads Manager: **Advertising objective → Product sales → TikTok Shop → VSA/ LSA/PSA.**



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

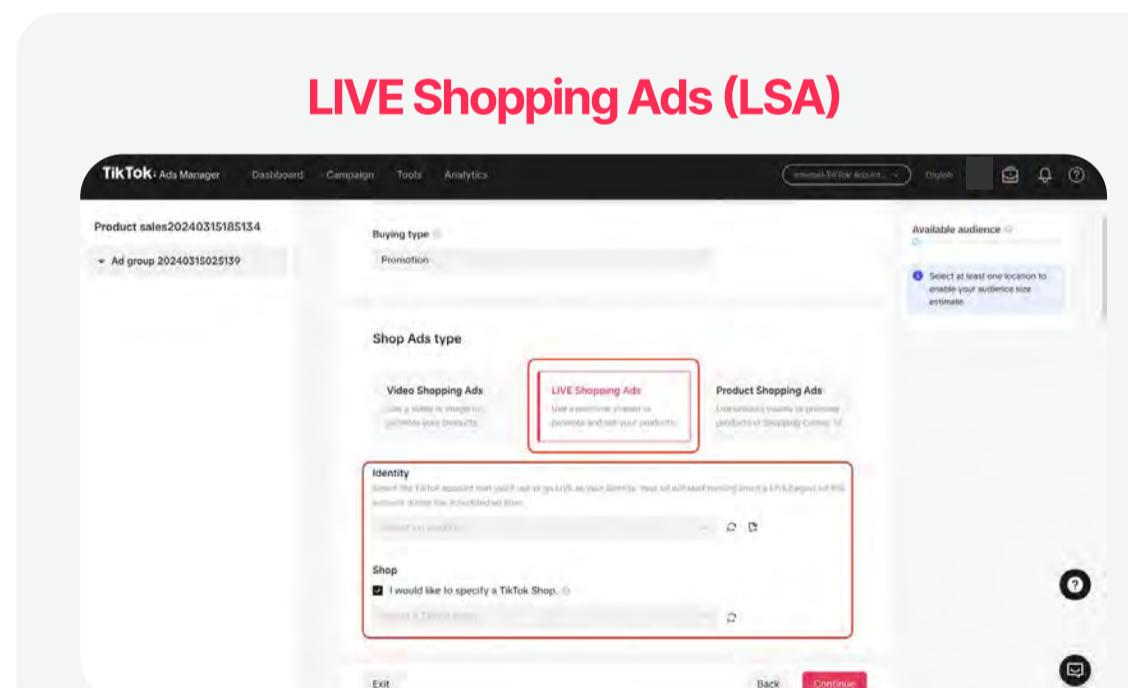


Use videos to promote your products in feed, search and more.

You need to select products and creatives:

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

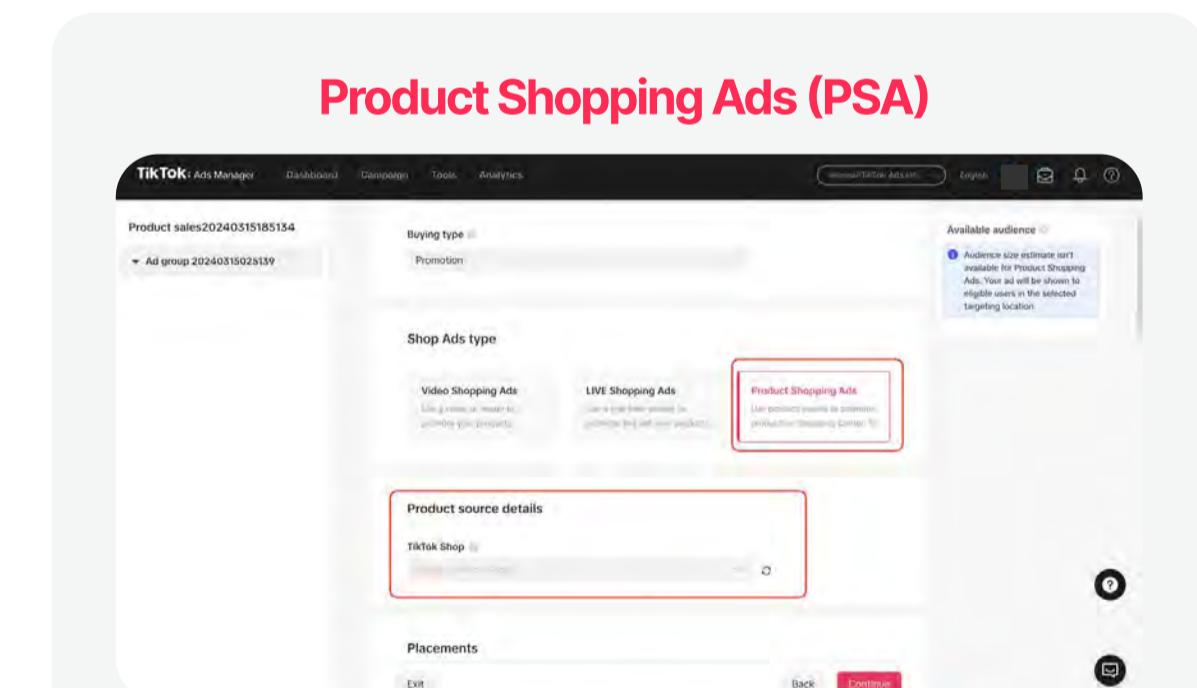
Note: You do not need to implement pixel or catalog. The Video Shopping Ads feature in TikTok Ads Manager is automatically available to all TikTok Shop sellers, creators and agencies.



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

You need to select the TikTok account:

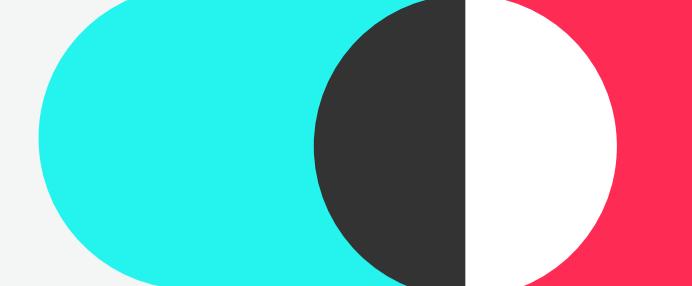
- Identity:** Select the TikTok account that you'll use to go LIVE. Your ad will start running when a LIVE begins on this account during the scheduled ad time.
- For more details on how to create LSA, please see "[How to create LIVE Shopping Ads](#)".
- Note:** The Live Shopping Ads feature in TikTok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



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

You need to select products:

- TikTok Shop:** Directly use the list of products that you uploaded through [Seller Center](#).
- For more details on how to create PSA, please see "[How to create Product Shopping Ads](#)".
- Note:** The Product Shopping Ads feature in TikTok Ads Manager is automatically available to all TikTok Shop sellers and agencies in Indonesia, Malaysia, the Philippines, Singapore, Thailand, the United States, and Vietnam.



Prepare Identity

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

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

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

Account owned by you

You can use this Identity to create Spark Ads using the posts of the TikTok account linked to your TikTok For Business account.

Other authorized account or post

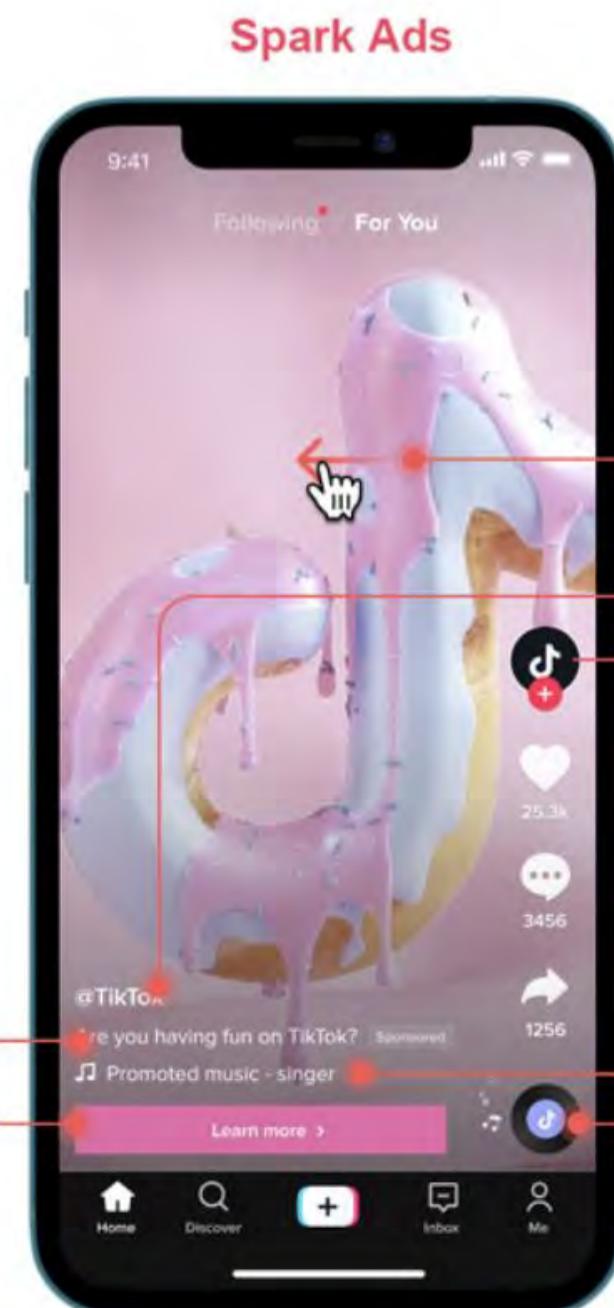
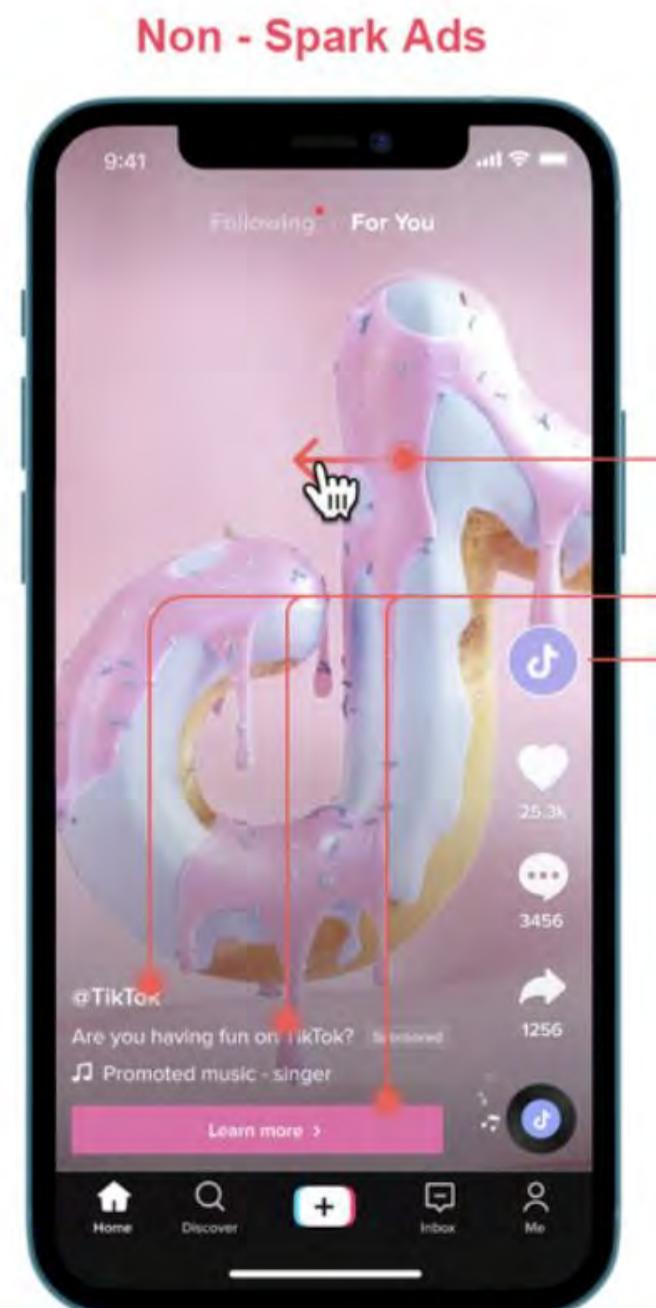
This Identity will let you create Spark Ads using TikTok posts that TikTok creators have authorized you to use in your ad.

Custom Identity

Publish ads without using a TikTok account. This is the only Identity type that supports Non-Spark Ads ad format.

Prepare Spark Ads

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

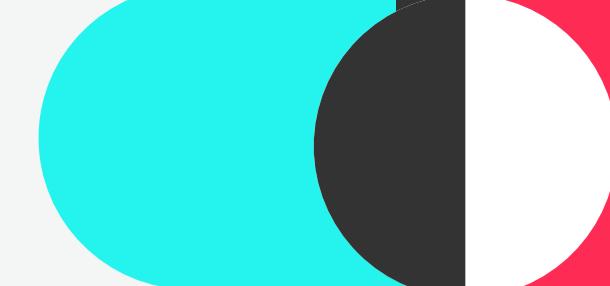


Click the profile photo, nickname, video caption, CTA button, or swipe left to the landing page.

Click the profile photo, nickname, or swipe left to the account page.

Click the video caption or CTA button to the landing page.

Click the music name or the music disc to the music page.



There are two types of Identity available for creating [Spark Ads](#):

Methods	Method 1	Method 2
Condition	<ul style="list-style-type: none"> TikTok accounts: If you have linked your TikTok Business account to TikTok Ads Manager, and want to use your own TikTok posts or push video from Ads Manager and publish it under your linked business account <ul style="list-style-type: none"> Accounts authorized by TikTok Business Center: If you have added a TikTok account to your Business Center and the TikTok account owner approves your request, the members in your Business Center can access the profile info and live videos in the TikTok account. 	<ul style="list-style-type: none"> If you want to use authorized posts, you can authorize individual TikTok posts by entering video codes.

The screenshot shows the TikTok Ads Manager interface with the following details:

- Header:** TikTok Ads Manager, Dashboard, Campaign, Tools, Analytics, Internal-TikTok Ads Int..., English, profile icon, help icon.
- Left Sidebar:** Traffic 20240428141334, Ad group 20240427101337, 2024-04-27 22:13:51, three-dot menu.
- Identity Section:** A red box highlights the "Identity" section. It contains:
 - A checked checkbox for "Use TikTok account to deliver Spark Ads".
 - A dropdown menu for "Select a TikTok account" with two options: "Authorized accounts" (selected) and "No linked accounts".
 - A "Connect account" button.
 - A "Post authorized by account" option.
- Preview Section:** Shows a preview of the ad in "In-feed" format. The preview screen displays "Following" and "For You" sections with a "Sponsored" video thumbnail. Metrics shown: 731K likes, 128K comments, 232 shares.
- Bottom Buttons:** Exit, Publish all, a question mark icon.

For more details on how to create Spark Ads, please see "[Spark Ads Creation Guide](#)".

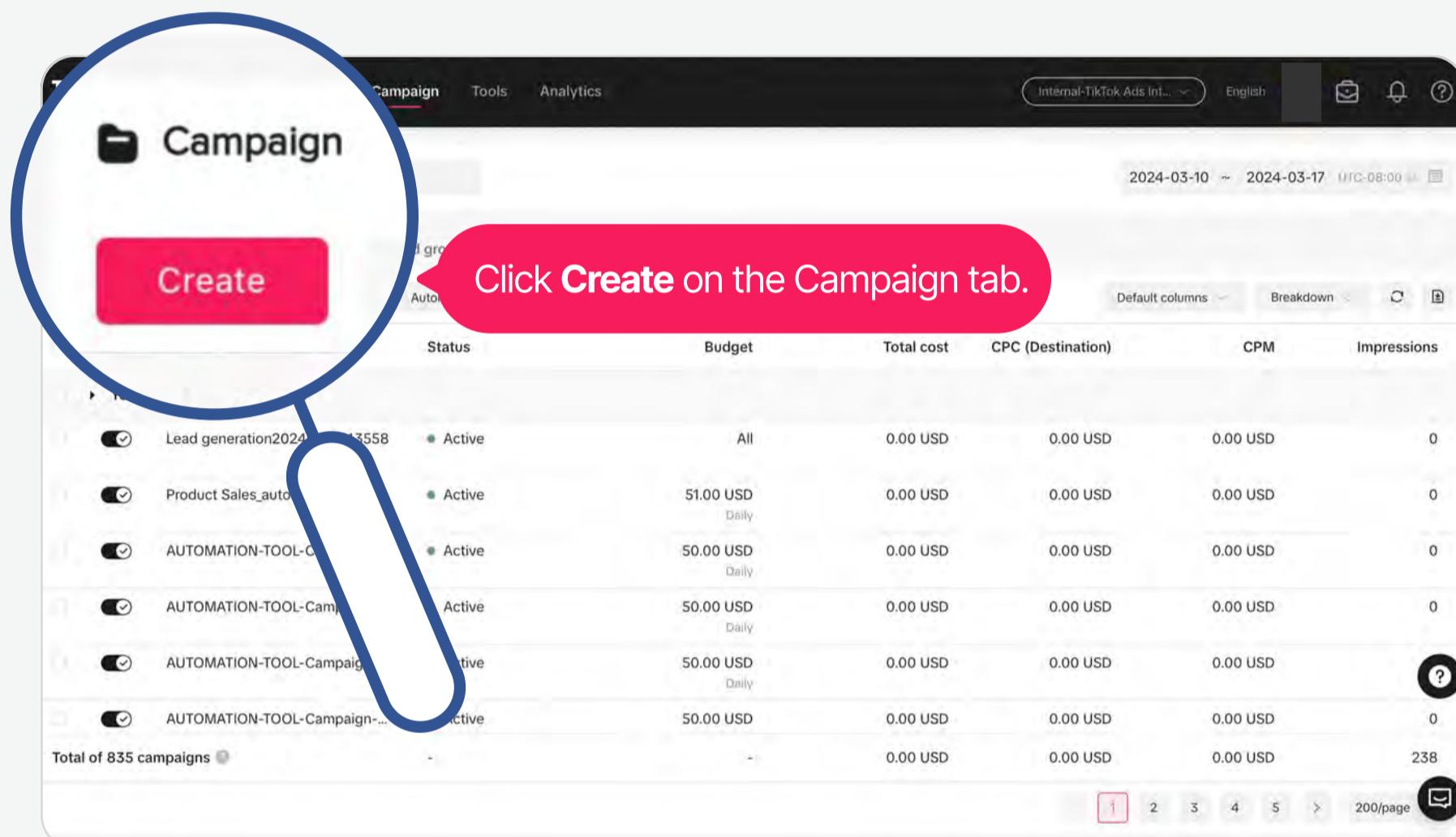
2 Create Campaigns

Create a Campaign

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

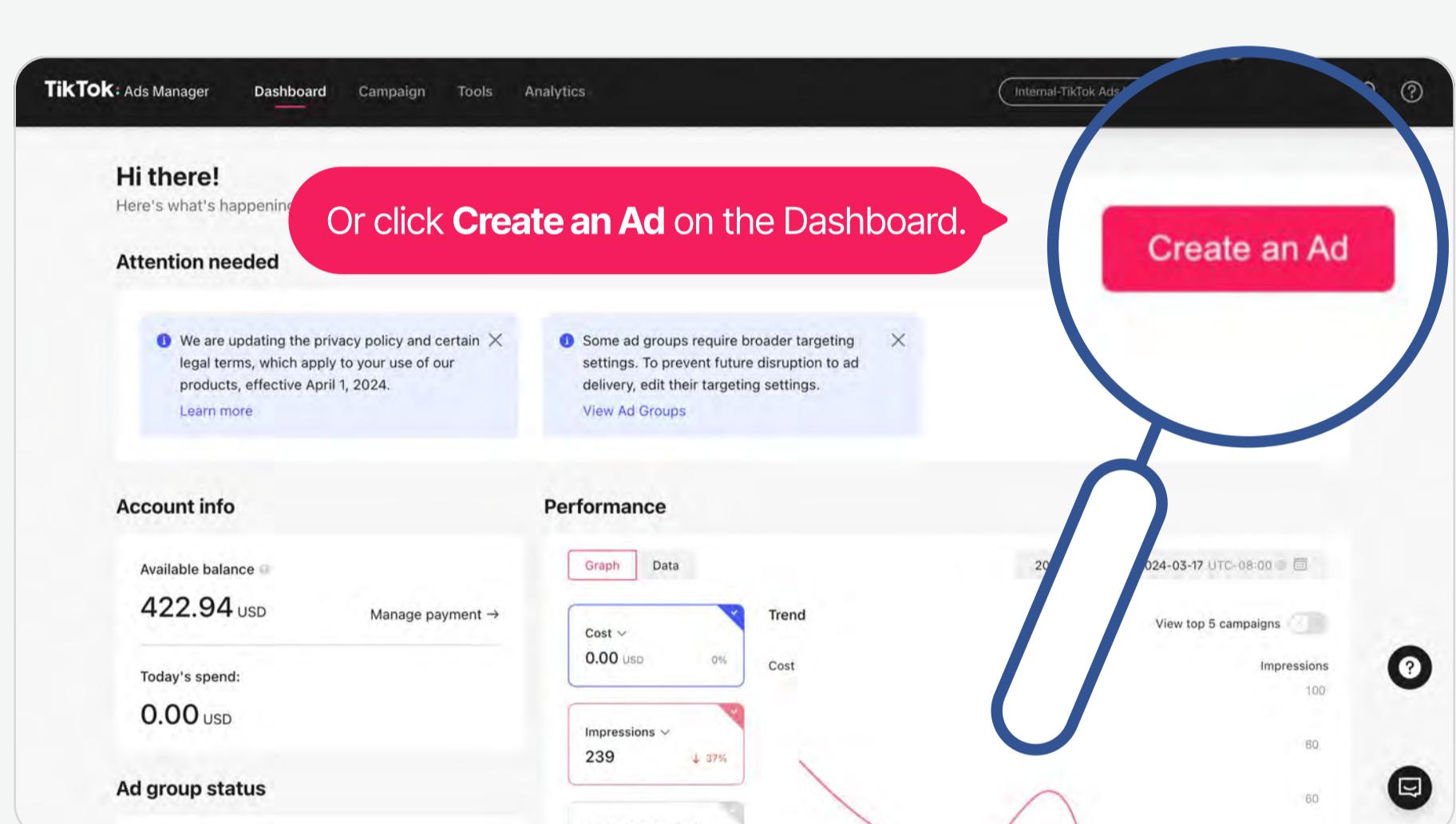
- Enter Campaign Creation Page

1



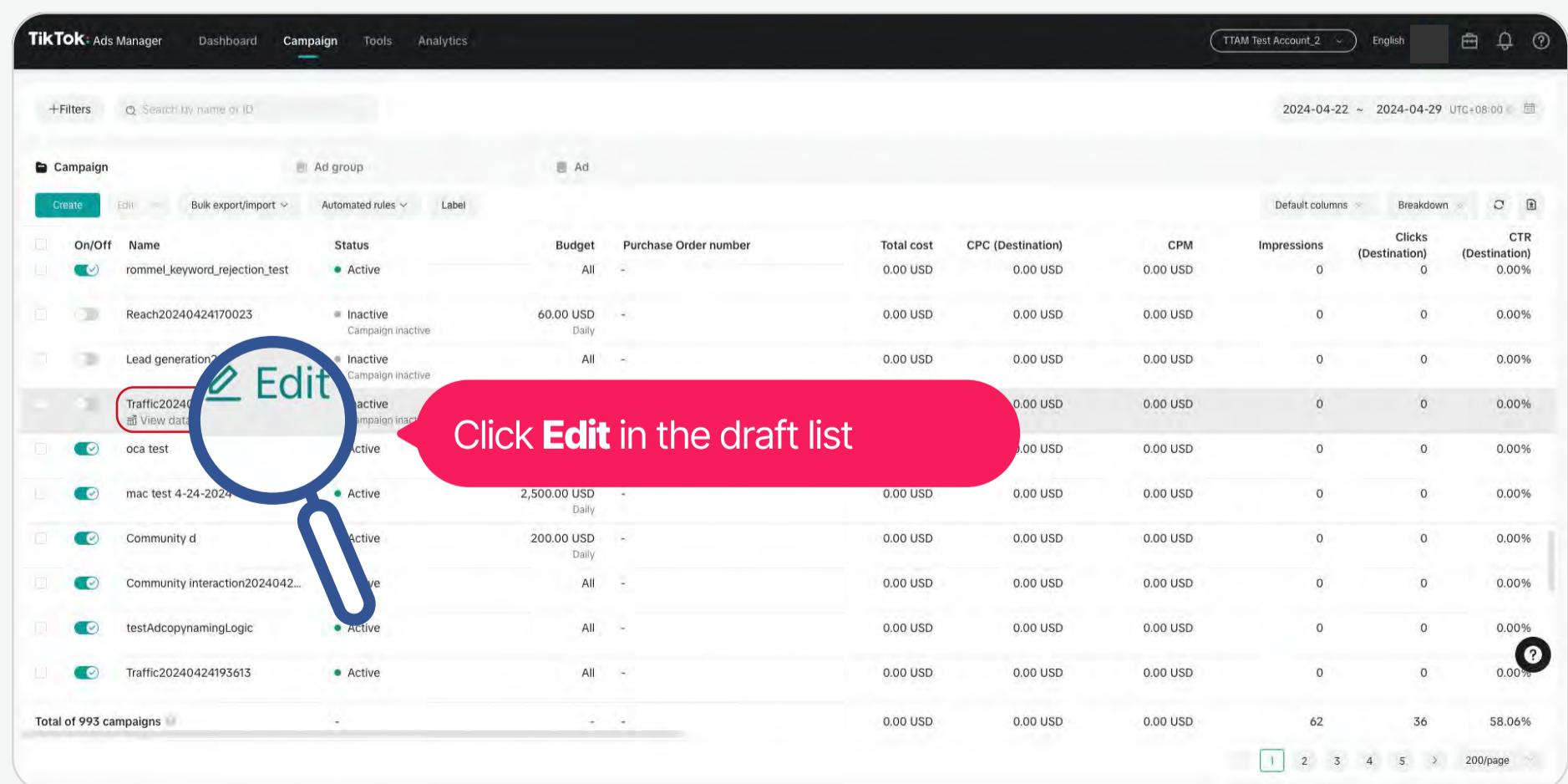
Click **Create** on the Campaign tab.

2



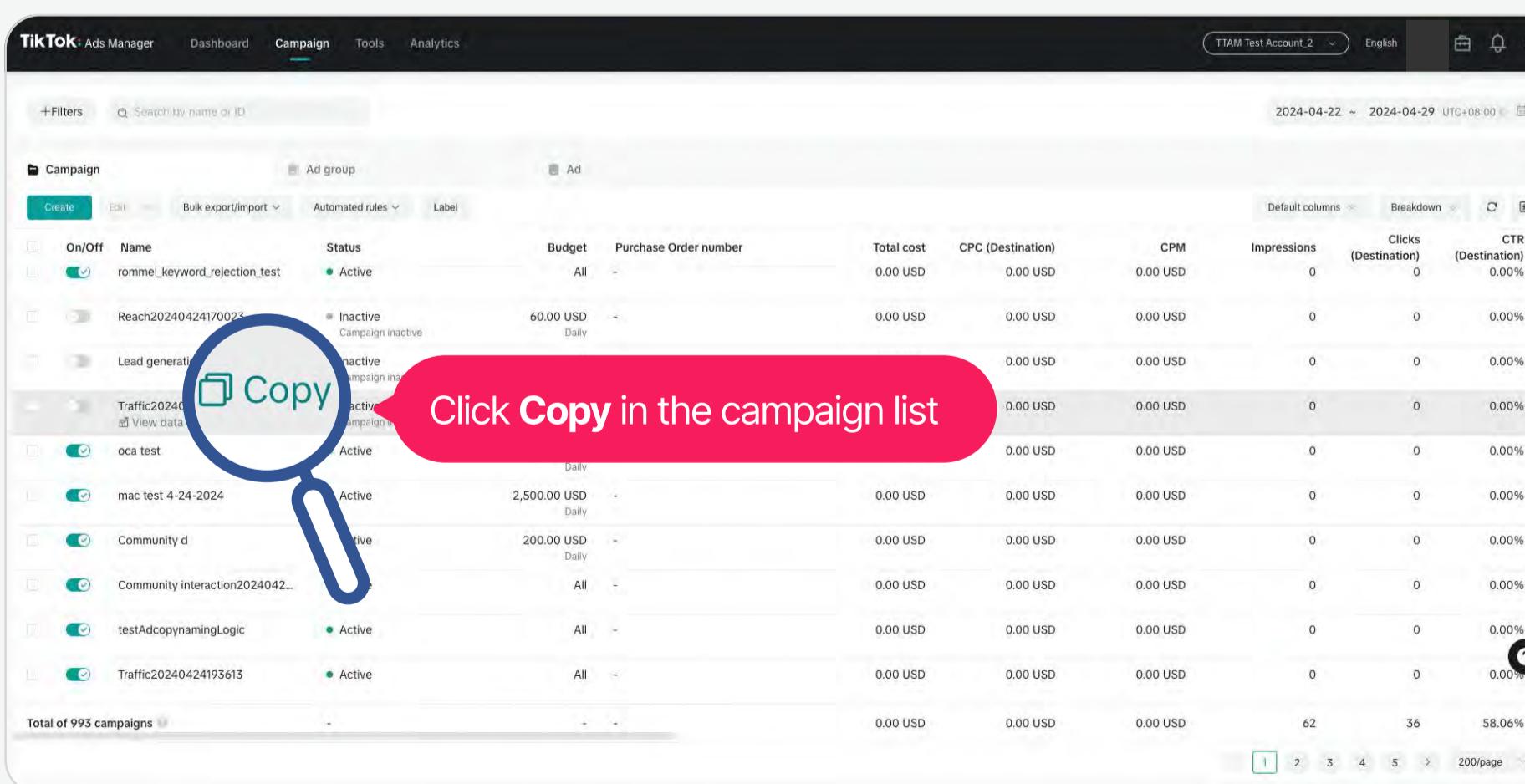
Or click **Create an Ad** on the Dashboard.

