

TikTok Ads Manager User Playbook

 TikTok for Business

May, 2024



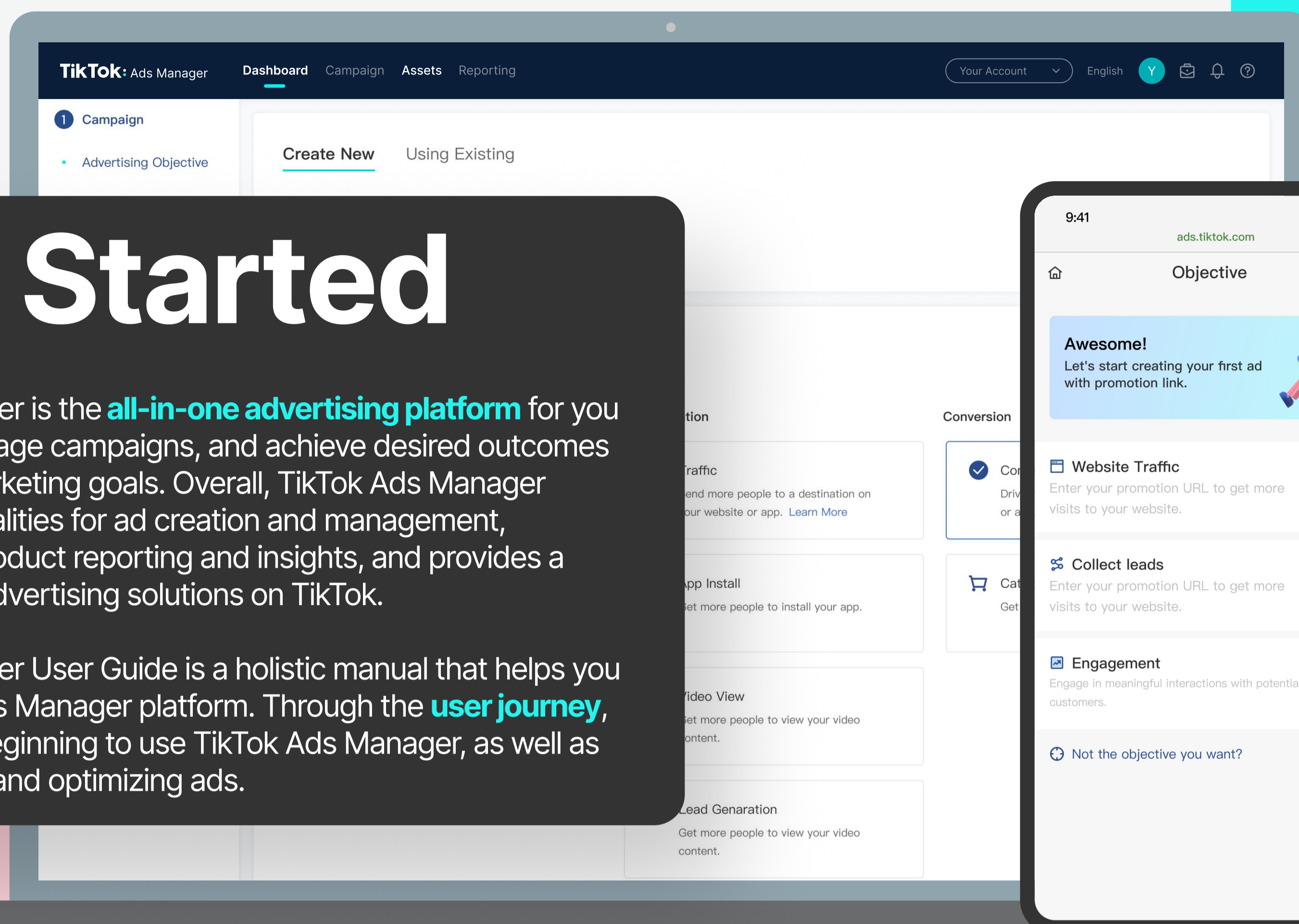
Get Started

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.



Contents

1. Get Started	1
2. <u>Create an Account</u>	2
3. <u>Overview TikTok Ads Manger</u>	3-4
4. <u>Create Campaigns</u>	5-25
5. <u>Manage Campaigns</u>	26-38
6. <u>View Reports and Insights</u>	39-48
7. <u>Optimize Campaigns</u>	49-52

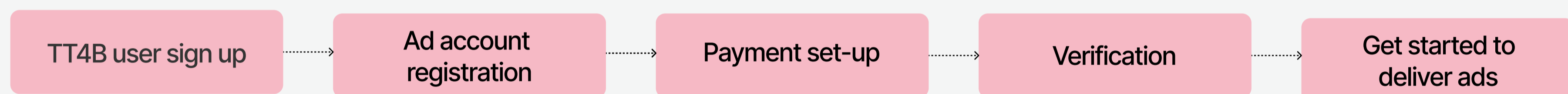
Create an Account

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.



The screenshot shows the TikTok Ads Manager dashboard. At the top, there's a navigation bar with tabs for 'Dashboard', 'Campaign', 'Tools', and 'Analytics'. The 'Dashboard' tab is active. Below the navigation bar, there's a greeting 'Hi there!' and a sub-header 'Here's what's happening with your account.' To the right of the greeting are buttons for 'View log' and 'Create ad'. The main content area is divided into two sections: 'Account info' and 'Performance'. The 'Account info' section shows 'Available balance' of 494.48 USD and 'Today's spend' of 0.00 USD. The 'Performance' section shows a graph for 'Cost' and 'Impressions' over the period from 2024-02-21 to 2024-02-27. The 'Cost' graph shows 0.00 USD and 0%. The 'Impressions' graph shows 100 impressions. There are also buttons for 'Manage payment', 'Trend', 'Cost', 'Impressions', and 'View top 5 campaigns'.

Overview TikTok Ads Manger

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

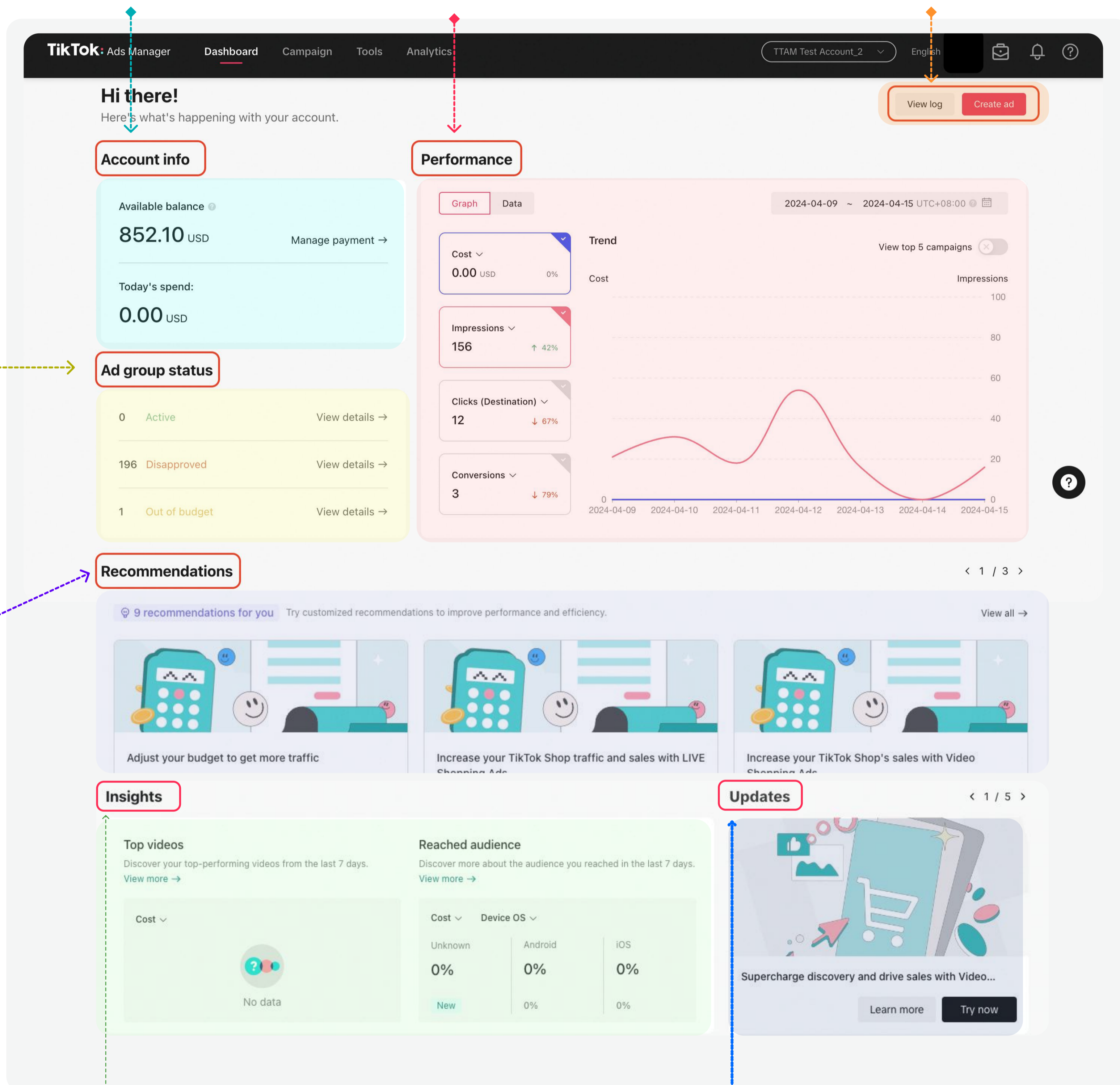
Insights

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.



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

Audience

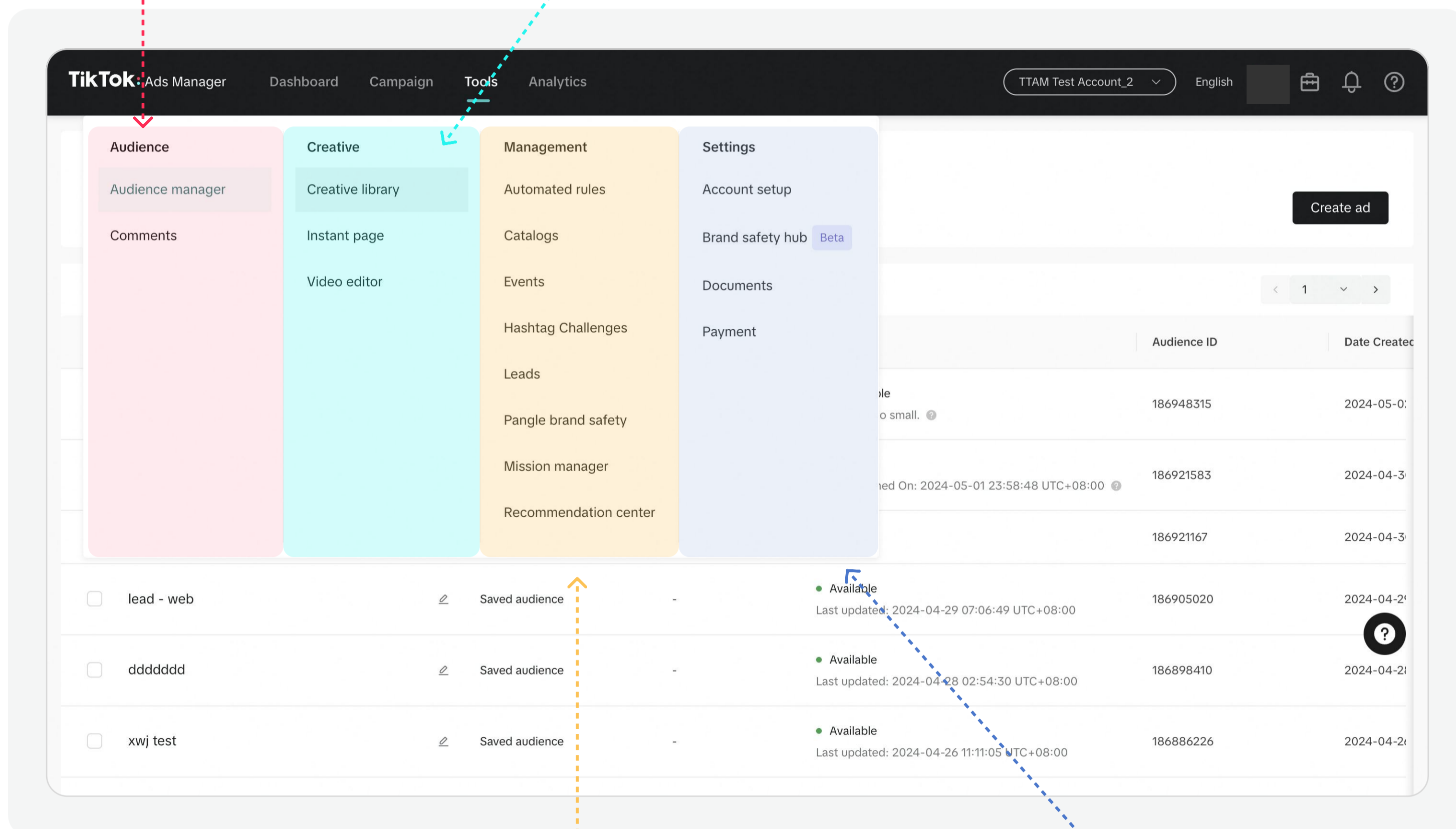
Manage audience and TikTok comments

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

Creative

Create and manage creatives

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



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

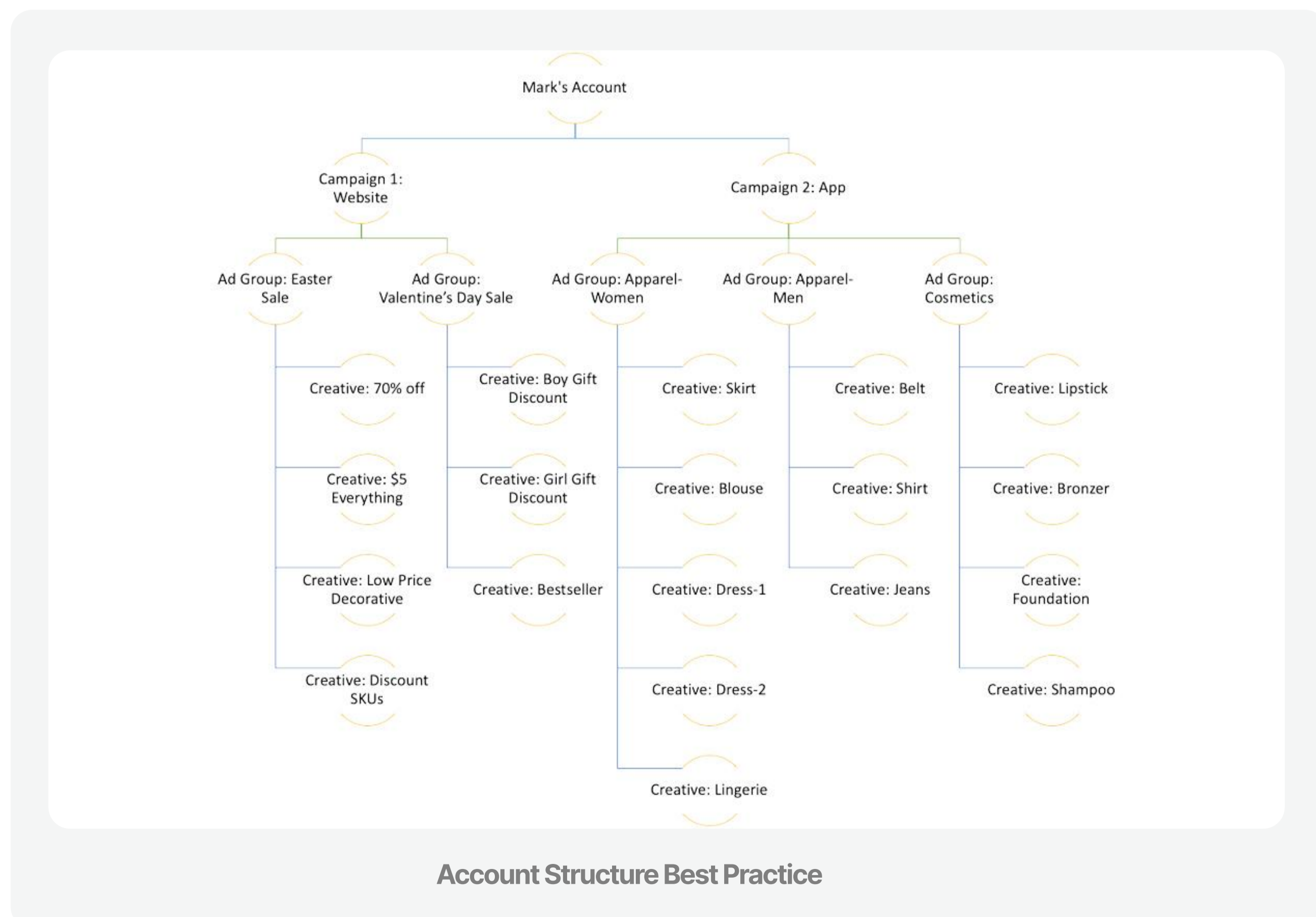
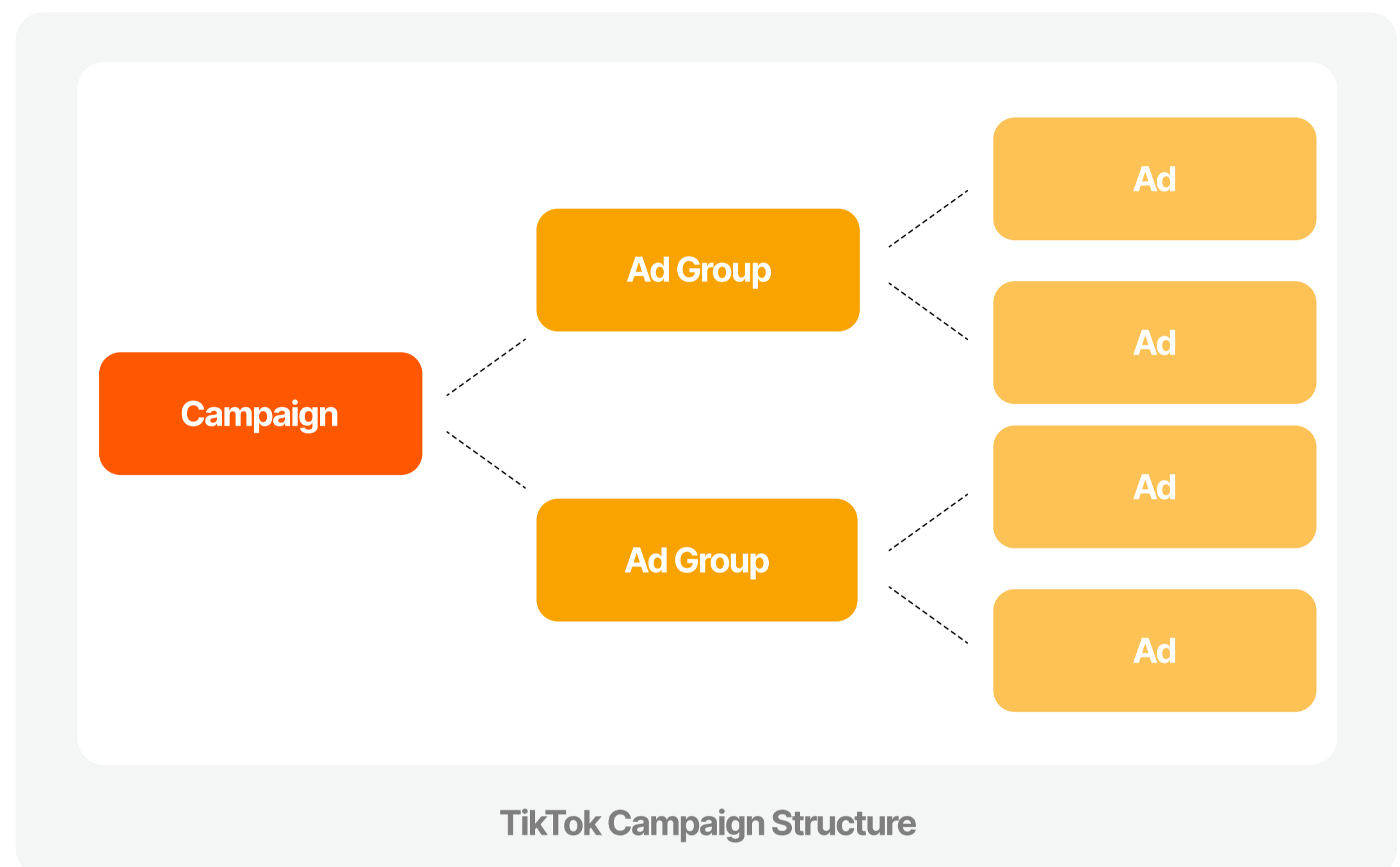
Starting a campaign is the first step in the ad creation process, where you choose your Advertising Objective. Select from Reach, Traffic, Video Views, Community Interaction, App Promotion, Lead Generation, Website Conversions and Product Sales.

