



 TikTok

Start with **Discovery** ,
Stay for **Results** .

Performance Fundamentals

Best Practices Guide



Legal Disclaimer

This document is the property of TikTok Inc., and has been prepared by TikTok Inc. solely for informational purposes. The recipient of this document must hold this document and any information contained herein in strict confidence, and shall have no right to distribute, exhibit, display, exploit, or otherwise use this document for any purpose other than to review the information provided by TikTok Inc. herein. The recipient hereby represents and warrants that it shall not publish, post, or otherwise publicly distribute this document or any of its elements via any media for any purpose. The recipient acknowledges that the information contained herein is illustrative only and not licensed for the recipient's public distribution. Neither TikTok Inc. nor any of its affiliates, or its or their respective directors, officers, employees, or agents (collectively, "TikTok") make any representation or warranty, express or implied, in relation to the accuracy or completeness of the information contained in this document, and accepts no responsibility, obligation, or liability in relation to any of such information. TikTok expressly disclaims any and all liability which may be based on this document and any errors therein or omissions therefrom. TikTok undertakes no obligation or responsibility to update any of the information contained in this document. Past performance does not guarantee or predict future performance.





Best practices for optimal ad performance

Ensure your campaigns are set up properly so that you can achieve repeatable, reliable results with ease.

Use the best practices in this guide as the foundational building blocks for success on TikTok.



What’s inside this guide?

01

Data Connections

Nurture your Ad Account by following best practices and ensuring your data connections are in place.

02

Campaign Management

From budgeting and bidding to targeting, there are proven strategies to leverage for optimal campaign performance.

03

Creative

Ensure the longevity of your creative assets on the platform with our tips for formatting and avoiding fatigue.

04

Measurement

Capture the entire value of your campaigns by implementing our attribution recommendations and measurement solutions.

Ready to put these best practices to use?

Use the [Best Practices Checklist](#) at the end of this guide to ensure your bases are covered.



Optimal Data Connection Setup

Data Connections are essential to powering all of your measurement, optimization, automation, and targeting capabilities.

Future proof your business with our reliable data connection solutions to deliver high performance ads. Data connections allow our system to accurately measure and learn from the actions that consumers take on your website in order to maximize the chance of a conversion.

Connection Type

Leverage the [TikTok Pixel](#) and [Events API](#) together to allow seamless integration between our platform and your systems

Setting up both data connections will set your business up for success now and in the future in the midst of an evolving privacy landscape.

For App advertisers: Transition to TikTok's [Self Attributing Network \(SAN\)](#) & [SKAN 4.0](#)

+19%

incremental events
when using the TikTok Pixel and Events API together*

Events

Create an event for each action a customer take on your website and enable event optimization

Passing event data back to our platform will help to best optimize your campaign.

+15%

improvement on CPA
on average when using the TikTok Pixel and Events API together*

Parameters

Pass relevant parameters back to our platform

Build a full funnel strategy by enabling the right parameters to best understand your campaign outcomes.

Match Keys

Enrich your data connections with match keys using [Advanced Matching](#) and build custom audiences.

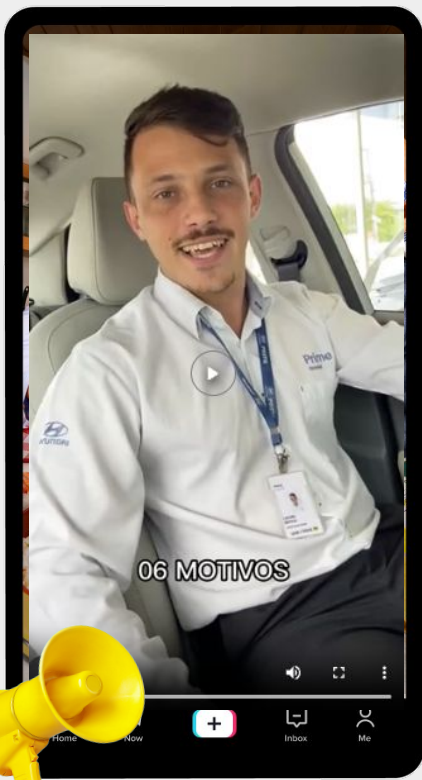
These will help to grow your audience by ensuring your ads are delivered to the most relevant audiences.

Success Story

Increased data connections with TikTok helped Hyundai drive leads and car sales

The objective: Hyundai sought to boost the number of lead conversions that ultimately test drive and make a purchase

The Solution: The brand leveraged TikTok's Pixels, Events API and manual advanced matching to recognise the ad impact driven by the platform and delivering the right ads to target audience.