3

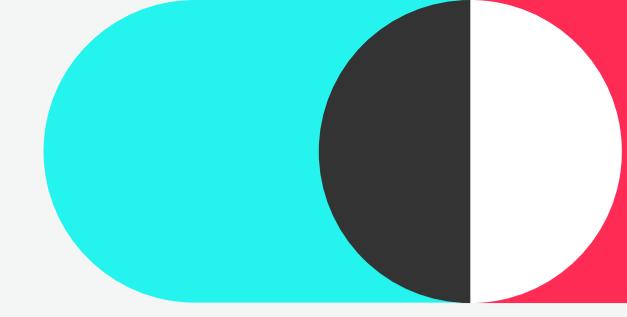


Click **Edit** in the draft list

4



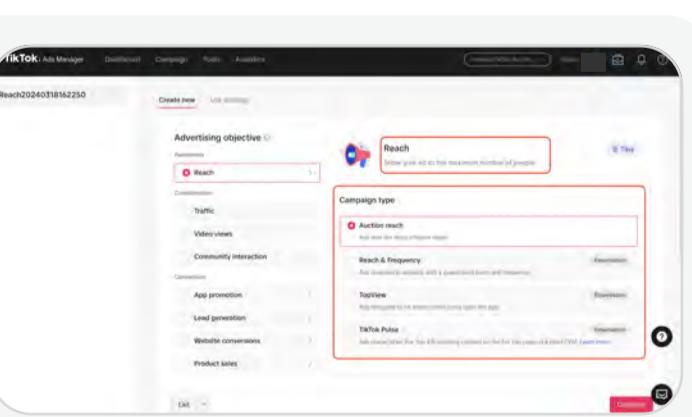
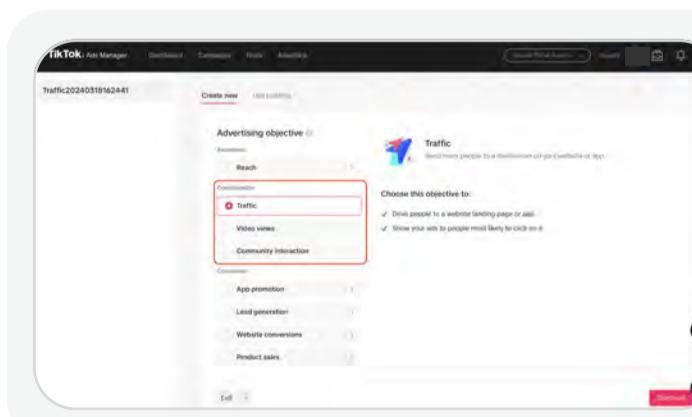
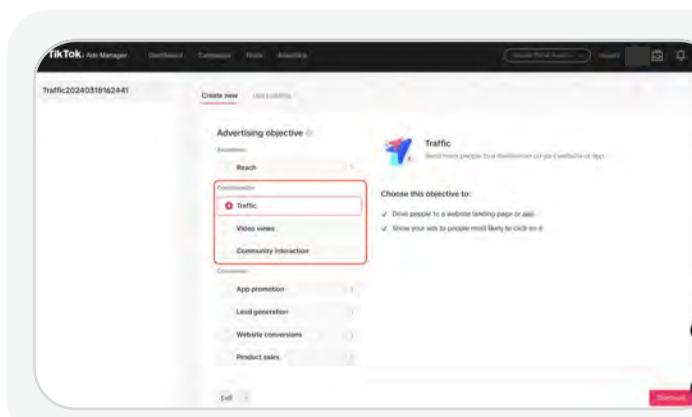
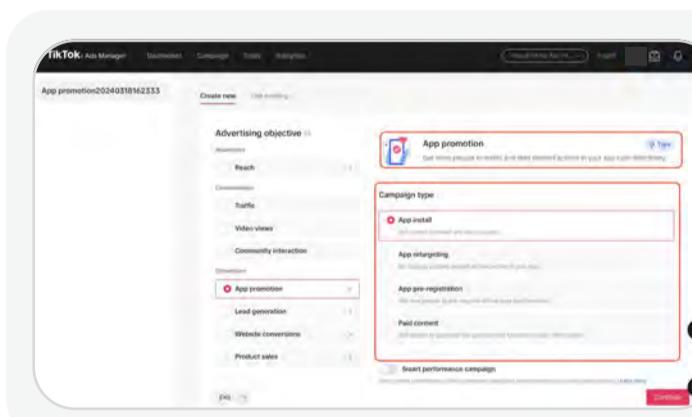
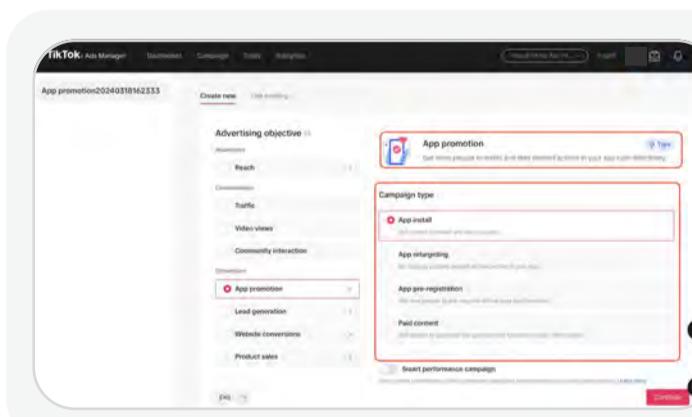
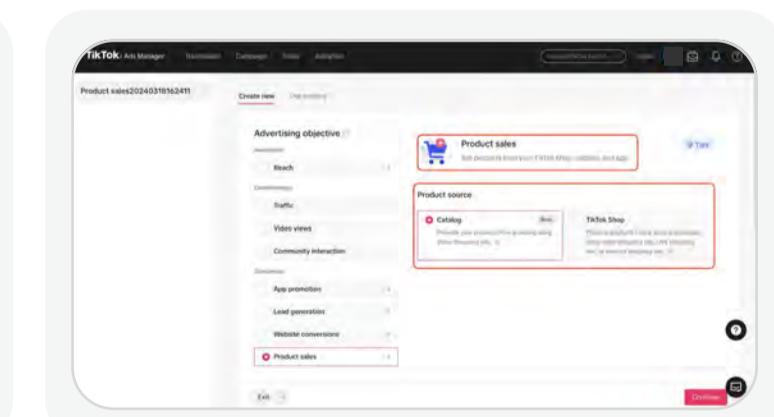
Click **Copy** in the campaign list



Advertising Objectives

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

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

Category	Awareness	Consideration	Conversion
	<p>Reach: Show your ads to the maximum number of people.</p>	<ul style="list-style-type: none"> • Traffic: Send more people to a destination on your website or app. • Video Views: Get more views and engagement for your video ads. • Community Interaction: Get more followers, TikTok page visits or promote your LIVE. • Branded Mission: Connect brands with TikTok creators by offering them incentives to develop authentic video content. 	<ul style="list-style-type: none"> • App Promotion: Get more people to install and take desired actions in your app. • Lead Generation: Collect leads for your business. • Website Conversions: Drive valuable actions on your website. • Product Sales: Sell products from your TikTok Shop or Catalog.
	<p>1. Auction reach: Ads with the most efficient reach.</p> <p>2. Reach & Frequency: Ads reserved in advanced with guaranteed frequency and reach.</p> <p>3. Topview: Ads designed to be shown when users open the app.</p> <p>4. TikTok Pulse: Ads placed after the top 4% trending content on the For You page at a fixed CPM.</p> <p>• Note: To create and modify Reach & Frequency, Topview, and Topview, specific permissions are required. For further details, please reach out to your sales representative.</p>	<p>Note: Branded Mission is not available globally. For more information, please contact your sales representative.</p>	<p>1. App install: Get people to install and use your app.</p> <p>2. App retargeting: Re-engage existing people to take action in your app.</p> <p>3. App pre-registration: Get new people to pre-register before your app launches.</p> <p>4. Paid content: Get people to purchase your paid content featured in your TikTok series.</p> <p>Note: Video Shopping Ads (for Catalog) is now automatically available to all Web advertisers globally through open beta testing. For more information, please contact your sales representatives.</p> <p>Note: Shop Ads (Video Shopping Ads, Live Shopping Ads, Product Shopping Ads) is automatically available to all TikTok Shop sellers, creators and agencies.</p>
	 	 	 

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

Define Campaign Settings

Campaign Name:

Give your campaign a unique name.

Campaign Budget Optimization:

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

iOS 14 dedicated campaign:

We recommend you enable the iOS 14 Dedicated Campaign button when creating a dedicated campaign. For more details, see "[How to Create iOS14 Dedicated Campaigns](#)".

Split Test:

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

Campaign Budget:

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

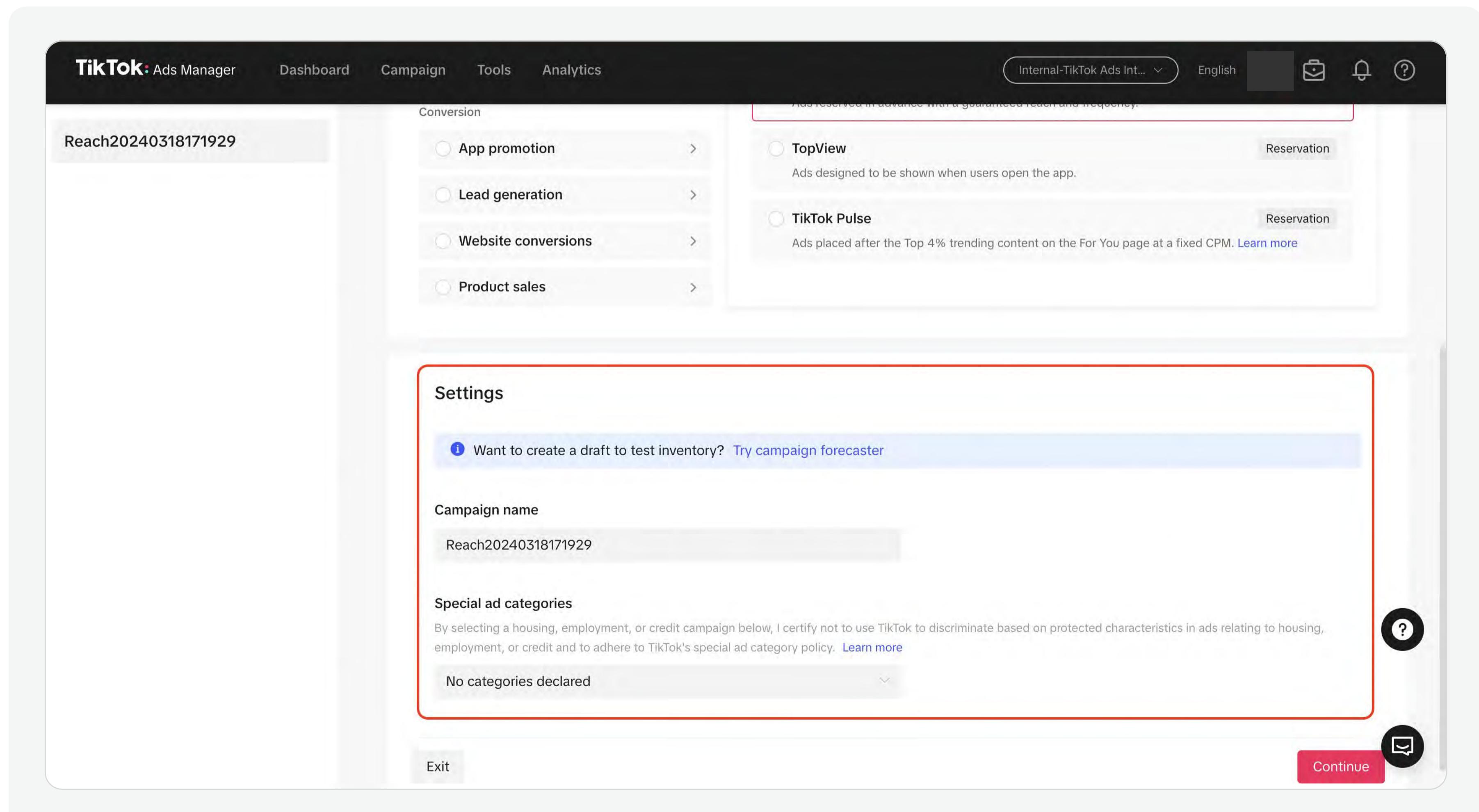
Lifetime budget

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

Daily budget

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

Note: Both Daily and Lifetime budgets must exceed \$50. For more details on budget, please refer to Manage Campaigns → Modify Ads → Modify Budget.



The screenshot shows the TikTok Ads Manager interface for creating a campaign. The top navigation bar includes 'TikTok: Ads Manager', 'Dashboard', 'Campaign', 'Tools', 'Analytics', and language/region settings. The main content area is titled 'Reach20240318171929'.

Conversion section (left sidebar):

- App promotion
- Lead generation
- Website conversions
- Product sales

TopView and **TikTok Pulse** options are shown in the main area, each with a 'Reservation' button.

Settings section (highlighted with a red box):

- Campaign name:** Reach20240318171929
- Special ad categories:** A note states: "By selecting a housing, employment, or credit campaign below, I certify not to use TikTok to discriminate based on protected characteristics in ads relating to housing, employment, or credit and to adhere to TikTok's special ad category policy." A link to "Learn more" is provided.
- Buttons:** 'Exit', 'Continue' (in a red box), and question mark icons.

2 Create Campaigns

Create an Ad Group

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

1 Ad Group Name

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

2 Optimization Location

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

Objectives	Traffic	Product Sales: TikTok Shop	1. App promotion: App pre-registration 2. Website conversions 3. Product Sales: catalog	App promotion: Paid content	Lead generation	1. Reach 2. Video views 3. App promotion: App install and App retargeting
Optimization Location	Website and App	TikTok Shop	Website and TikTok Instant Page	Identity and Series	Website, Instant form, TikTok direct messages, instant message apps, and phone call	No optimization location
UI						

Note:

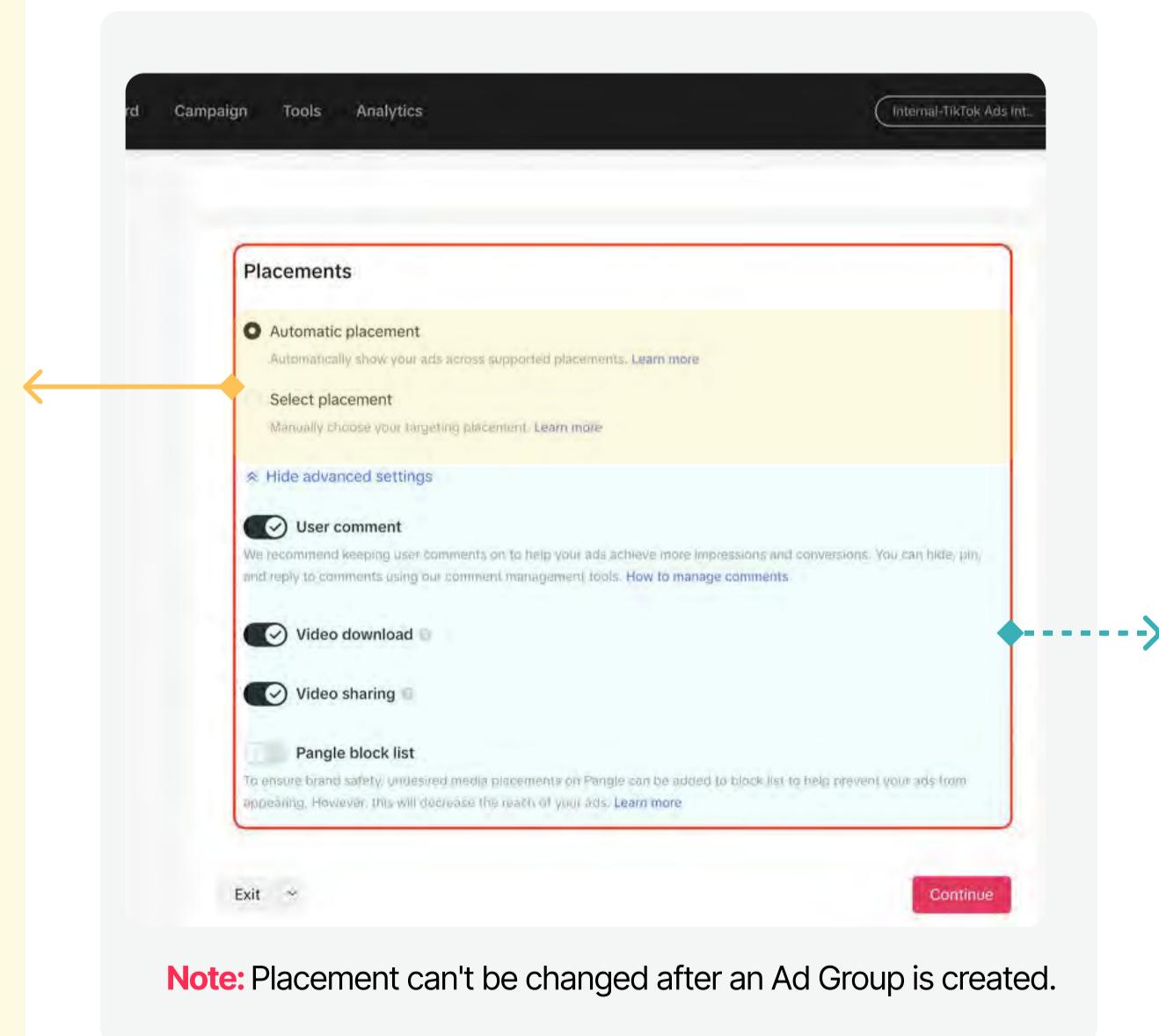
- For **Product Sales objective**, you can choose Shop Ads type and Product source details. For more information, please see "[About the new Product Sales advertising objective](#)".
- For **Community interaction**, you can choose Interaction type, including TikTok account and LIVE.
- For **App promotion objective**, you can choose apps you want to promote.

3 Placement

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

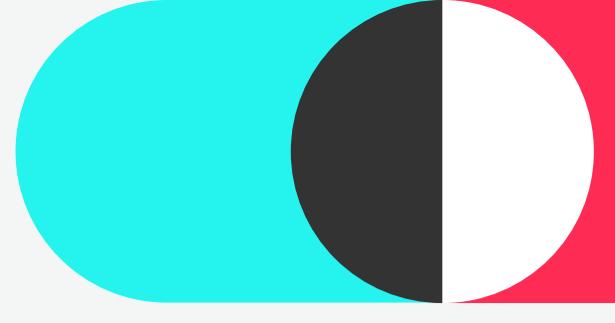
Placement Type:

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



Advanced Settings:

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



4 Target Audience

TikTok Ads Manager provides various [Targeting Options](#) to reach the audience that you want to show your ads to. These options include:

Saved audience (Optional)

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

Demographics:

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

Audience:

- Include:** Create a Lookalike or Custom Audience ([Customer File](#), [Engagement](#), [App Activity](#), [Website Traffic](#), [Offline Activity](#), [Lead Generation](#), [Shop Activity \(Available to all accounts with Shop Ads\)](#), and [Business Account](#)).
- Exclude:** Exclude Lookalike or Custom Audiences.

Interests & Behaviours:

- Interest Targeting:** Deliver ads to people based on their [interests](#).
- Behavior Targeting:** Deliver ads to people based on their recent in-app [behaviors](#), like previous interactions with videos, creators, hashtags.

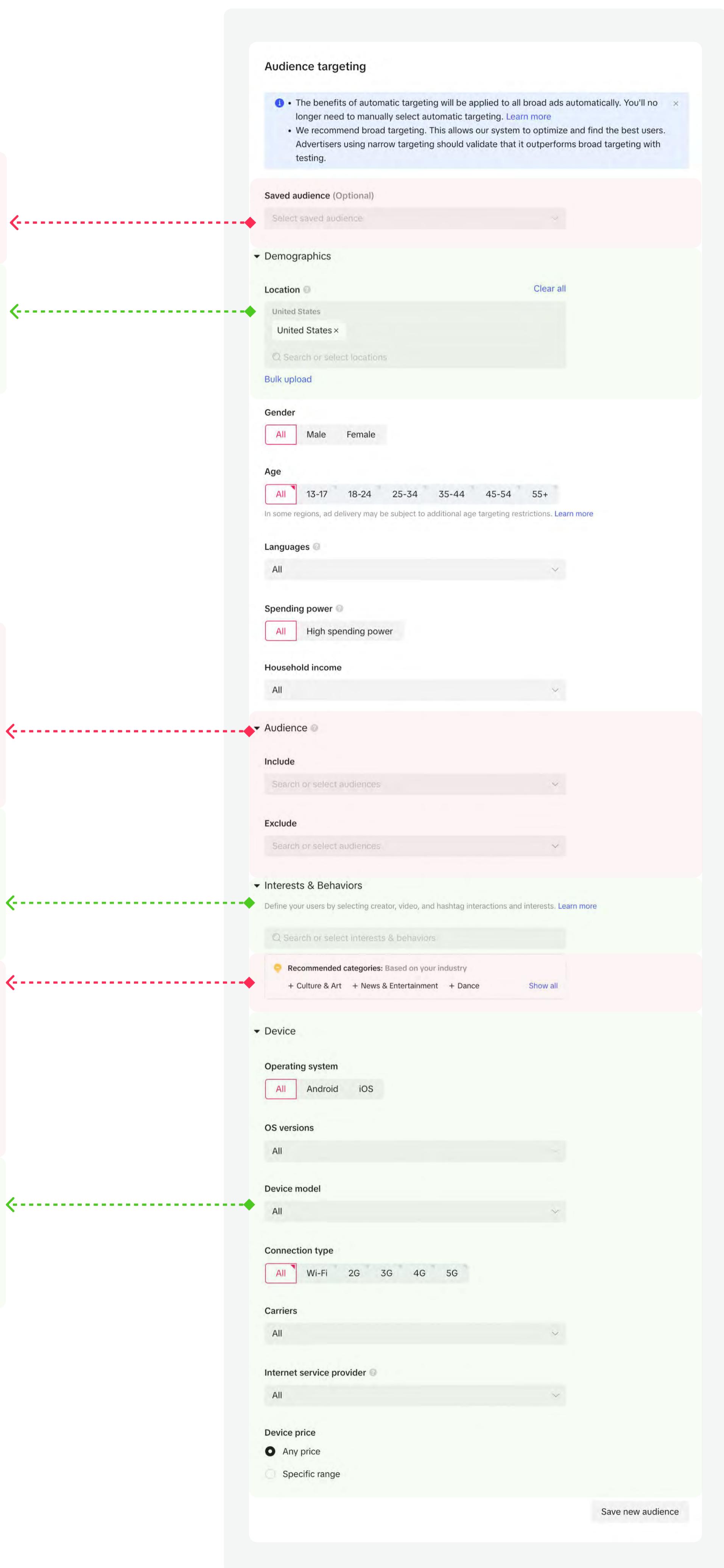
Recommended categories:

- Identify relevant audiences for your ads. When you are setting up your ad group's targeting, it will provide you with a collection of recommended Interest & Behavior categories from the audience most likely to contribute to your campaign's advertising objective. For more details, please see [Targeting Recommendation](#).

Device:

- This option enables you deliver ads based on a user's device's Operating system, OS versions, Device model, Connection type, Carriers, Internet service provider, and Device price.

Note: The benefits of automatic targeting will be applied to all broad ads automatically. You'll no longer need to manually select automatic targeting.



5 Budget, Schedule and Reservation

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

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

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

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

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

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

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

2 Create Campaigns

Create an Ad Group

6 Bidding & Optimization

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

- **Optimization goal:** Find users who will perform a certain action, such as clicking your ad or visiting your profile. Optimization Goals on TikTok Ads Manager include Gross Revenue, Purchases, Initiate Checkouts, Conversion, Clicks, Reach, Video Views, Live Viewer Retention, Leads, Profile Visit, Follow, Install and App Event Optimization (IAEO).

- **Bid strategies:** According to different optimization goals, you can adopt different bid strategies. For more information, please see [Bidding Strategies](#).

- **Note:** Optimization goal options will depend on your [Advertising Objective](#).

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

For more information, see ["Bidding Strategies."](#)

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

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

- **Show ads no more than 3 times every 7 days:** By default, you can choose to display your ads no more than 3 times per 7 days.

- **Custom:** Select an option to control how often people see your ad based on your objectives. If you choose to set a custom frequency cap, you can manually balance the tradeoffs between how often your ad is seen and how many people see it.

2 Create Campaigns

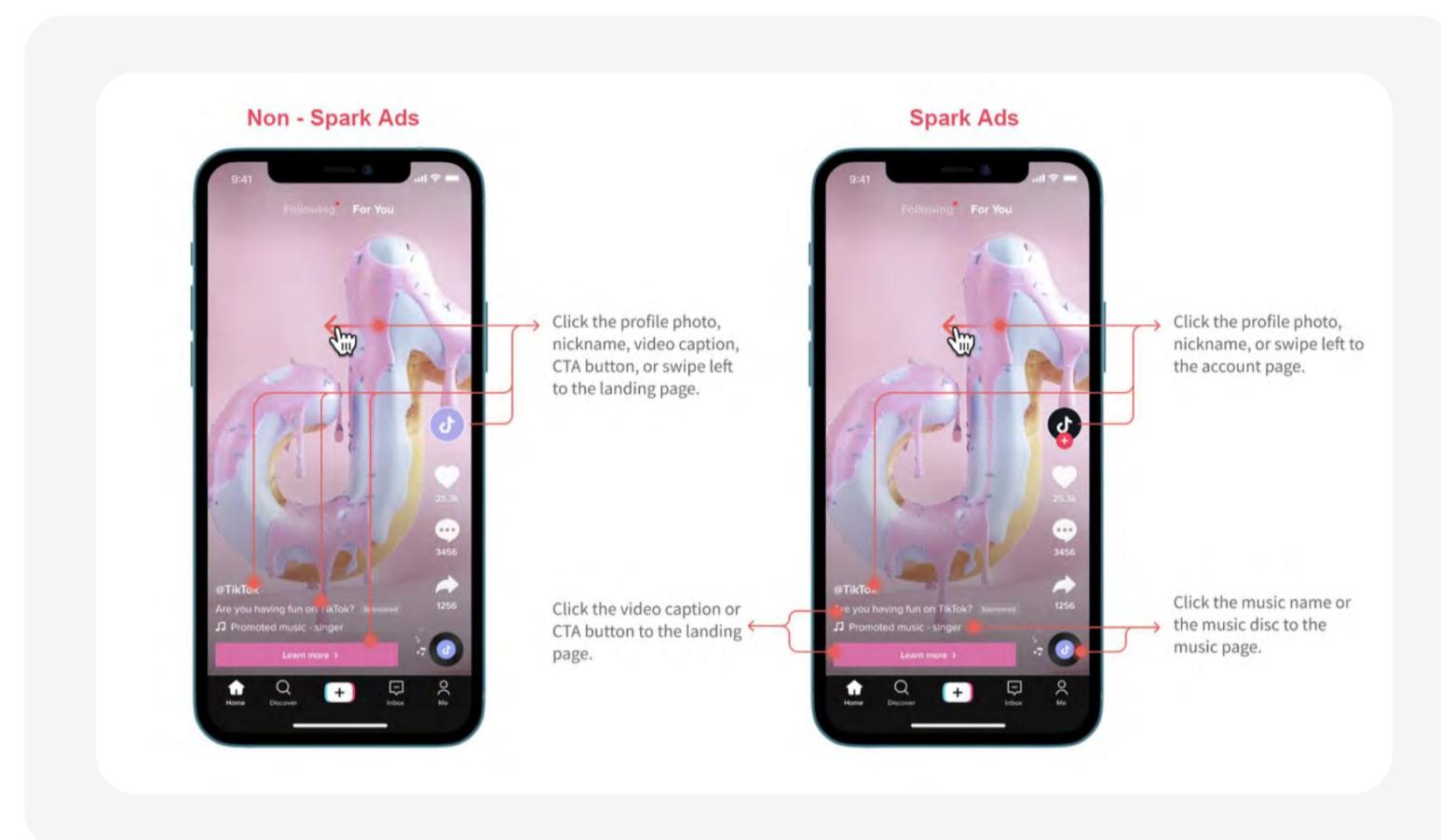
Create an Ad

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

On TikTok Ads Manager, you can create:

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

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



To create an ad:

Turn on the Use TikTok account to deliver Spark Ads toggle

1 Choose whether to turn on Smart Creative ads toggle:

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

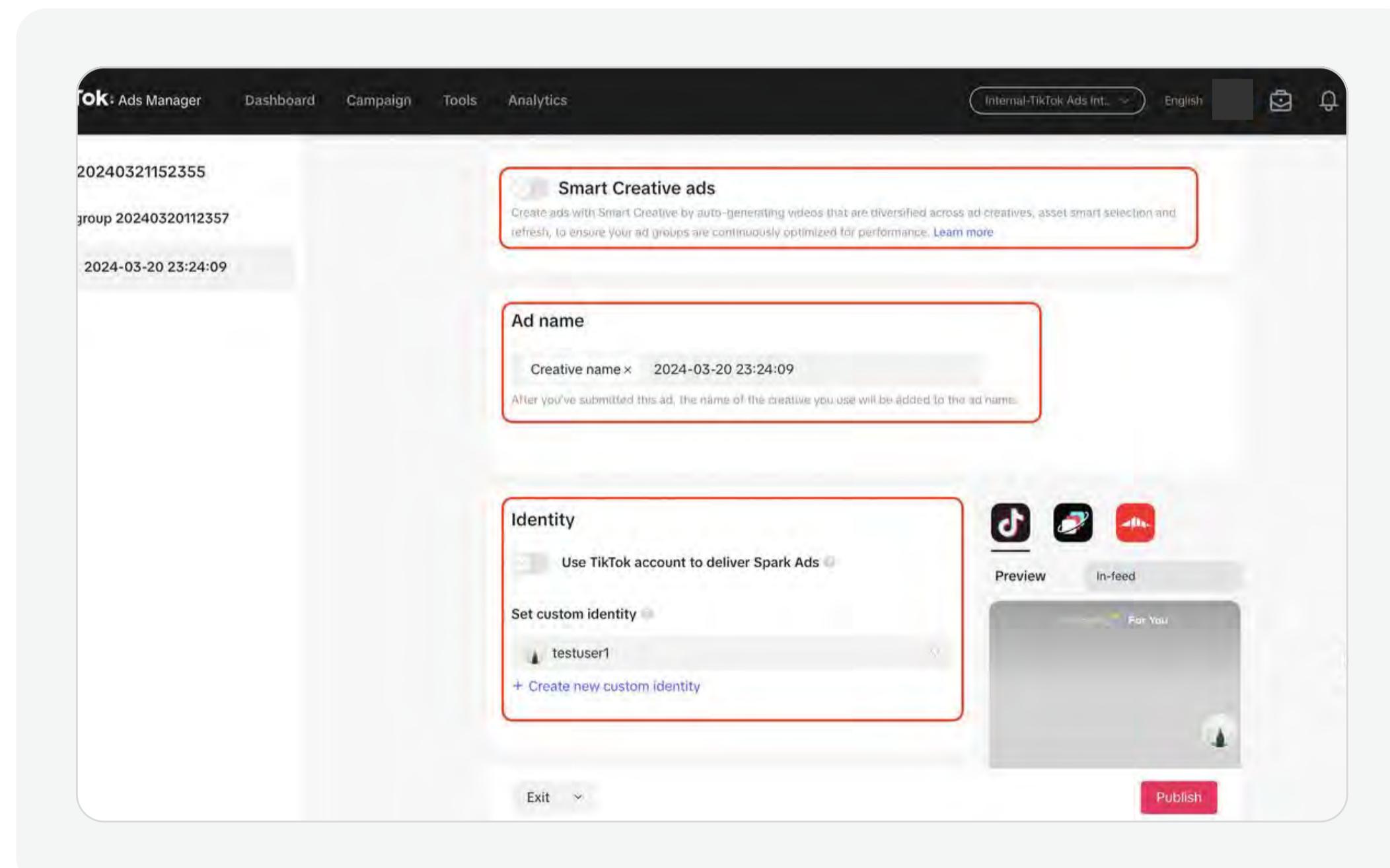
2 Name your ad

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

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

- Turn off the **Use TikTok account to deliver Spark Ads** toggle to create Non-Spark ads. Then select a **Custom Identity** to represent your brand within the ad.
- Turn on the **Use TikTok account to deliver Spark Ads** toggle to use a TikTok account to create Spark Ads. Then select **Use account owned by you**, or **Use other authorized account or post**. For more information, see ["About Identity."](#)
- Display Name and Profile Image will be autofilled for the selected identity.

Note: The **Use TikTok account owned by you** feature is currently available to select accounts only.



4 Provide Ad Details

Ad Format

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

2 Create Campaigns

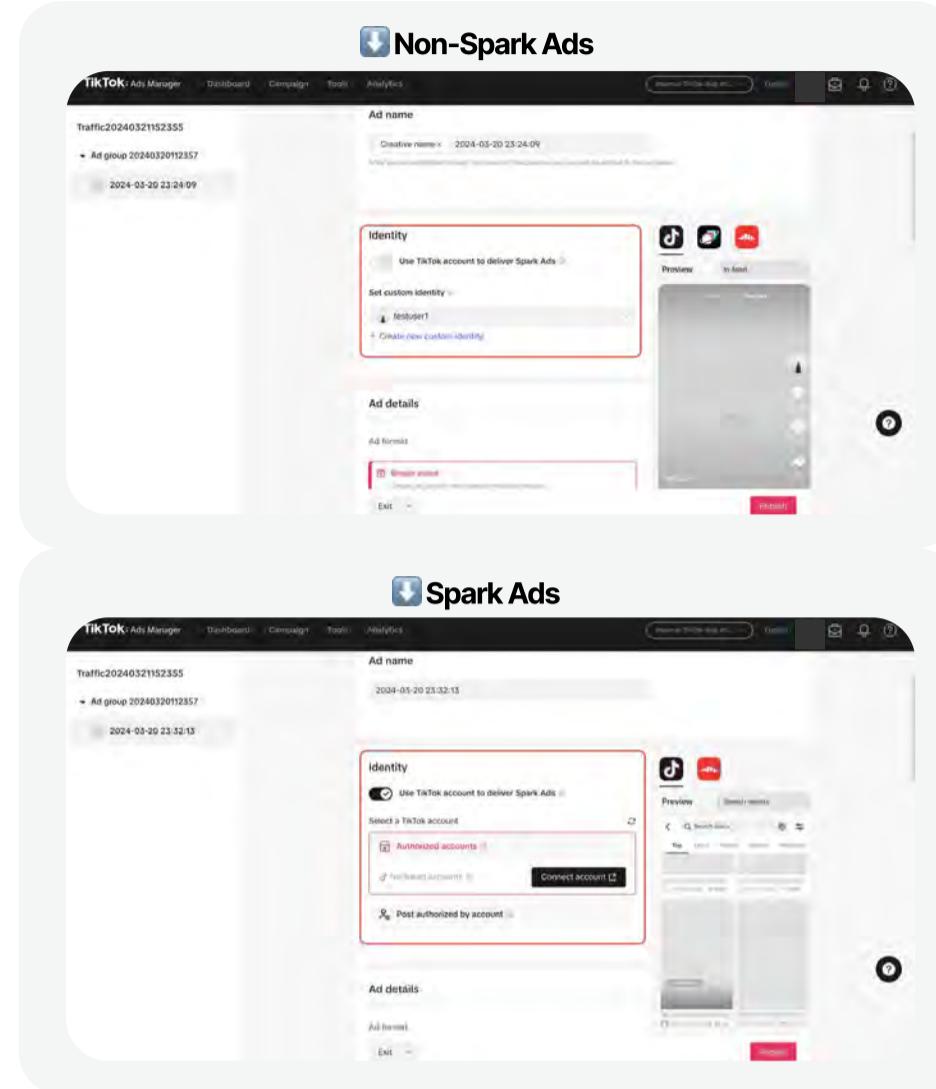
Create an Ad

Ad Creative

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

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

For **Spark Ads**, you can select a [TikTok Post](#) from your Video Library that you are authorized to use.

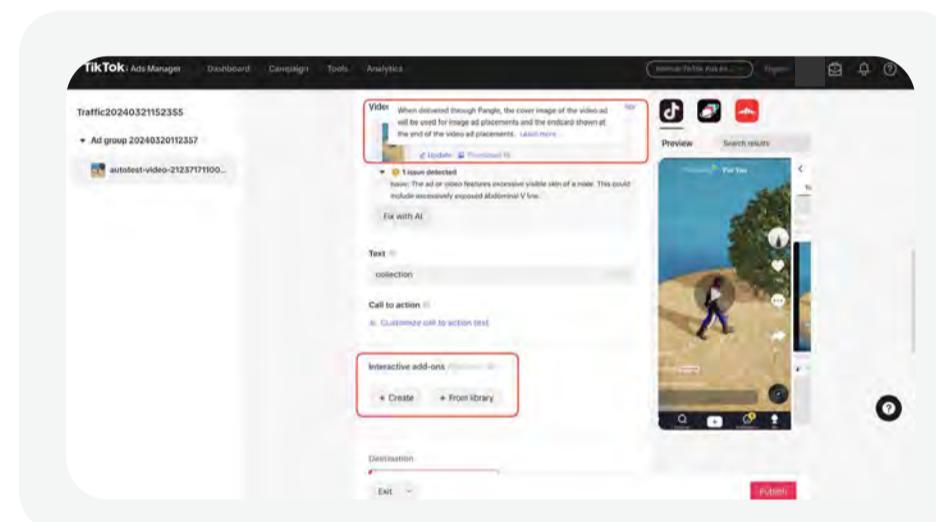


Thumbnail

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

Interactive add-ons

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



Text

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

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

Call to Action (CTA)

Tell your audience what action you'd like them to take when they see your ad, like Learn More, Download, or Shop now. For a list of all the available CTAs, see "[Set Up an Ad](#)".