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.



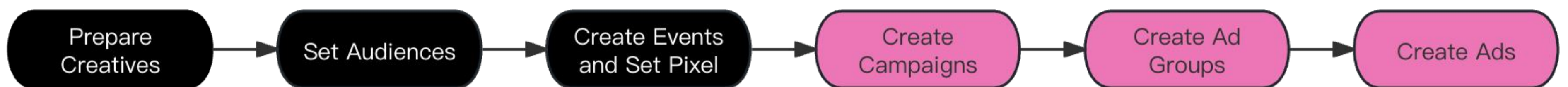
For more information about running effective campaigns, please see [Account Structure Best Practices](#).

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

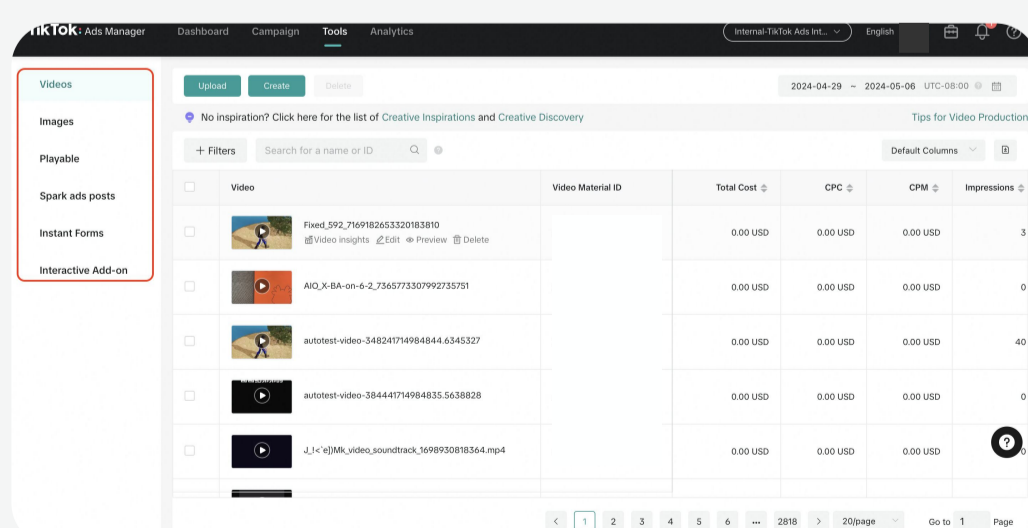
Different campaign objectives require corresponding preparations, including preparing creatives, creating audiences, setting up events tracking, catalogs, TikTok Shop and making Spark Ads. Among them, creative preparation, audience setting and event tracking might be necessary work prior to campaign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

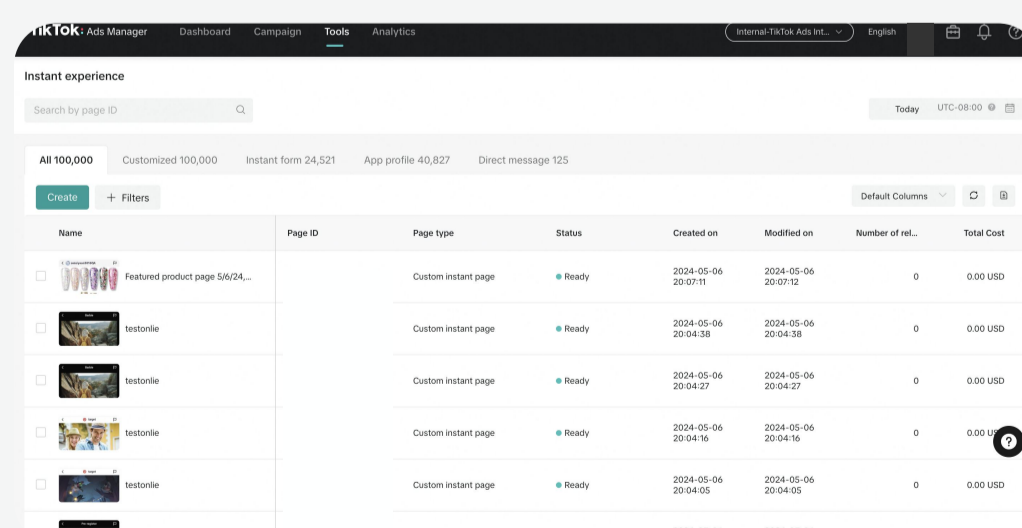
By clicking on "Tools" and selecting "Creative Library," you can access interfaces related to creating, editing, and managing creatives, which include the creative library, instant page, and video editor.

Creative library



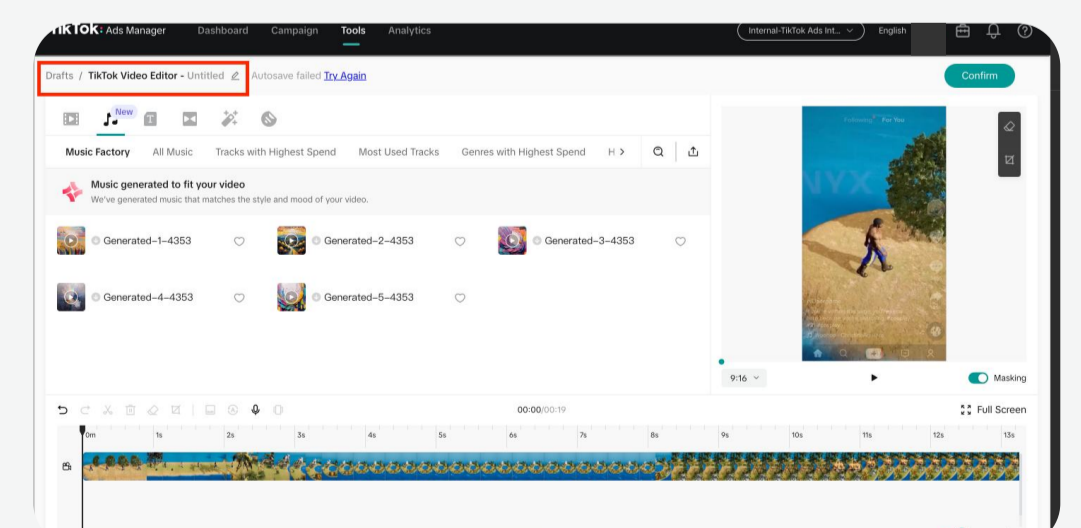
Manage your inventory of videos, images, Playable Ads, Spark Ads, Instant Forms, and Interactive Add-ons.

Instant page

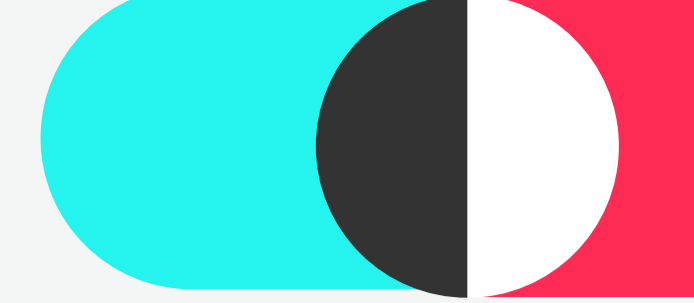


Utilize a variety of templates or customize your own Instant Page by editing its components like text, picture, video, carousels, and call to action buttons.

Video editor

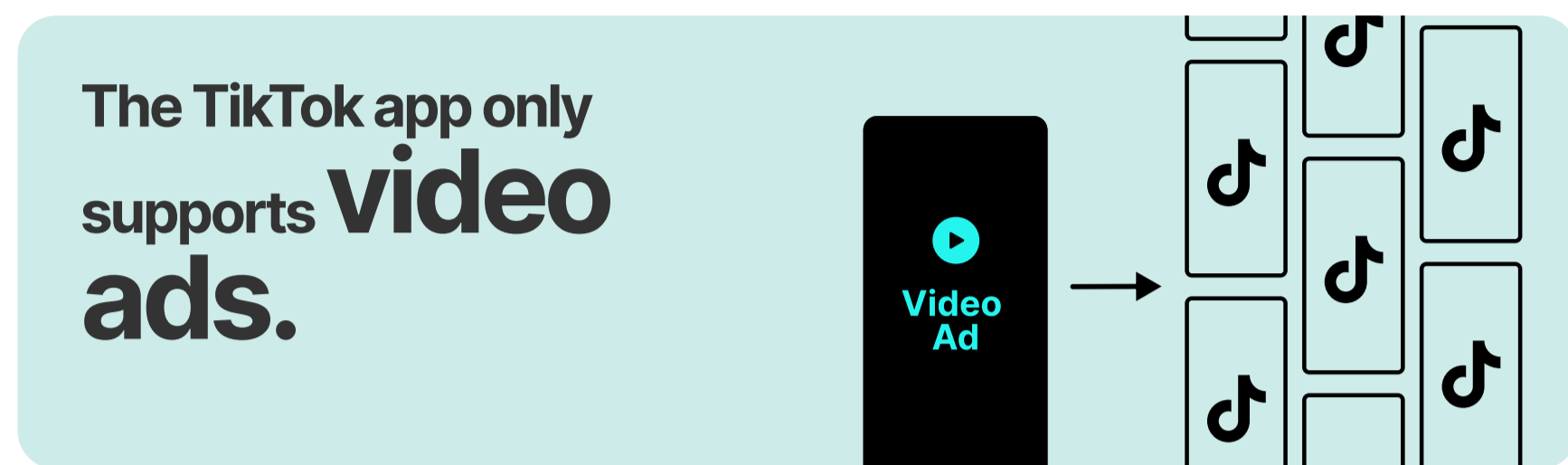


A web-based video editor that gives you access to a suite of TikTok-style editing features.



Ad Formats

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



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.

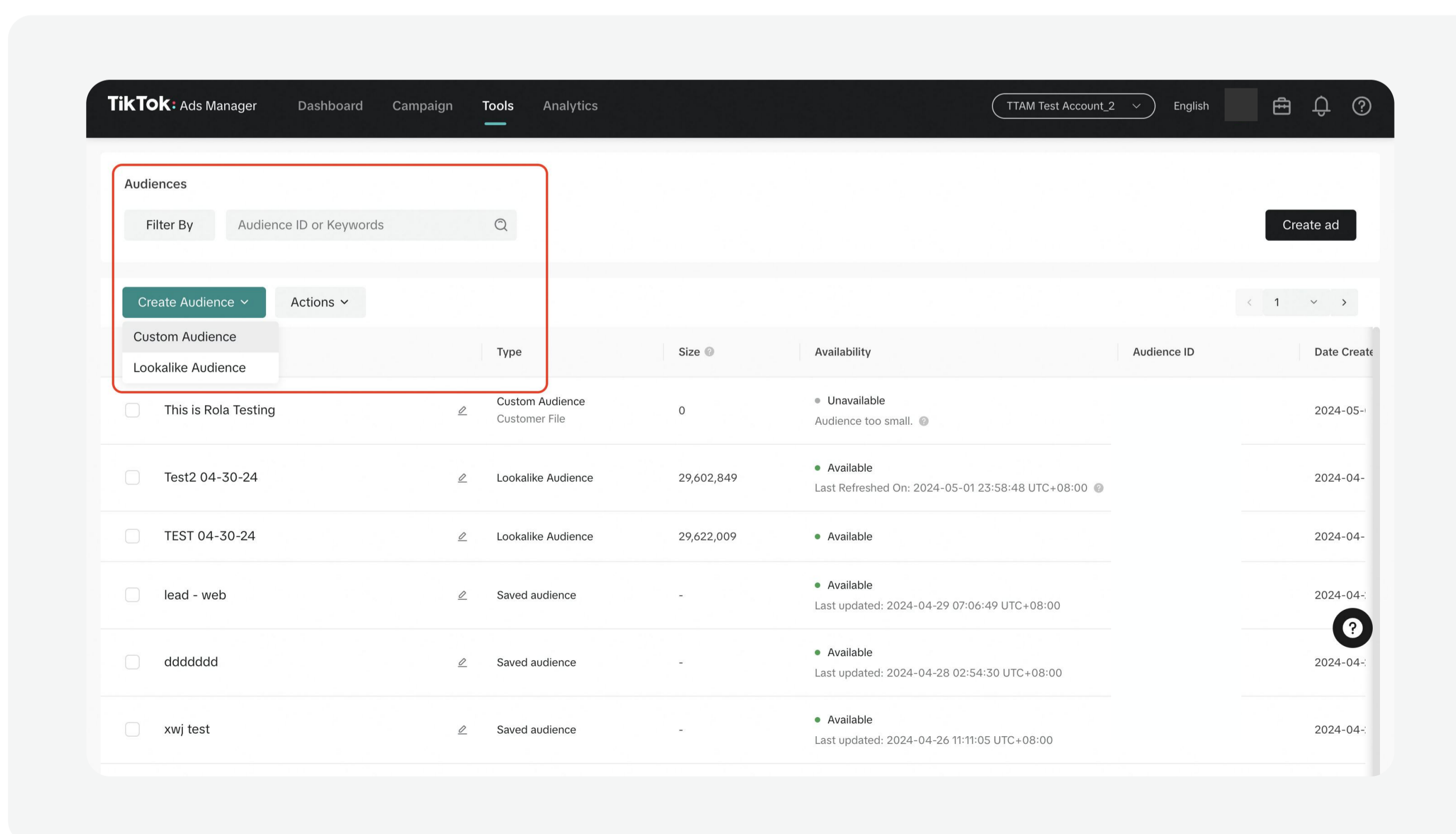
- For more details about how to create custom audiences, please see ["Customer File, Engagement, App Activity, Website Traffic, Offline Activity, Lead Generation, Shop Activity \(Available to all accounts with Shop Ads\), and Business Account"](#).

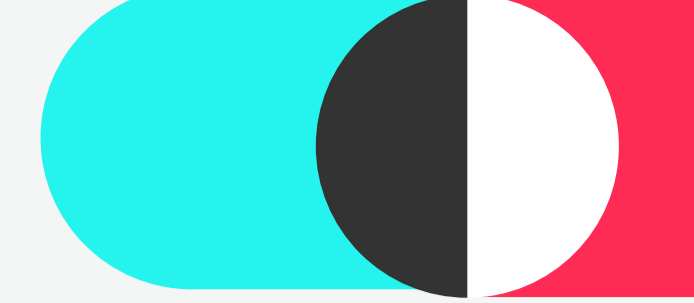
Note: A minimum audience size of 1,000 is required to target Custom Audiences in an ad group.

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.





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](#)".

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.

Events Manager

The screenshot shows the 'Events Manager' interface with a 'Tasks' section. It lists four tasks with progress indicators:

- Send server and browser events:** For activity to be shown, finish setting up an integration to send events from a server or website. Affected dataset: CS LIN Pixel test 20240501. Progress: 0/2.
- Set up funnel:** Select setup method. Progress: 1/2.
- Wait for events:** No events received. If setup is correct, it can take a day for events to show up. Progress: 1/2.
- Use a mobile measurement partner for app event setup:** For apps, send events and parameters with one of TikTok's many mobile measurement partners (MMPs). You can configure this in the MMP dashboard. Affected dataset: Kinjo: Play, Learn, Earn. Progress: 1/2.
- Share your offline events data:** Send offline events through Events API or manually upload offline events through a CSV file. This can be accessed from your dataset settings in the "Overview" tab. Affected dataset: h h h k. Progress: 1/2.
- Set up a way to receive events:** You can use Events API, connect to a customer relationship management (CRM) system, or upload events with a CSV file for CRM events. This can help optimize for higher quality leads. Affected dataset: test-yj. Progress: 1/4.