44%
more monthly sales attributed to TikTok

+49%
ROAS

-20%
cost per lead



Optimizing Your Ad Account

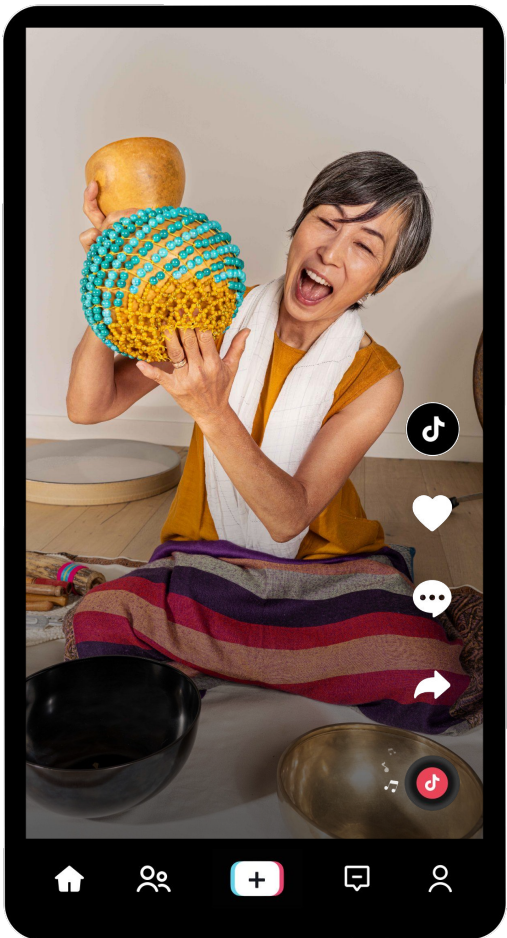
Ensure your Ad Account is structured towards the end-to-end user journey.

Introduce New Ad Groups

We recommend having 1 new Ad Groups within a single campaign on a weekly basis.

Smart Performance Campaign (SPC)

Alternatively we recommend utilizing Smart Performance Campaign, an end-to-end automation campaign solution to maximize your delivery outcomes with less manual input.



Targeting

On TikTok, you have access to a range of powerful audience targeting tools. From lookalike audiences to behavior based targeting, advertisers can reach customers with flexible and effective targeting options.



Targeting Strategy

If you do not have specific targeting requirements, simply leave it broad.

If you have the audiences known to work for your business, find them using Demo Targeting, Interest/Behavior Targeting, or Custom Audiences. If you use Audiences or Interest and Behavior, enable [Smart Targeting](#) for best results.

If your Data Connections are setup, you can re-target audiences to continue to drive your audience down the funnel.

Avoid Narrow Audience Size

Avoid setting a target that is too narrow. You can expand your audience with Lookalike Audiences or Smart Targeting.

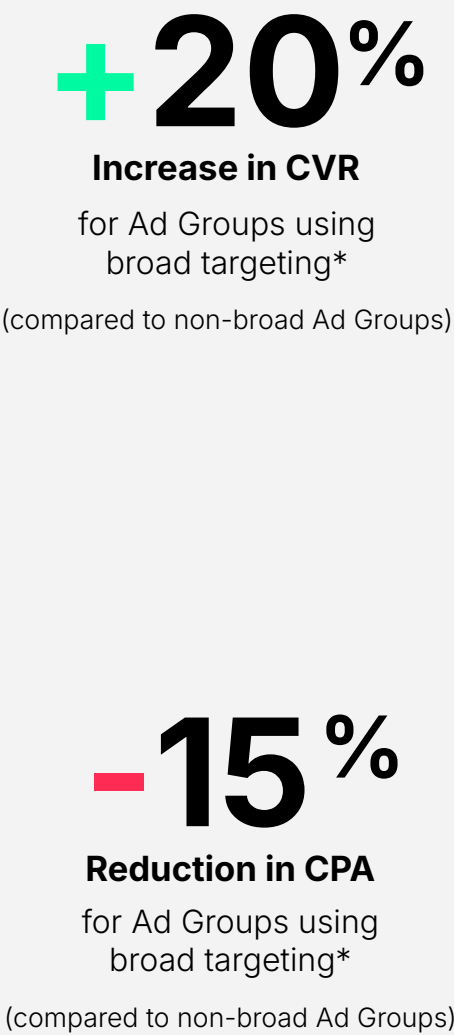
When the audience size is too narrow, Ad Groups will have difficulty exiting the learning phase, increasing the likelihood of creative fatigue. Consider narrow targeting only if you have a specific need (such as operating in a few zip codes), or if you have validated it through testing.