There are two smart features available on TikTok Ads Manager to help optimize the click performance of your ad's CTA button: Recommended CTA and Dynamic CTA:

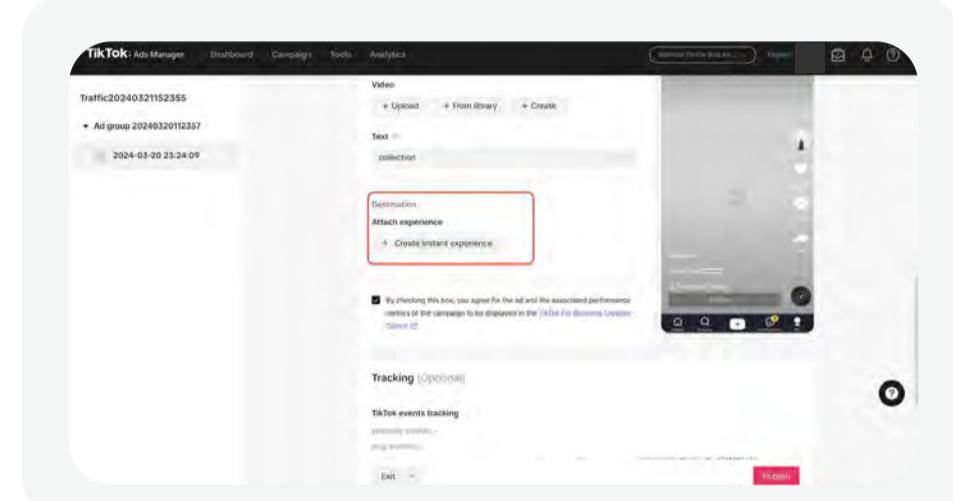
- **Recommended CTA:** Recommended CTA identifies the best CTA text to use in your ad – based on your account's industry, your past ad performance, and ads using similar objectives and settings.
- **Dynamic CTA:** Dynamic CTA can help improve your click through rates by displaying the most relevant Call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

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

Destination Page

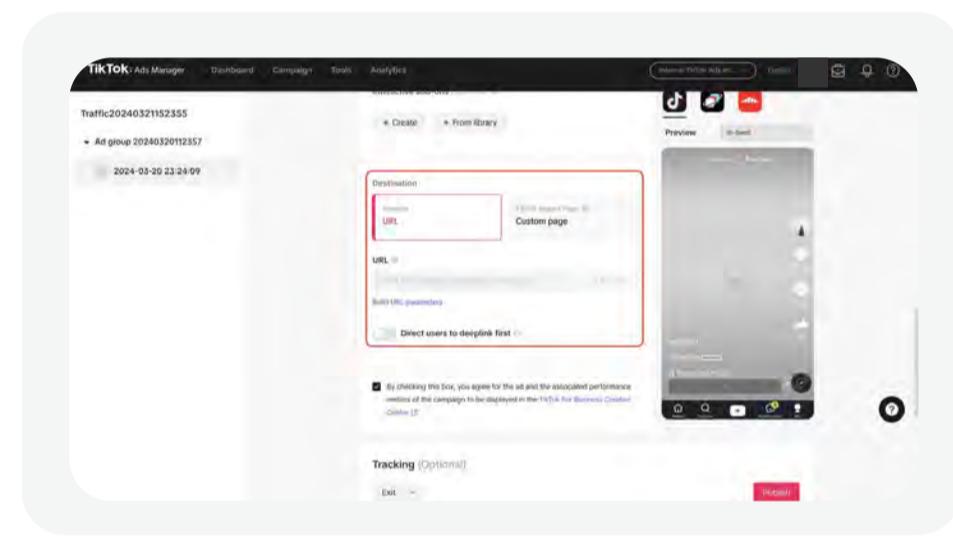
If you select Single Image or Single Video as your Ad Format, you can select from:

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



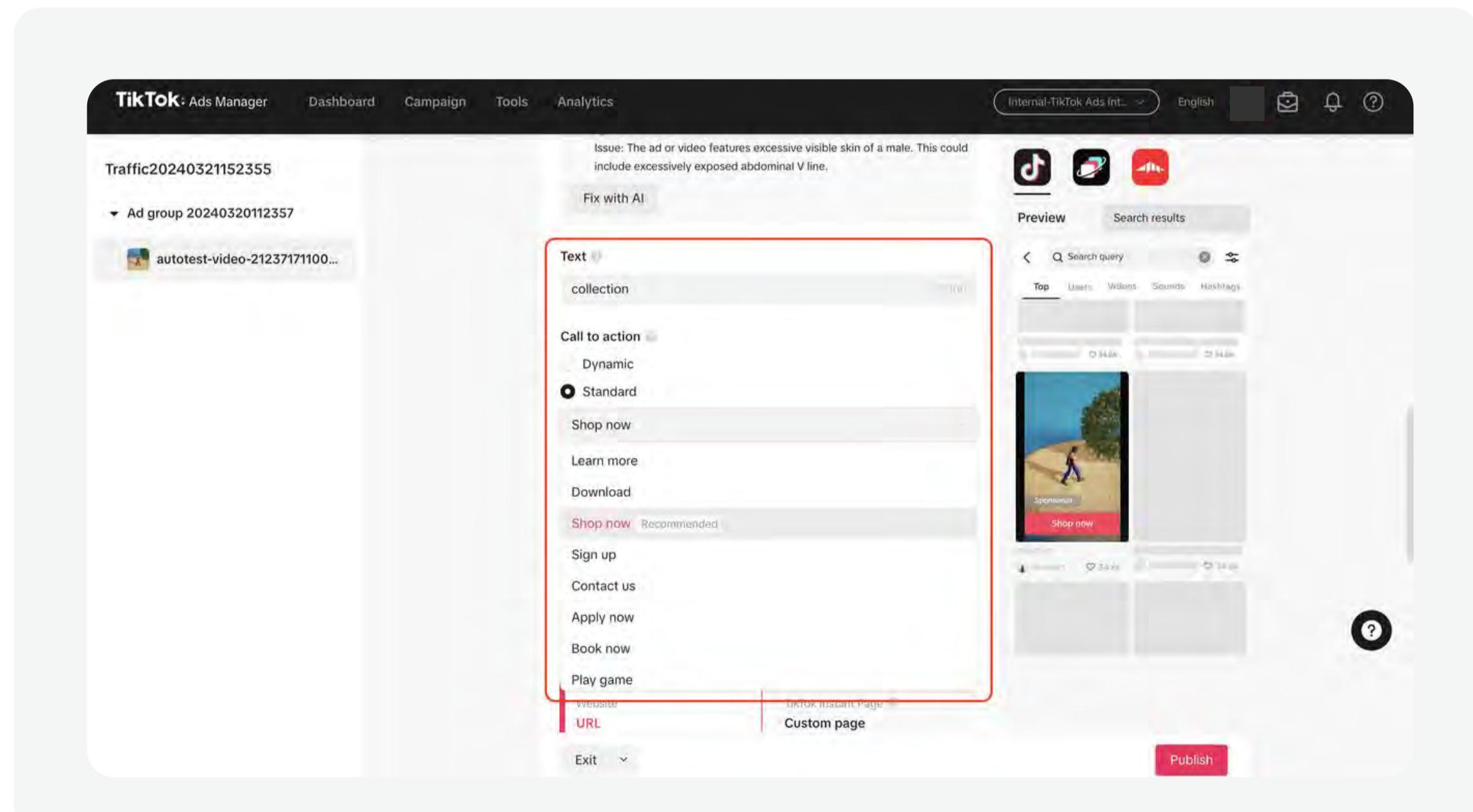
Note: If you select Collection Ads as your Ad Format, you need to:

- **Attach Experience:** Create a curated gallery of product cards.



Text

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



2 Create Campaigns

Create an Ad

5 Preview Your Ad

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

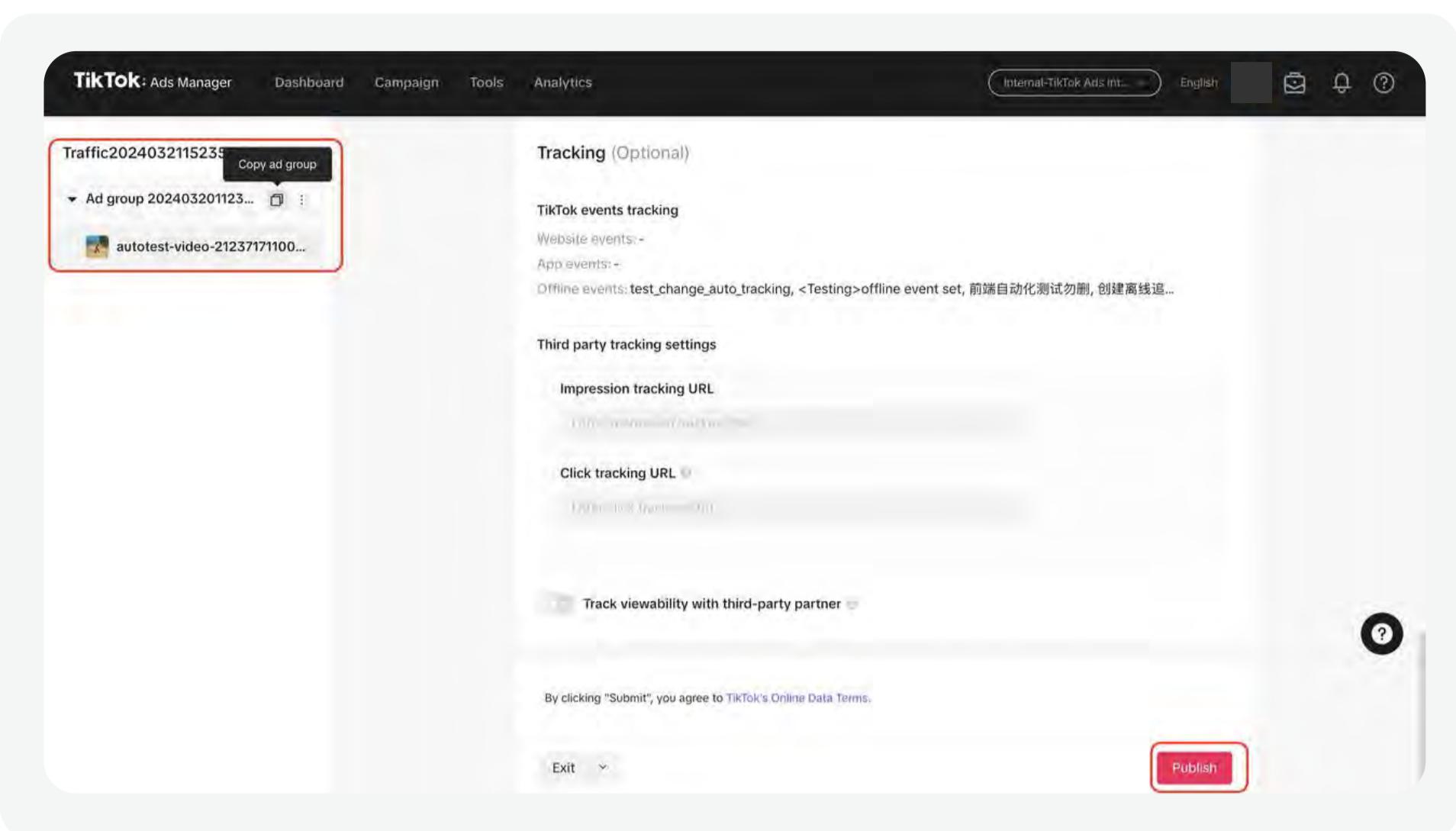
6 Tracking

If at the Ad Group Level you selected an app or website to promote, the Tracking section will be autofilled. You can also add any third party tracking URLs to monitor ad performance.

To learn more, see [TikTok Ads Manager Supported 3rd Party Measurement](#).

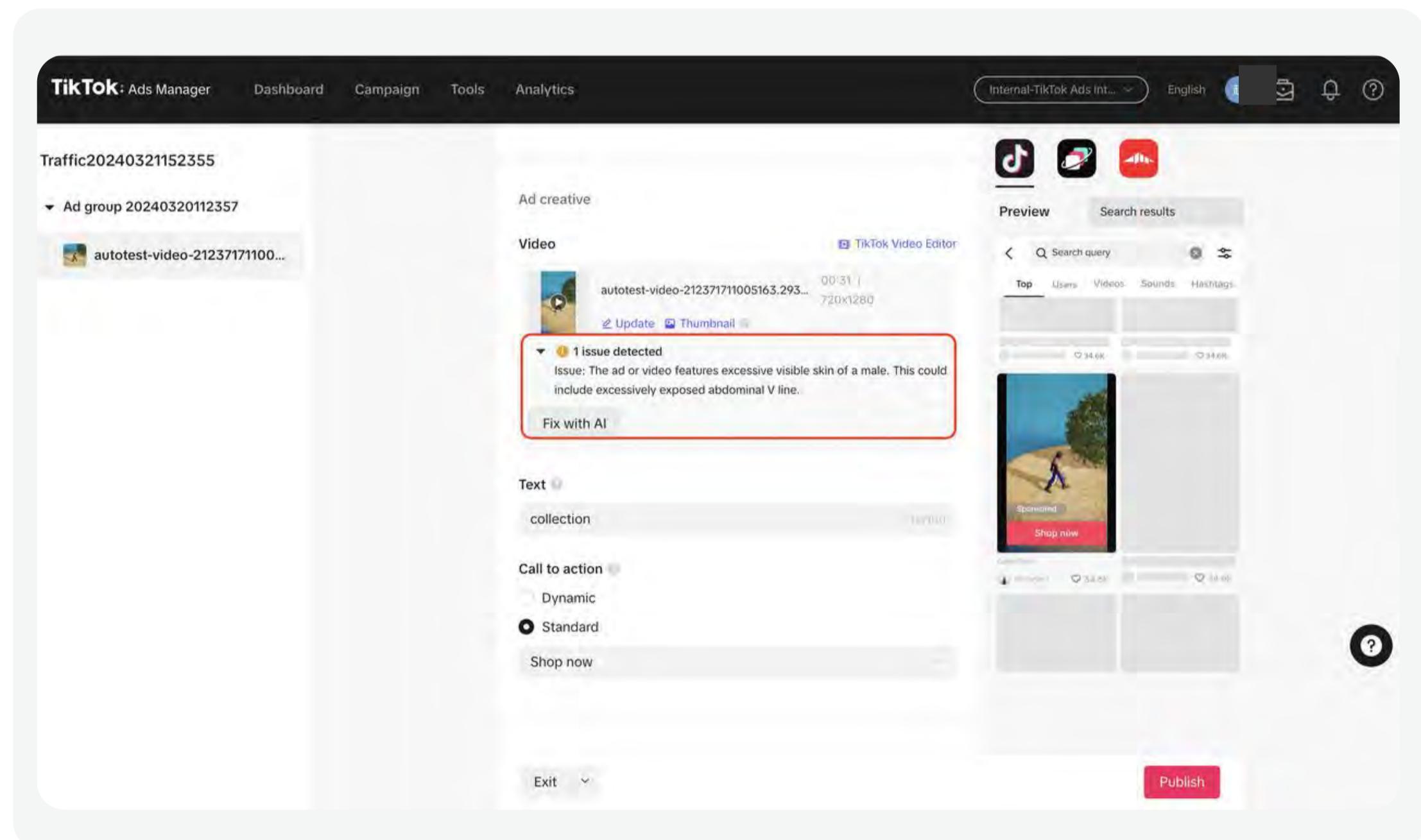
7 Complete ad creation

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



Pre-Auditing

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



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

2 Create Campaigns

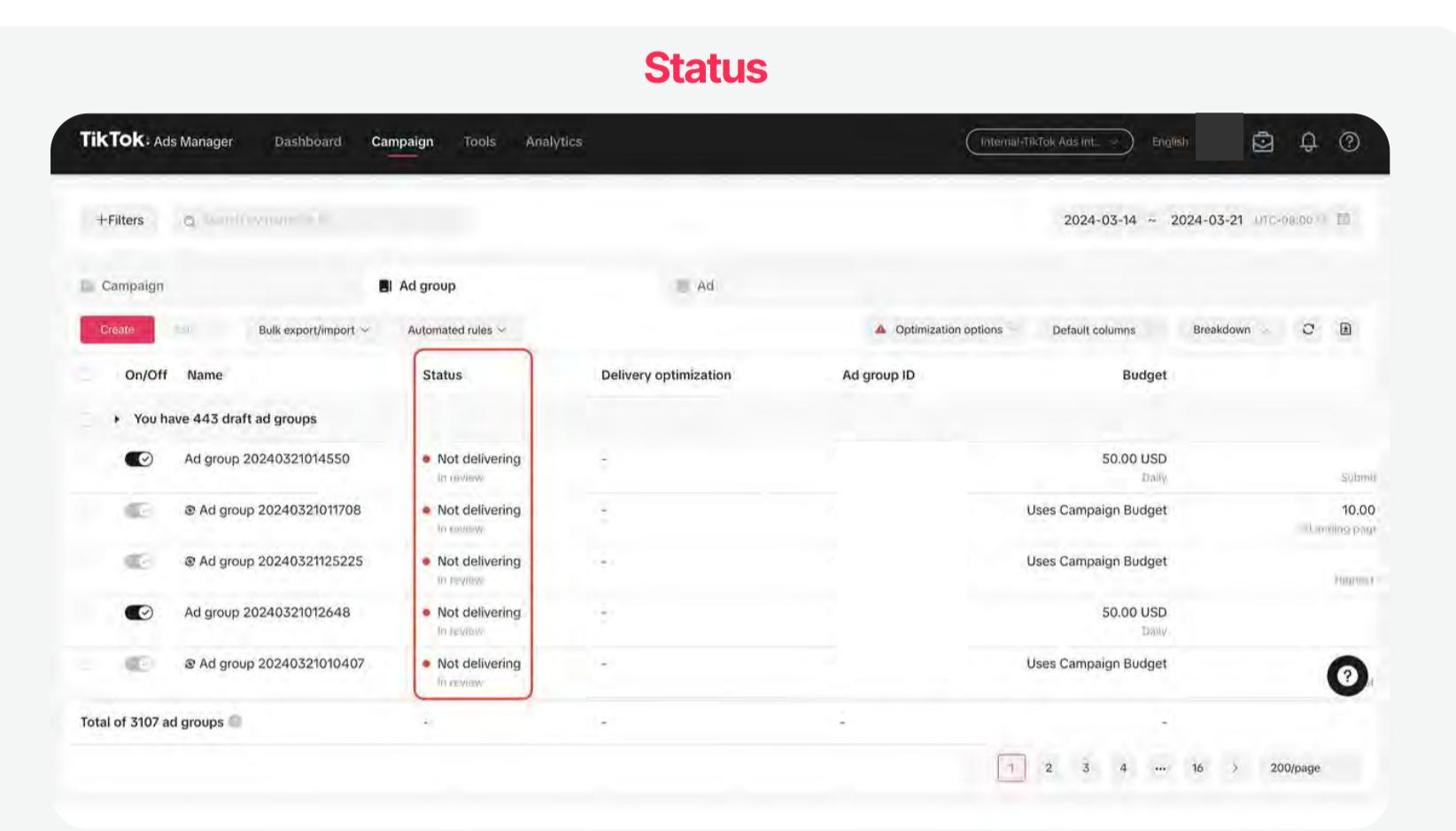
Create an Ad

Ad Review

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

Check Status

1



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

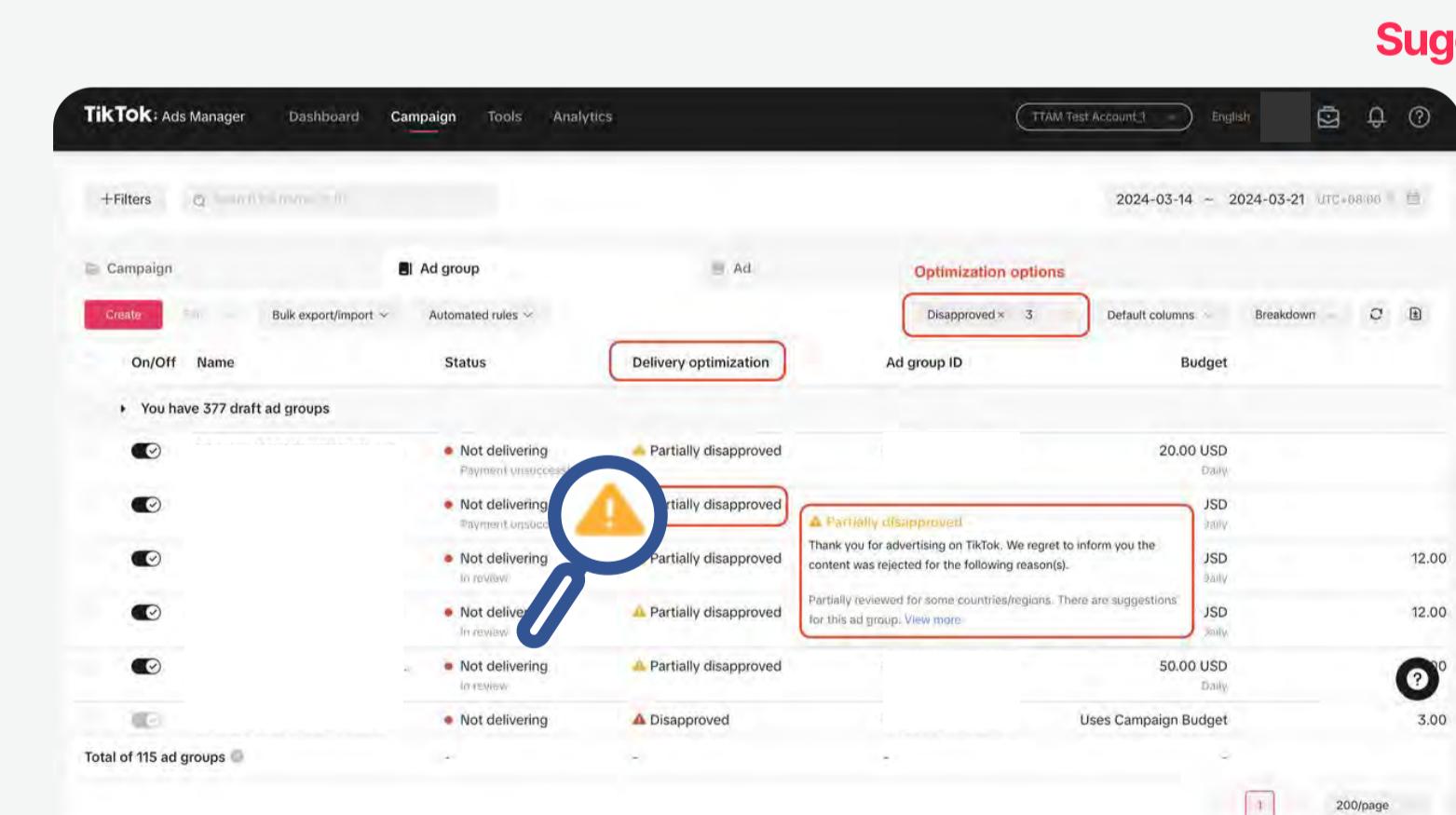
To check the status of your ads in review:

- Go to **Campaign > Ad Group > Status**.

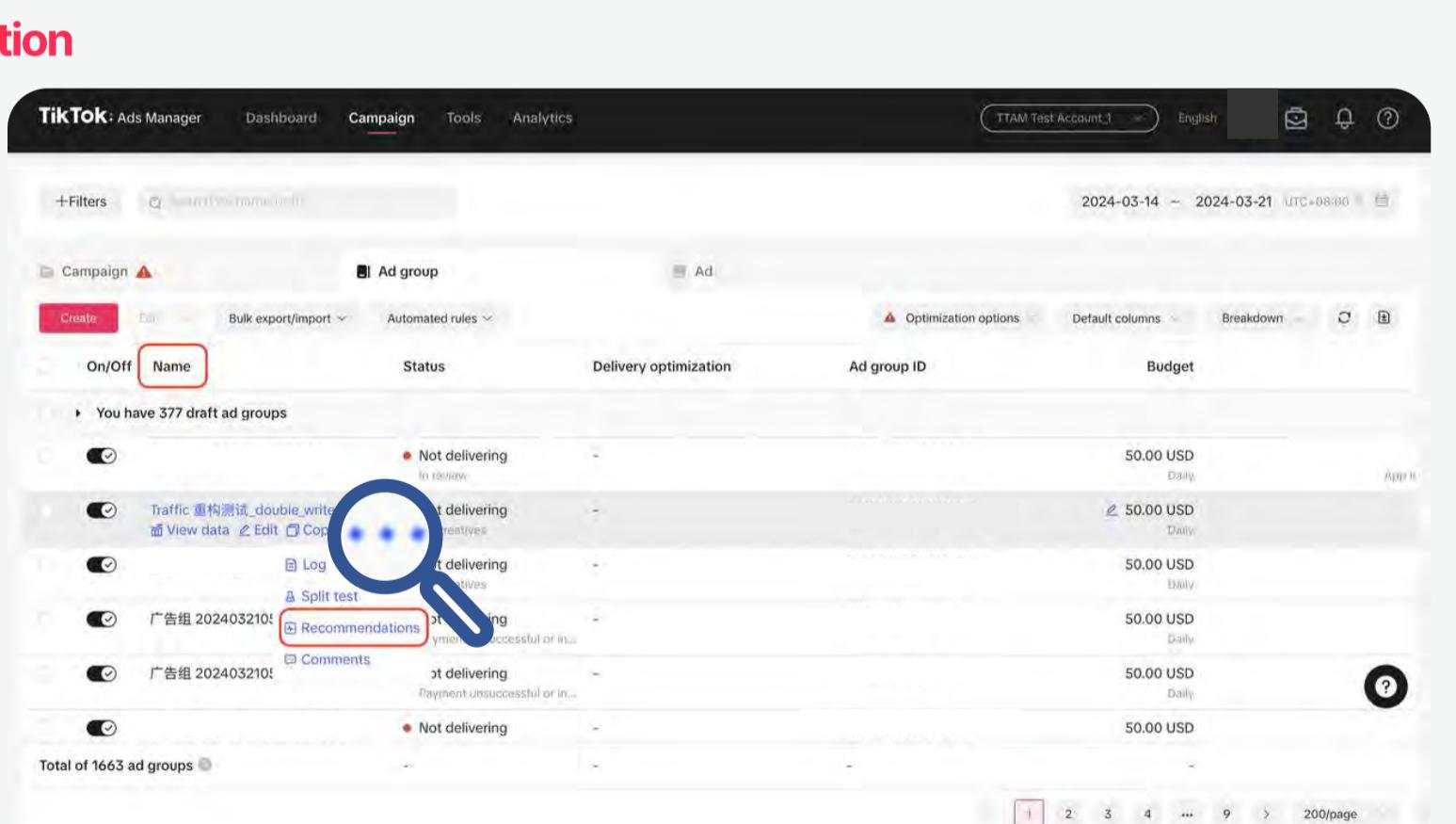
Note: Changes to your ad group's budget or schedule will not trigger a review. To see a complete list of changes that will trigger a review, go to [Changes that Trigger the Review Process](#).

- For more information on the review status, please see [View Campaign, Ad group or Ad Status](#).

2



Suggestion



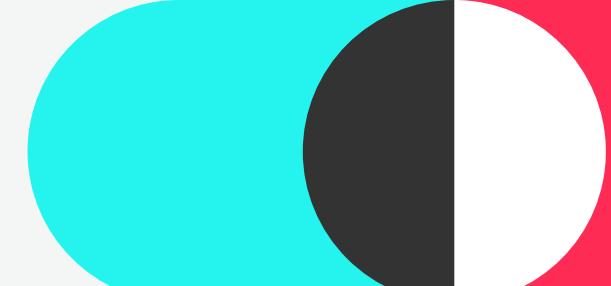
After the advertisement has undergone review, in the event of rejection or partial rejection, TikTok will provide recommendations for adjustments.

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

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

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

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



Ad Preview

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

For ad preview during campaign creation:

Ad Preview in Campaign Creation

TTAM Demo Account ... English

In feed

Choose in feed or search result

Preview size matched with view from end users

New progress bar Full screen button

Video looks different in preview? Video Optimization Tool is applied to make your video meet the requirements of the specific

Next

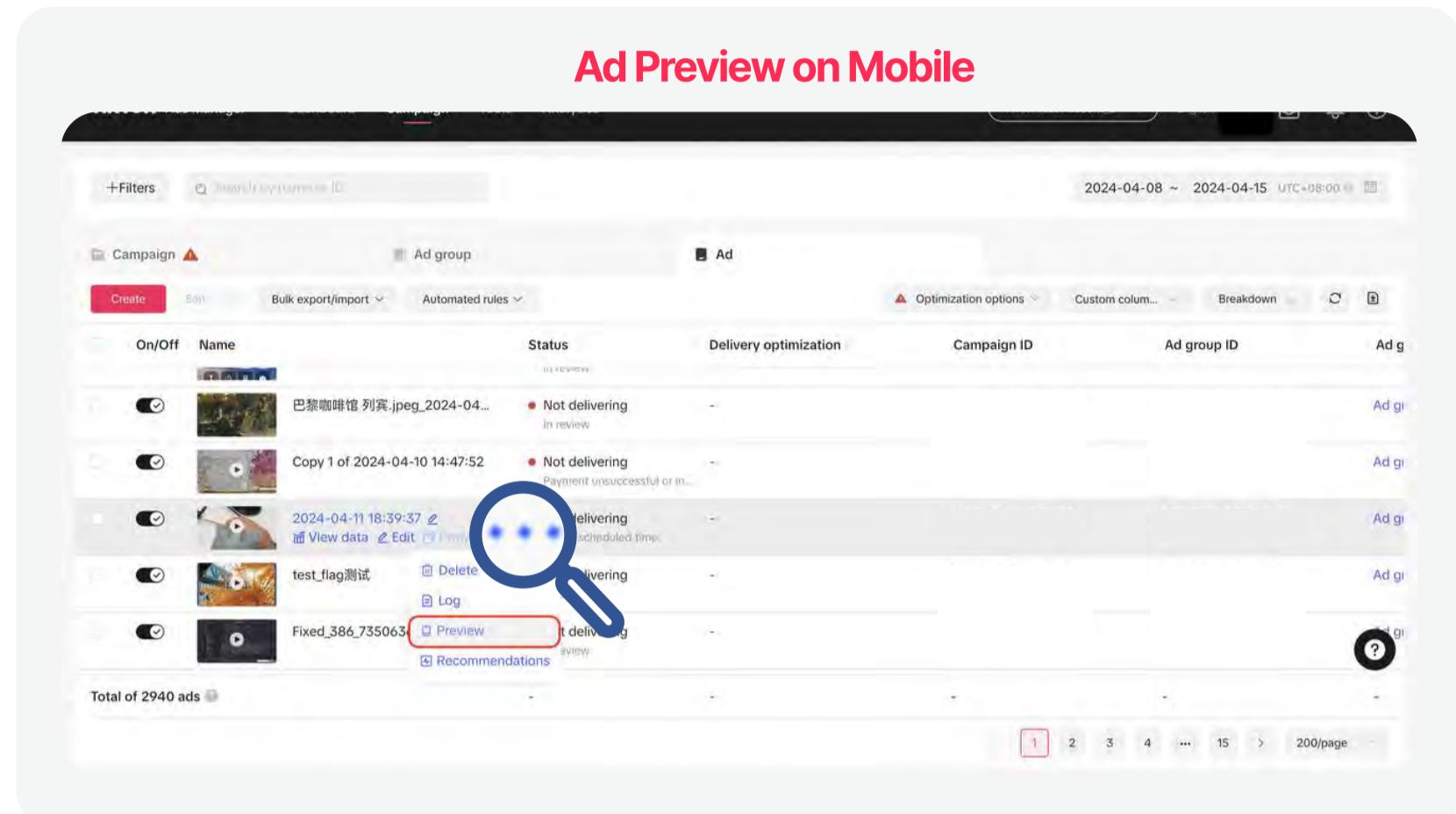
1. You can **preview your unpublished ads in real time** across placements during campaign creation.
2. Utilizing the **process bar** and **full screen mode** will enhance your ad preview experience.

For ad preview on mobile:

1. Once an Ad Group is approved, you can preview each ad on your mobile device in different formats across our family of apps for free.

2. To preview your approved ad:

- Go to the **Campaign > Ad**.
- Hover the mouse over the ad you want to preview, and click **Preview**.