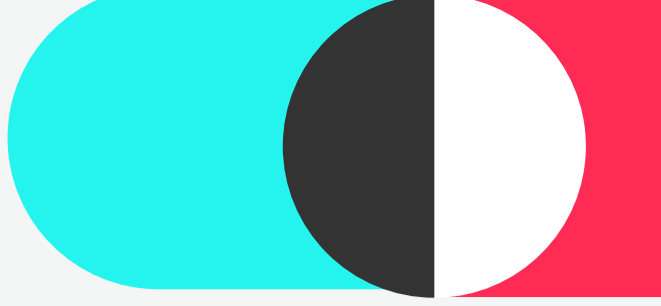
CRM

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.

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](#)".

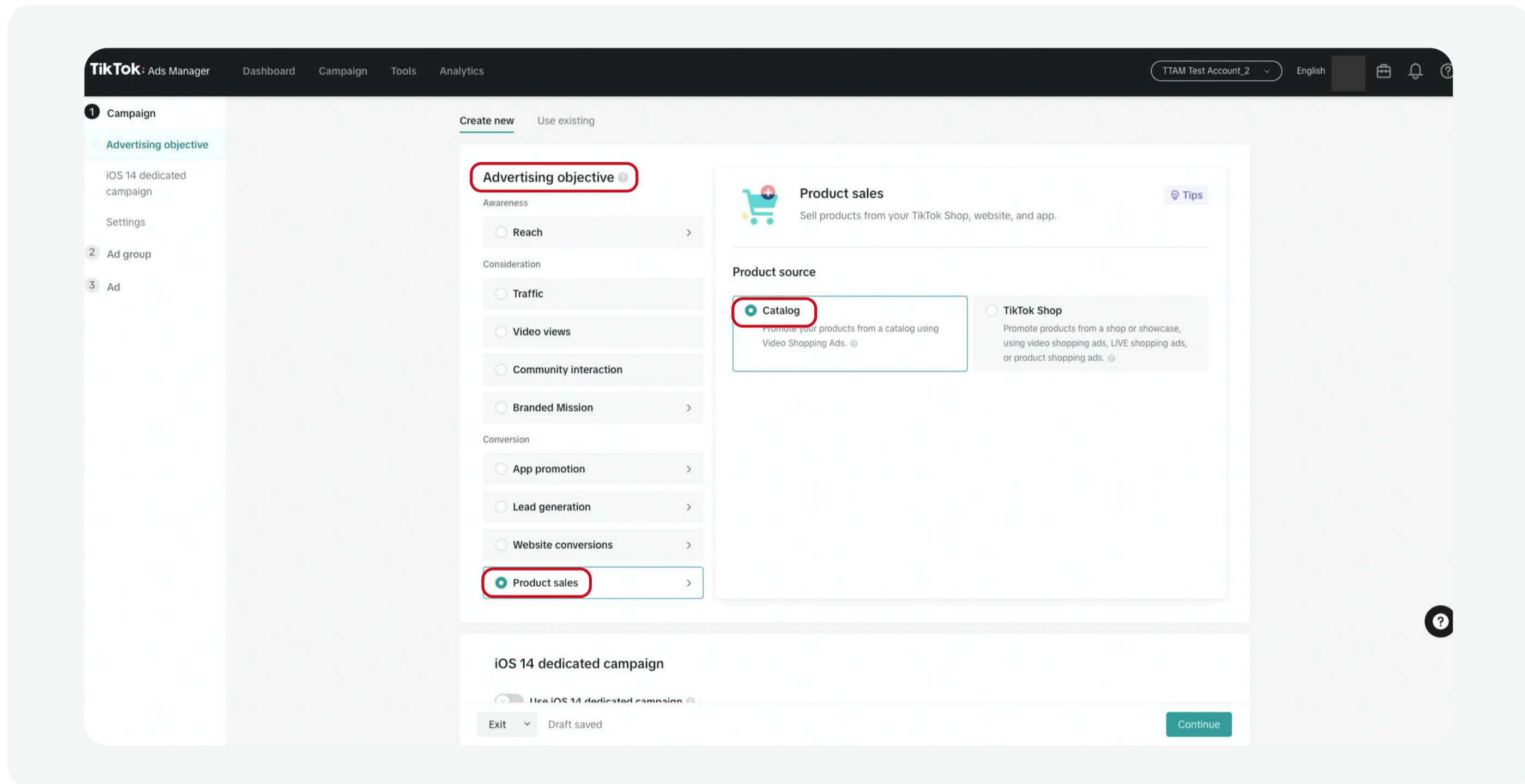
2 Create Campaigns Campaign Preparations



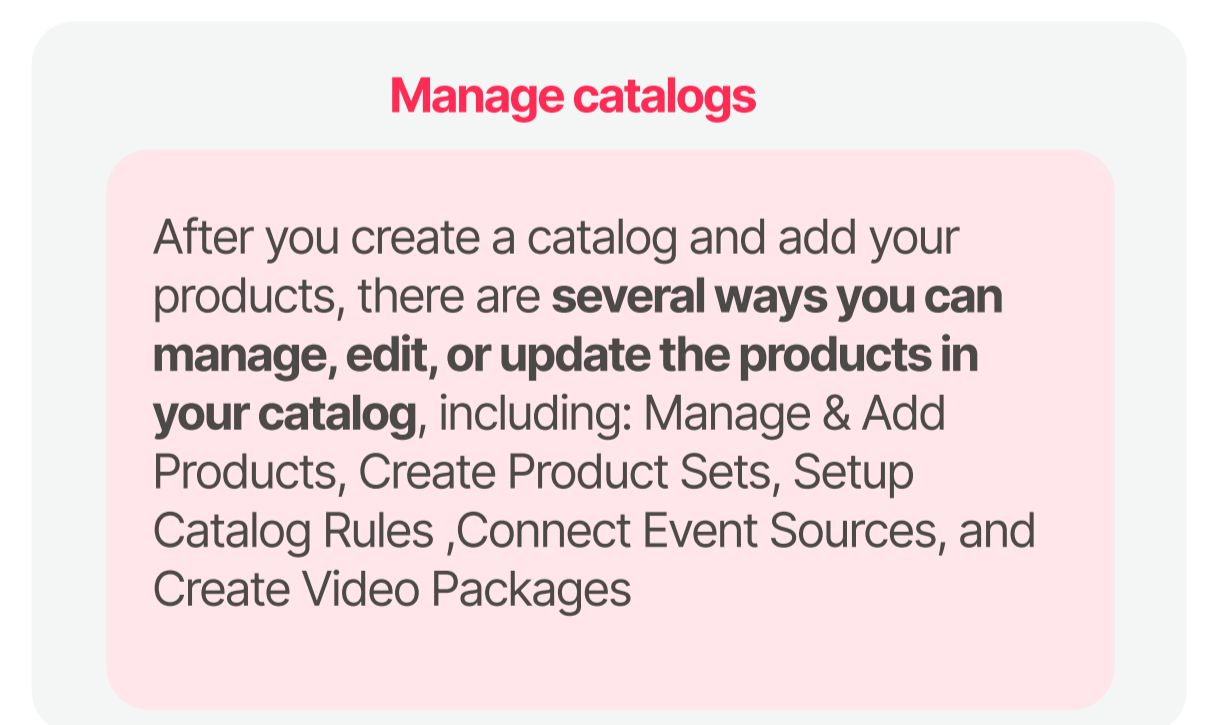
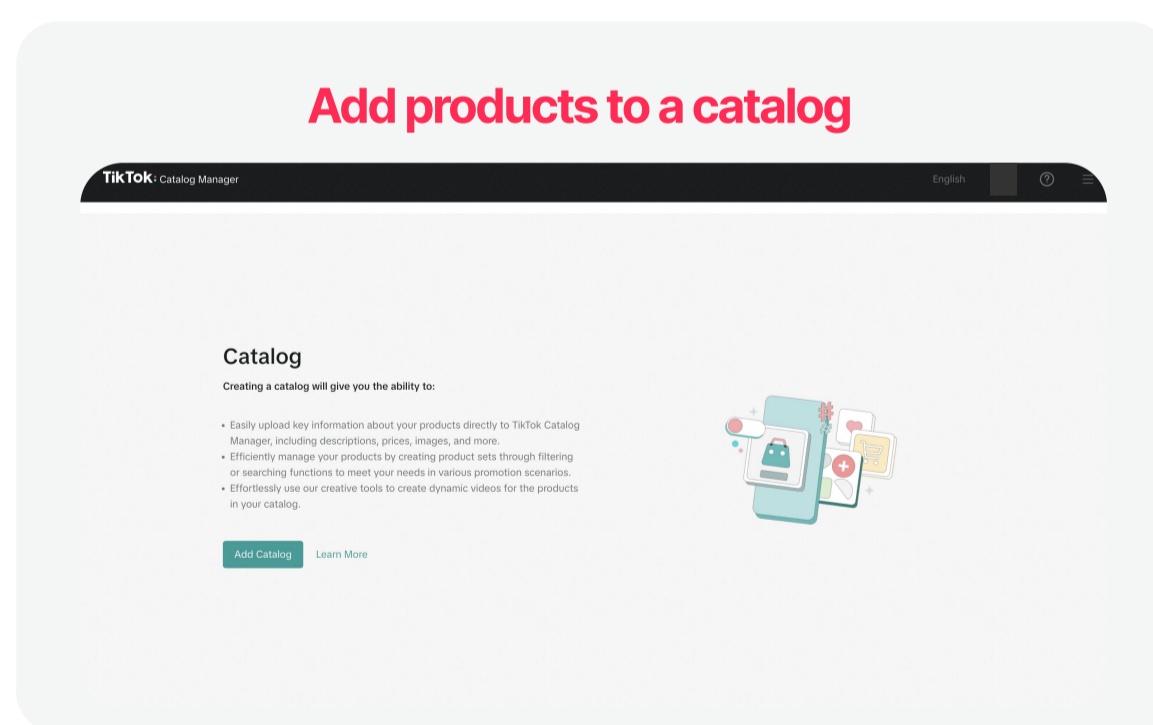
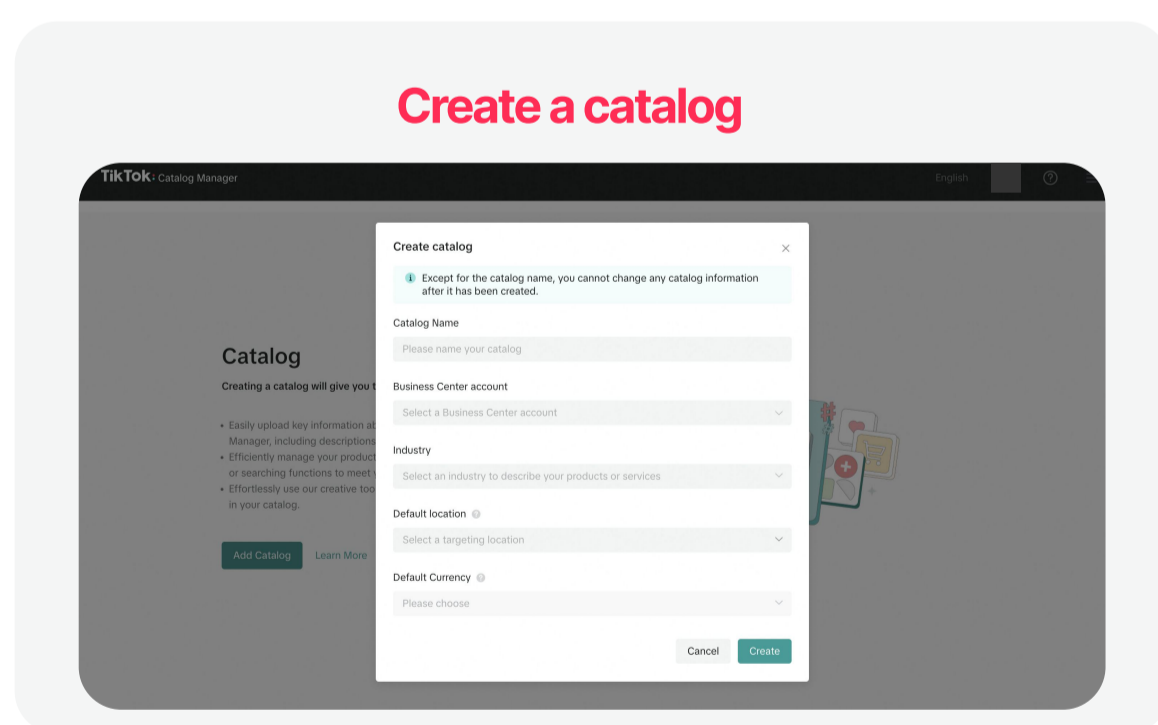
Prepare Catalogs

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"](#).



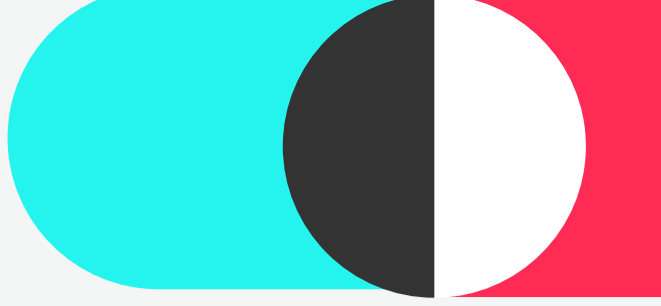
Pathway: Tools → management → catalogs
1. Click **"Add Catalog"**
2. **Input basic information** about your catalog and products including: Catalog Name, Business Center account, Industry, Default Location, Default Currency
3. After entering all the information, click **"Create"**.

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

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

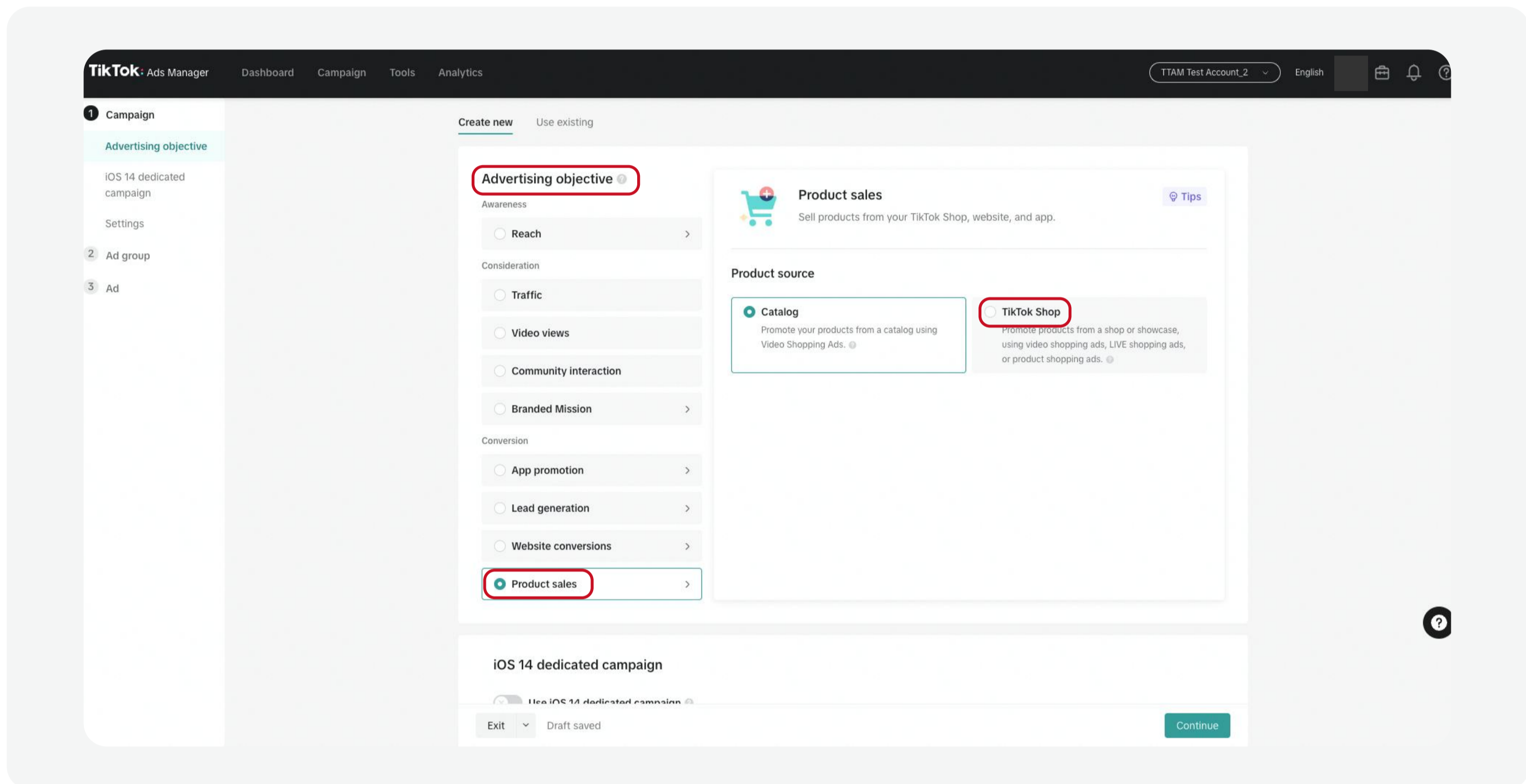
2 Create Campaigns Campaign Preparations