[Learn More](#) about Ad Targeting.

Automatic Placement

Utilize Automatic Placement to maximize campaign budget and drive more conversions

Consider using Pangle, the ad network of TikTok for Business, enabling you to reach people across top local publishers, totaling over 100,000 global apps, directly from the integrated TikTok Ads Manager platform.





Creative

Pave the way to purchase by converting creativity with our best practices.

Set up for Success

Creative is often the driving factor behind ad fatigue. Creating new iterations of your creative or even simply updating your captions can help.

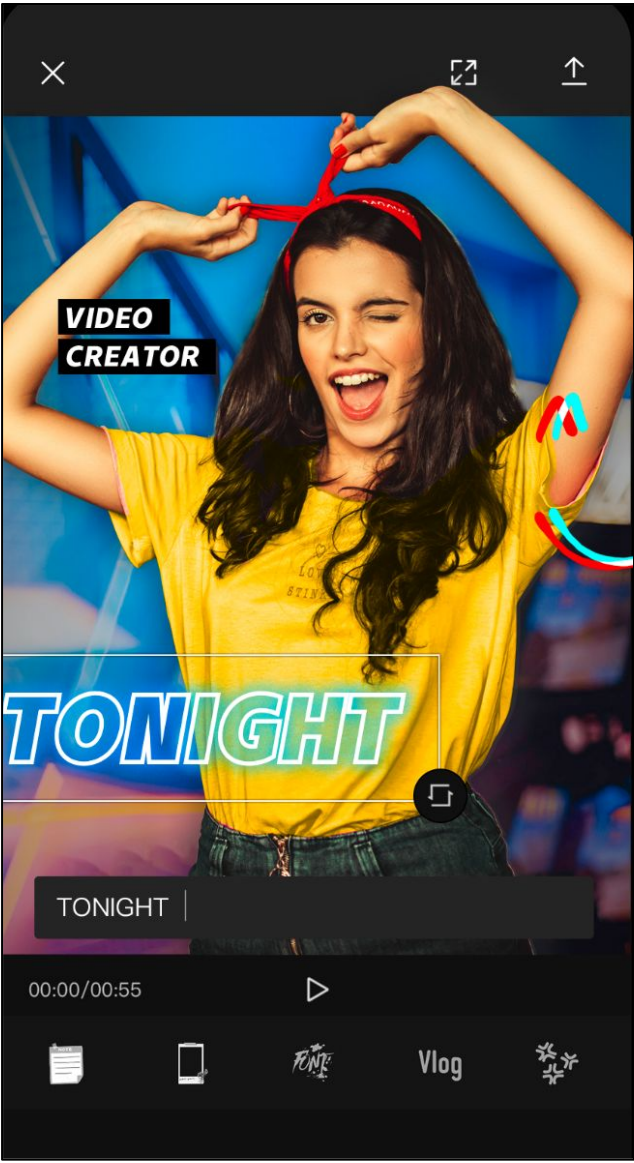
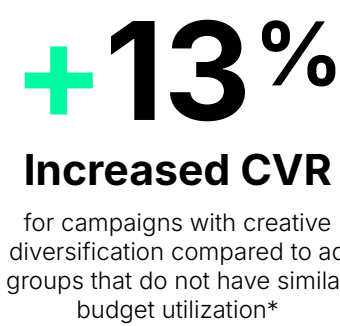
Give your campaign more ad delivery and optimisation options with diversified ad groups and different creative.

Create **3-5 diversified ad groups** per campaign, with at least **5 creatives per** ad group.

Maximize Creative Impact

Use the tools to best optimize and strengthen your creative assets.

Use [TikTok One](#) creative suite to access millions of creators, connect with production partners, and uncover creative insights.



Case Study

MONOS:

Ads with Creator Partnership



[Read more here](#)