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

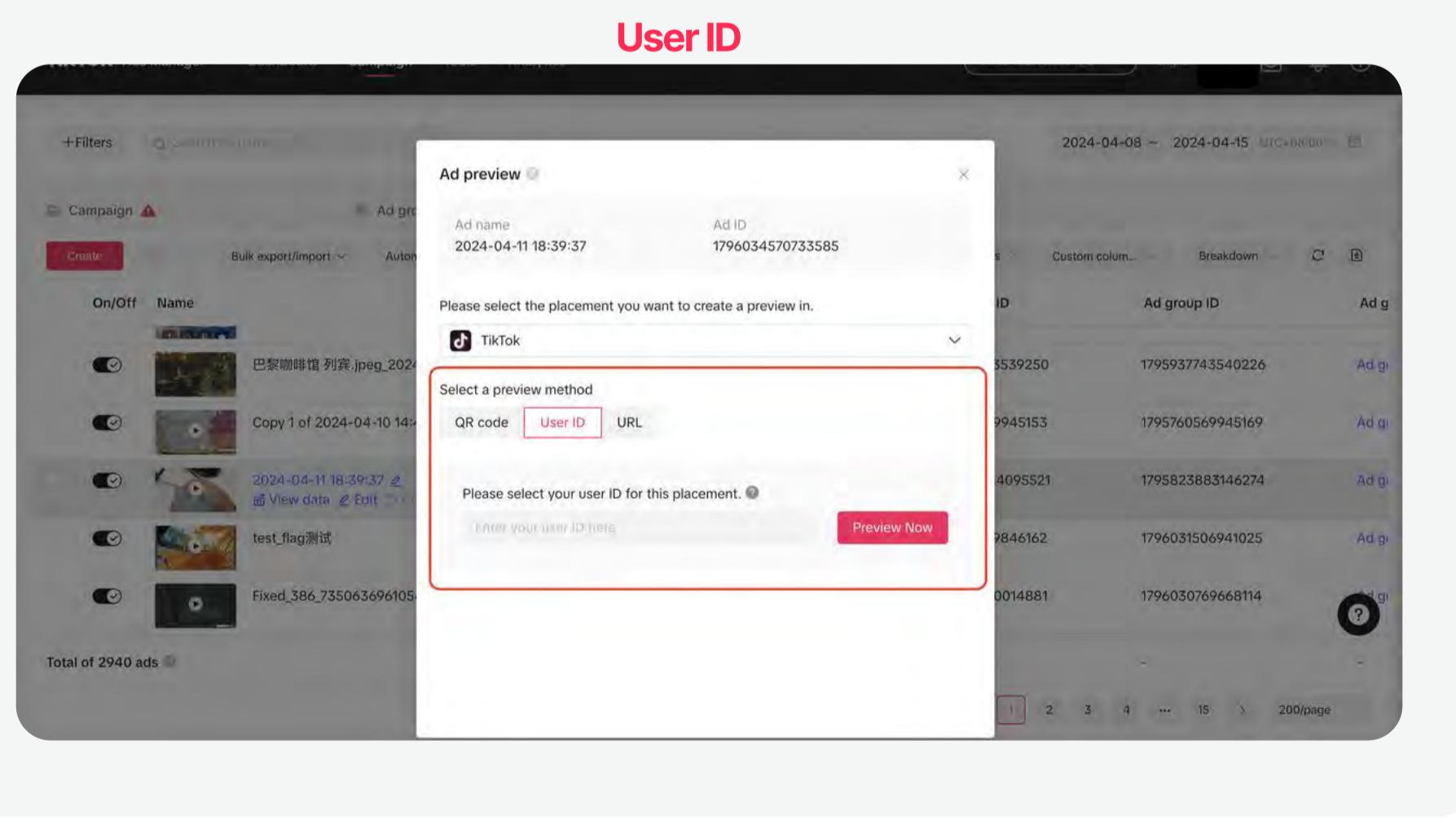
1. **QR Code (Recommended)**: To preview an ad on TikTok, use the TikTok app to scan the QR code and preview your ad in-feed. What's more, the QR code can be shared with other people.

- Note:** Ads on **Global App Bundle** and **Pangle** don't support QR Code preview.

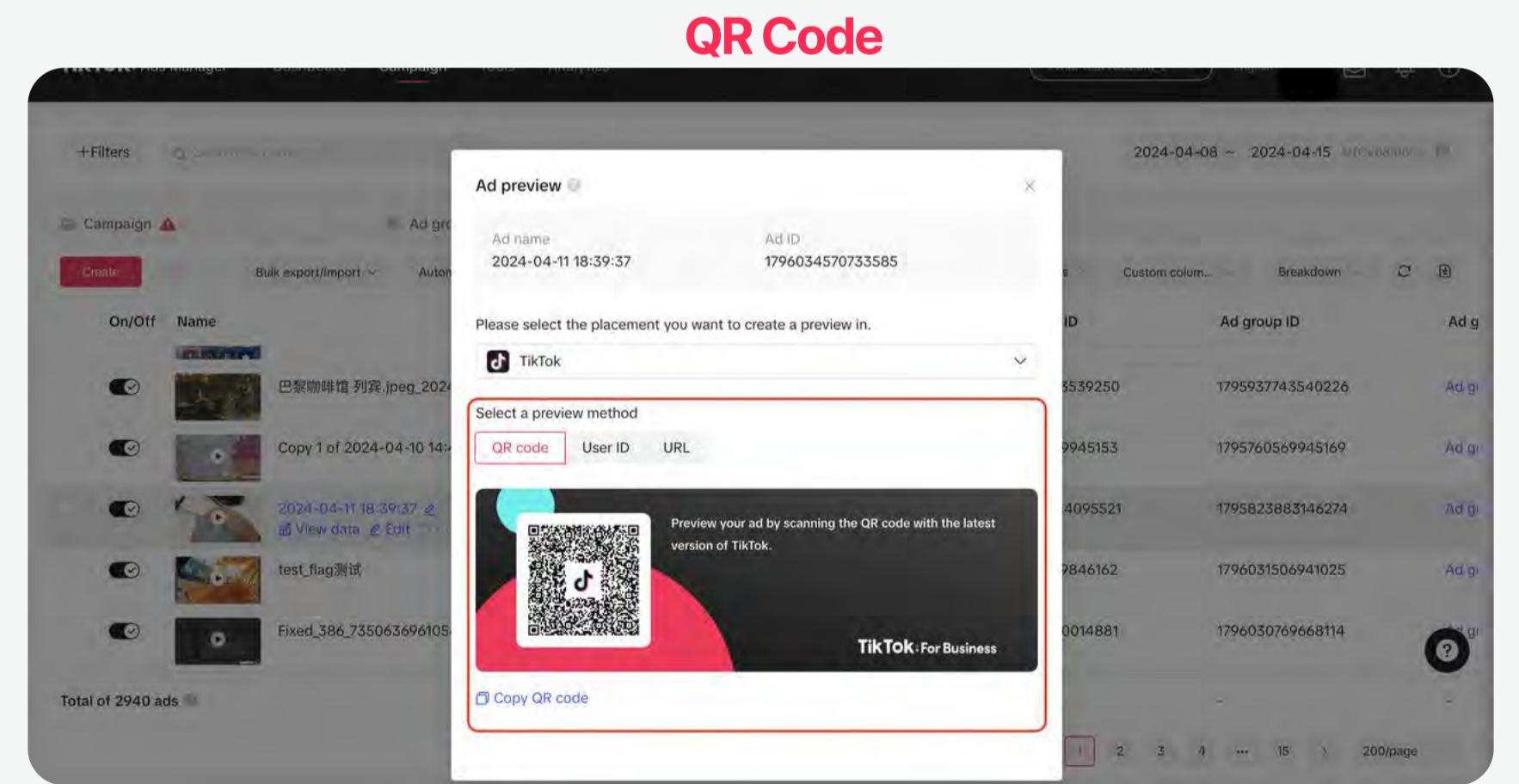
2. **User ID**: Enter your User ID for the app you want to see your ad on, and it'll appear in your feed.

- Note:** Not available for ads on **Pangle**.

User ID



QR Code



For more information on the ad preview process, please see [How to Preview Ads](#).

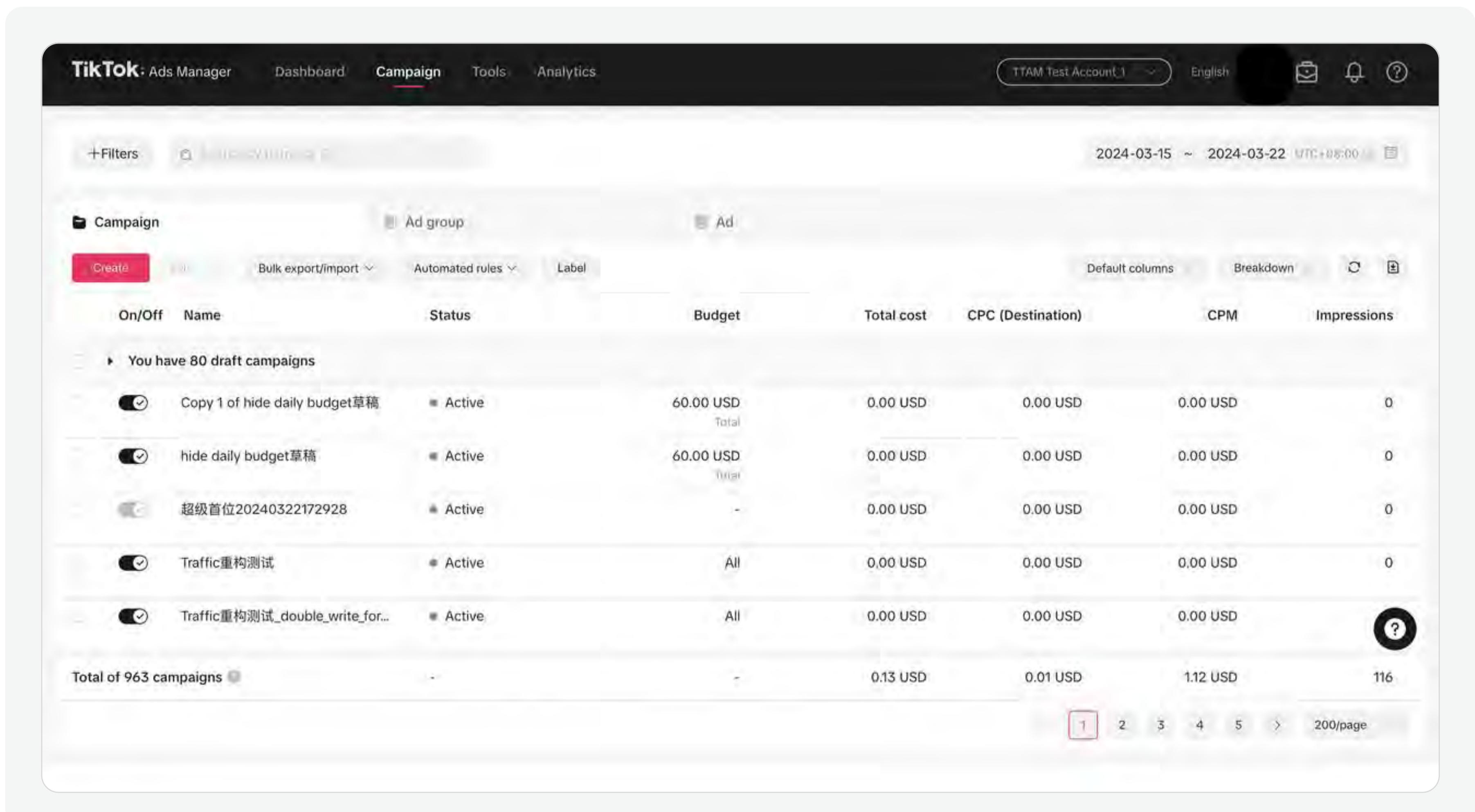
Manage Campaigns

3 Manage Campaigns Campaign lists

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

Campaign List - Overview

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



On/Off	Name	Status	Budget	Total cost	CPC (Destination)	CPM	Impressions
<input checked="" type="checkbox"/>	Copy 1 of hide daily budget	Active	60.00 USD Total	0.00 USD	0.00 USD	0.00 USD	0
<input checked="" type="checkbox"/>	hide daily budget	Active	60.00 USD Total	0.00 USD	0.00 USD	0.00 USD	0
<input checked="" type="checkbox"/>	超级首位20240322172928	Active	-	0.00 USD	0.00 USD	0.00 USD	0
<input checked="" type="checkbox"/>	Traffic重构测试	Active	All	0.00 USD	0.00 USD	0.00 USD	0
<input checked="" type="checkbox"/>	Traffic重构测试_double_write_for...	Active	All	0.00 USD	0.00 USD	0.00 USD	0
Total of 963 campaigns				0.13 USD	0.01 USD	1.12 USD	116

3 Manage Campaigns

View Data

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

Analysis Features

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

1 Filters by selection

- + Filters allow you to filter campaign/ad groups/ads from multiple dimensions.

2 Time

- Select the time range for the data you want to see.

The screenshot shows the TikTok Ads Manager interface. At the top, there are navigation tabs: Dashboard, Campaign (which is selected), Tools, and Analytics. On the right, there are account and language settings, as well as a help icon.

The main area displays a list of ads. On the left, there is a sidebar with a 'Filters' section. The 'New filters' tab is selected, showing a list of filter categories: Status, Objectives, Placement, Metrics, Targeting, Campaign settings, and Ad group settings. Each category has expandable options like 'Campaign status', 'Ad group status', 'Ad status', etc. A red box highlights this sidebar area, and a blue arrow points from the 'Filters by selection' section above to this box.

On the right, there is a 'Time' section with a calendar. The calendar shows the period from October 2017 to November 2017, with specific dates highlighted in red (e.g., 17, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31). A red box highlights this calendar area, and a red arrow points from the 'Time' section above to this box.

At the bottom, there is a footer with page navigation and a '200/page' option.

3

Manage Campaigns

View Data

3 Detailed data

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

- Drag metric buttons freely.

4 Custom metrics

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

- Go to Default columns > Custom columns.
- For more information, please see "[All Metrics](#)."

5 Export report

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

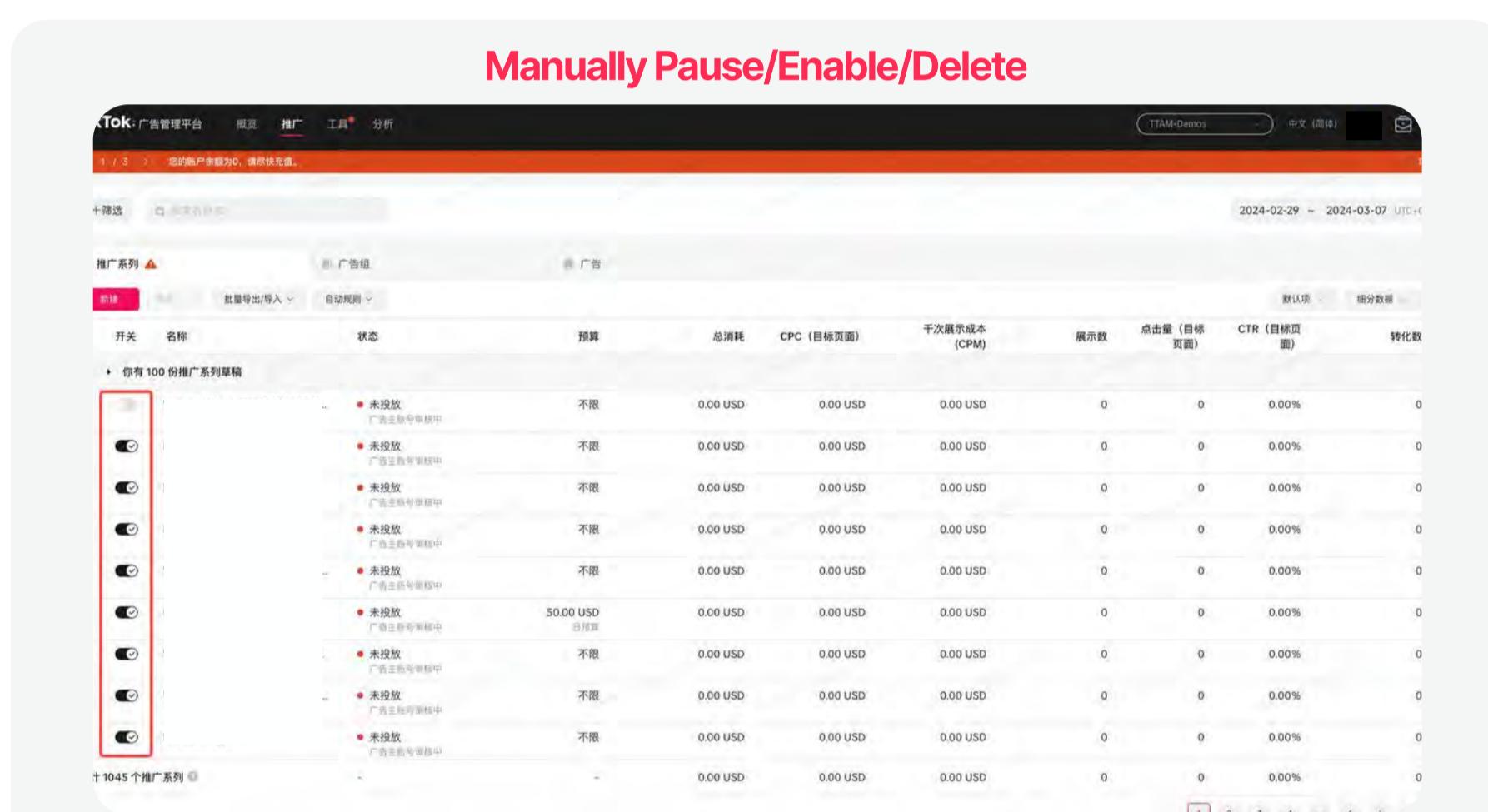
3 Manage Campaigns

Ad Pause/Enable/Delete

Ad Pause/Enable/Delete

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

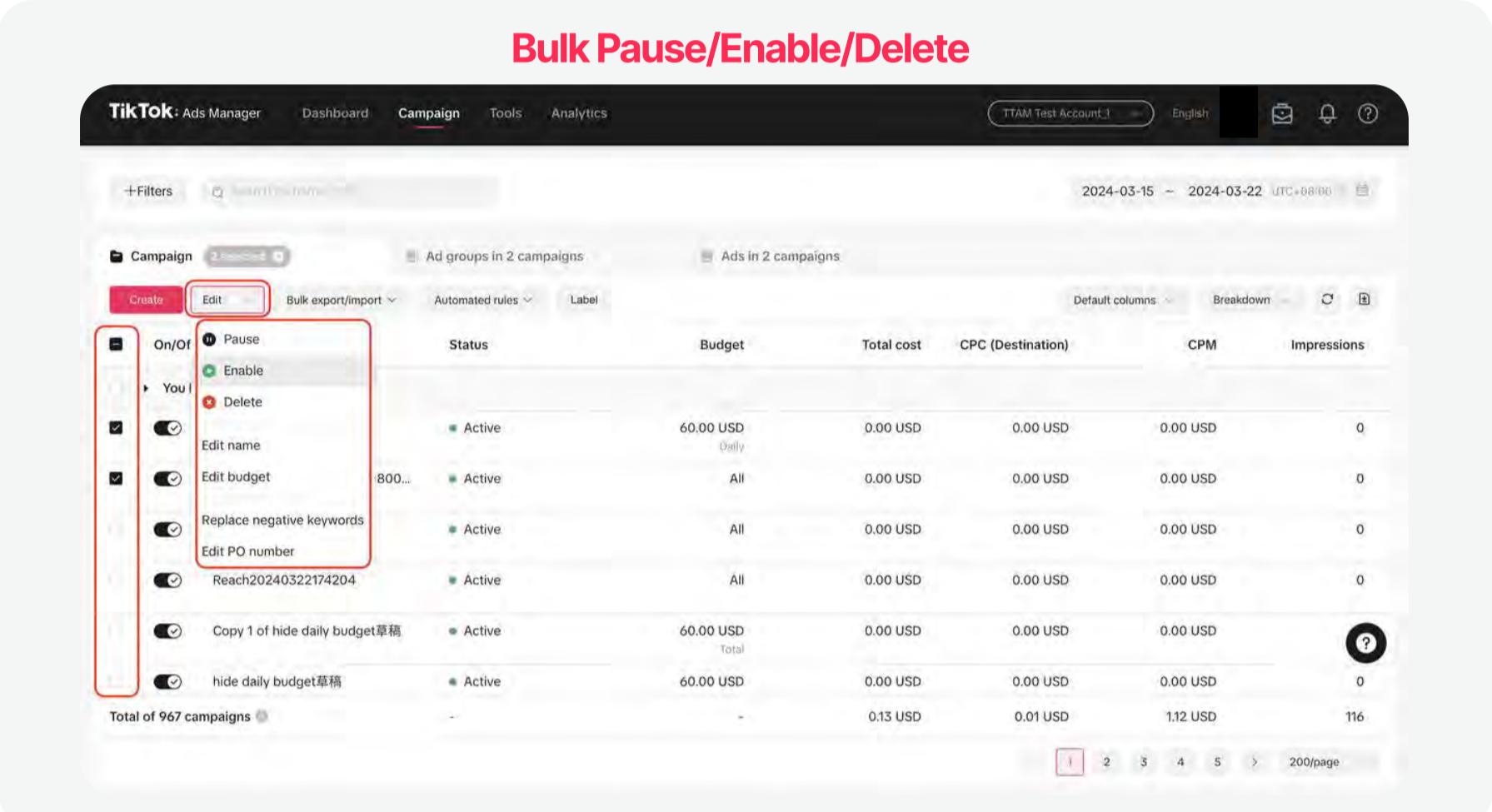
Manually Pause/Enable/Delete



This screenshot shows the 'Campaigns' section of the TikTok Ads Manager. It lists various campaigns with columns for status, budget, CPC, and performance metrics like CTR and Impressions. A red box highlights the 'On/Off' status column, indicating where users can manually pause or enable ads.

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

Bulk Pause/Enable/Delete

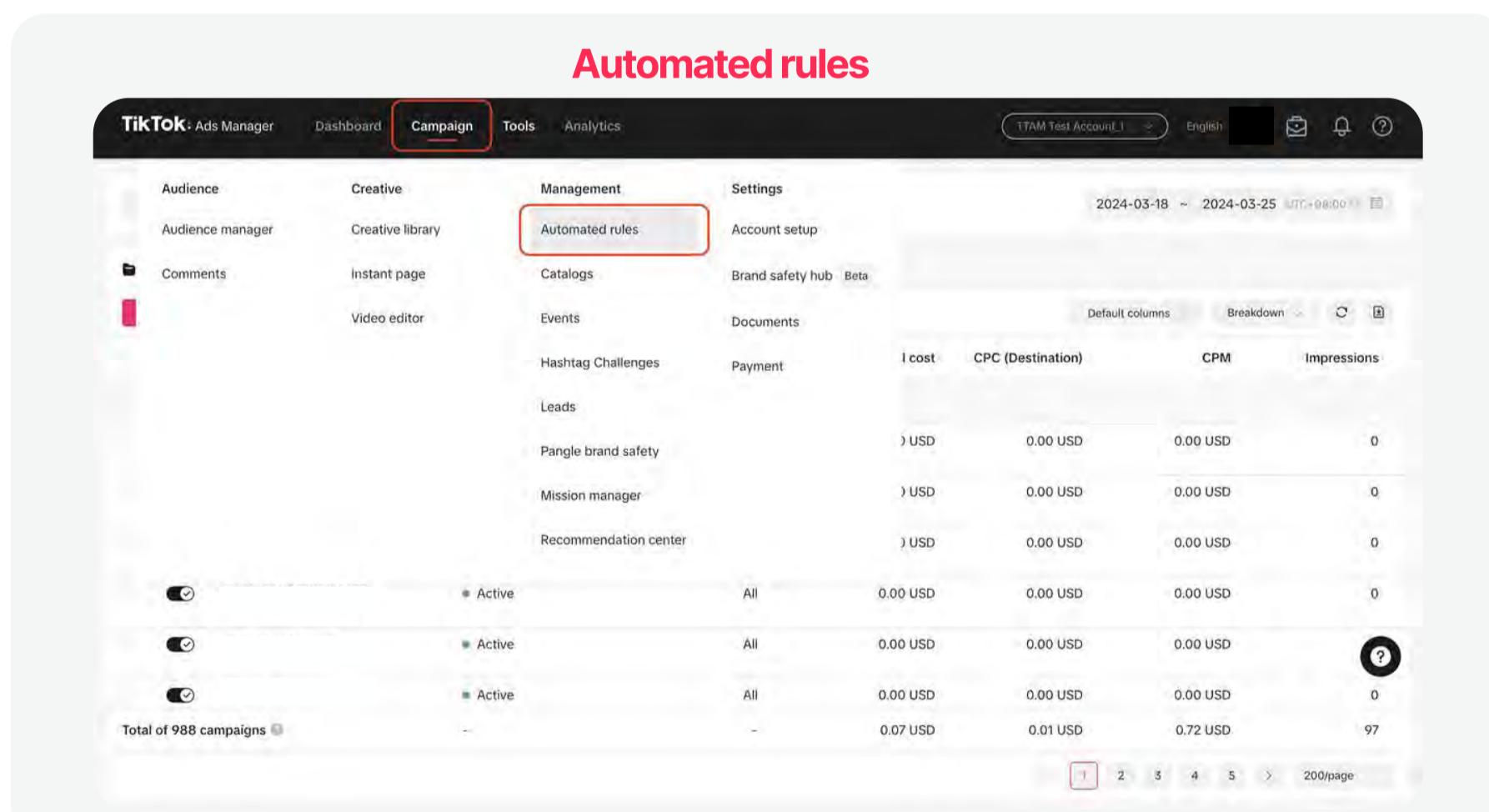


This screenshot shows a 'Bulk Edit' modal in the TikTok Ads Manager. It lists multiple campaigns and allows users to perform bulk edits like pausing or enabling ads. A red box highlights the 'Edit' button and the 'Pause' option, demonstrating how to use bulk edits to manage multiple ads simultaneously.

To make Bulk Edits to Ad Status:

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

Automated rules

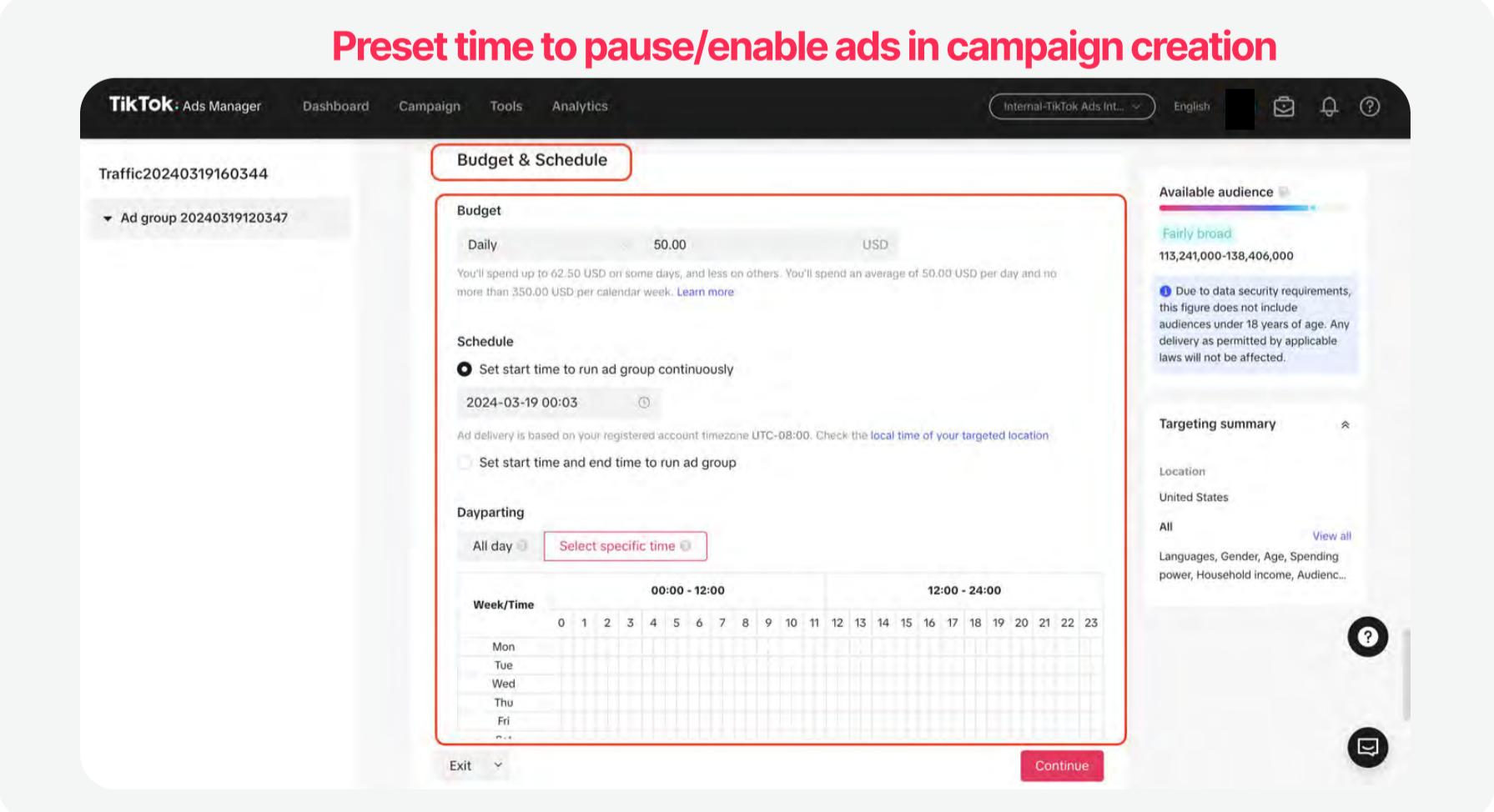


This screenshot shows the 'Automated rules' section of the TikTok Ads Manager. It includes a navigation bar with 'Automated rules' highlighted. A red box highlights the 'Automated rules' button, indicating where users can set up automated logic to manage campaigns.

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

- For more details, please refer to [Automated Rules](#).

Preset time to pause/enable ads in campaign creation



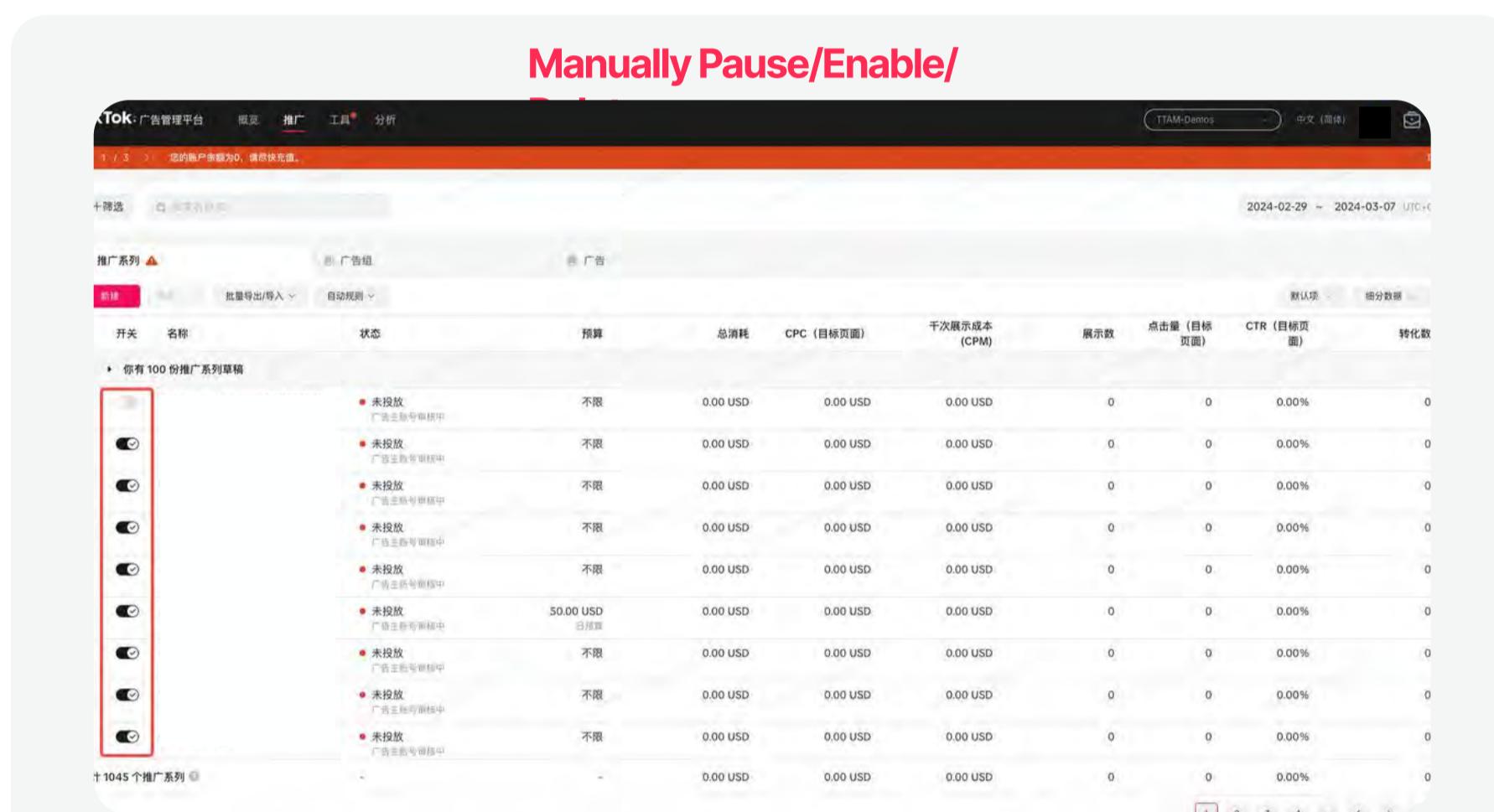
This screenshot shows the 'Budget & Schedule' section during campaign creation. It includes tabs for 'Budget' and 'Schedule'. A red box highlights the 'Schedule' tab, where users can preset the time to run ad groups continuously or set specific start and end times.