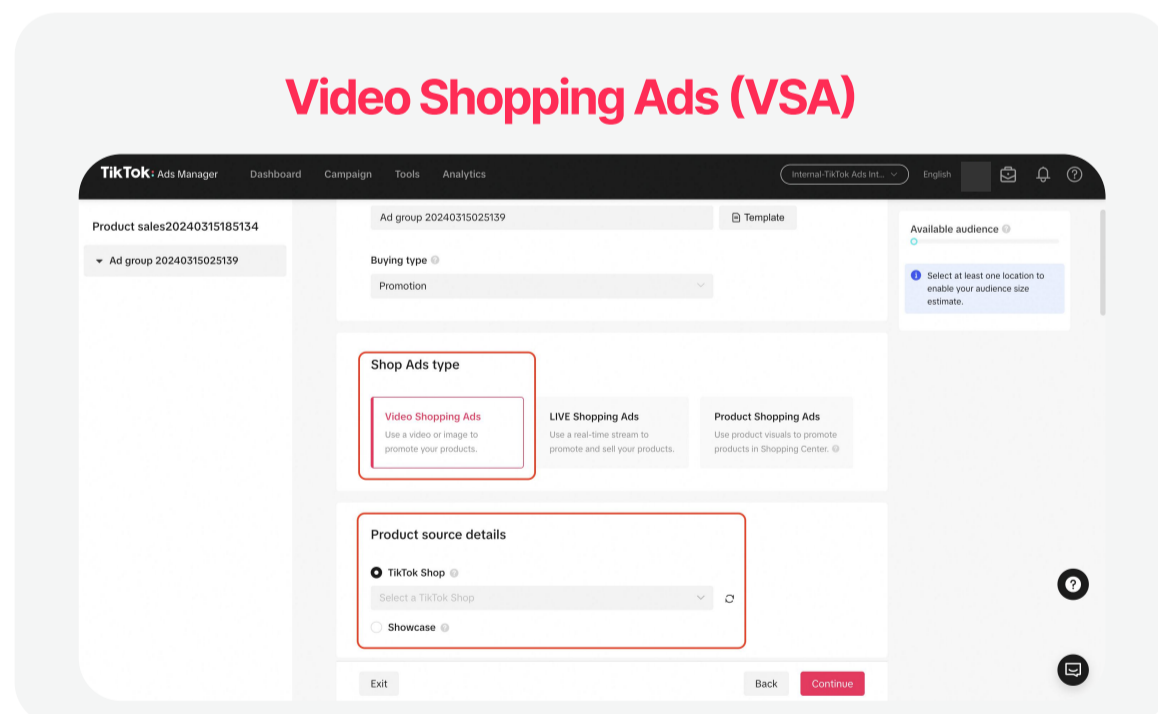
Prepare TikTok Shop

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

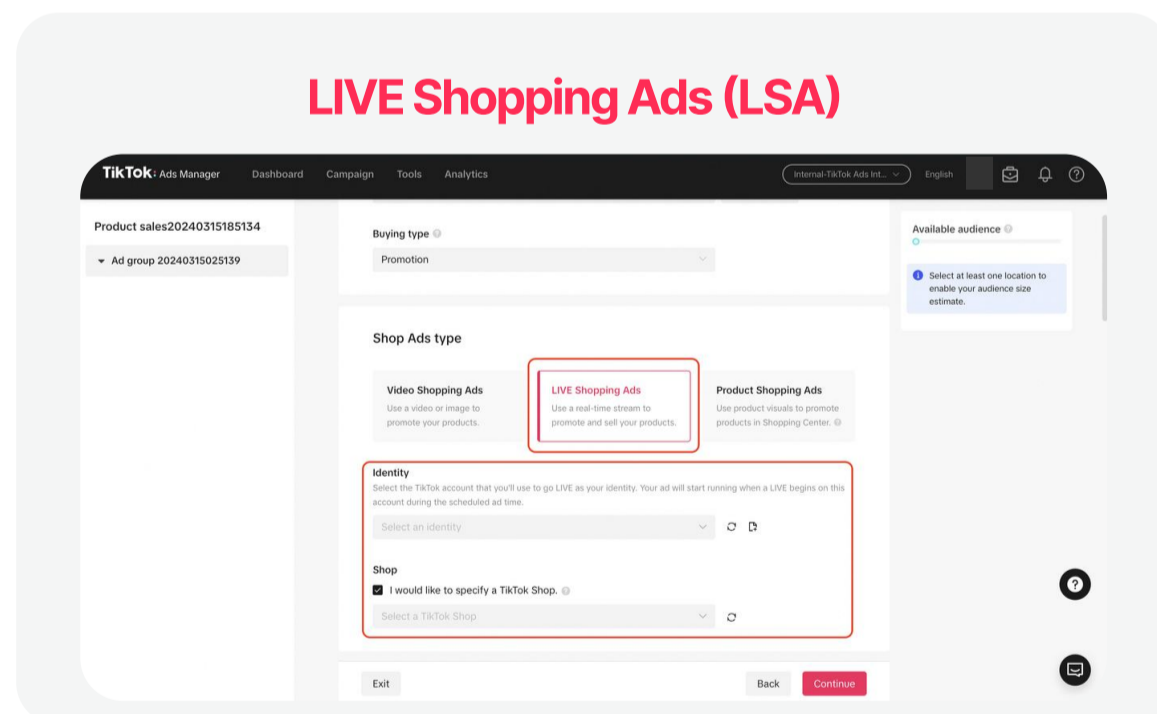
Here is the pathway to locate the Shop Ads objective in TikTok Ads Manager: **Advertising objective** → **Product sales** → **TikTok Shop** → **VSA/LSA/PSA**.



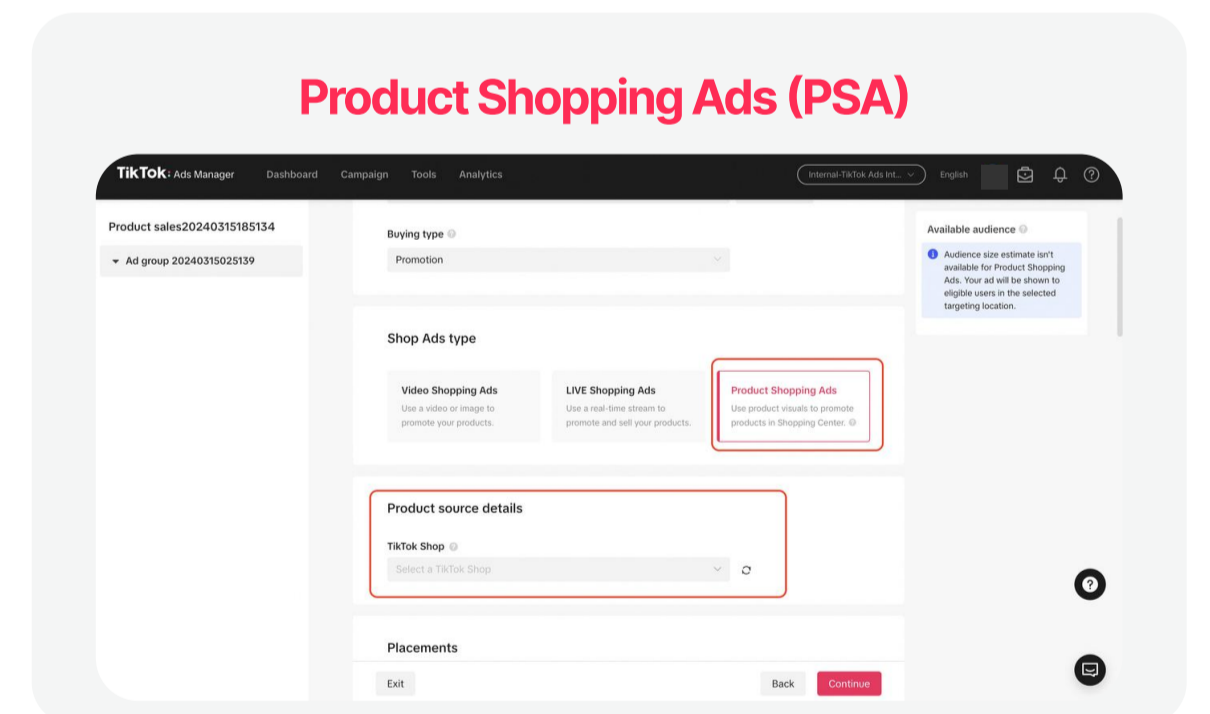
TikTok Shop supports three types of Shop Ads, including **video shopping ads**, **live shopping ads** and **product shopping ads**:



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



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



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

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 \(for TikTok Shop\)](#)".

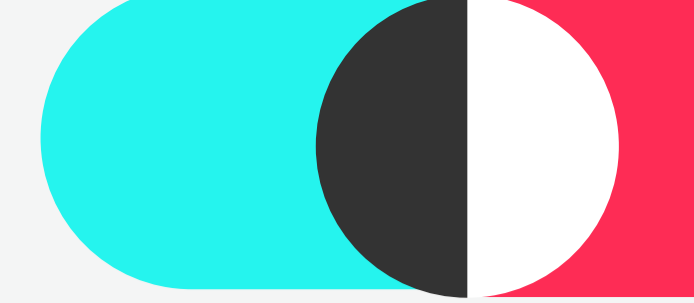
Note: You do not need to implement pixel or catalog. The Video Shopping Ads feature in TikTok Ads Manager is automatically available to all TikTok Shop sellers, creators and agencies.

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.

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.

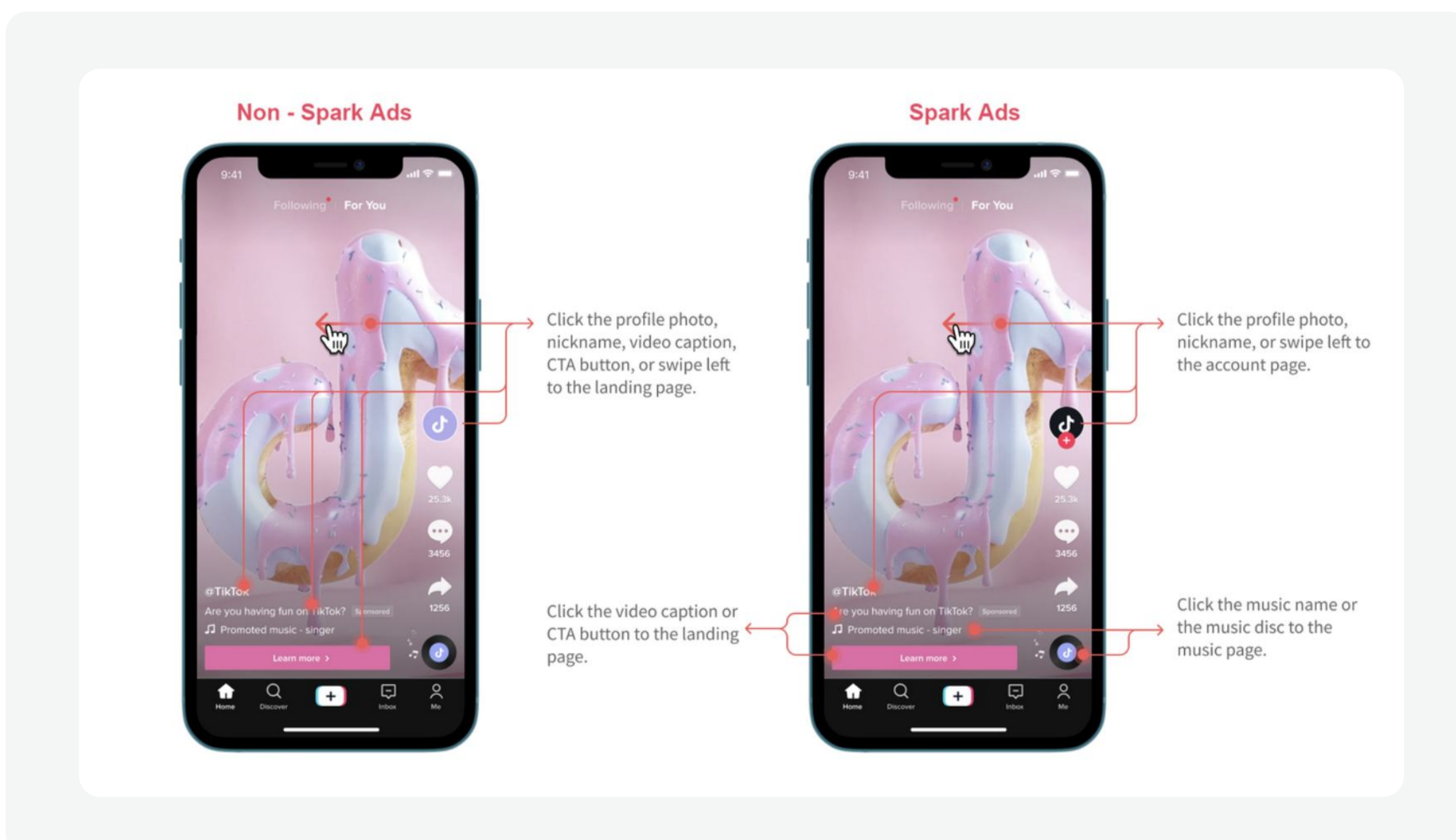
Enabling the Identity feature will let you use a TikTok account to represent your business on TikTok. When you enable Identity, you will only be able to create Spark Ads, using existing posts from your linked TikTok account, as well as pushing new videos to the TikTok account, and utilizing posts authorized 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"](#).





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

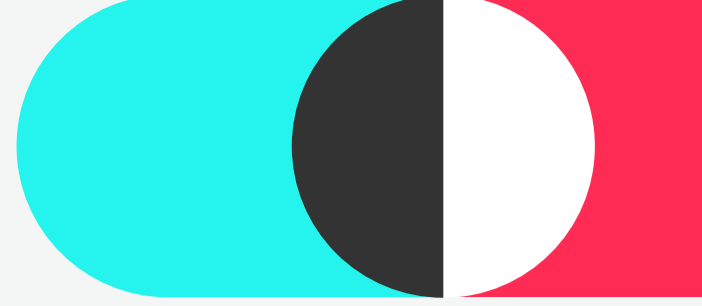
Methods	Method 1	Method 2
Condition	<ul style="list-style-type: none"> TikTok accounts: If you have linked your TikTok Business account to TikTok Ads Manager, and want to use your own TikTok posts or push video from Ads Manager and publish it under your linked business account Accounts authorized by 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.

TikTok Ads Manager interface showing the 'Identity' section for creating a Spark Ad. The 'Use TikTok account to deliver Spark Ads' toggle is checked. Below it, there are options for 'Authorized accounts', 'No linked accounts', and 'Post authorized by account'. A 'Connect account' button is visible next to the 'No linked accounts' option. The 'Ad details' section shows 'Ad format' set to 'Single video'. A preview of the ad is shown on the right, and a 'Publish all' button is at the bottom right.