205
ROAS vs target

-45
CPA

-18
CTR

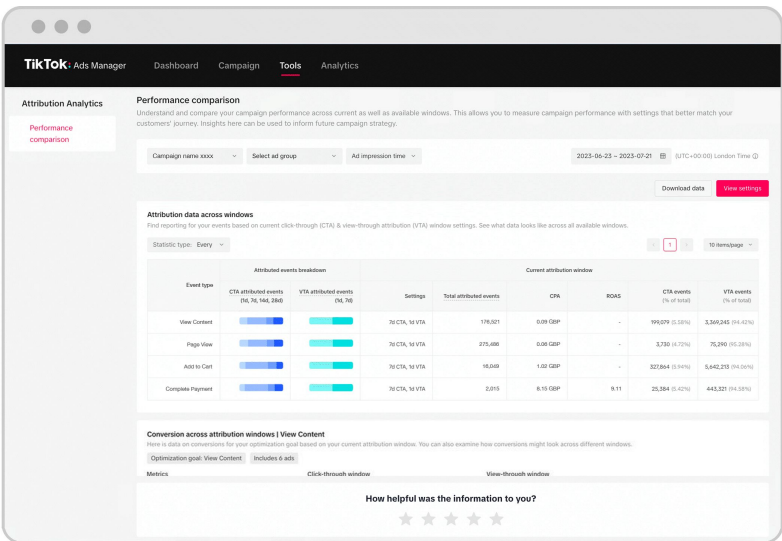
*Disclaimer: "Please note that you are solely responsible for adherence to all applicable laws, rules, regulations, and policies, when engaging creators to create branded content on TikTok including, without limitation, the FTC's endorsement guidelines and all applicable TikTok platform policies including, without limitation, TikTok's branded content policy: <https://support.tiktok.com/en/business-and-creator/creator-and-business-accounts/branded-content-policy>"



Attribution Strategy

Pave the way to purchase by converting creativity with our best practices.

Tips for understanding what your audience is doing after they see your TikTok ad. Plus, attribution also helps to optimize the success of your bidding and targeting strategies.



Advertisers can customize their attribution strategy and preferences with the following options		
Type of Attribution	Explained	Best Practices
Click Through Attribution (CTA)	Conversion credit is given when a user clicks a TikTok ad and then completes the desired conversion action. This will be attributed to TikTok as a click through conversion .	We offer 1 day, 7 day, 14 day, and 28 day attribution options.
View Through Attribution (VTA)	Conversion credit is given when a user views (and does not click) a TikTok ad and then completes the desired conversion actions. This will be attributed to TikTok as a view through conversion .	We offer 1 day, 7 day, and Off options.
Attribution Window Setting (for both CTA and VTA)	For web events, you can manage your attribution settings in the Attribution Manager. The default attribution window settings are a 7-day click and a 1-day view.	Use longer attribution windows to capture more events and show the impact of your ads. This allows your Ad Groups to exit the learning phase faster.
	You can change attribution windows on Ad Group Level. Learn more .	Do not change your attribution windows too often as this will cause your performance to fluctuate.
Multi Touch Attribution (MTA)	This strategy distributes credit to various touchpoints of a user's conversion journey by utilizing statistical modeling of detailed data.	Leverage our integration with TransUnion, a third party MTA provider. Learn more

Attribution Best Practices

Use Click Through Attribution together with View Through Attribution for a holistic view of your campaign.

Attribution Settings

Use different attribution windows for different campaign strategies.

Attribution settings are now available at the Ad Group level. For example, retargeting Ad Groups can use a shorter window versus prospecting Ad Groups

Track click and view through conversions at the event level by using the “Performance Comparison” feature within Attribution Analytics

Gain deeper insight into your TikTok conversions by comparing how many conversions could have been reported within various attribution windows. This will help you to visualize the impact of your attribution settings. [Learn more](#).

Assessing Impact

Use a combined click through and view through attribution strategy in your reporting.

This provides you with valuable insights for a comprehensive view of your campaign performance.

Be mindful when comparing attribution windows across different platforms. Consider the platform-specific differences and their impact on your reporting.

For example, TikTok is a video-first platform. This might result in lower click through rates, but stronger view through attribution.

9 in 10 users take **action** after viewing ads on TikTok¹

1.5x more likely to buy an item after **viewing** an ad on TikTok²

73% of TikTok conversions are under attributed by click-based measurement methods³

Source: 1. TikTok Commissioned survey by Toluna in SEA, among 3,900 social media users, April 2021 2. TikTok Marketing Science Global Retail Path to Purchase study 2021, conducted by Material 3. TikTok Data Science Conversion Lift meta study conducted in June 2023

Campaign Measurement

Empower your business with actionable data, enabling you to make informed decisions and reach your full potential on TikTok.

Our measurement solutions help to prove the effectiveness and impact of your TikTok campaign.