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

Ad Pause/Enable/Delete

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

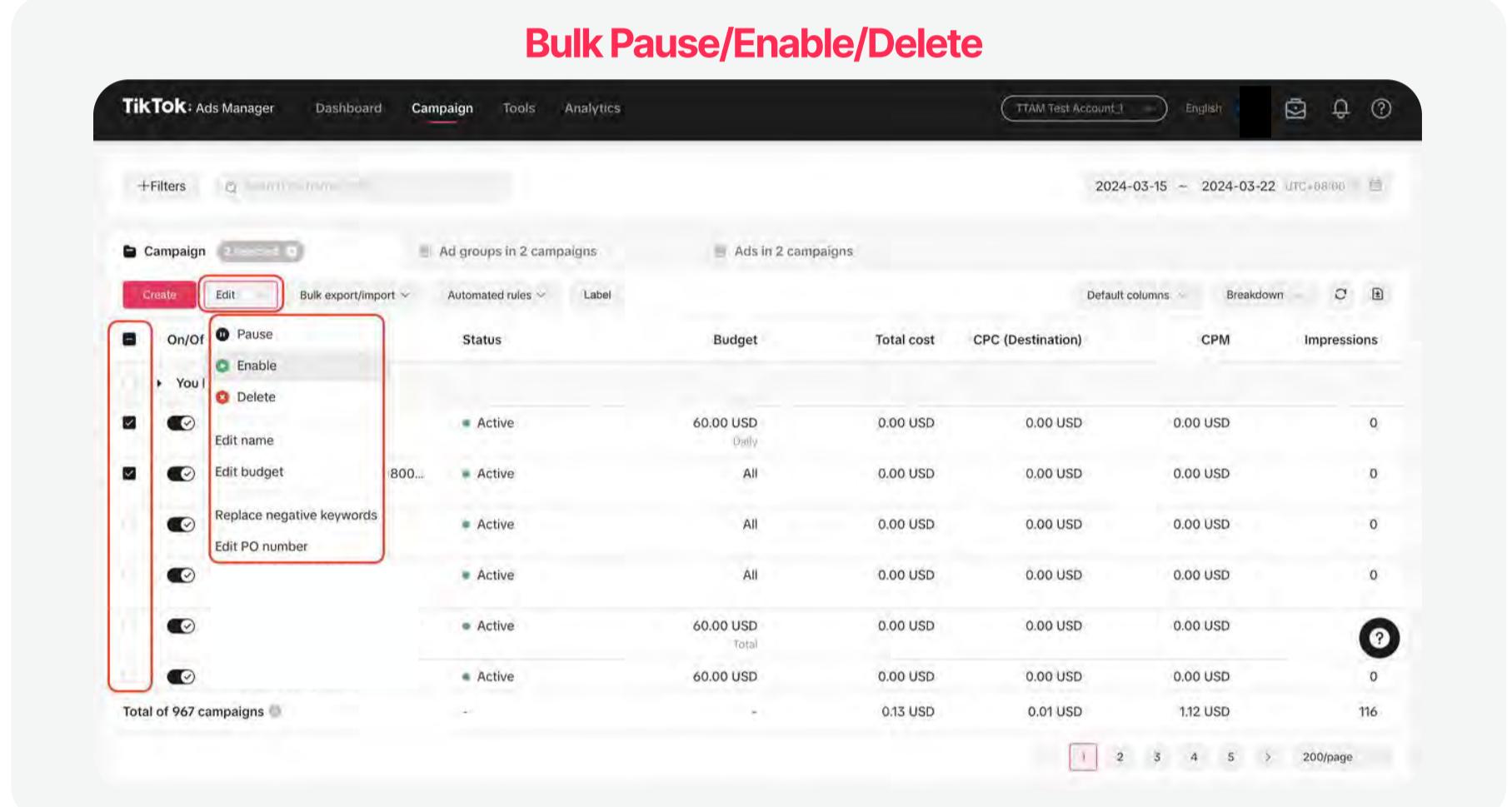
Manually Pause/Enable/



This screenshot shows the 'Campaigns' section of the TikTok Ads Manager. It lists 1045 campaigns. Each row includes columns for '开关' (Status), '预算' (Budget), '总消耗' (Total Spend), 'CPC (目标页面)' (CPC (Destination)), '千次展示成本 (CPM)' (CPM), '展示数' (Impressions), '点击量 (目标页面)' (Clicks), 'CTR (目标页面)' (CTR), and '转化数' (Conversions). A red box highlights the 'On/Off' status column, which contains icons for pausing, enabling, and deleting ads.

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

Bulk Pause/Enable/Delete

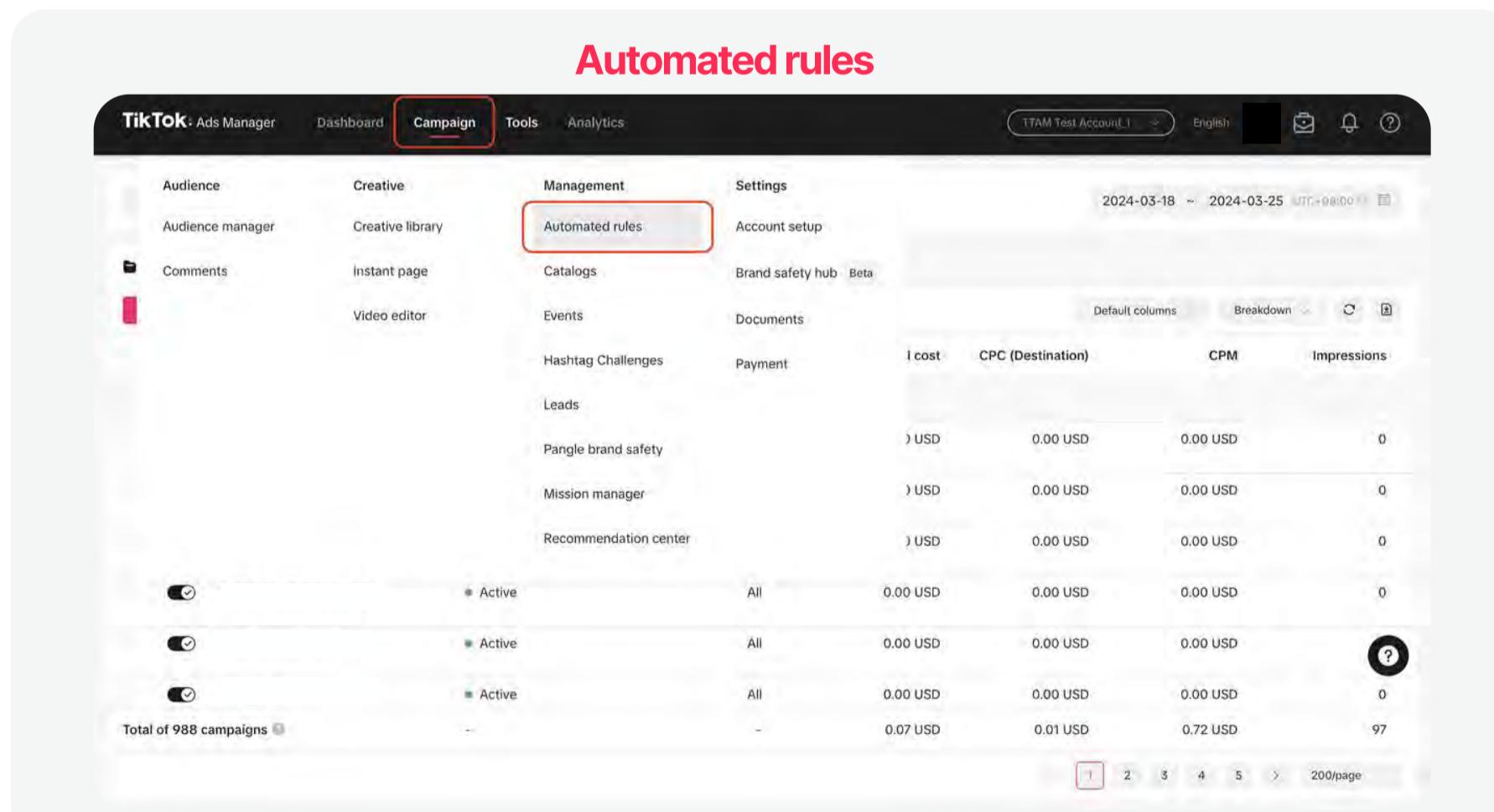


This screenshot shows the 'Campaigns' section with a 'Bulk edit' modal open. The modal has a red box around the 'Edit' button and the 'Pause' option in the dropdown menu. It lists 967 campaigns with columns for 'Status', 'Budget', 'Total cost', 'CPC (Destination)', 'CPM', and 'Impressions'. The 'Edit' button is highlighted in red.

To make Bulk Edits to Ad Status:

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

Automated rules

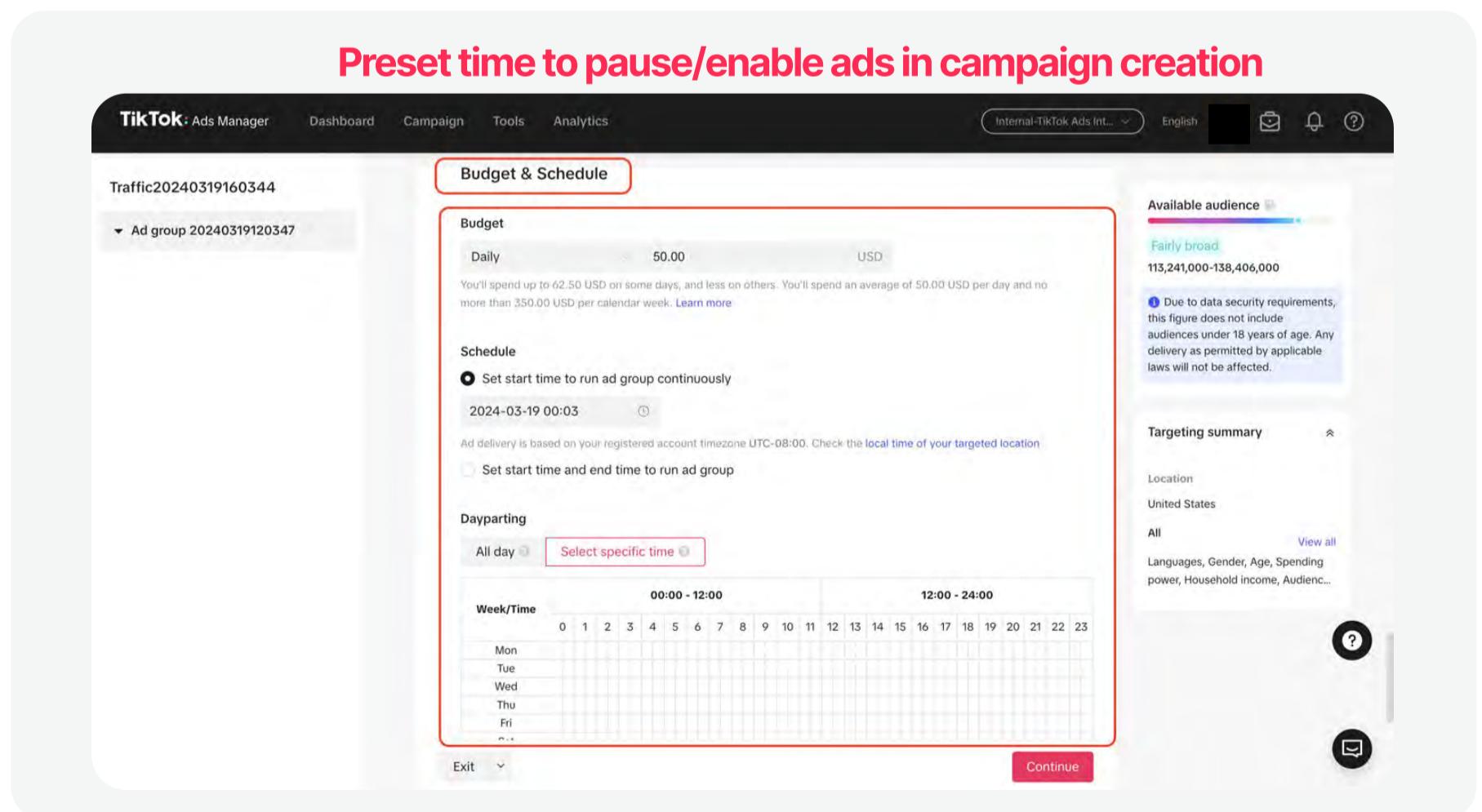


This screenshot shows the 'Campaigns' section with the 'Automated rules' button highlighted in the top navigation bar. It lists 988 campaigns with columns for 'Audience', 'Creative', 'Management', and 'Settings'. The 'Management' section includes 'Automated rules' and 'Account setup'.

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

- For more details, please refer to [Automated Rules](#).

Preset time to pause/enable ads in campaign creation



This screenshot shows the 'Budget & Schedule' section during campaign creation. It includes 'Budget' (Daily: 50.00 USD), 'Schedule' (Set start time to run ad group continuously: 2024-03-19 00:03), 'Dayparting' (All day), and a 'Week/Time' grid for setting specific times. A red box highlights the 'Dayparting' and 'Week/Time' grid.

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

3 Manage Campaigns

Edit

Edit

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

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

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

3 Manage Campaigns Log

Log

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

Open the Log

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

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

View log

View time range through time filter.

Bulk

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

Bulk import &

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

Automatic rules to manage ads in

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

Bulk edit ads

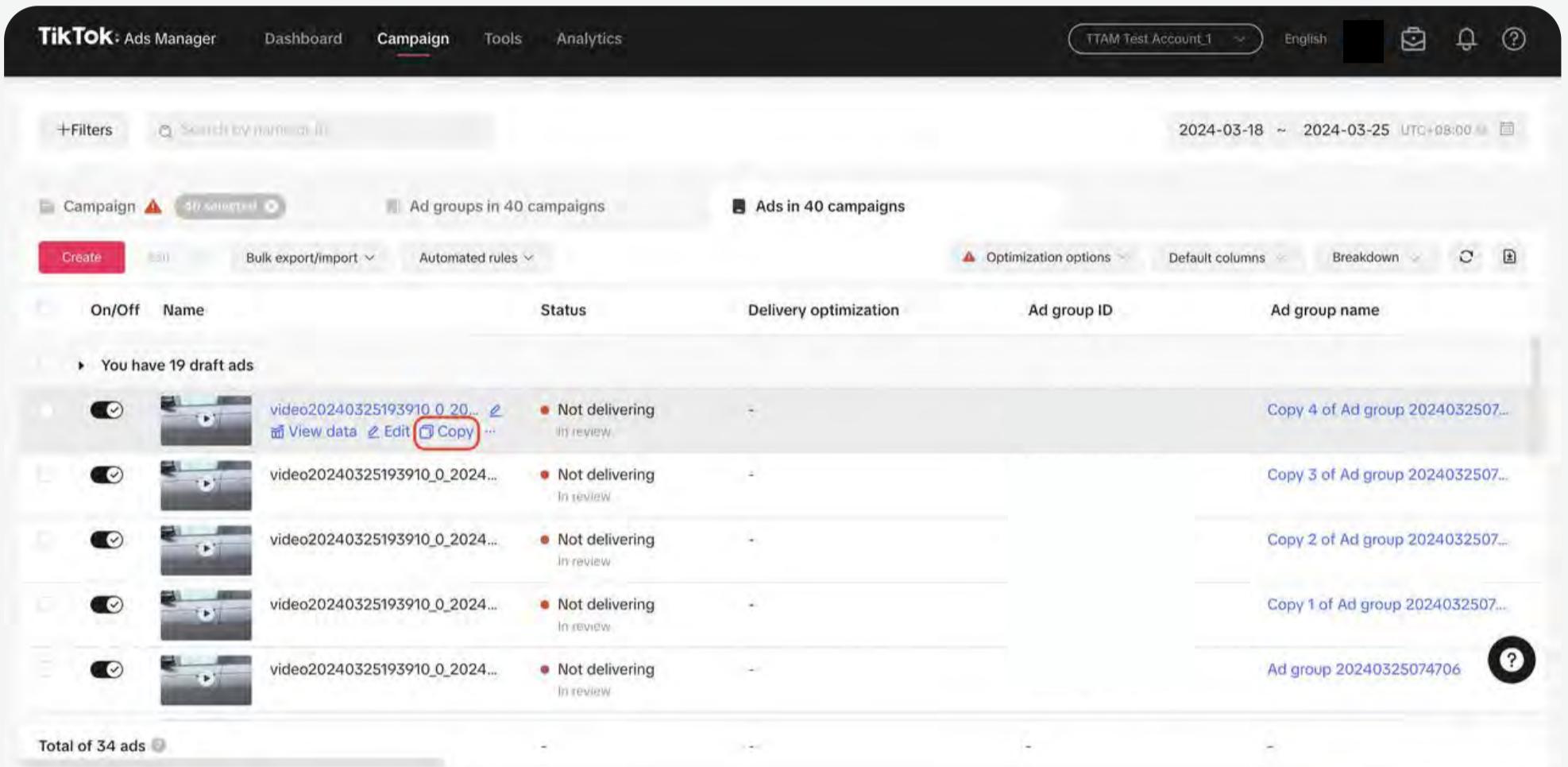
To bulk edit ad settings:

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

Copy

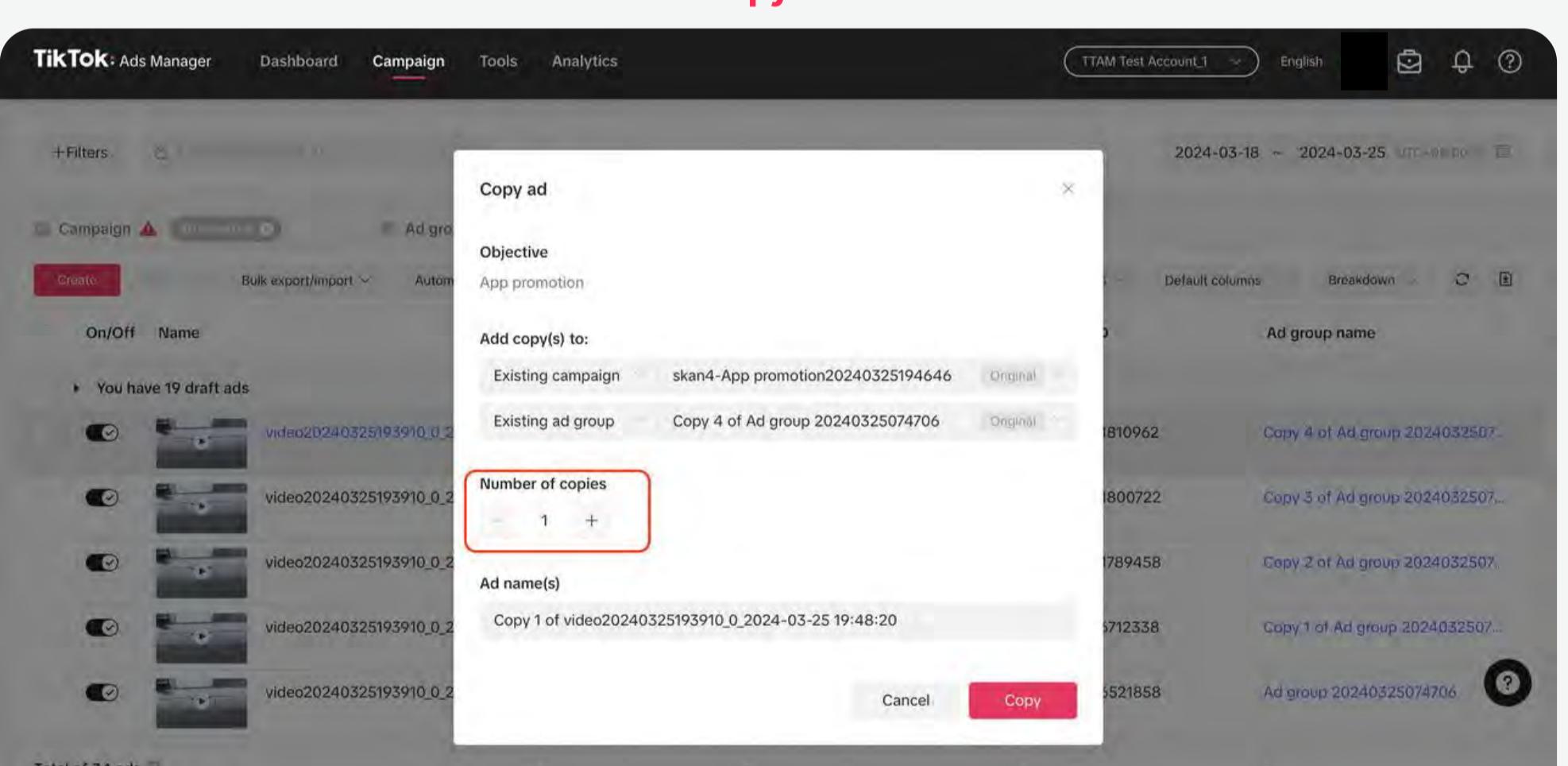
For well-performing campaigns/ad groups/ads, you can quickly scale them up by copying them. **However, over-duplication will intensify competition between ads.**

Manual copy



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

Bulk copy



Choose the number of copies.

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

3 Manage Campaigns

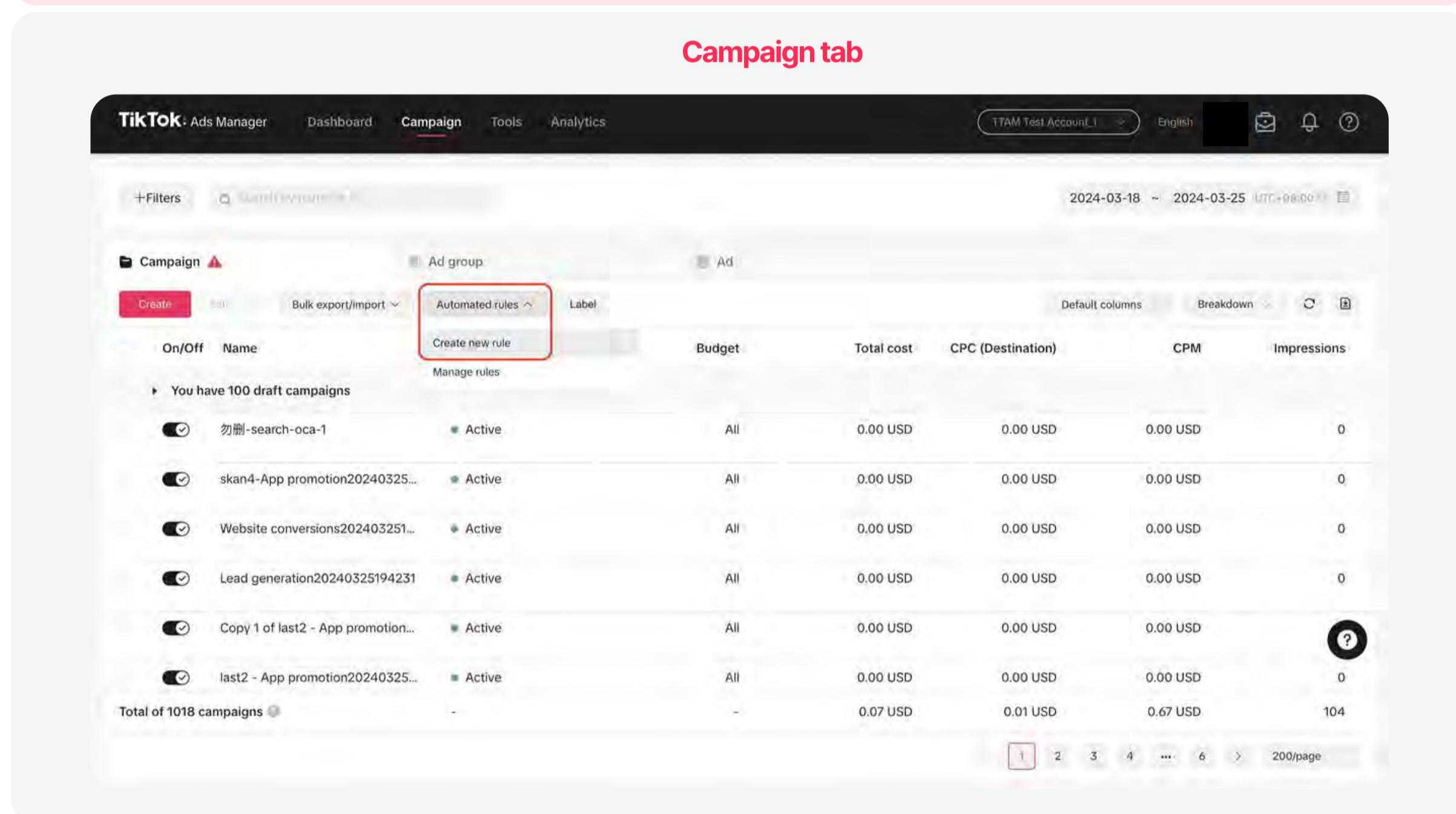
Automated Rules

Automated Rules

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

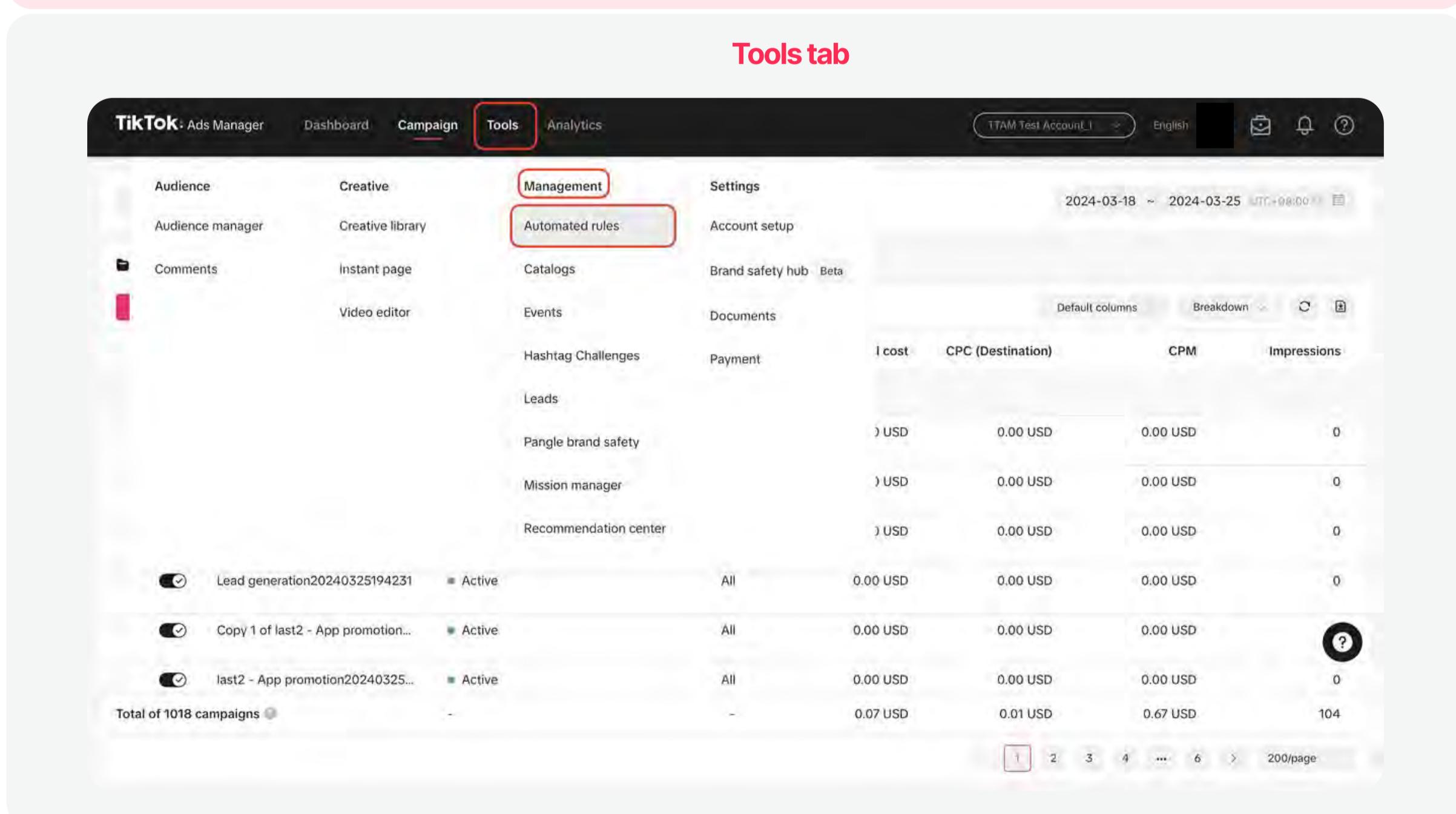
Automatic rule configuration entrance:

Entrance 1: Go to Campaign tab > Automated Rules button



The screenshot shows the TikTok Ads Manager interface with the 'Campaign' tab selected. At the top, there is a navigation bar with 'TikTok Ads Manager', 'Dashboard', 'Campaign' (which is highlighted in red), 'Tools', and 'Analytics'. To the right of the navigation bar are account details ('ITAM Test Account 1'), language ('English'), and notification icons. Below the navigation bar, there are filters and date range selection ('2024-03-18 ~ 2024-03-25 UTC+08:00'). The main content area is titled 'Campaign' and shows a table of 1018 campaigns. The table includes columns for 'On/Off', 'Name', 'Status', 'Budget', 'Total cost', 'CPC (Destination)', 'CPM', and 'Impressions'. A red box highlights the 'Automated rules' button in the top right corner of the table header. The table shows several campaigns, all of which are active and have a budget of 'All'. The total cost for all campaigns is 0.07 USD, and the total impressions are 104.

Entrance 2: Go to Tools > Management > Automated rules



The screenshot shows the TikTok Ads Manager interface with the 'Tools' tab selected. At the top, there is a navigation bar with 'TikTok Ads Manager', 'Dashboard', 'Campaign', 'Tools' (which is highlighted in red), and 'Analytics'. To the right of the navigation bar are account details ('ITAM Test Account 1'), language ('English'), and notification icons. Below the navigation bar, there are filters and date range selection ('2024-03-18 ~ 2024-03-25 UTC+08:00'). The main content area is titled 'Tools' and shows a table of 1018 campaigns. The table includes columns for 'Audience', 'Creative', 'Management' (which is highlighted in red), 'Settings', 'Audience manager', 'Creative library', 'Management' (highlighted in red), 'Settings', 'Comments', 'Instant page', 'Management' (highlighted in red), 'Settings', 'Comments', 'Video editor', 'Events', 'Documents', 'Audience', 'Creative', 'Management' (highlighted in red), 'Settings', 'Audience manager', 'Creative library', 'Management' (highlighted in red), 'Settings', 'Comments', 'Instant page', 'Management' (highlighted in red), 'Settings', 'Comments', 'Video editor', 'Events', 'Documents', 'Hashtag Challenges', 'Payment', 'Cost', 'CPC (Destination)', 'CPM', and 'Impressions'. A red box highlights the 'Automated rules' button in the top right corner of the table header. The table shows several campaigns, all of which are active and have a budget of 'All'. The total cost for all campaigns is 0.07 USD, and the total impressions are 104.