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

2 Create Campaigns

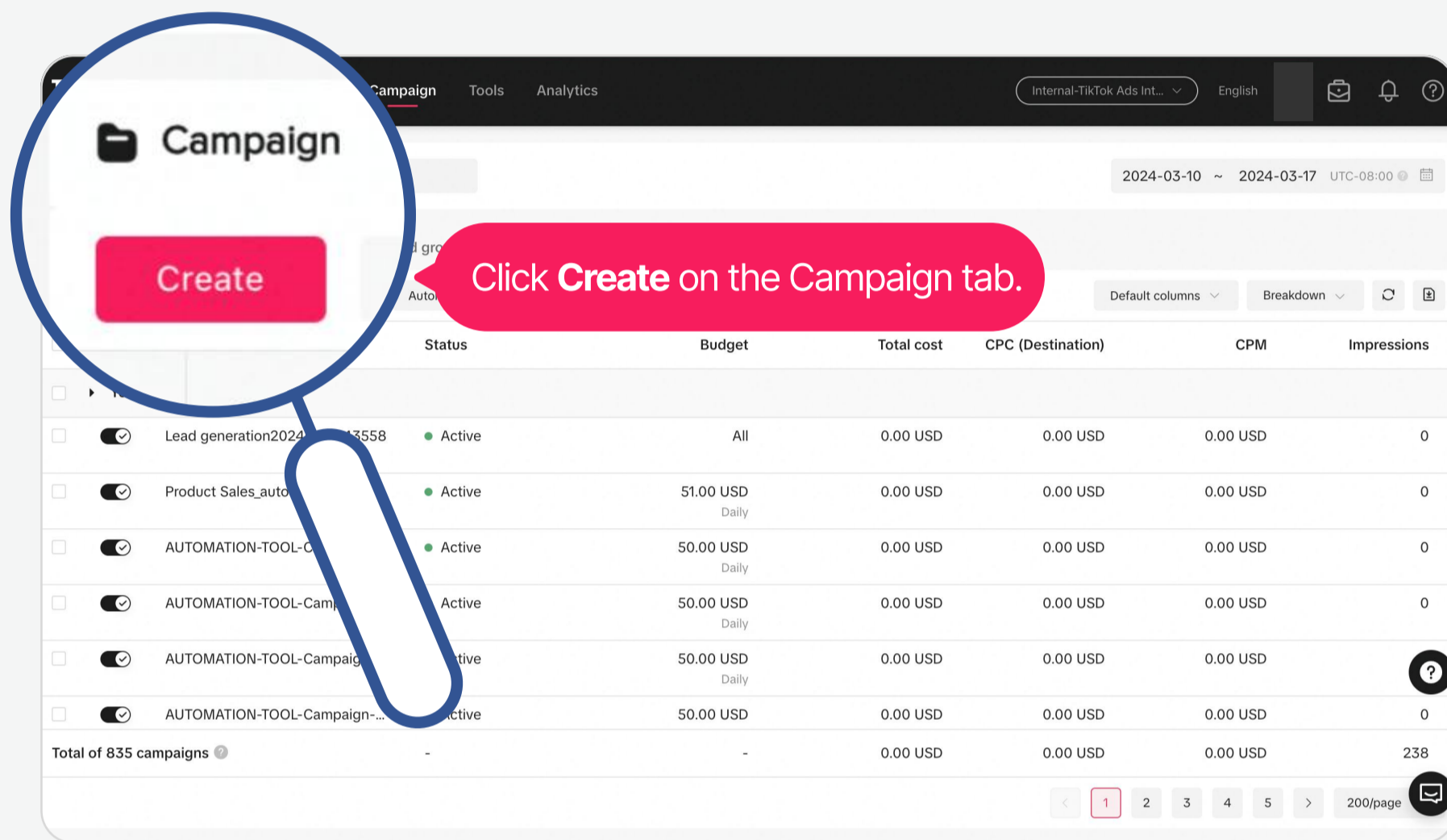
Create a Campaign



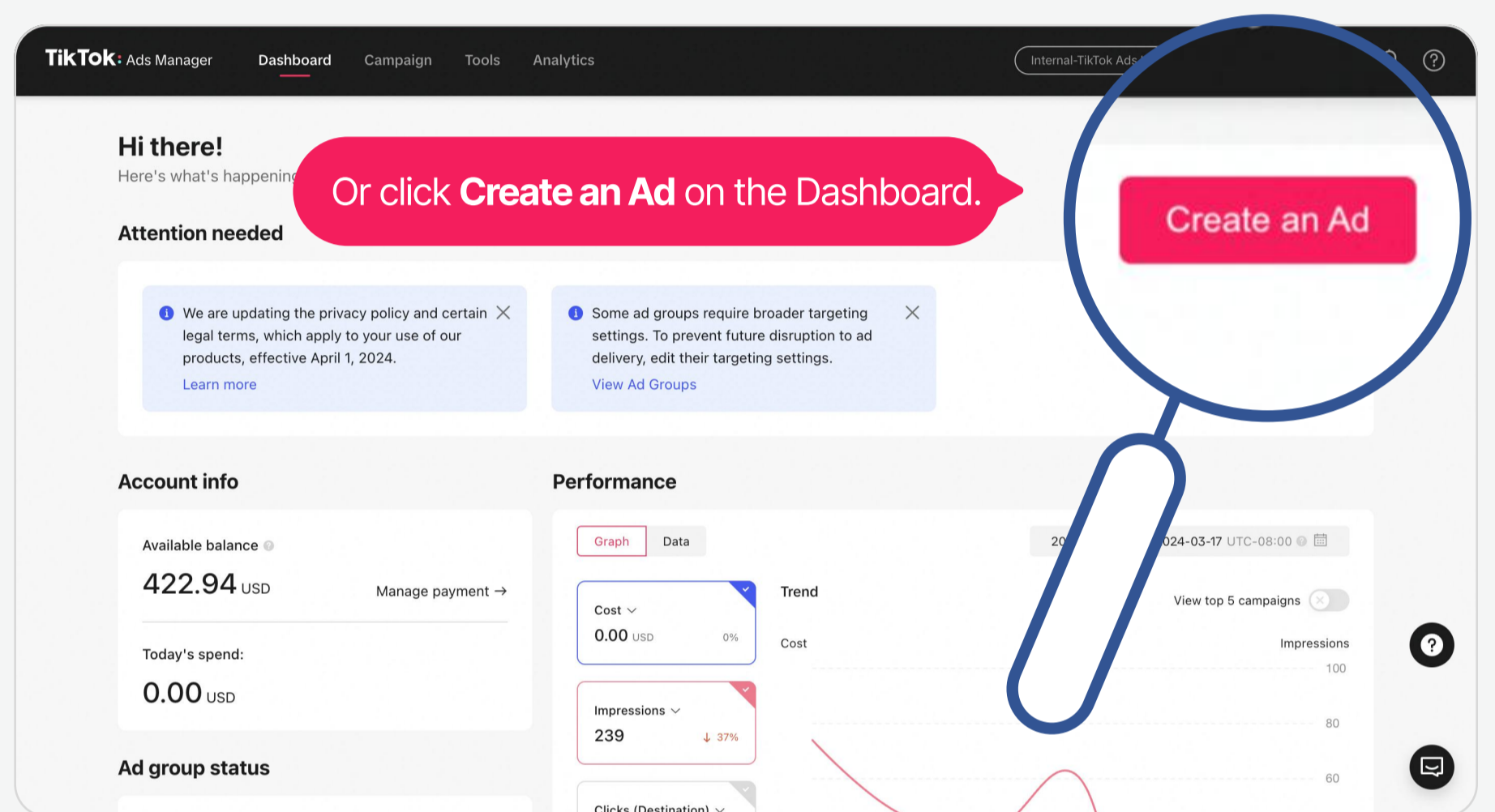
Once you're ready to create a campaign on TikTok Ads Manager:

- Enter Campaign Creation Page

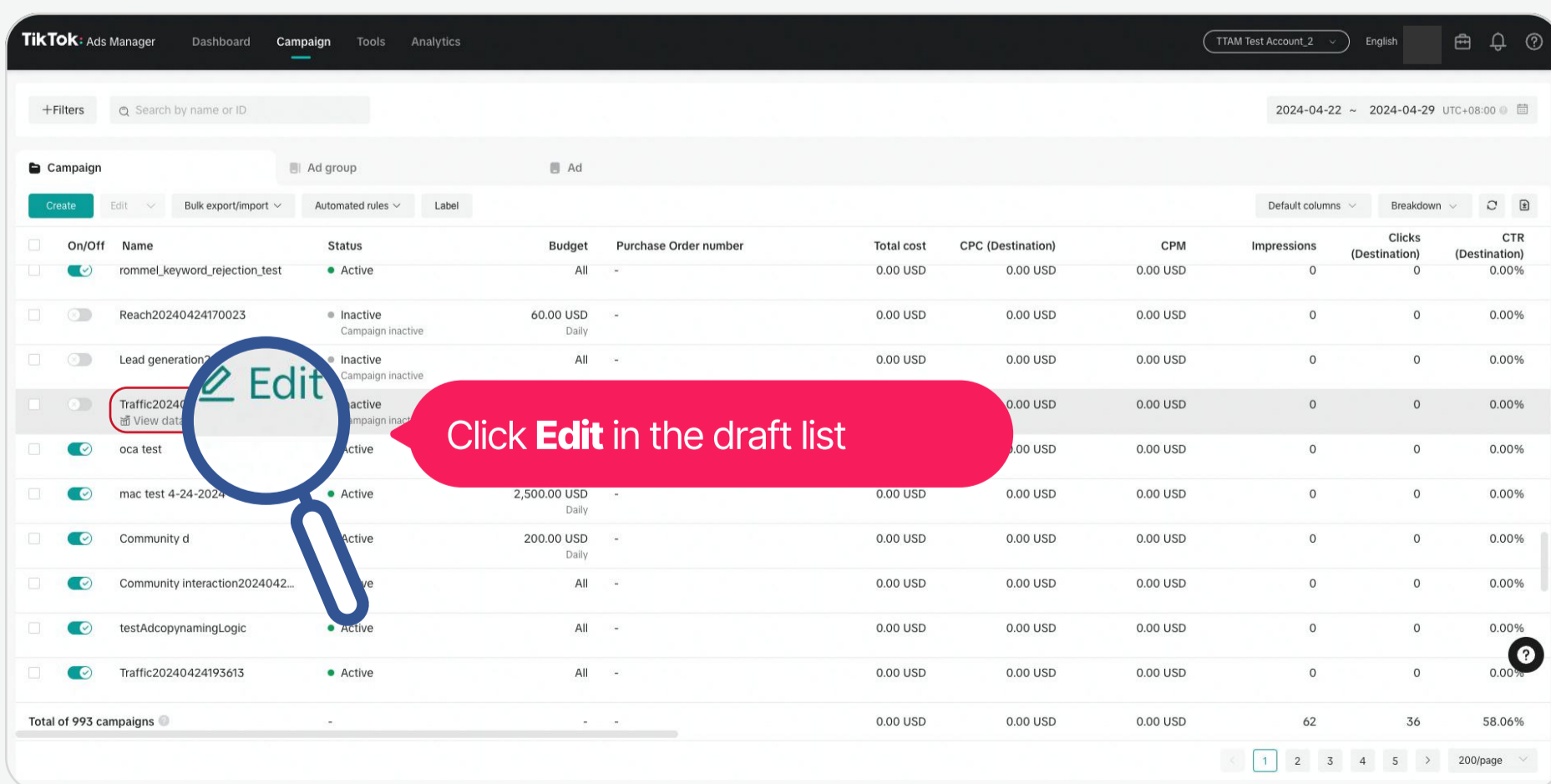
1



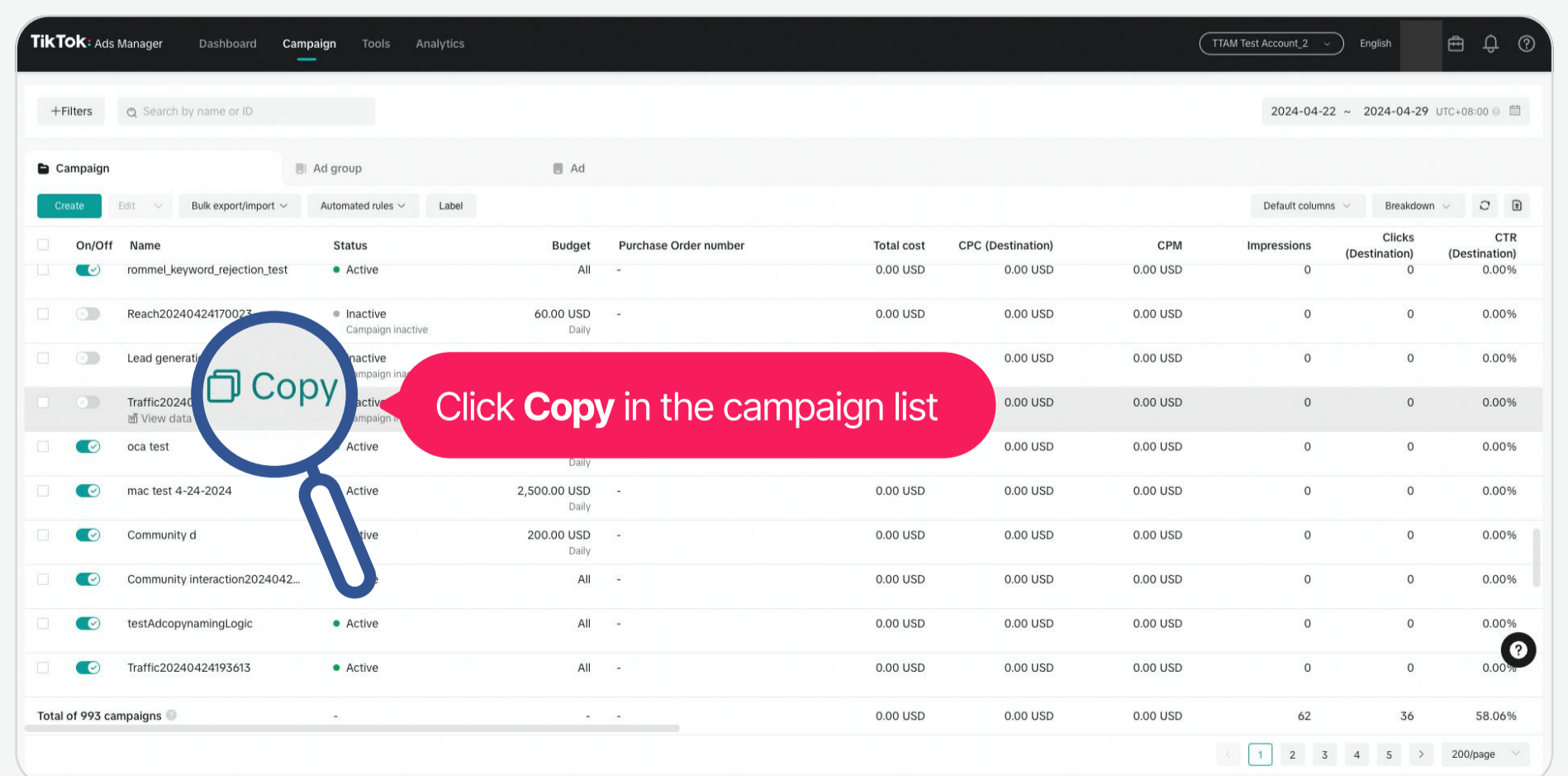
2

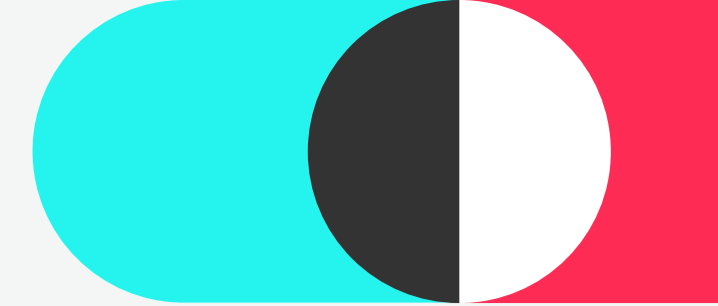


3



4

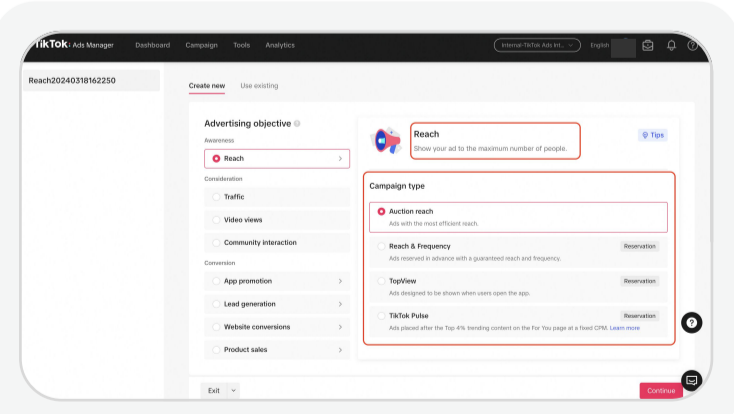
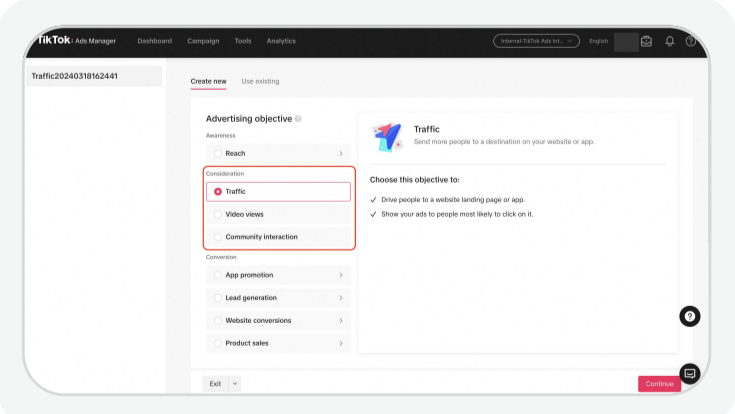
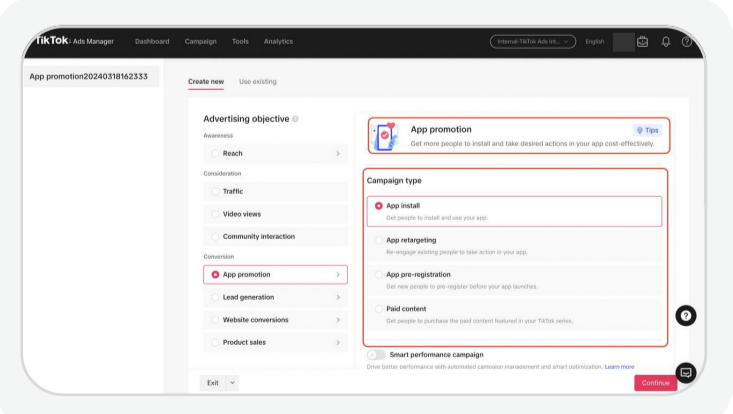
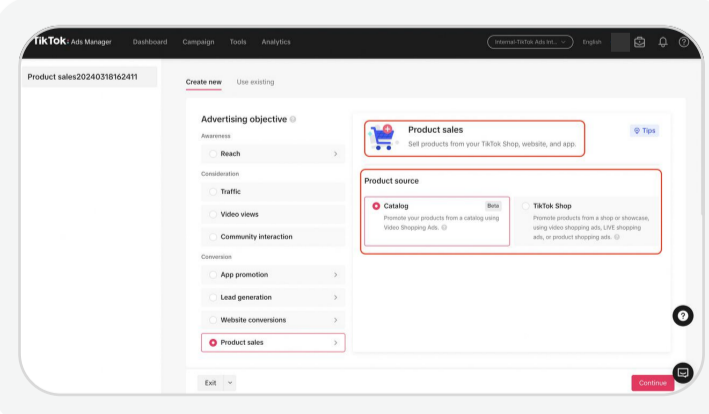




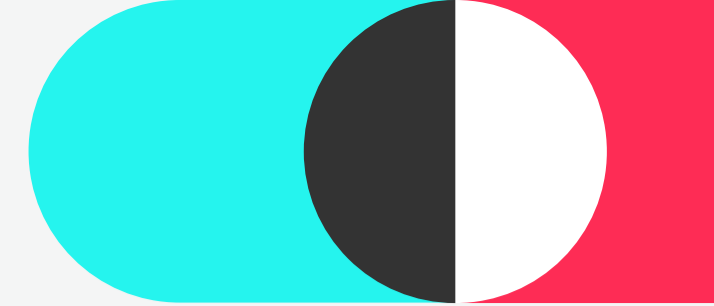
Advertising Objectives

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. 	
	<ol style="list-style-type: none"> Auction reach: Ads with the most efficient reach. Reach & Frequency: Ads reserved in advanced with guaranteed frequency and reach. Topview: Ads designed to be shown when users open the app. TikTok Pulse: Ads placed after the top 4% trending content on the For You page at a fixed CPM. <ul style="list-style-type: none"> 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>Note: Branded Mission is not available globally. For more information, please contact your sales representative.</p>	<ol style="list-style-type: none"> App install: Get people to install and use your app. App retargeting: Re-engage existing people to take action in your app. App pre-registration: Get new people to pre-register before your app launches. Paid content: Get people to purchase your paid content featured in your TikTok series. <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:

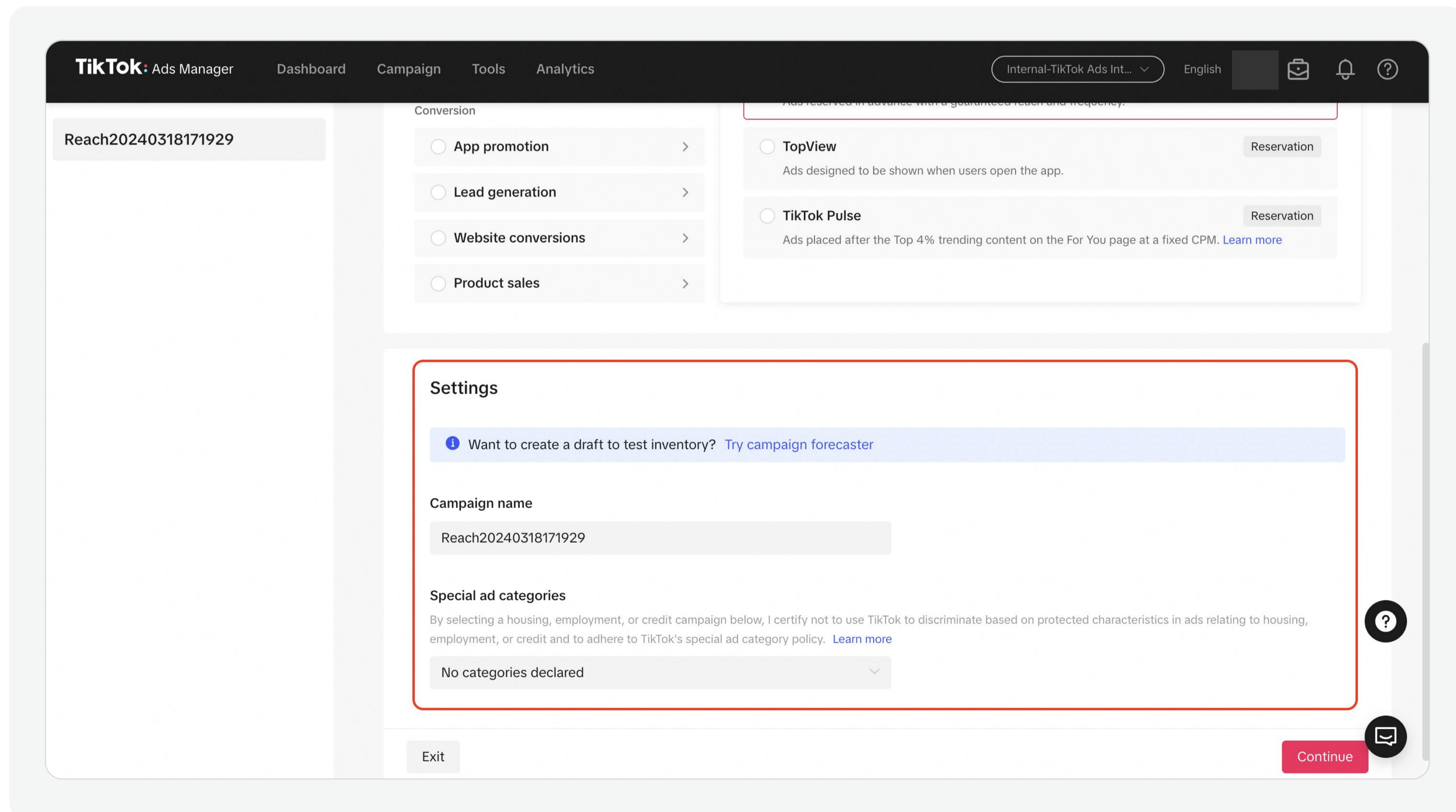
Lifetime budget

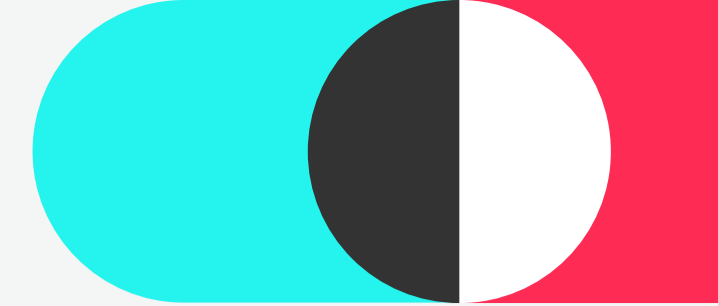
the maximum amount you are willing to spend during the **entire period** you run an ad.

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.





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:

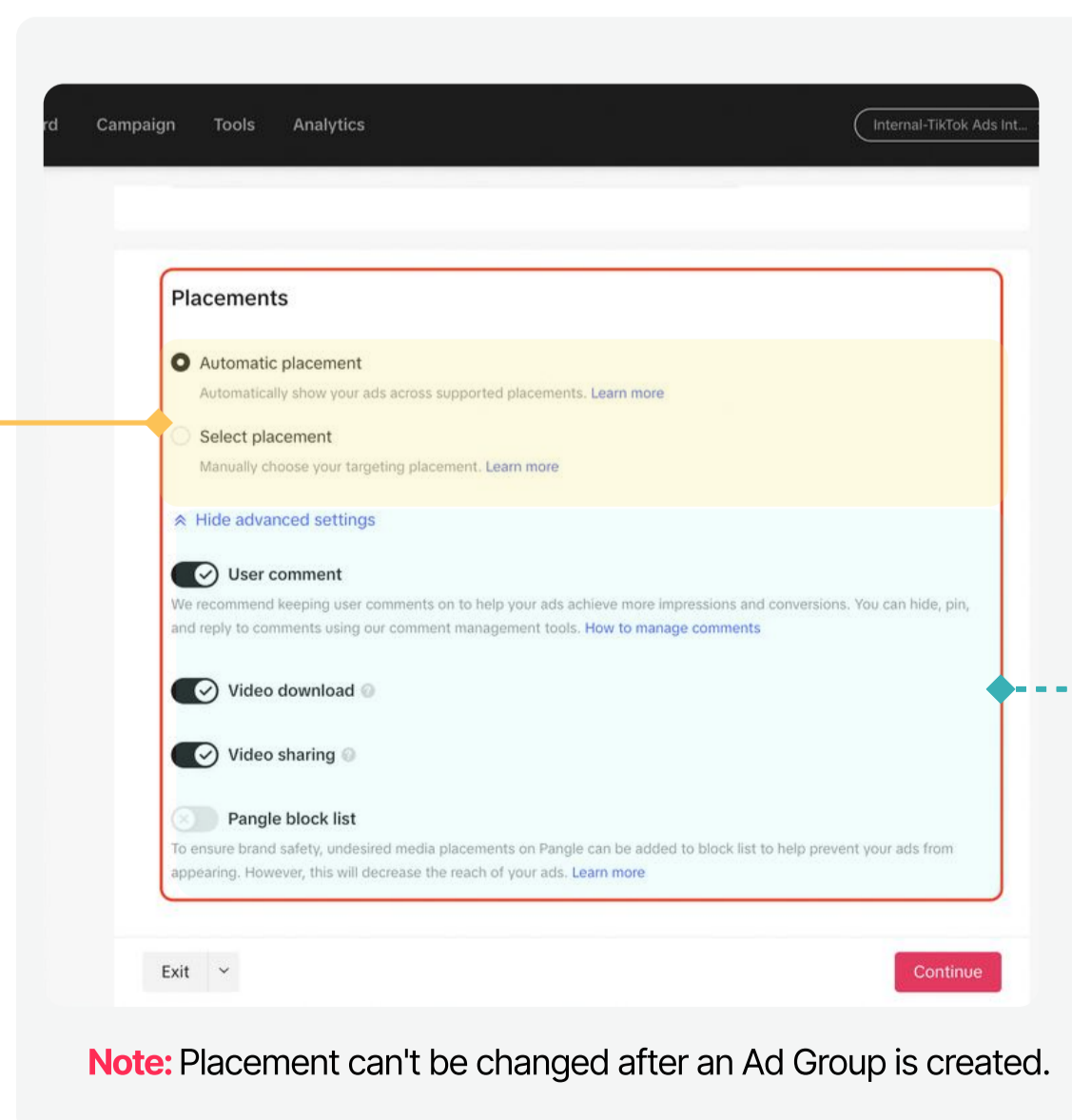
- For **Product Sales objective**, you can choose Shop Ads type and Product source details. For more information, please see ["About the new Product Sales advertising objective"](#).
- For **Community interaction**, you can choose Interaction type, including TikTok account and LIVE.
- For **App promotion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

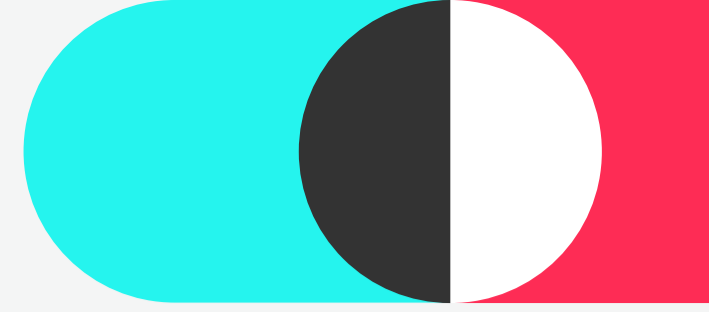
Placement Type:

- **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.

Audience targeting

• The benefits of automatic targeting will be applied to all broad ads automatically. You'll no longer need to manually select automatic targeting. [Learn more](#)

• We recommend broad targeting. This allows our system to optimize and find the best users. Advertisers using narrow targeting should validate that it outperforms broad targeting with testing.

Saved audience (Optional)

Select saved audience

Demographics

Location Clear all

United States

United States x

Search or select locations

Bulk upload

Gender

All Male Female

Age

All 13-17 18-24 25-34 35-44 45-54 55+

In some regions, ad delivery may be subject to additional age targeting restrictions. [Learn more](#)

Languages

All

Spending power

All High spending power

Household income

All

Audience

Include

Search or select audiences

Exclude

Search or select audiences

Interests & Behaviors

Define your users by selecting creator, video, and hashtag interactions and interests. [Learn more](#)

Search or select interests & behaviors

Recommended categories: Based on your industry

+ Culture & Art + News & Entertainment + Dance [Show all](#)

Device

Operating system

All Android iOS

OS versions

All

Device model

All

Connection type

All Wi-Fi 2G 3G 4G 5G

Carriers

All

Internet service provider

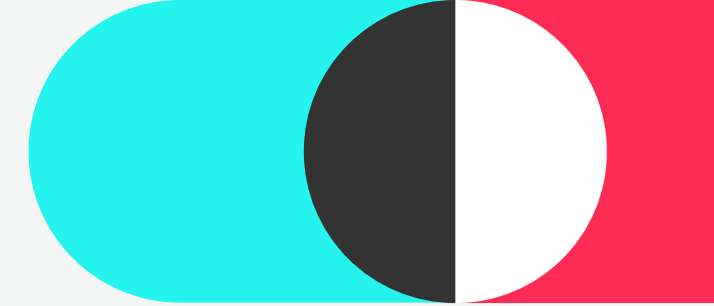
All

Device price

Any price

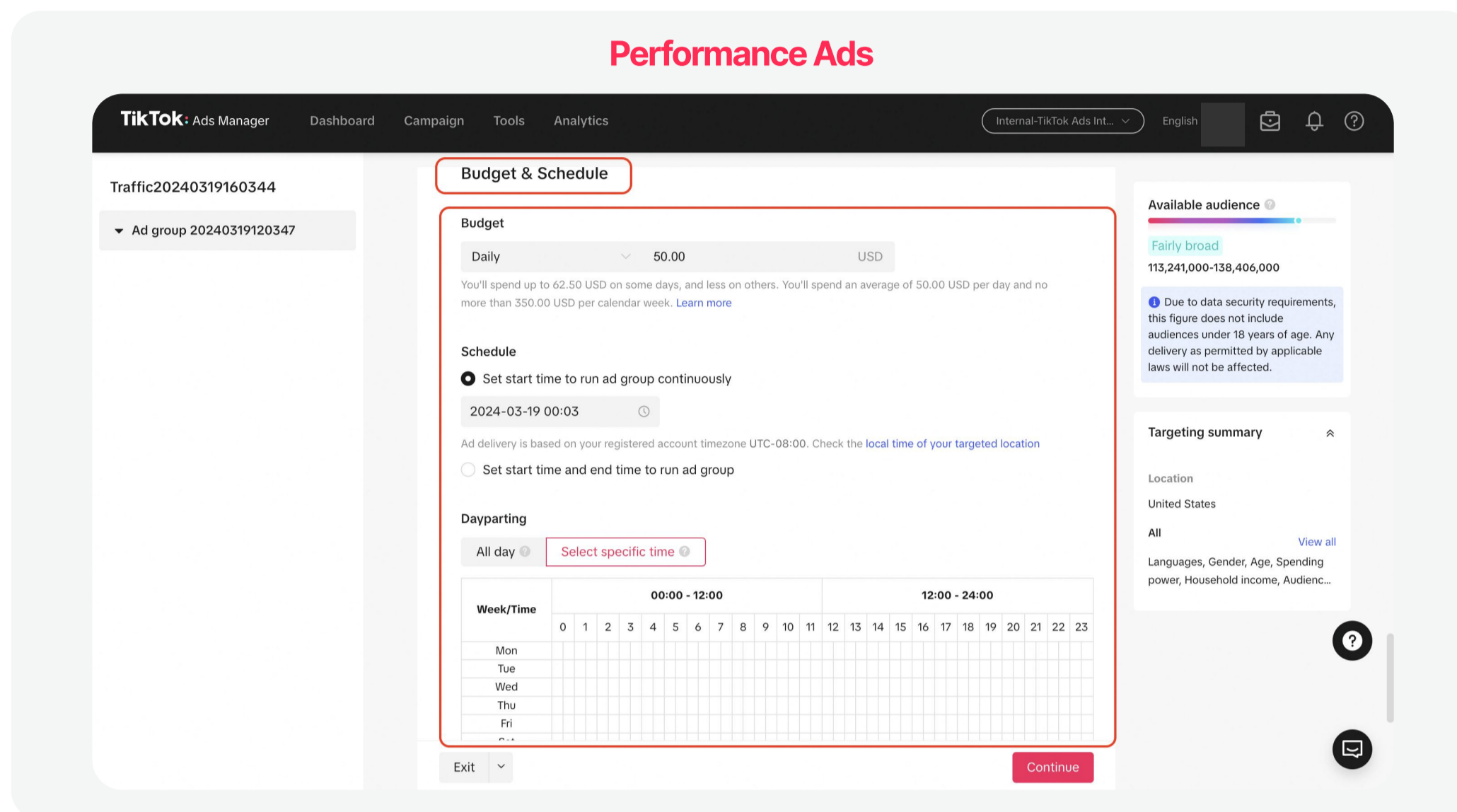
Specific range

Save new audience



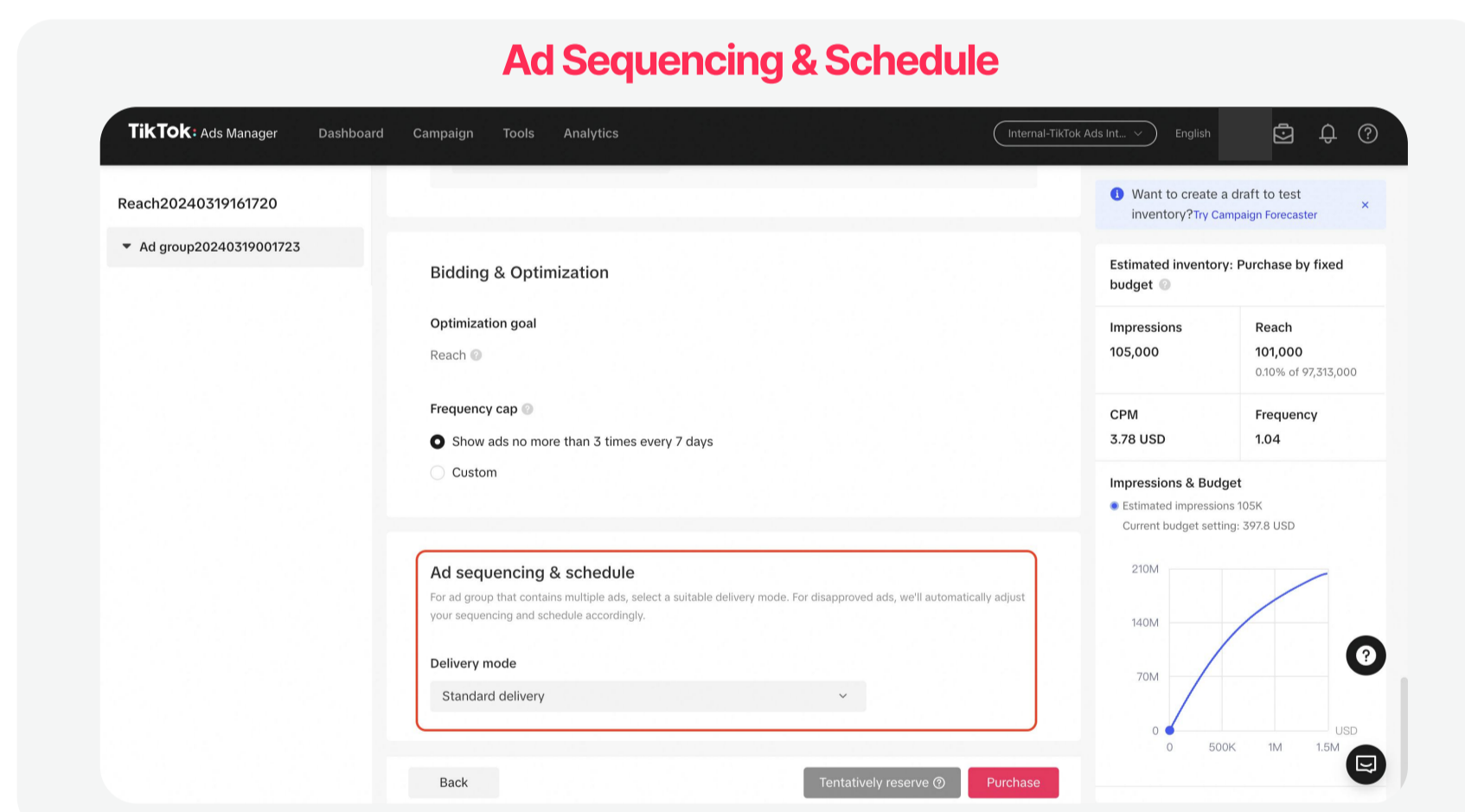
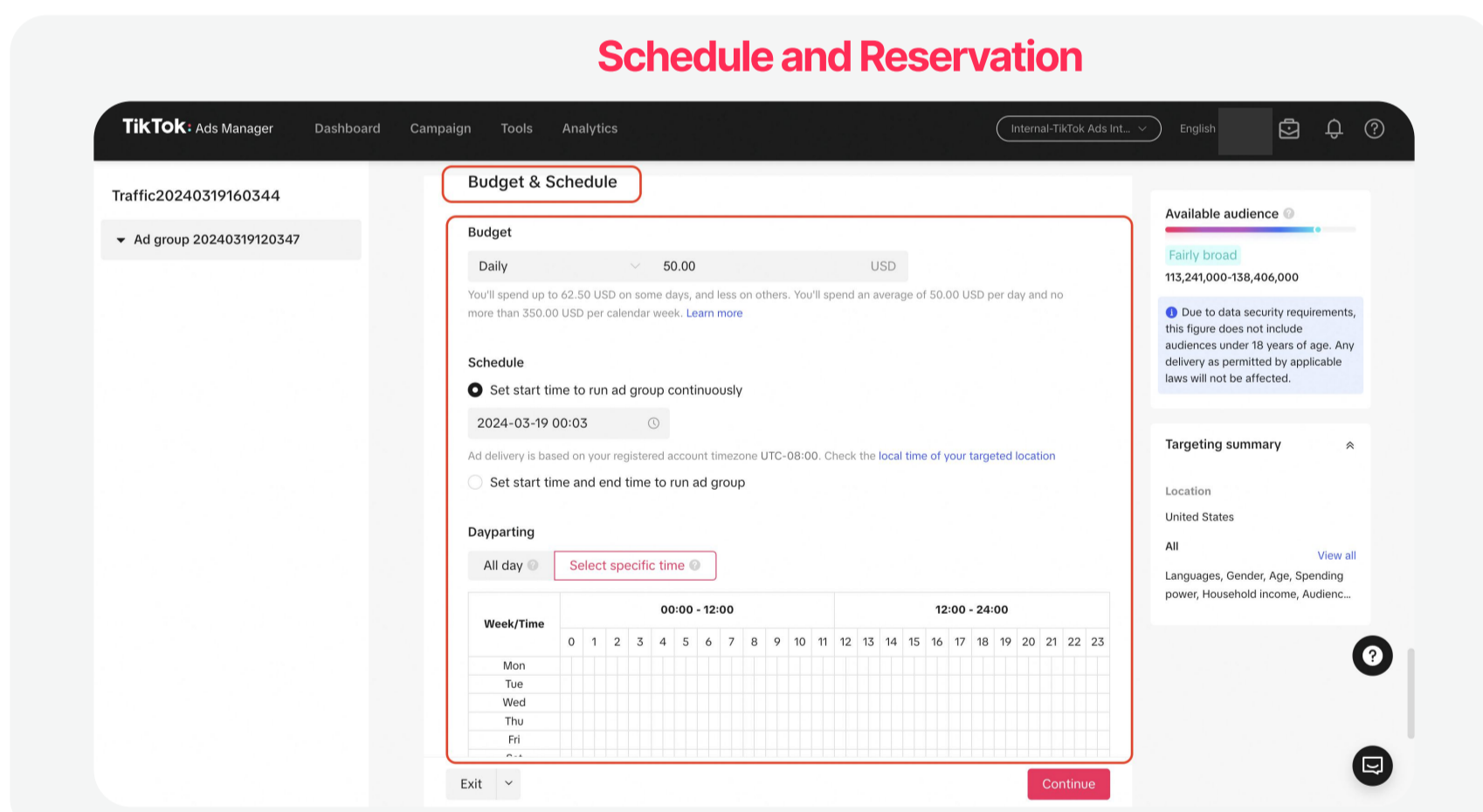
5 Budget, Schedule and Reservation