79% of purchases driven by TikTok **are not captured** through common attribution methods.*

Measurement Strategies:

Split Testing

Effectively and efficiently compare ad strategies

Split Testing enable you to test different variables and scale your spend for the best return

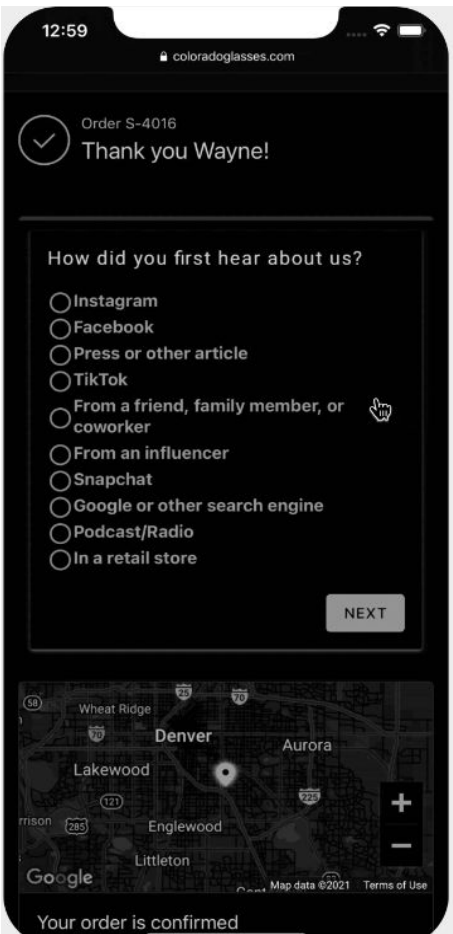
- Scientifically A/B test your hypothesis - targeting, bidding, creative
- Real time optimization towards best performing ad group

Post Purchase Survey

Understand audience consumption behaviors

[Post Purchase Surveys](#) provide a more comprehensive and nuanced view of your brand's effectiveness on TikTok.

- Use customer-sourced data as an input in your attribution framework
- Use the voice of the customer to reveal the top sources of brand discovery or site visit



Success Story

With Post-purchase surveys, Momentary Ink learned that 60% customers discovered the brand on TikTok

The objective: Summer is peak season for showcasing skin art, and the brand worked with TikTok and agency partners to design a strategy that would capture the attention of our audience and drive purchases in a cast-effective way

The Solution: The brand amplified reach via **in-Feed Video** and utilised **Post-purchase survey** to highlight the power of discovery to fuel business!



60%
of buyers said they discovered the brand on TikTok

22%
more efficient CPA

Best Practices Checklist

Reference the best practices checklist below for your next web auction campaign.



Focus Area	Best Practice	
Data Connections	<input type="checkbox"/>	Integrate Data Connections with TikTok For Web: Integrate with TikTok Pixel and Events API For App: Integrate with TikTok’s Self Attributing Network (SAN) & SKAN4.0
	<input type="checkbox"/>	Gain Comprehensive Insights Share full funnel events (>3+ events) to understand the complete customer journey. We recommend creating events for each step along the customer's journey to optimize for actions that matter most to your business.
	<input type="checkbox"/>	<i>*For Shop advertisers: Integrate your Catalog to Ads Manager*</i>
	<input type="checkbox"/>	Improve Ad Delivery and Expand Reach Activate Auto & Manual Advanced Matching to reach more qualified leads.
Campaign Management	<input type="checkbox"/>	Experiment to Optimize Develop a minimum of 4 new ad groups to test and refine your targeting or 1 Smart Performance Campaign (SPC) per week
	<input type="checkbox"/>	Start with Broad Targeting Start with broad targeting to increase initial reach and adjust based on performance. Select Automatic Placement (via Pangle) to maximize campaign budget and drive more conversions
	<input type="checkbox"/>	Focus Resources Pause underperforming ad groups after the learning phase to reallocate resources effectively ie. CPA is 2x of usual and/or no conversions
Creative Quality & Quantity	<input type="checkbox"/>	Keep Audiences Engaged Introduce a minimum of 4 new creatives per campaign per month to maintain interest.
	<input type="checkbox"/>	Maximize Creative Impact Use TikTok One creative suite to access millions of creators, connect with production partners, and uncover creative insights
Measurement	<input type="checkbox"/>	See the True Impact of Your Ads Enable view-through attribution to measure the true impact of your ads beyond clicks.
	<input type="checkbox"/>	Ensure Accuracy Determine the optimal attribution window with Attribution Analytics for precise performance measurement. <i>*Currently supported objectives: Web, Traffic*</i>
	<input type="checkbox"/>	Optimize Performance Use Split Testing to compare ad strategies and measure performance changes.
	<input type="checkbox"/>	Evaluate Your Influence Implement Post-Purchase Surveys to gauge TikTok’s influence on customer behavior and refine your strategy. <i>*Currently supported objectives: Web*</i>



TikTok for Business Starter Guide

Start



advertising
with free



personalized
guidance



Looking for more?

Use the TikTok for Business Starter Guide to generate a personalized plan for your business.

With our Starter Guide Tool, it takes less than two minutes to create a free, easy-to-follow plan that's tailored specifically to your business.

[Click here for more info](#)