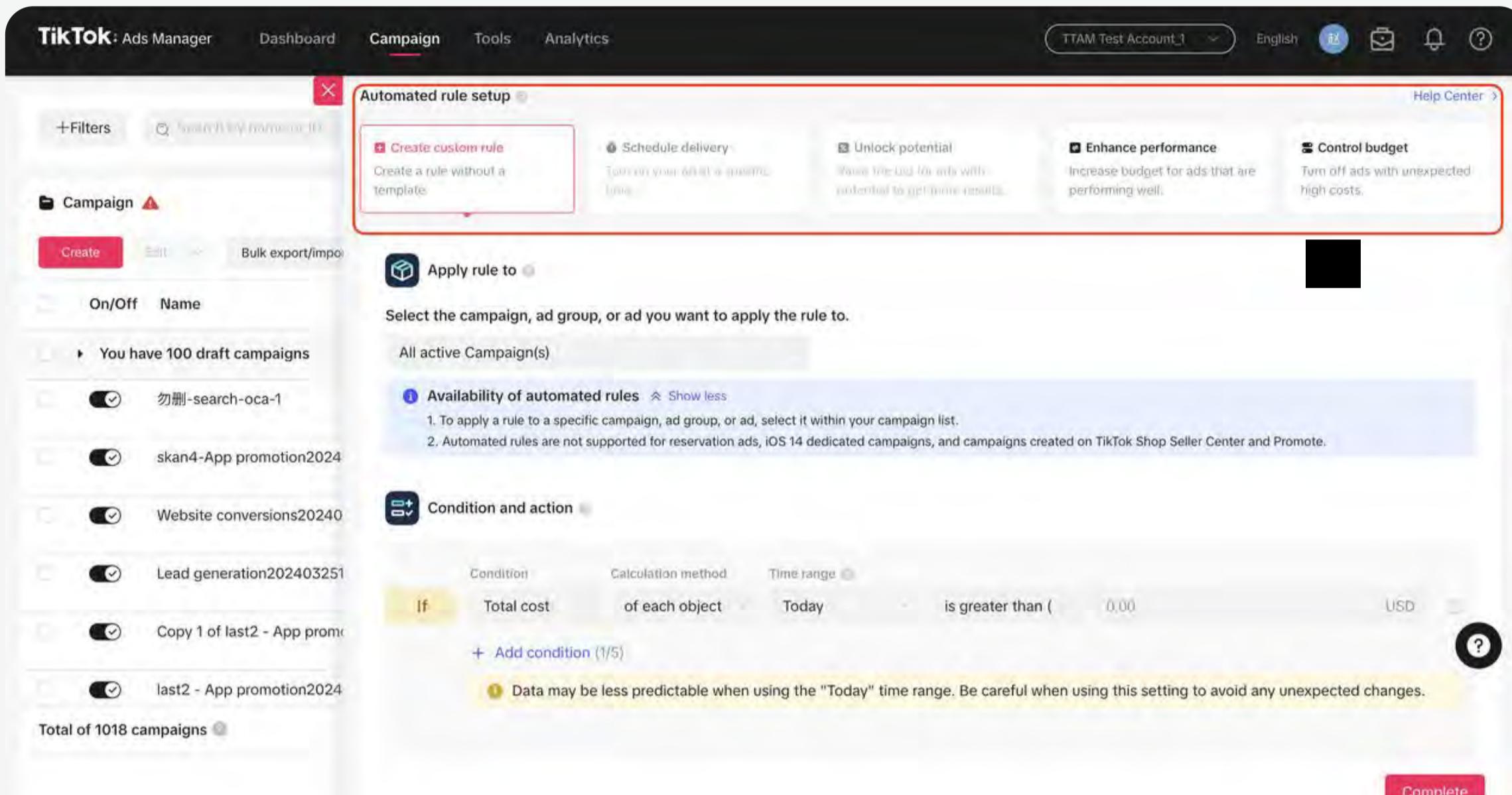
3 Manage Campaigns

Automated Rules

Create new automated rules:

Create new automated rules on the Campaign page

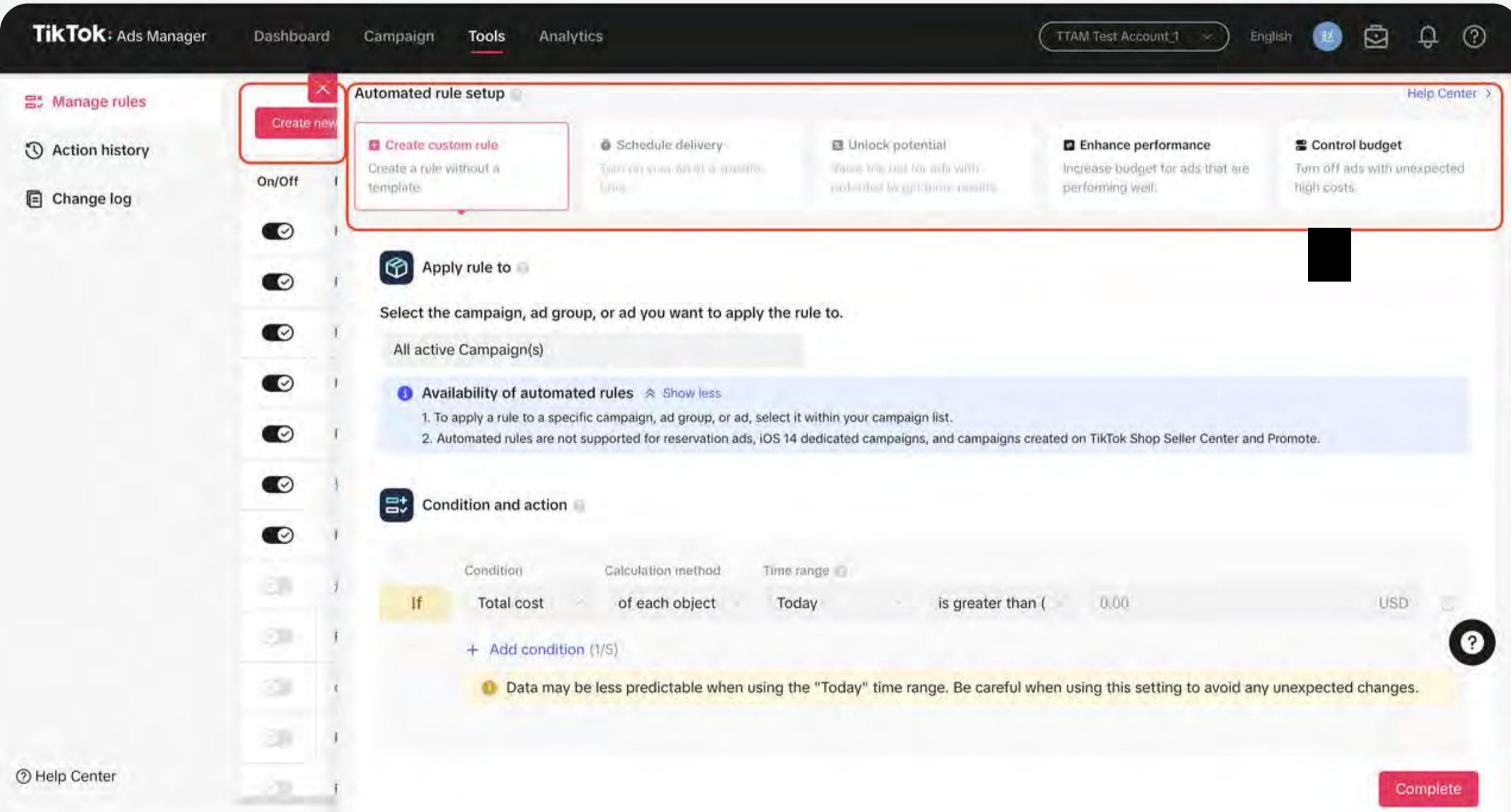
Campaign tab



The screenshot shows the 'Campaign' tab in the TikTok Ads Manager. The 'Automated rule setup' section is highlighted with a red box. It includes a 'Create custom rule' button, 'Schedule delivery', 'Unlock potential', 'Enhance performance', and 'Control budget' options. Below this, there's a 'Create' button, a 'Filters' section, and a list of campaigns. The 'Condition and action' section shows a rule: 'If Total cost of each object Today is greater than 0.00'. A note says: 'Data may be less predictable when using the "Today" time range. Be careful when using this setting to avoid any unexpected changes.'

Create automated rules on the Automated rules page

Automated rules page



The screenshot shows the 'Tools' tab in the TikTok Ads Manager. The 'Automated rule setup' section is highlighted with a red box. It includes a 'Create new' button, 'Manage rules', 'Action history', and 'Change log' options. Below this, there's a 'Create custom rule' button, 'Schedule delivery', 'Unlock potential', 'Enhance performance', and 'Control budget' options. The 'Condition and action' section shows a rule: 'If Total cost of each object Today is greater than 0.00'. A note says: 'Data may be less predictable when using the "Today" time range. Be careful when using this setting to avoid any unexpected changes.'

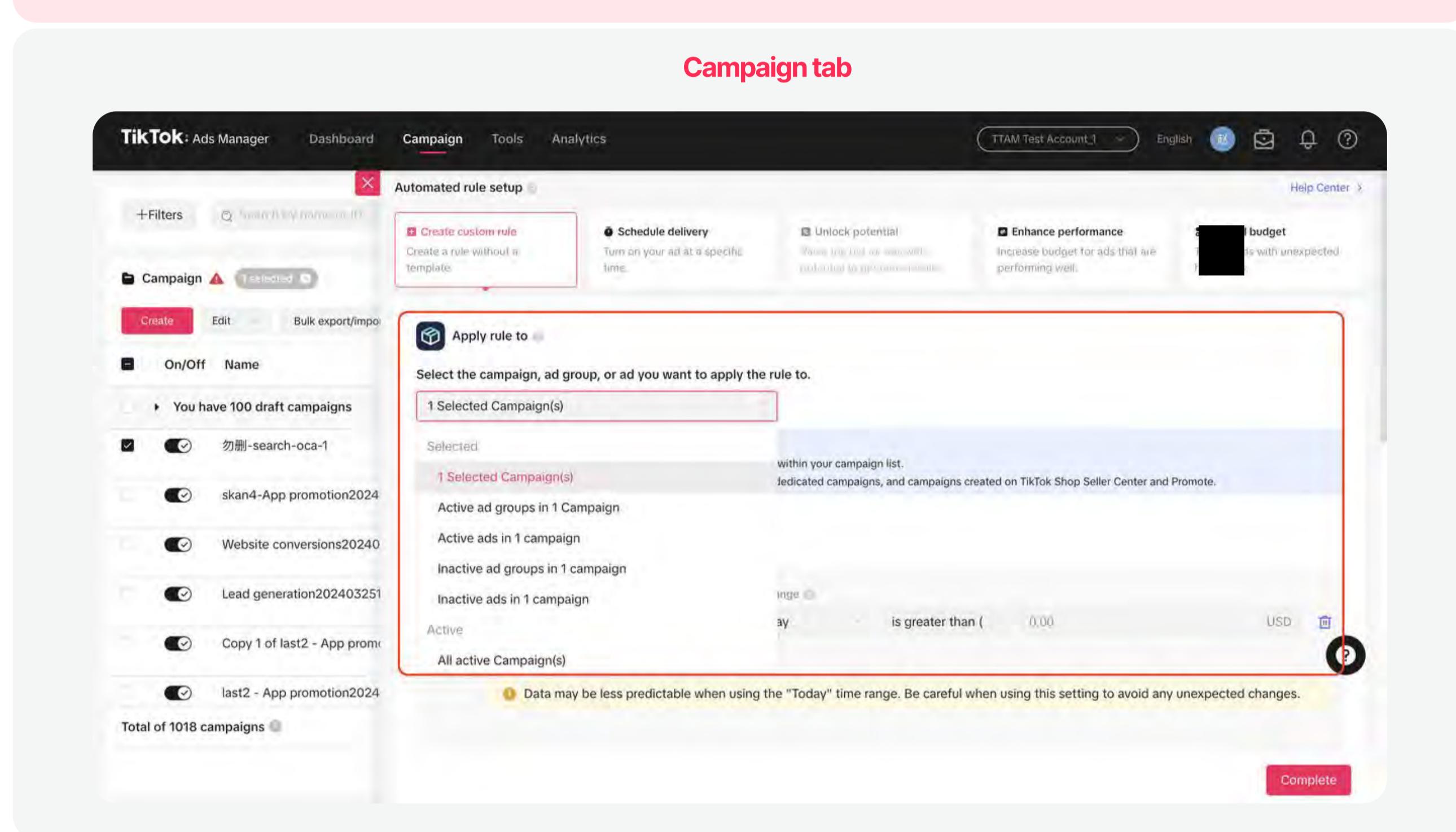
3 Manage Campaigns

Automated Rules

Application:

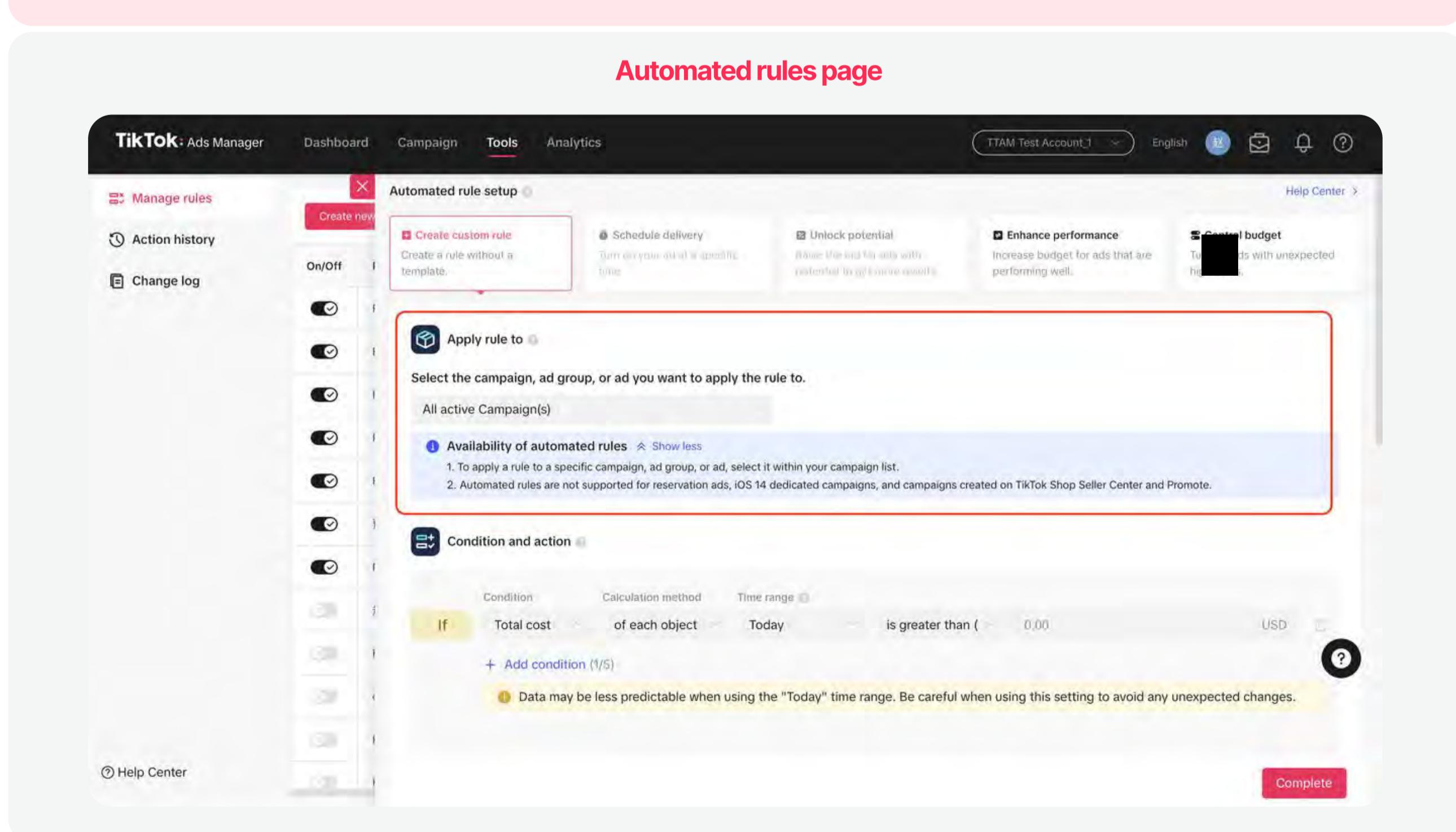
Select campaigns/ad groups/ads > apply the automated rules you need

Apply automated rules on the Campaign page



The screenshot shows the TikTok Ads Manager interface on the 'Campaign' tab. In the center, a modal dialog box is open with the title 'Apply rule to'. The dialog asks 'Select the campaign, ad group, or ad you want to apply the rule to.' and shows '1 Selected Campaign(s)'. The list includes '1 Selected Campaign(s)', 'Active ad groups in 1 Campaign', 'Active ads in 1 campaign', 'Inactive ad groups in 1 campaign', 'Inactive ads in 1 campaign', and 'All active Campaign(s)'. Below the list, a condition is set: 'Total cost of each object Today is greater than (0.00 USD)'. A note at the bottom of the dialog says: 'Data may be less predictable when using the "Today" time range. Be careful when using this setting to avoid any unexpected changes.' A 'Complete' button is at the bottom right of the dialog.

Apply automated rules on the Automated rules page



The screenshot shows the TikTok Ads Manager interface on the 'Tools' tab, specifically the 'Automated rule setup' section. In the center, a modal dialog box is open with the title 'Apply rule to'. The dialog asks 'Select the campaign, ad group, or ad you want to apply the rule to.' and shows 'All active Campaign(s)'. A note below the list says: 'Availability of automated rules: 1. To apply a rule to a specific campaign, ad group, or ad, select it within your campaign list. 2. Automated rules are not supported for reservation ads, iOS 14 dedicated campaigns, and campaigns created on TikTok Shop Seller Center and Promote.' Below the list, a condition is set: 'Total cost of each object Today is greater than (0.00 USD)'. A note at the bottom of the dialog says: 'Data may be less predictable when using the "Today" time range. Be careful when using this setting to avoid any unexpected changes.' A 'Complete' button is at the bottom right of the dialog.

3 Manage Campaigns

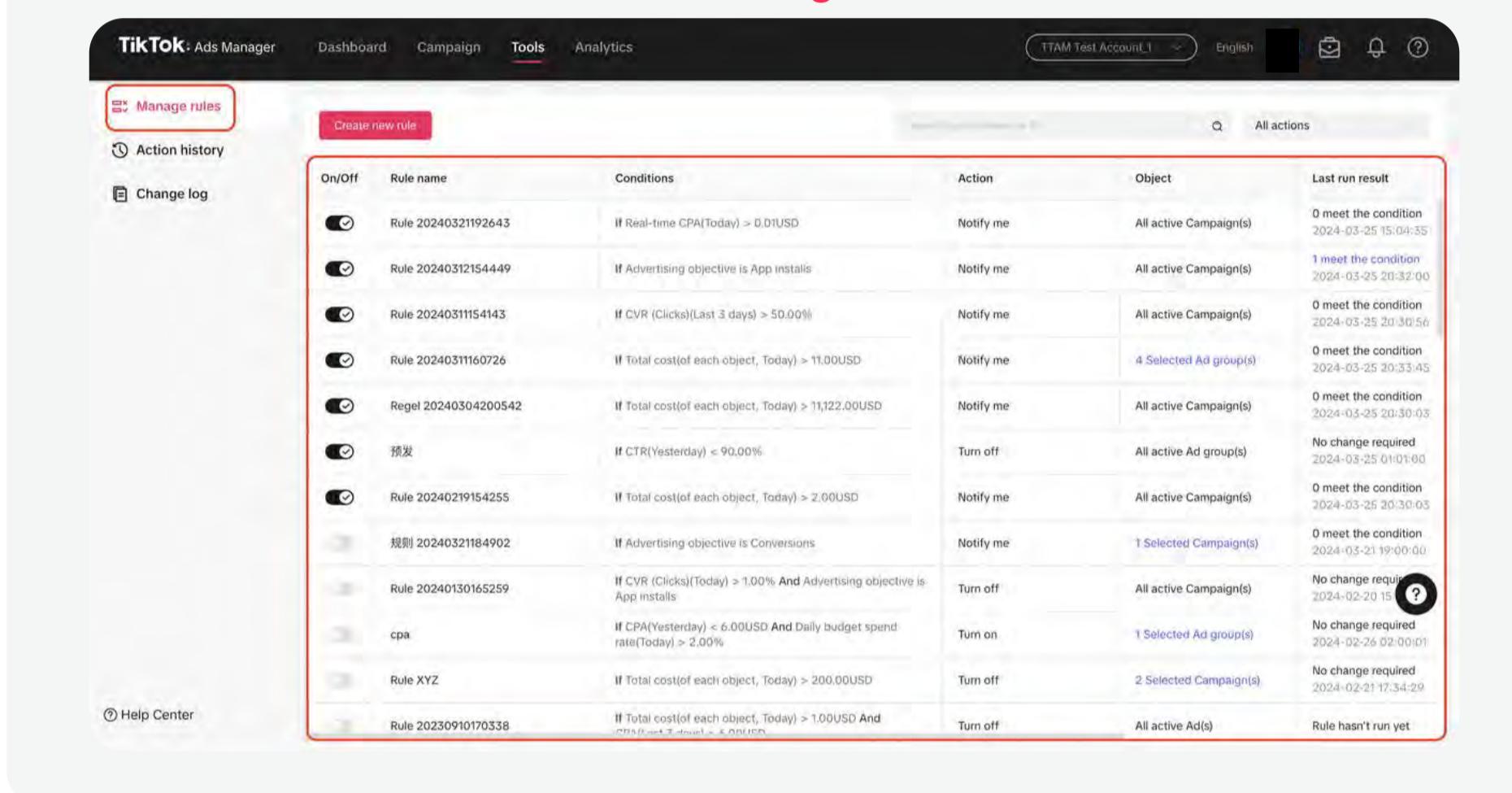
Automated Rules

Management:

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

Manage rules present automated rules in full

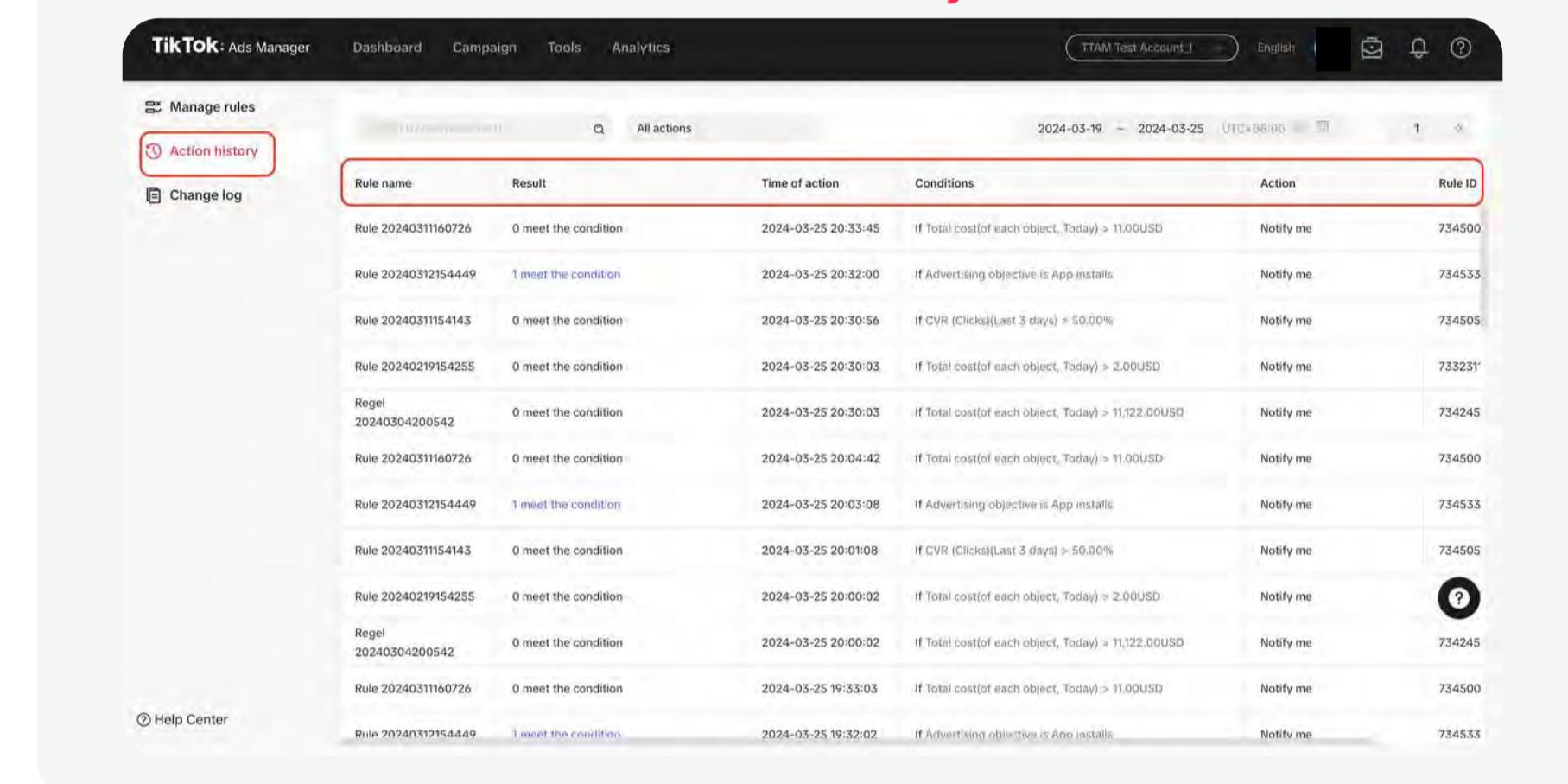
Manage rules



The screenshot shows a table of automated rules. Each rule has a status icon (green, yellow, or red), a name, conditions, an action (e.g., 'Notify me', 'Turn off'), an object (e.g., 'All active Campaign(s)'), and the last run result. For example, Rule 20240321192643 has conditions 'If Real-time CPA(Today) > 0.01USD' and 'Notify me'.

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

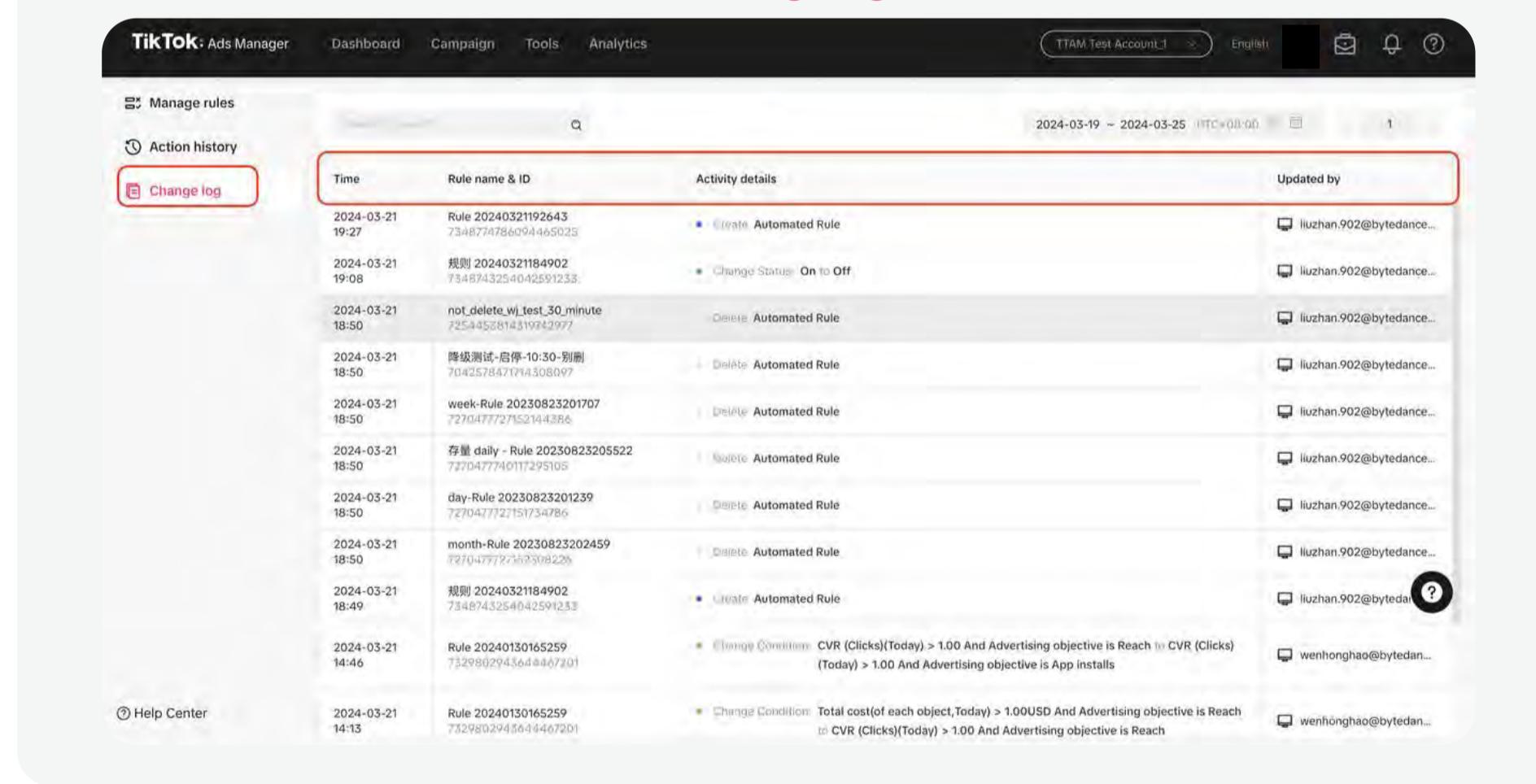
Action history



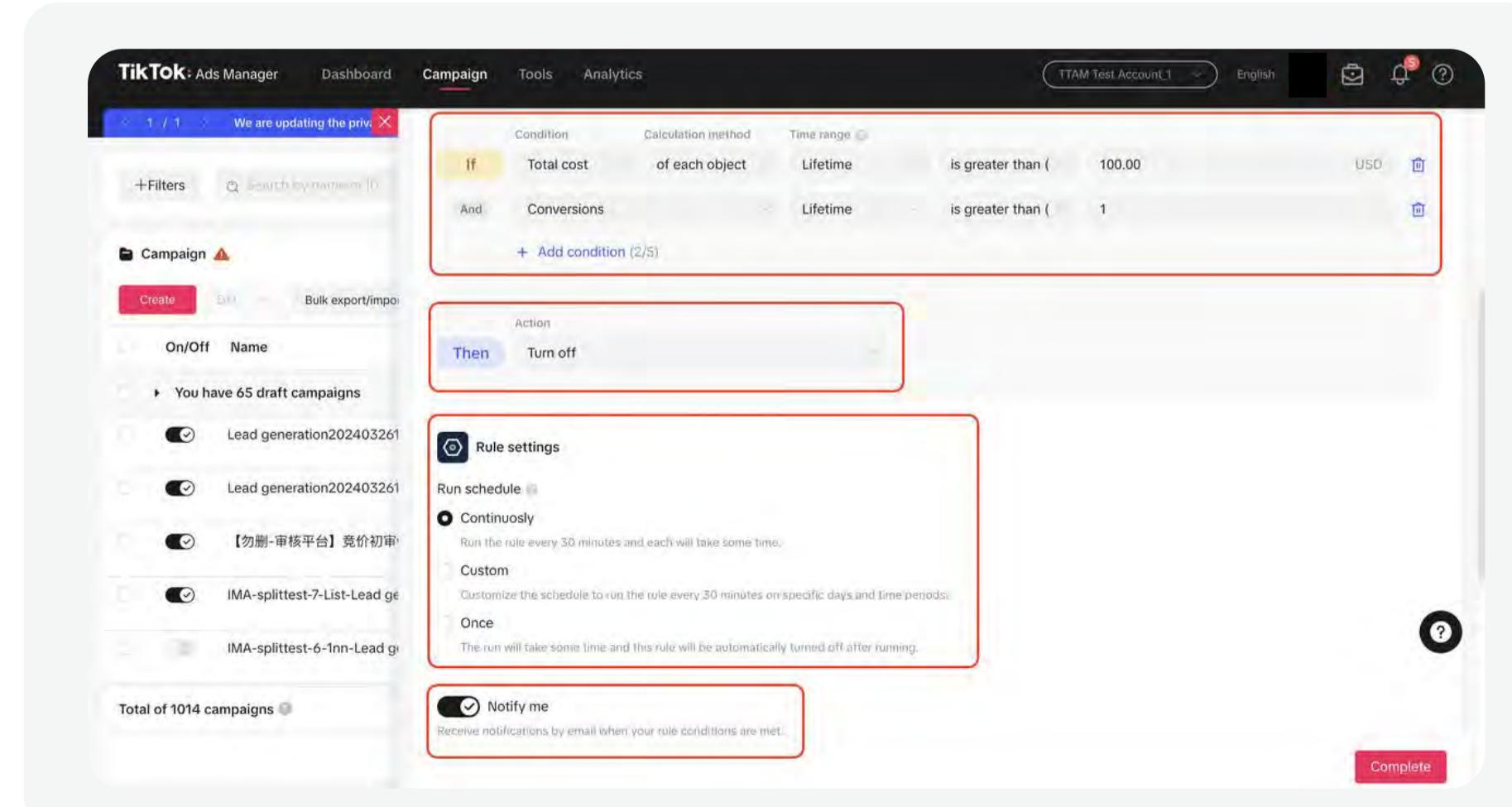
The screenshot shows a table of action history. It includes columns for Role name, Result, Time of action, Conditions, Action, and Rule ID. Each row represents an action taken on an ad, such as 'Notify me' or 'Turn off', with specific conditions like 'If Total cost(each object, Today) > 11.00USD'.

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

Change log



The screenshot shows a table of change log entries. It includes columns for Time, Rule name & ID, Activity details, and Updated by. Each entry details a specific change made to a rule, such as 'Create Automated Rule' or 'Change Status: On to Off'.



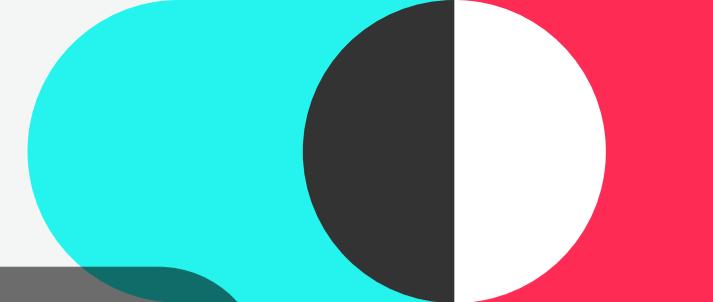
The screenshot shows the 'Campaign' section of the Ads Manager. It displays a rule being created with conditions like 'Total cost of each object' and 'Conversions', and an action like 'Turn off'. It also shows 'Rule settings' for 'Run schedule' (continuously) and 'Notify me' options.

Rule examples to save your budget:

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

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

For more details, please see [About Automated Rules](#) or refer to [How to create and apply Automated Rules](#).