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.

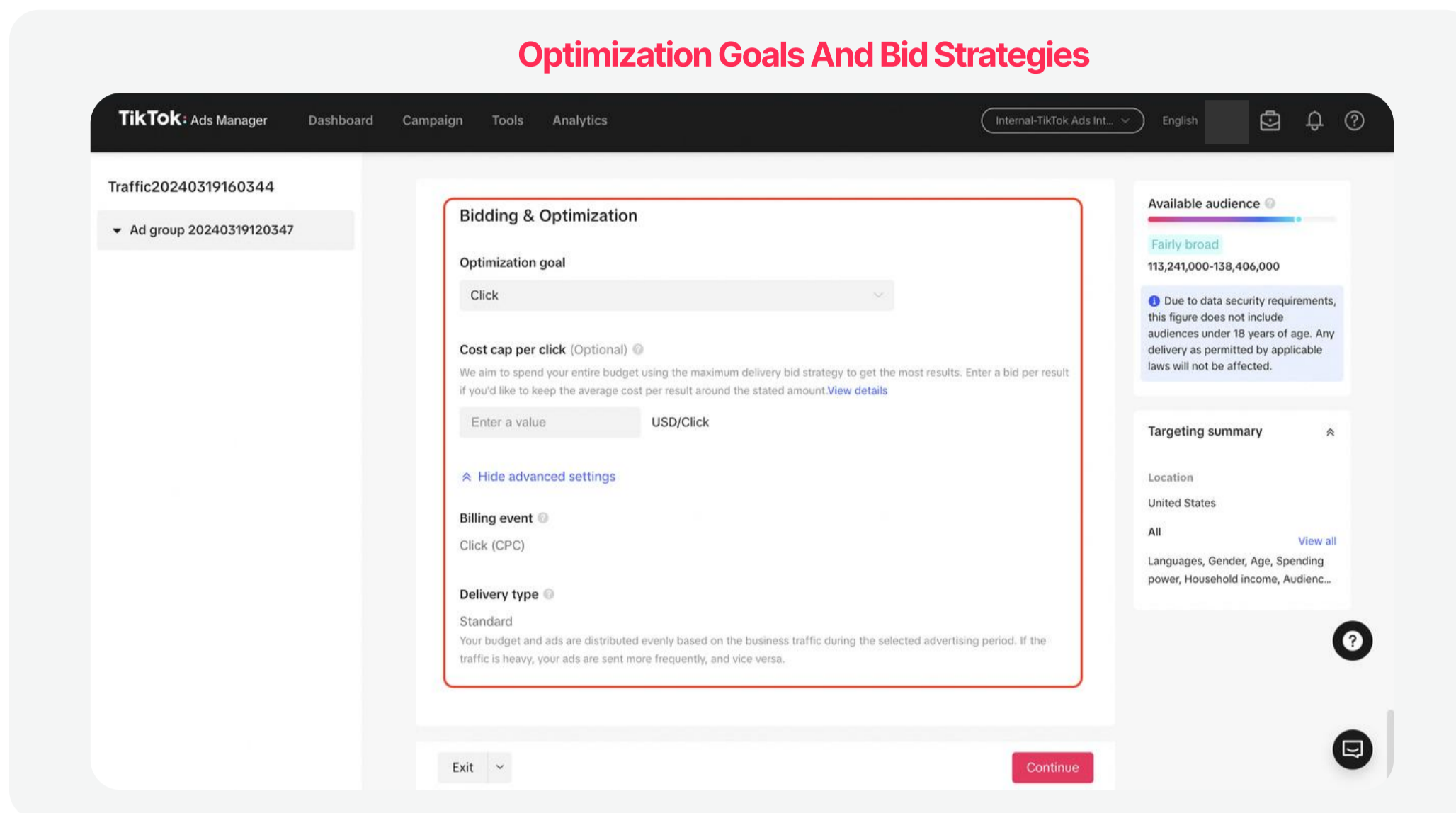
For an ad group that contains multiple ads, you need to select a suitable delivery mode

- **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).

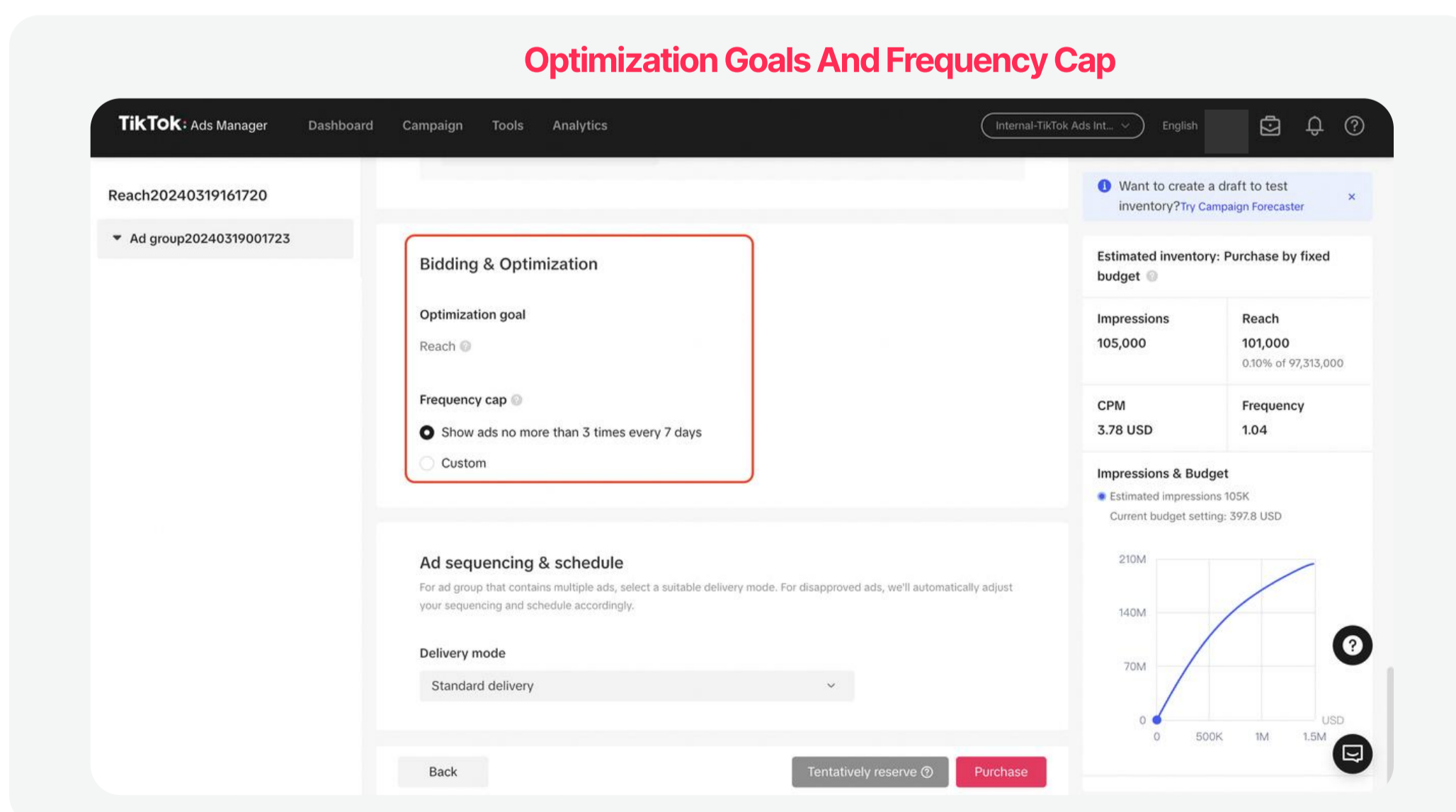
- **Bid strategies:** According to different optimization goals, you can adopt different bid strategies. For more information, please see [Bidding Strategies](#).

- **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."](#)

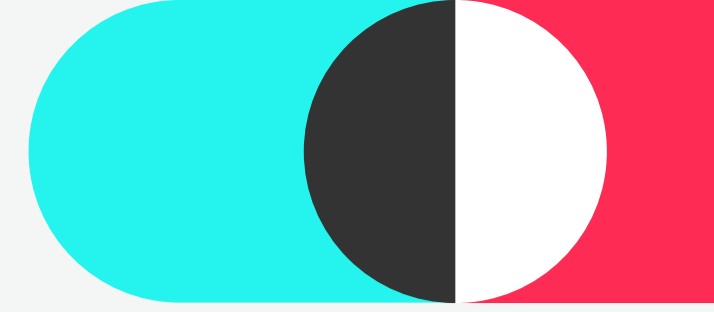
For **branding ads**, you need to select **appropriate optimization goals and frequency cap**:



- **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.



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:

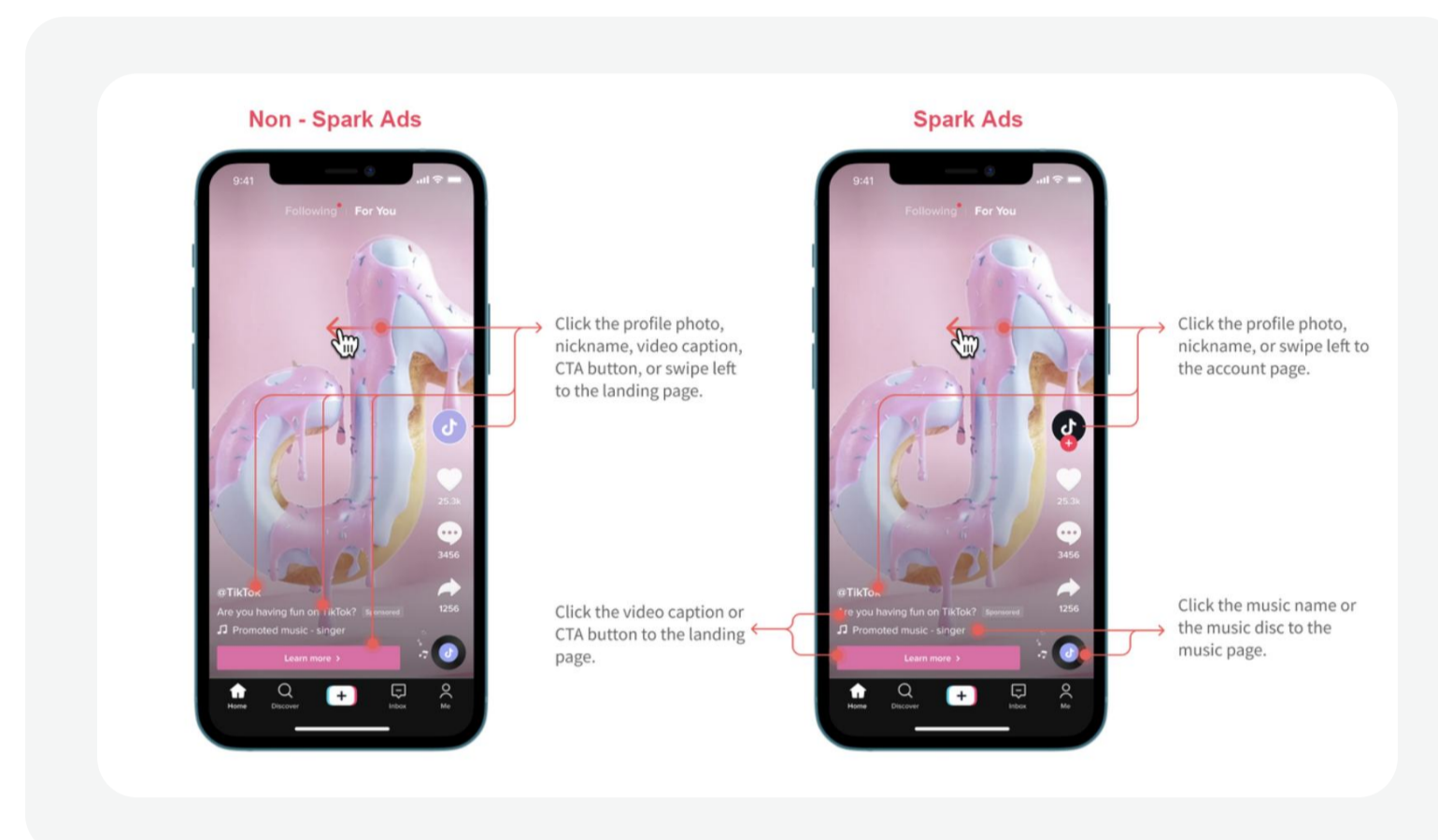
Turn on the Use TikTok account to deliver Spark Ads toggle

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.

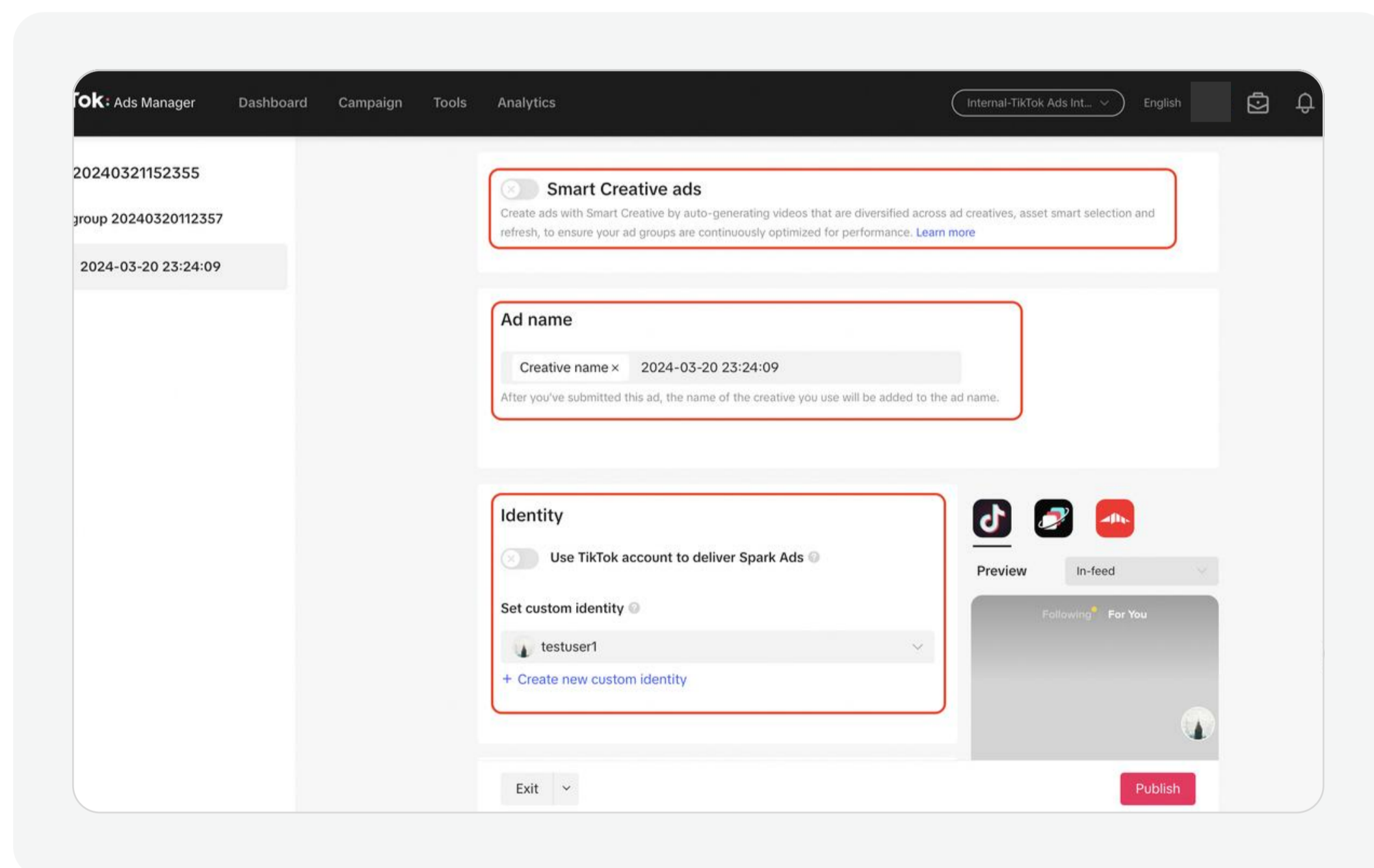
- Turn off the **Use TikTok account to deliver Spark Ads** toggle to create Non-Spark ads. Then select a **Custom Identity** to represent your brand within the ad.
- Turn on the **Use TikTok account to deliver Spark Ads** toggle to use a TikTok account to create Spark Ads. Then select **Use account owned 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.