Active Ad Group Dynamic Quota :

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

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

Overview

Account info

Account balance 15,546.86 USD Sufficient

Today's spend: 18,000.00 USD Manage payment

Ad group status

6/500 quota left

23 Active ad groups	View >
18 Disapproved	View >
2 Out of budget	View >

View Reports and Insights

4 View Reports and Insights

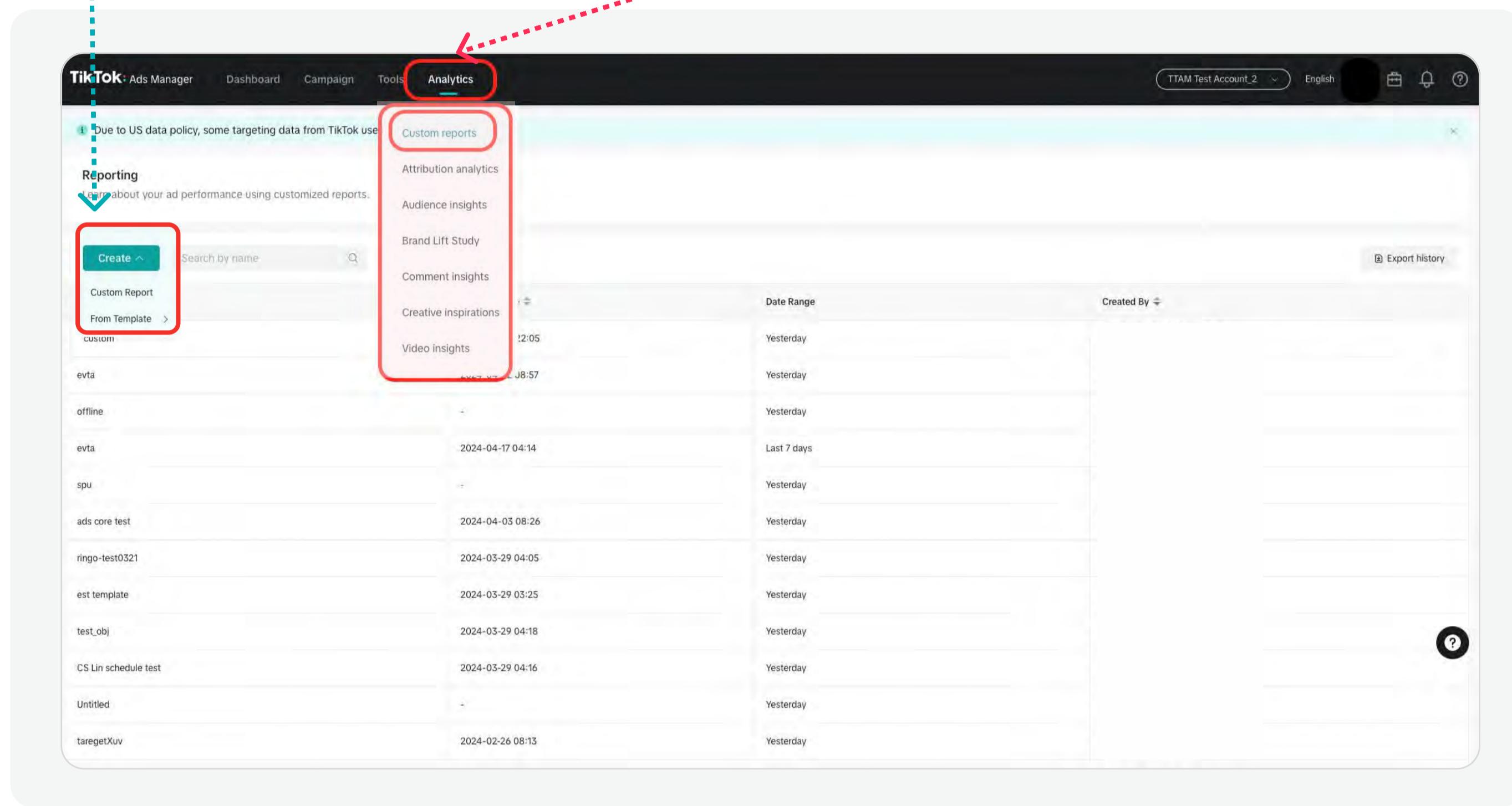
Custom reports

Custom reports

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

2 Creation

- Create to view a drop-down menu and choose from Custom report or From template

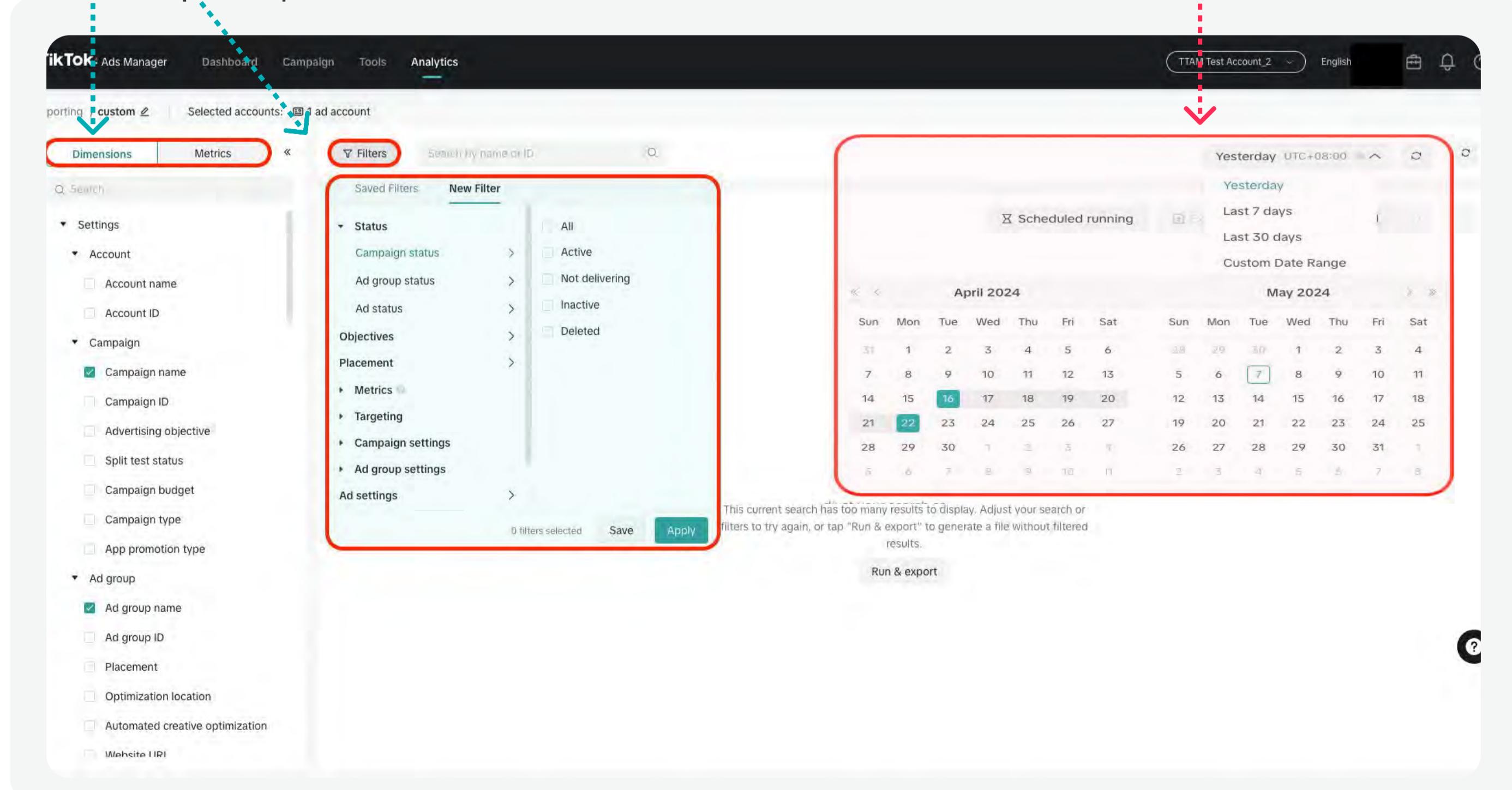


1 Entrance

- Go to Analytics > Custom reports > Custom report tab

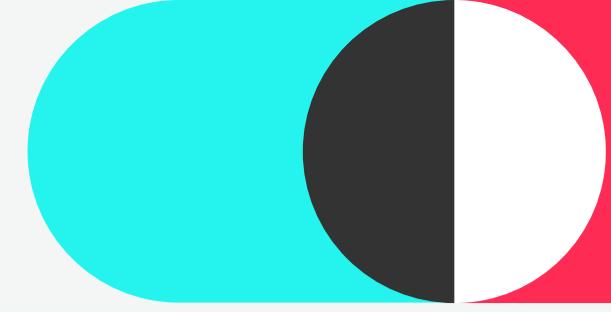
3 Edit

- Select the data metrics and dimensions of the report on the left sidebar in the custom report page
- Utilize Filters to select specific campaigns/ad groups/ads to export report



4 Time

- Select the time range for your data



5 View

View reports through a Trend line or a Pivot table

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

6 Scheduled Running

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

7 Export

- Click the Export button → Choose format → Export reports

8 Save

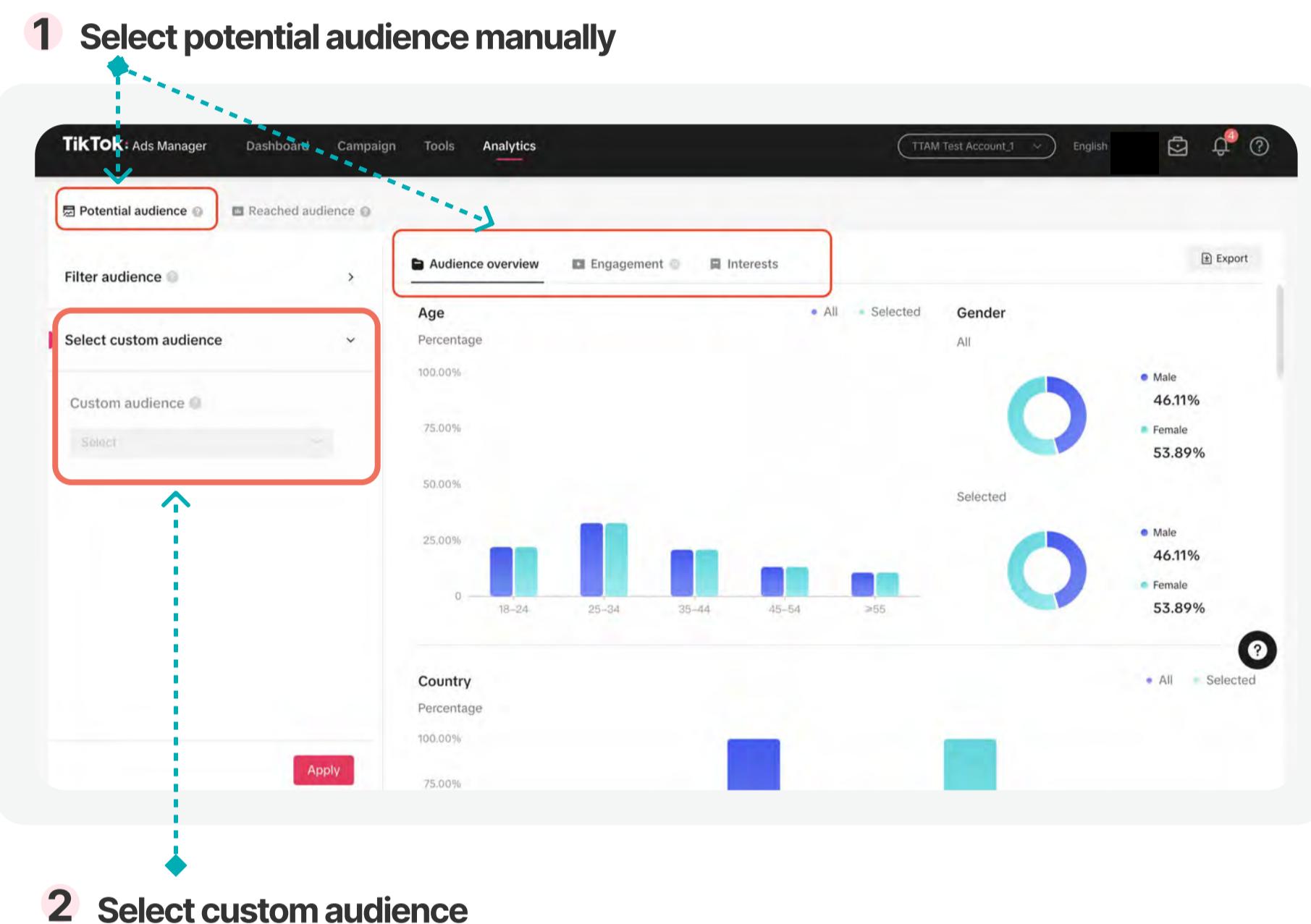
- Click the Save button to save reports

Audience Insights

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

Potential Audience

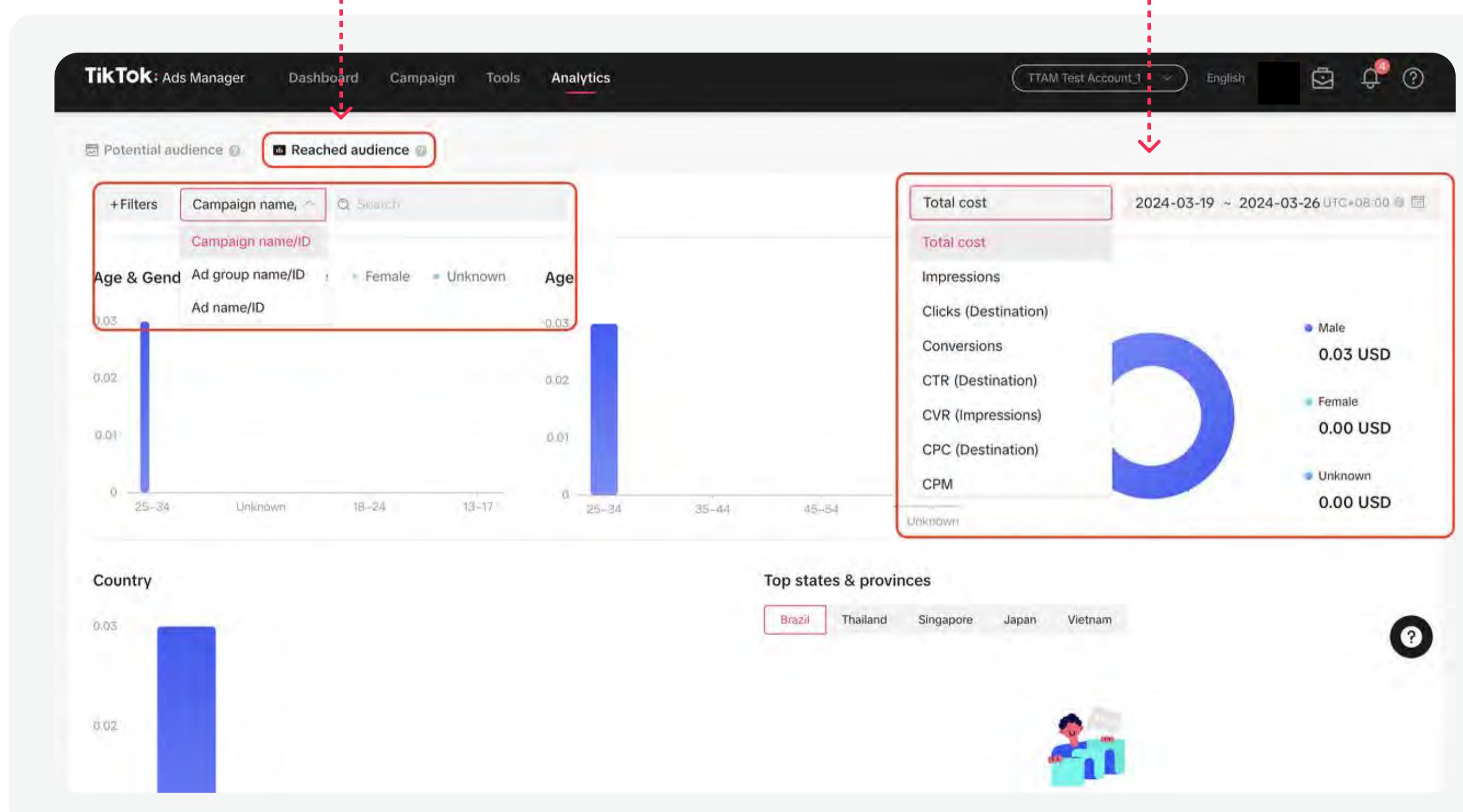
- You can manually refine your audience based on Filter Audience by specifying dimensions from locations, languages, demographics, and interests & behaviors.
- You can select custom audience for insight analysis.



Reached Audience

- Refine your campaign/ad group/ad reached audience based on filters.

1 Select ads for insight analysis



Comment Insights & Management

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

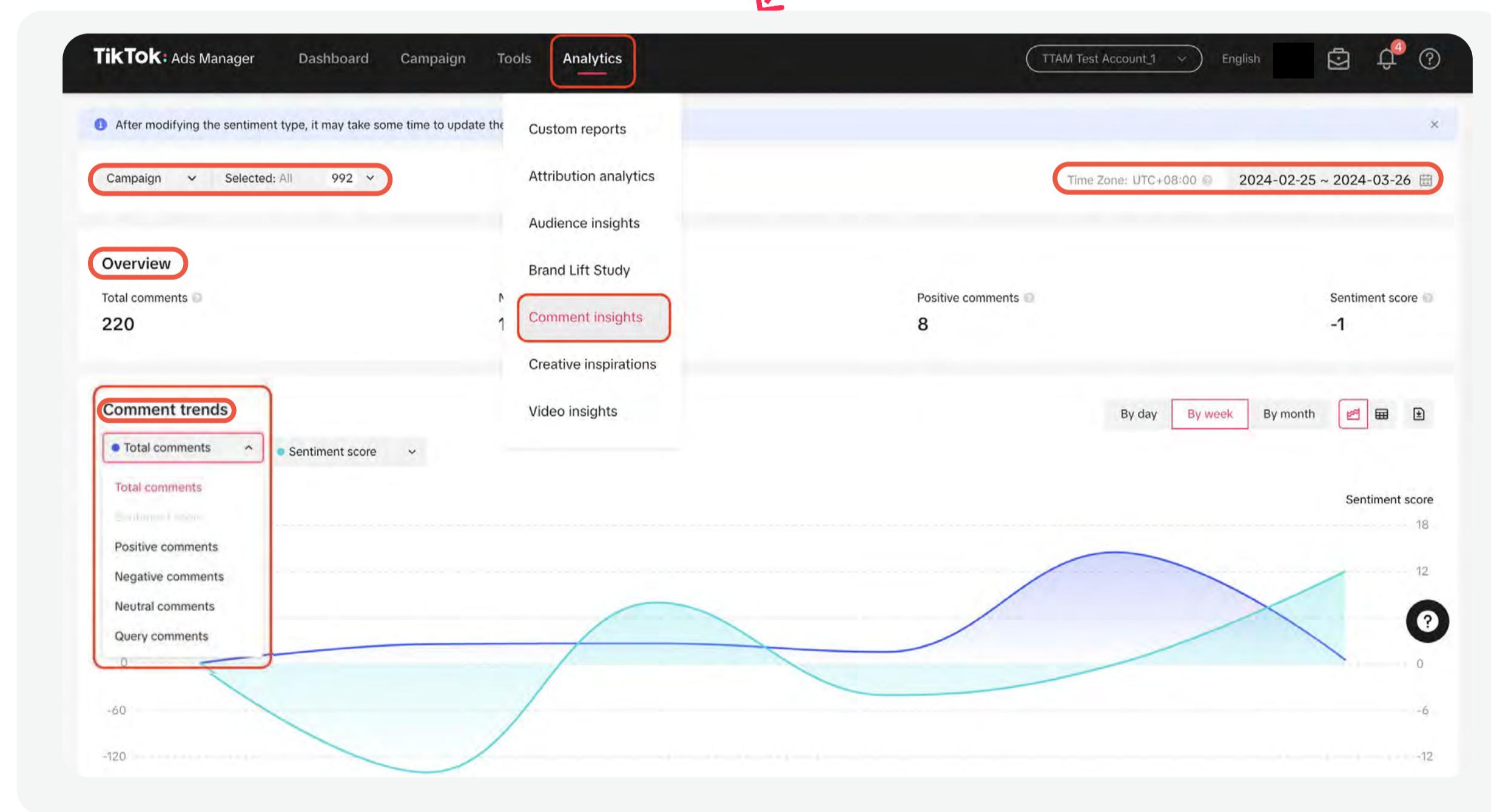
Comment Insights

2 Overview

- Select **campaign** and **time range** for reviewing comments
- View an **overview** and **comment trends**
 - Select specific **sentiment** comment

1 Entrance

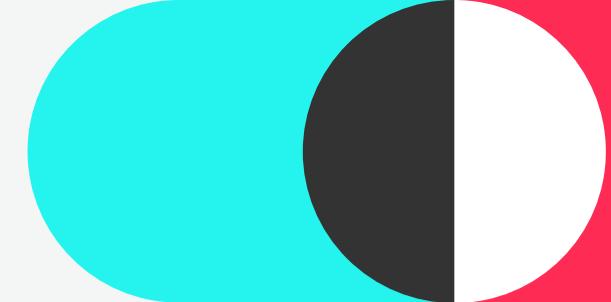
- Go to Analytics > Comment insights



3 Management

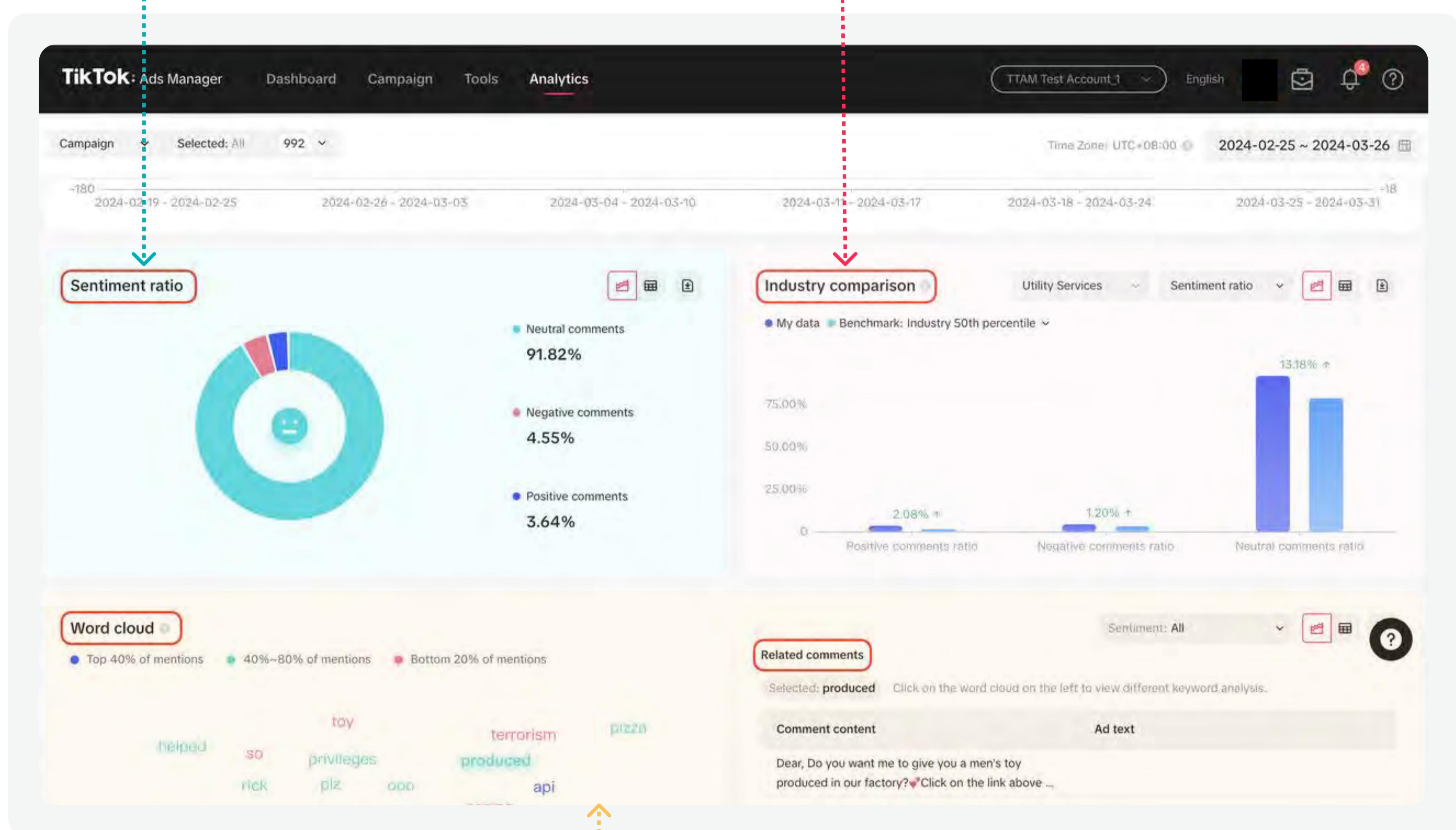
- Click **Manage comments** button and go to **Comments** page

Content of Comment	Likes	Sentiment	Comment status	Interaction	Identity	Created On
he, s)	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 05:13:22
:o	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 05:13:46
2024	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 05:19:56
not mine 😂😂😂	0	Negative	Hidden	None	TikTok account (Spark Ads)	2024-02-26 11:49:50
I did it in 10 seconds	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 11:56:37
!	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 16:36:24
!	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 16:36:25
Say heloo	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-27 08:56:39
Omig! This app is so good, it helped me get 100%!!! ❤️ (Please i...	0	Neutral	Hidden	None	TikTok account (Spark Ads)	2024-02-27 10:21:58



1 Sentiment ratio

- Present the ratio of neutral, positive and negative comments.



3 Word cloud

See the most frequently used words in your comments.

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

Comment Management

Entrance:

Go to Analytics > Comment insights

TikTok Comments:

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

Replies:

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

Blocked Words:

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

Blocked Users:

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

For more information, please see [How to Manage Comments in TikTok Ads Manager](#).

TikTok Ads Manager Dashboard Campaign **Tools** Analytics

TTAM Test Account 1 English [Email](#) [Bell](#) [Help](#)

TikTok Comments

Filters Select an ad group

Status: All Your Response: All Sentiment: All Contains Question: All Clear All

Type: Public Hidden

Your Response: Hidden

Sentiment: All

Contains Question: All **Apply**

Hidden comments **28** Keywords (Top1): **# awesome** [Comment Insights](#)

Sort By: Recommended 2024-02-01 ~ 2024-02-08 UTC+08:00 [Export](#) 1

Content of Comment	Your Response	Sentiment	Contains Question	Ad type
	Didn't reply or pin	Other	Yes	Diversion ads
	Didn't reply or pin	Positive	No	Diversion ads
	Didn't reply or pin	Positive	No	Diversion ads
	Didn't reply or pin	Negative	No	Diversion ads
	Didn't reply or pin	Other	No	Diversion ads
	Didn't reply or pin	Negative	Yes	Diversion ads
	Didn't reply or pin	Other	No	Diversion ads

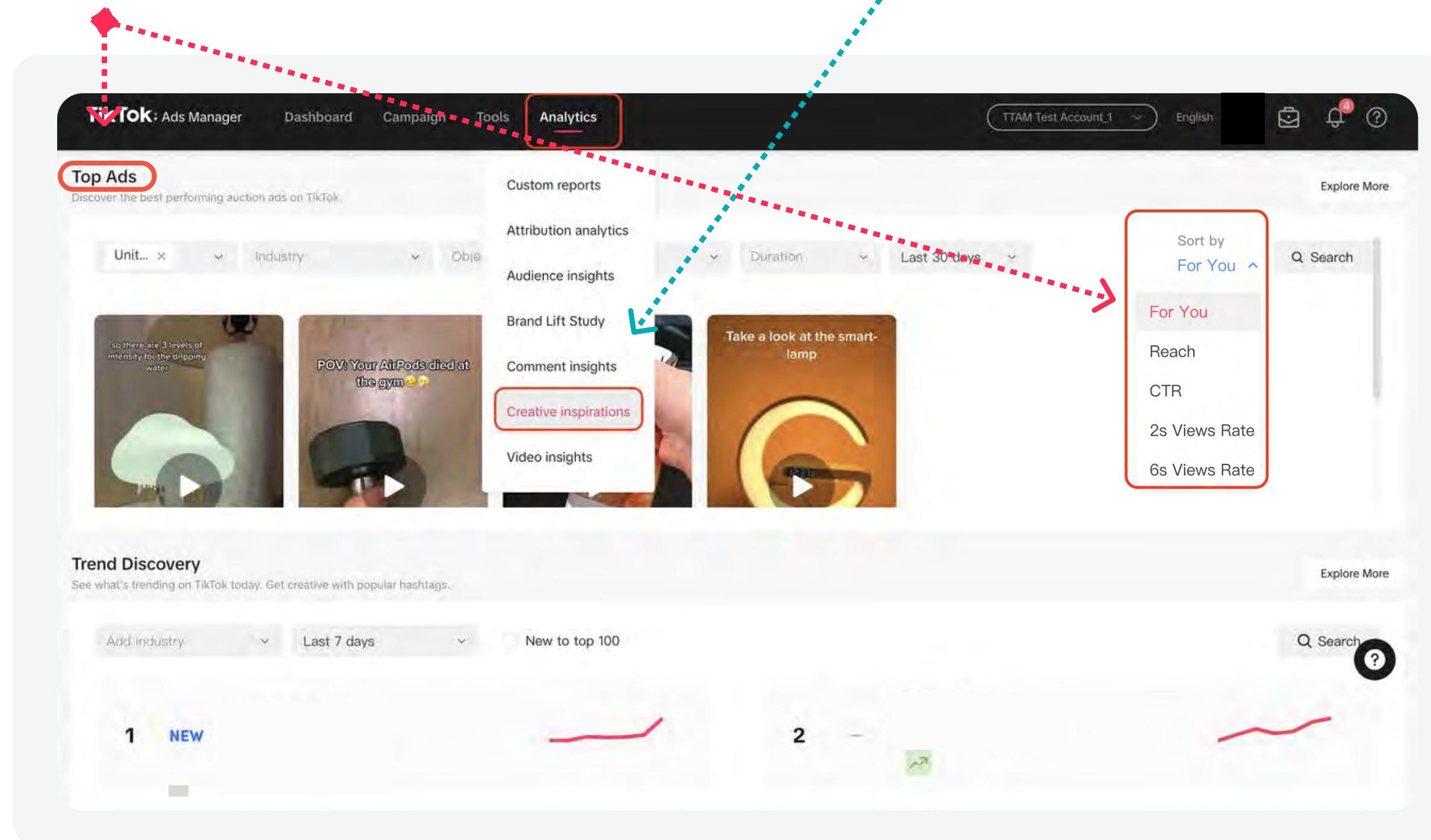
Creative Inspirations

- Creative inspirations enable you understand the most popular ad creatives and trends on the platform, assisting in further planning their creative strategies.

For more information, please see [About Creative Center](#).

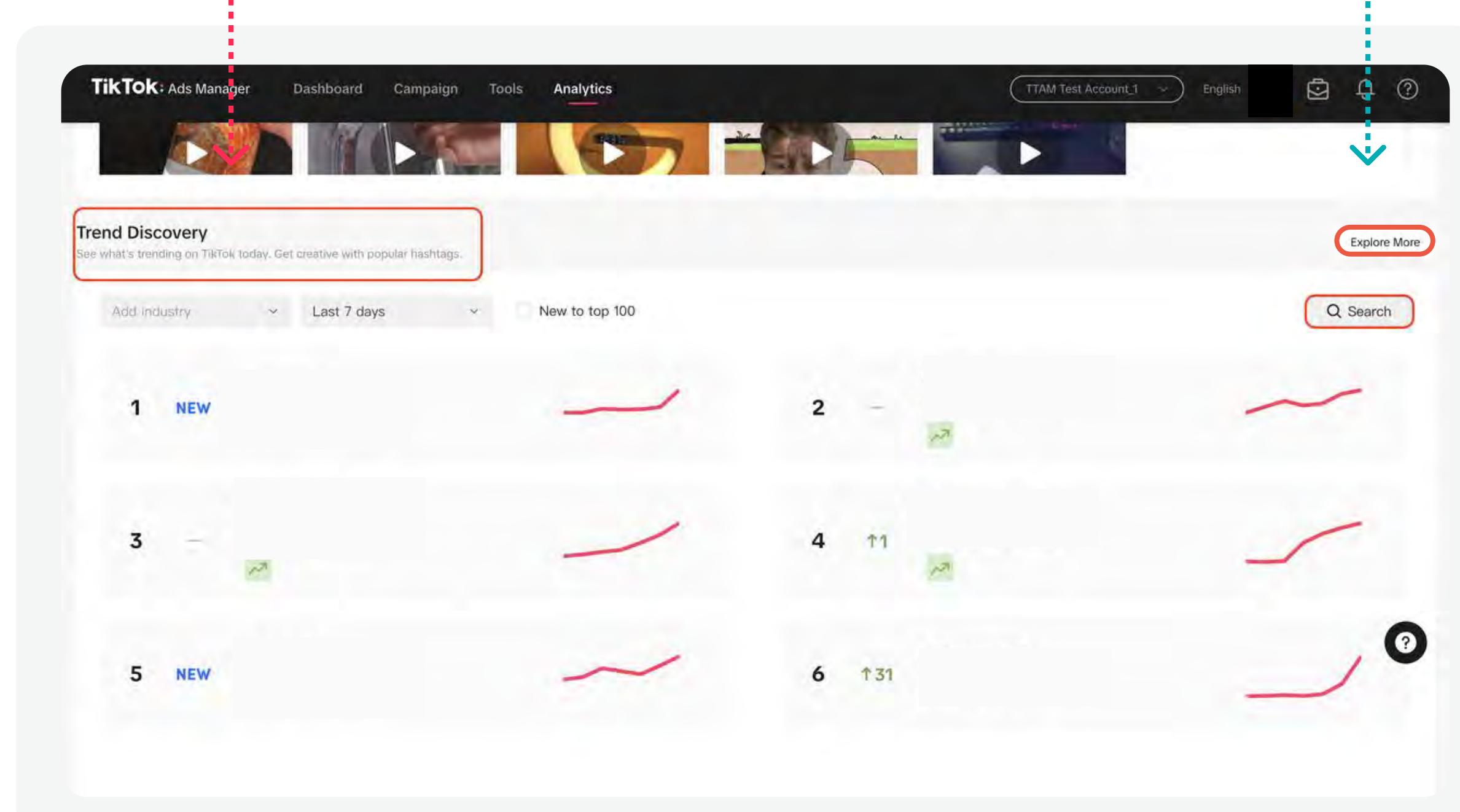
2 Top ads

- Top ads is a collection of high-performing creatives that can be filtered by Region, Industry, Campaign Objective, and more.
- Sort ads by For You, Reach, CTR, 2s View Rate.



3 Trend Discovery

- See what's trending on TikTok today.
- Get creative with popular hashtags.
- Search trending topics by hashtags.



1 Entrance

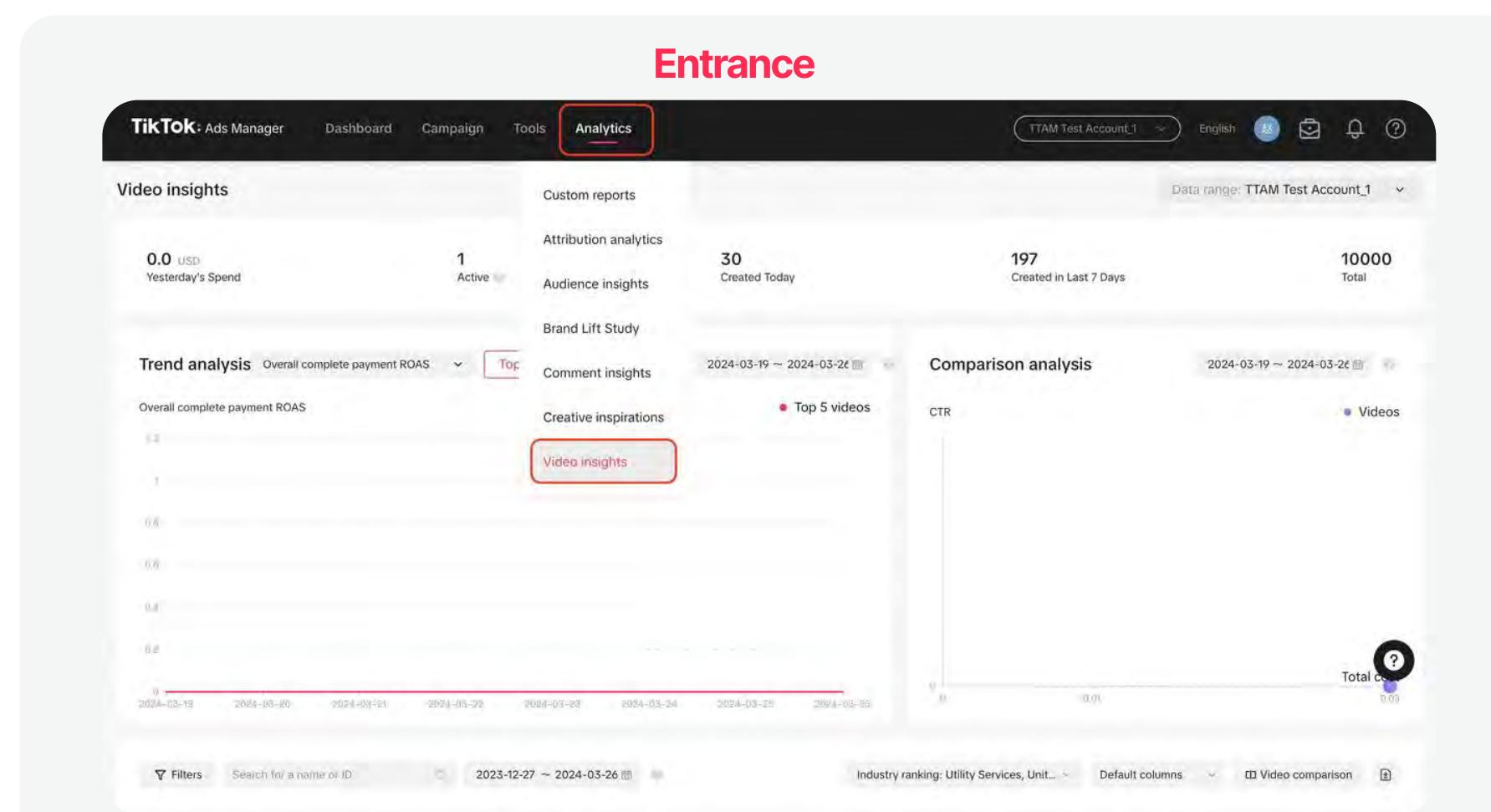
- Go to Analytics > Creative Inspirations.

4 TikTok Creative Center

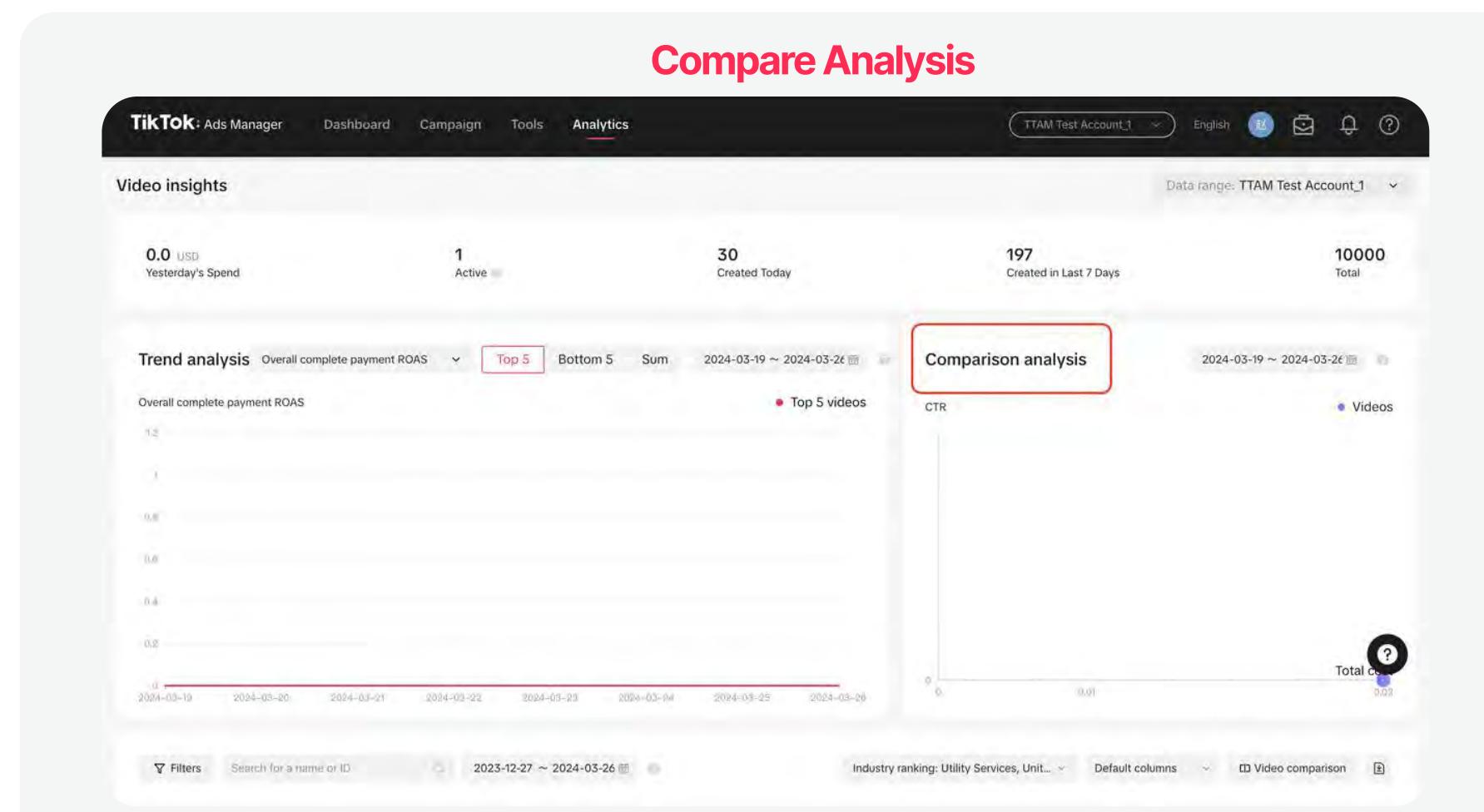
- Click Explore More to get more comprehensive creative insight support.

Video Insights

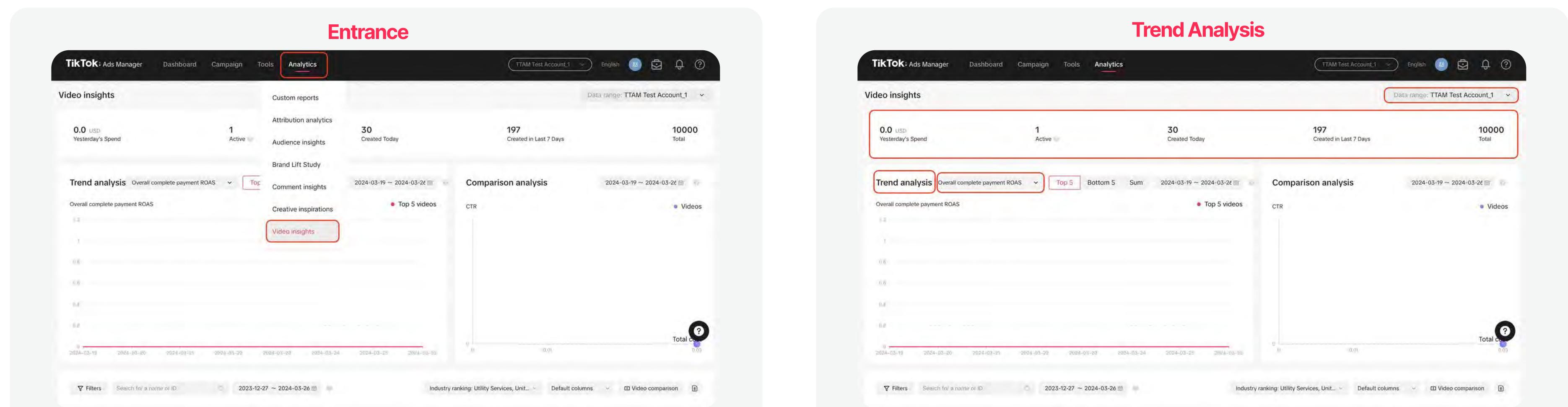
- Video Insights on TikTok Ads Manager is a tool that allows you to **analyze your video creative performance** and understand your audience through **video interactions** to inspire the next high-performing video.
- Use Video Insights to dig deeper into your **highest and lowest-performing videos**,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



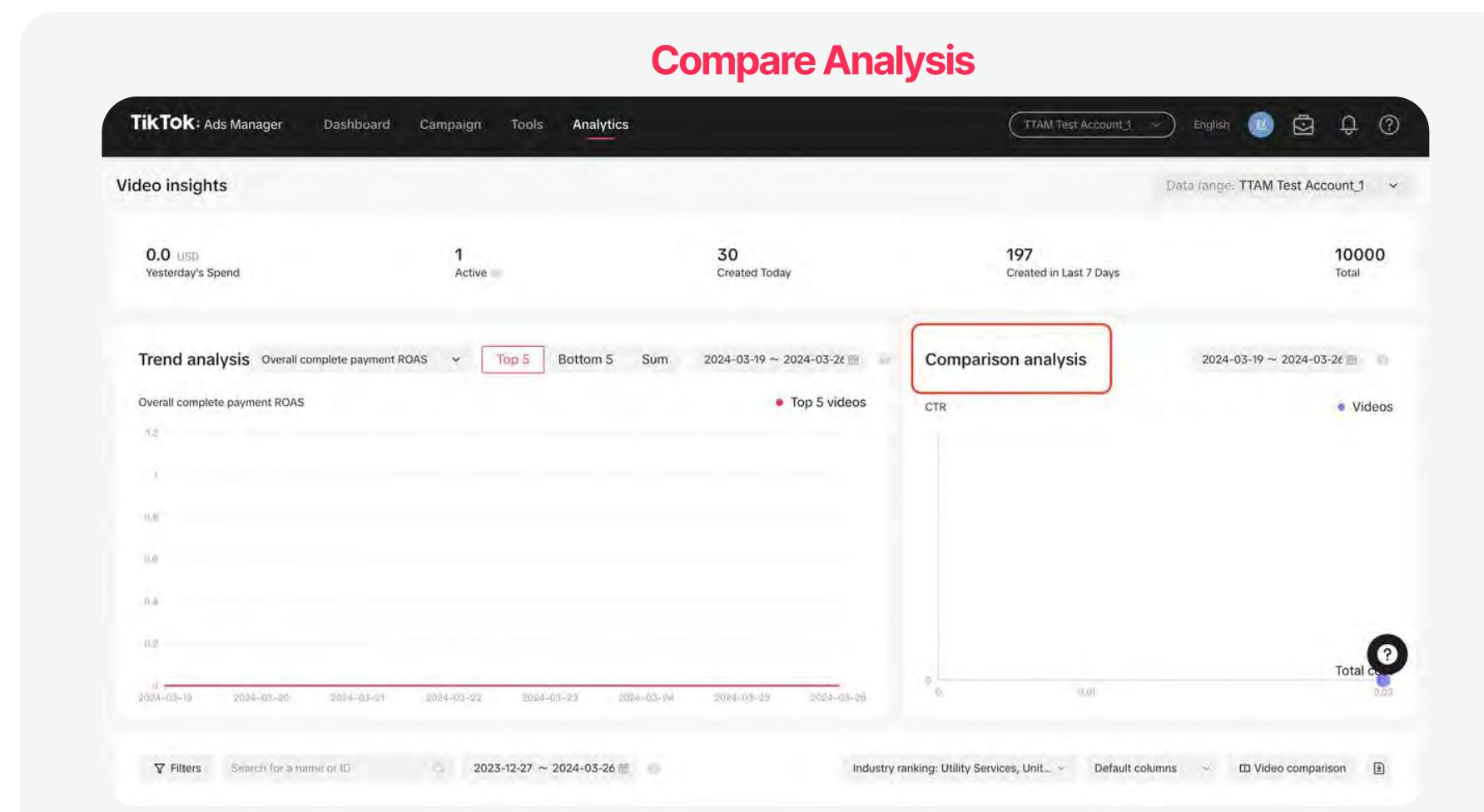
- Go to **Analytics > Video Insights**
- **Data range:** Select ad accounts you need video insights.
- **Data Overview Bar:** Provide an easy way to view an overall summary of your video data. You can view quick stats that include:
 - Previous days' ad spend.
 - The total number of active video creatives.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



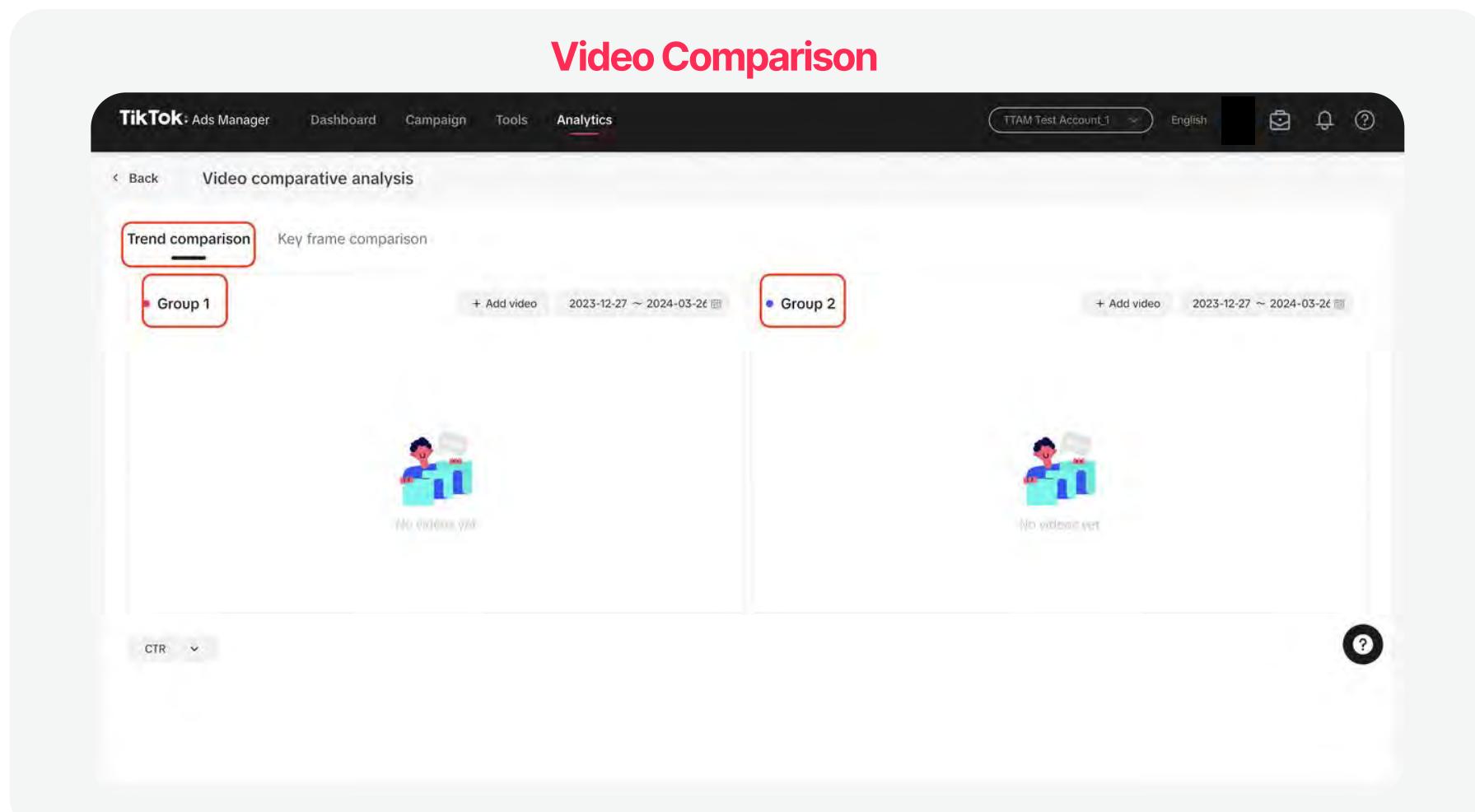
- The comparison analysis coordinate graph shows advertisers **a view of high-potential videos based on the video's CTR and total cost**.
- Hovering over a **dot** in the graph will show the **details** of each video and allow you to compare it with another video.



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



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

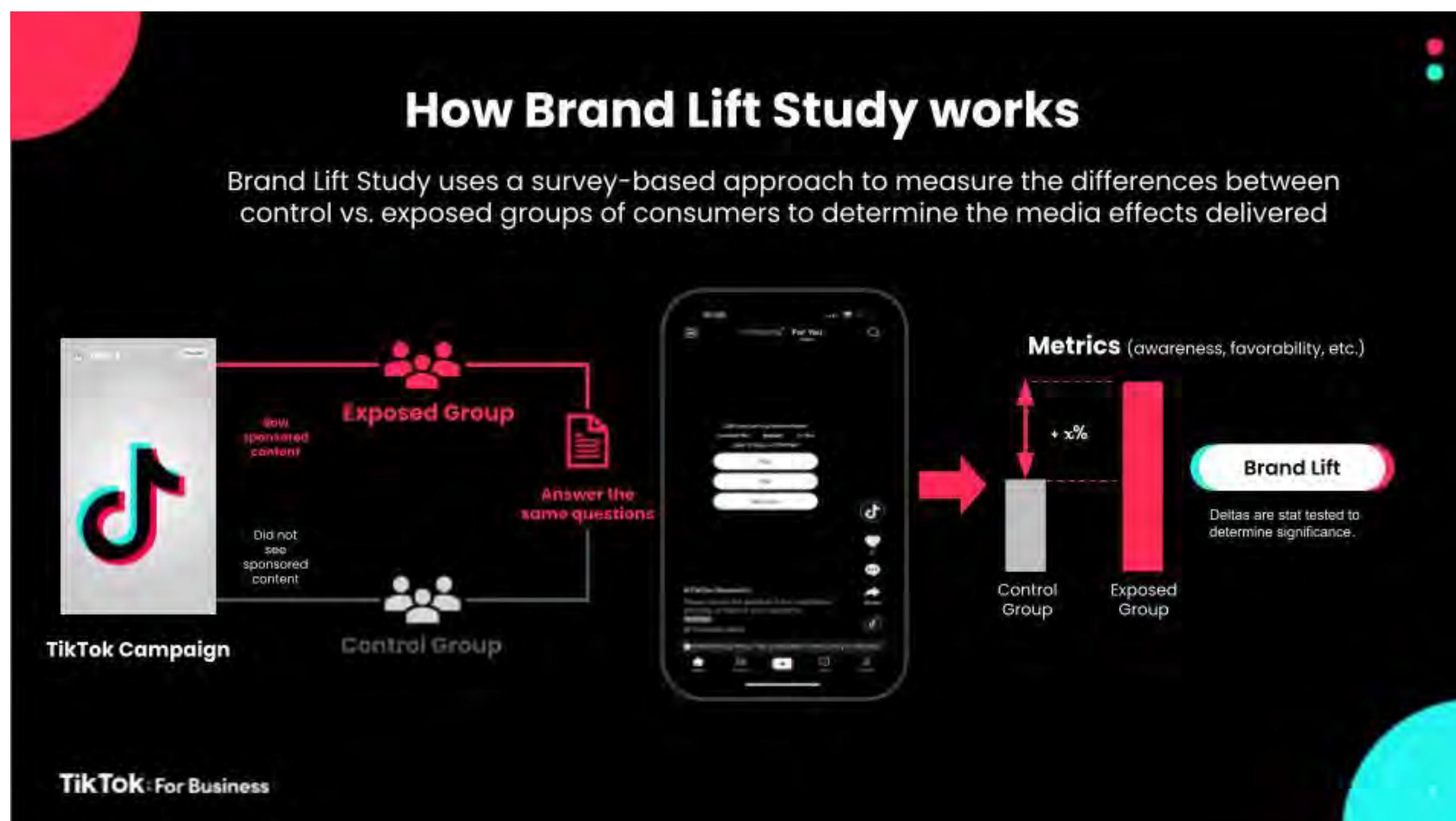


- To start with video comparisons, **select the time frame for the video(s) you want to compare.**
- Next, **select which video(s) you want to add to each video group.**
 - You can select anywhere from 1 to an unlimited number of videos per video group. Once you have specified each video group, you will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

For more information, please see [About Video Insights](#).

TikTok Brand Lift Studies

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



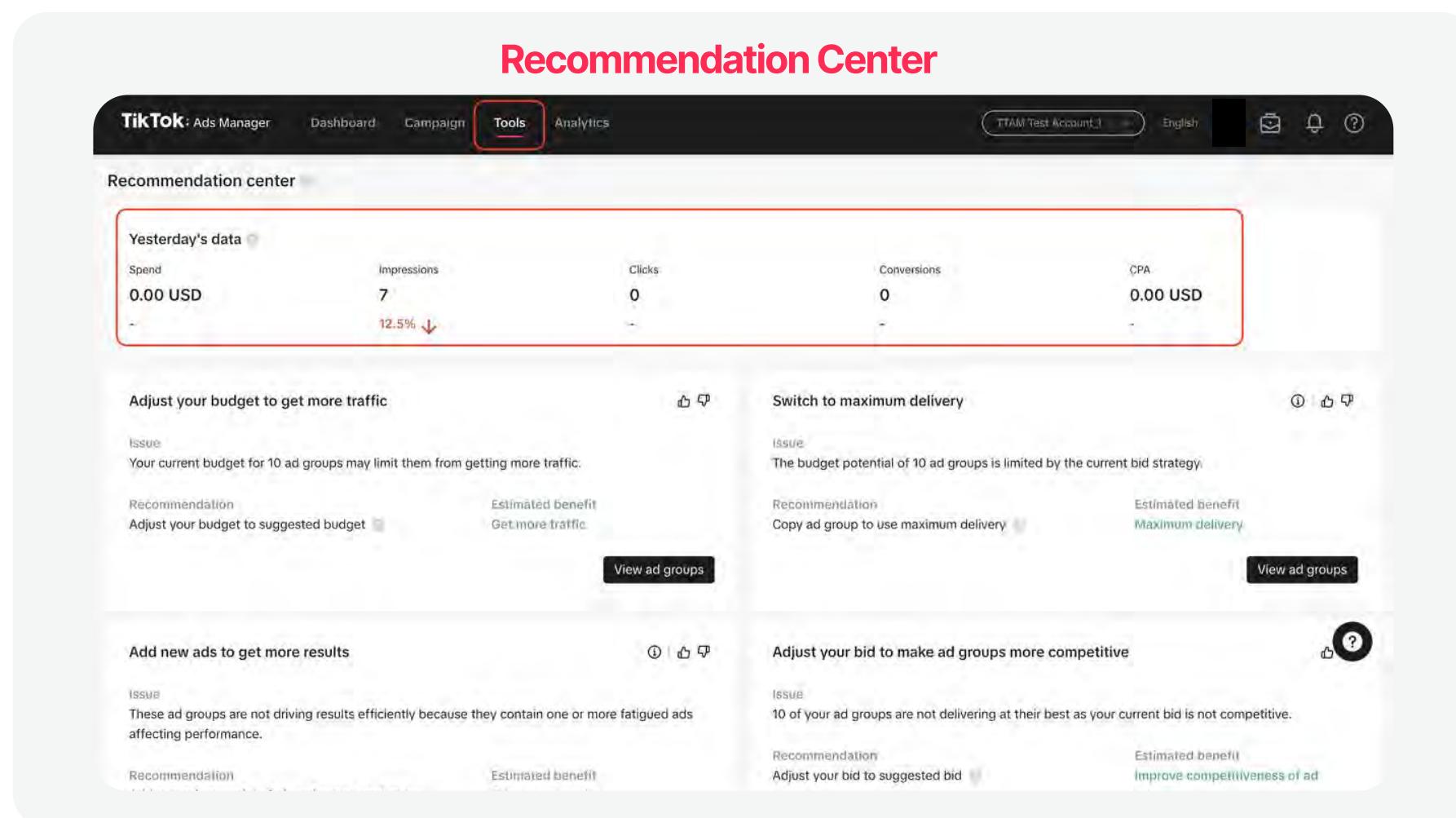
- To run a TikTok Brand Lift Study, please contact your account manager to get started.
- For more information, please visit [About TikTok Brand Lift Studies](#).

5 Optimize Campaigns

Recommendation

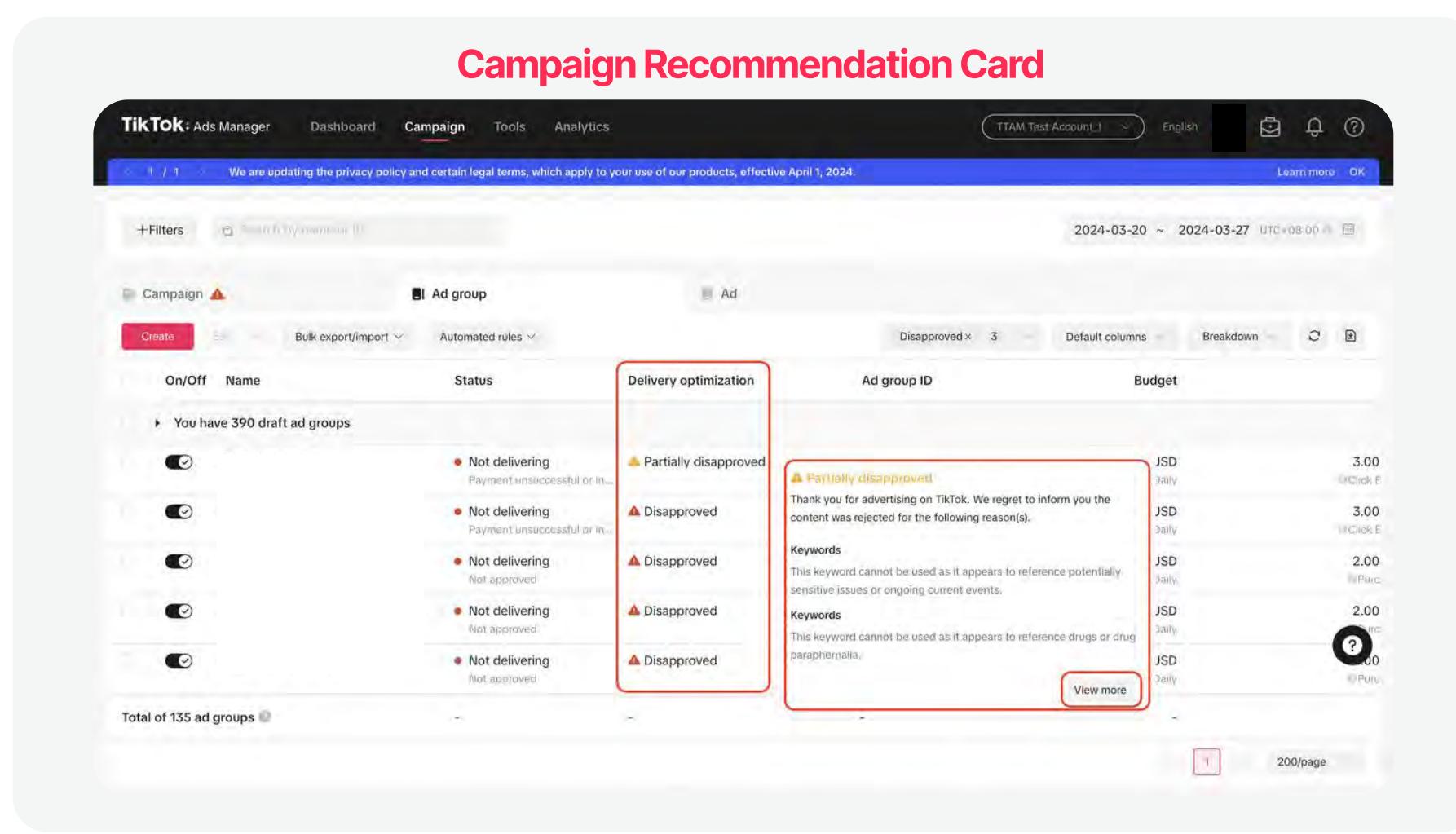
Recommendation

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



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

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



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

- Detailed information for recommendation
- CTA for this recommendation

For more information, please see [About Recommendations](#).

Optimize Campaigns

5 Optimize Campaigns

Best Practices



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

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

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

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

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

Account Structure

Is having multiple advertising accounts helpful for advertising?

1. All ad groups under a mature, data-accumulated ad account will benefit from that advertising account.
2. You should strive to **cultivate your ad account** and accumulate more advertising data within the same account, rather than constantly creating new advertising accounts.
3. **Creating new ad accounts does not help solve issues** such as high costs, underutilized spending, or ad fatigue. Thus, you should not see it as an optimization measure.
4. Only when different ad accounts are needed for better management and analysis, should you create new advertising accounts.

Is it helpful to duplicate ad groups for advertising?

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

Set and Edit Budget

How to set budgets?

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

How to edit budgets?

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

Set and Edit Bidding

How to set bids?

1. Setting the highest acceptable Cost Cap or Minimum ROAS is very helpful for the learning phase and initial costs of the ad group.
2. **Increasing Cost Cap or decreasing Minimum ROAS is the most direct and effective way to increase ad costs and solve the issue of initial costs.**
3. It is very important to increase the CPA bid (or decrease the ROAS bid) before the actual CPA (ROAS) equals or exceeds/falls below the bid.
4. 12:00 am local time of the account is the best time to adjust bids. It is best not to adjust bids later in the day. If the advertiser really needs to make adjustments later in the day, it is better to make the adjustment as small as possible.
5. It is best not to decrease the CPA bid (or increase the ROAS bid). If there is a need, the frequency of adjustments should be as low as possible, and the magnitude should be as small as possible.
6. When the CPA/ROAS does not meet expectations, do not immediately lower the bid. **Please be more patient with the system's algorithm and give the ad group more opportunities for self-optimization.**

Select and Evaluate Targeting

How to set targeting?

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

What is the optimal audience size for an ad group?

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

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

When should targeting be adjusted or expanded?

1. If the audience saturation rate is very high, in other words, if the coverage range/estimated audience size ratio is very high, then you should adjust or expand their targeting.
2. In the following situations, you can also try adjusting targeting together with bid & budget adjustments and creative updates
 - a. Difficult to pass the learning phase;
 - b. High CPA;
 - c. Decrease in ad cost.

Design and Update Creatives

Why is it so important to regularly update creatives?

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

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

When should new creatives be uploaded?

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

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

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

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

- Nurturing a good ad group is crucial: more data leads to better performance. **If an ad group performs exceedingly well**, you should endeavour to extend the lifespan of that ad group to maintain the overall effectiveness of the entire ad account.
- **If an existing ad group is performing well**, when new creatives are added to that ad group, the historical data of the existing ad group will also benefit the exploration and performance of the new creatives. In contrast, if you upload new creatives into a completely new ad group, there will be more uncertainty. Due to the lack of historical data, the new ad group may not pass its learning phase. Consequently, the new creatives may not be fully explored.
- **If the performance of an existing ad group does not meet expectations**, and you have tried optimization without success, you should create a new ad group and upload the new creative materials to that ad group. At the same time, the old ad group should be kept active rather than paused or turned off, unless the CPA/ROAS is unacceptable or the ad group has no spend.