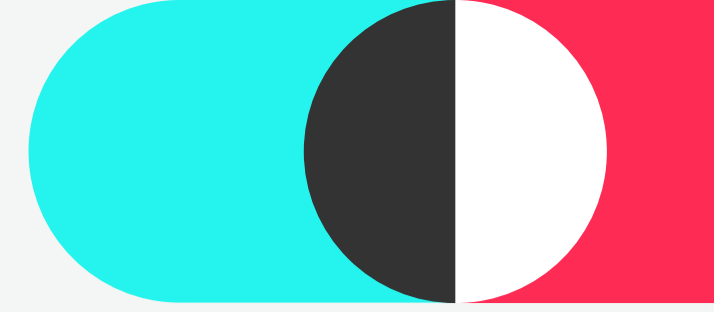
4 Provide Ad Details

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

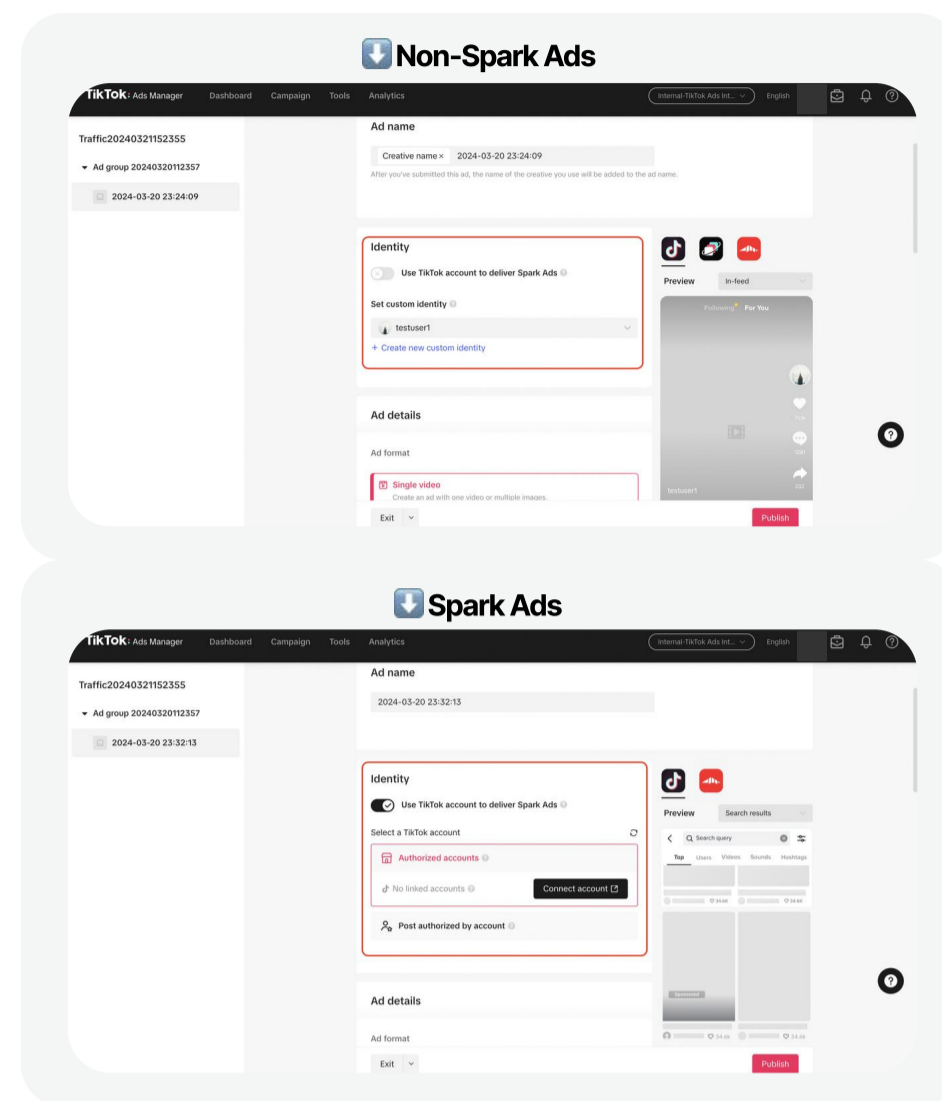


Ad Creative

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.

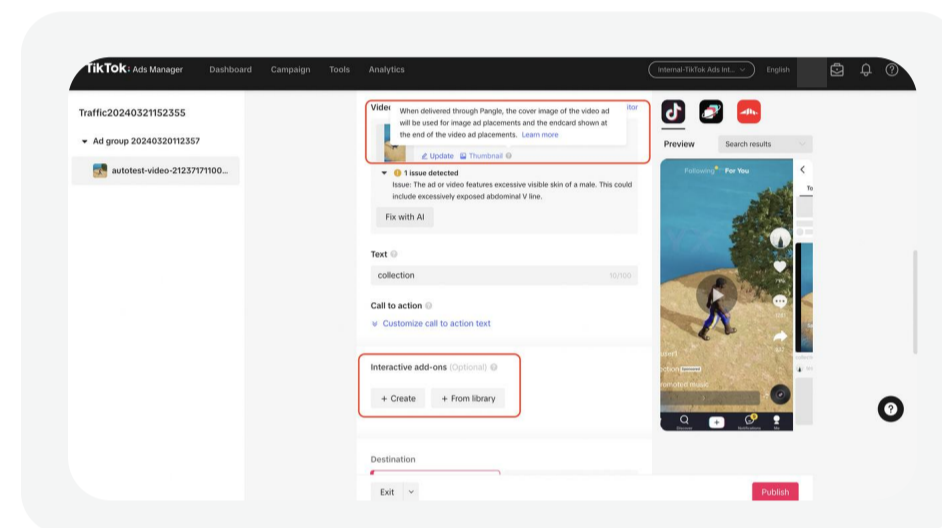


Thumbnail

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.

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:

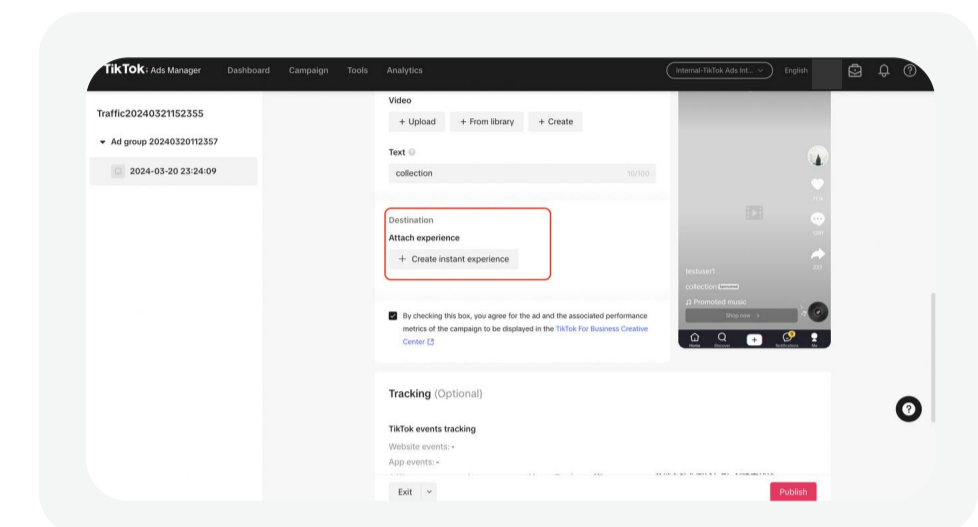
- **Recommended CTA:** Recommended CTA identifies the best CTA text to use in your ad – based on your account's industry, your past ad performance, and ads using similar objectives and settings.
- **Dynamic CTA:** Dynamic CTA can help improve your click through rates by displaying the most relevant Call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

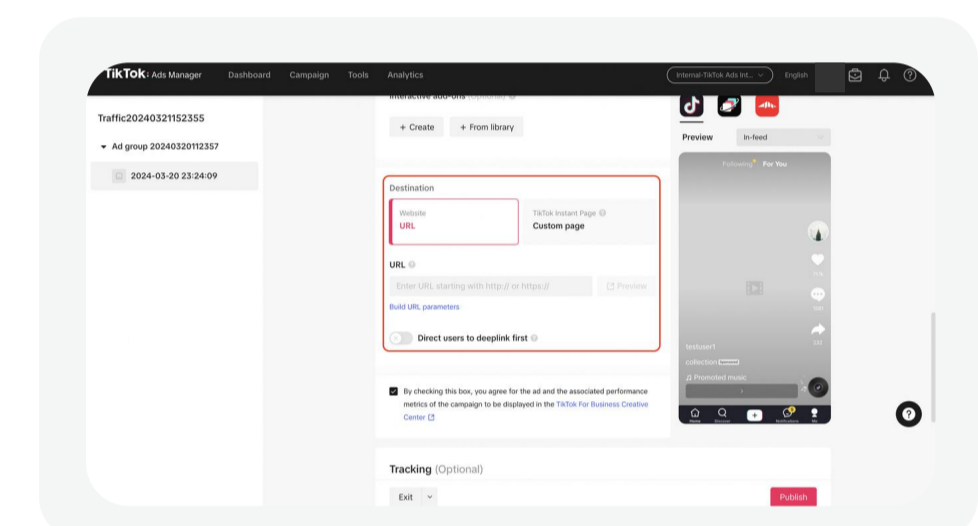
If you select Single Image or Single Video as your Ad Format, you can select from:

- **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.

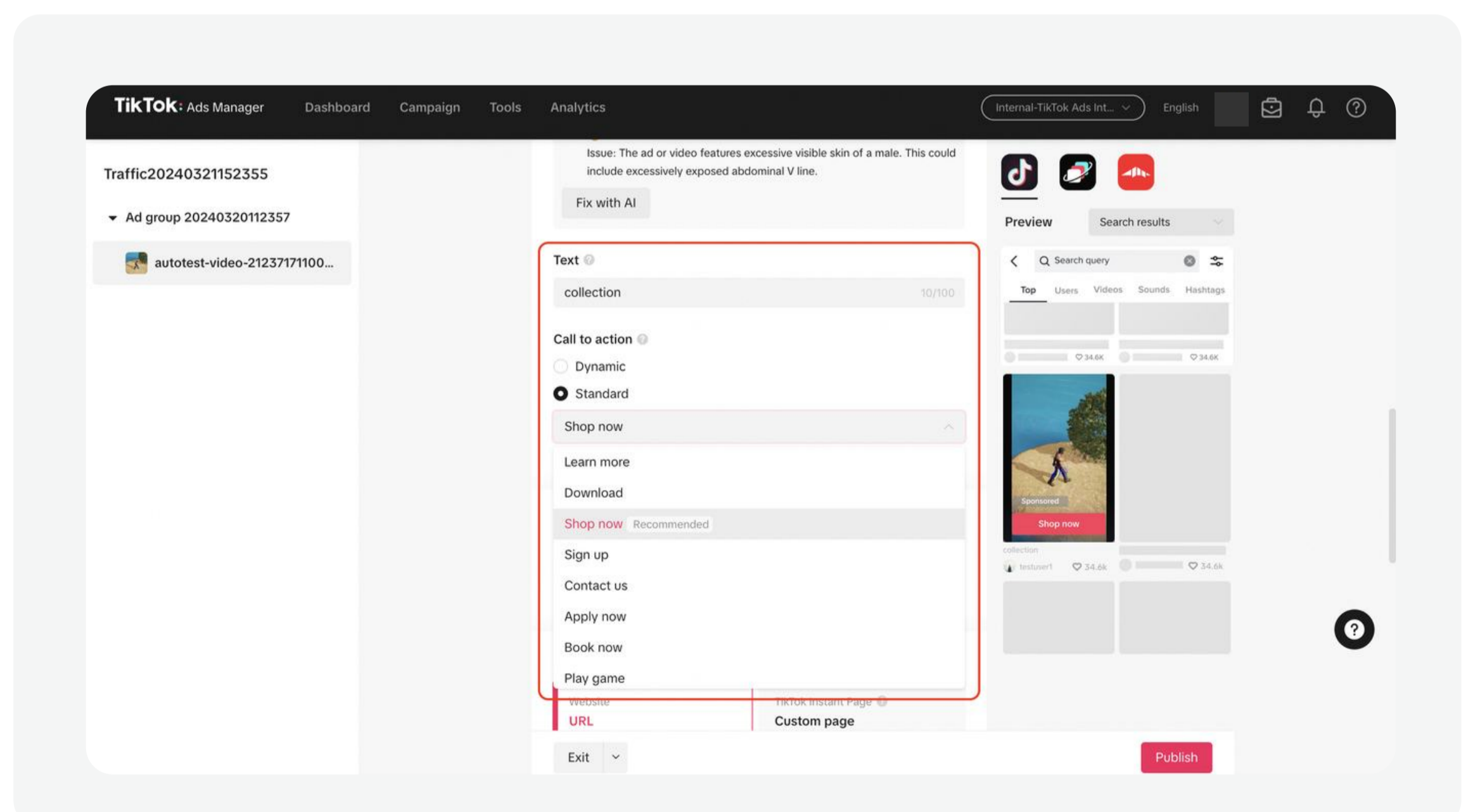


Note: If you select Collection Ads as your Ad Format, you need to:

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



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



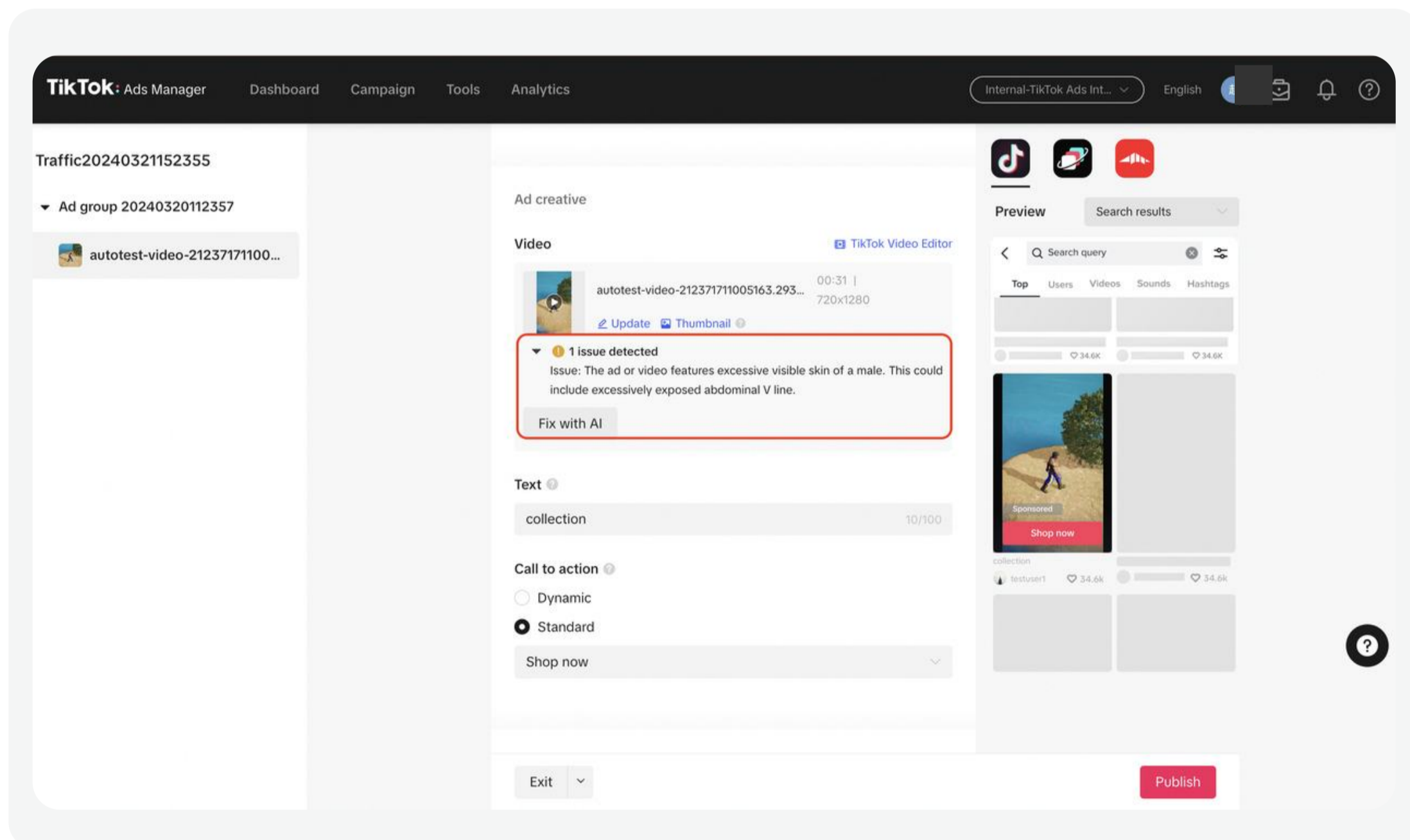
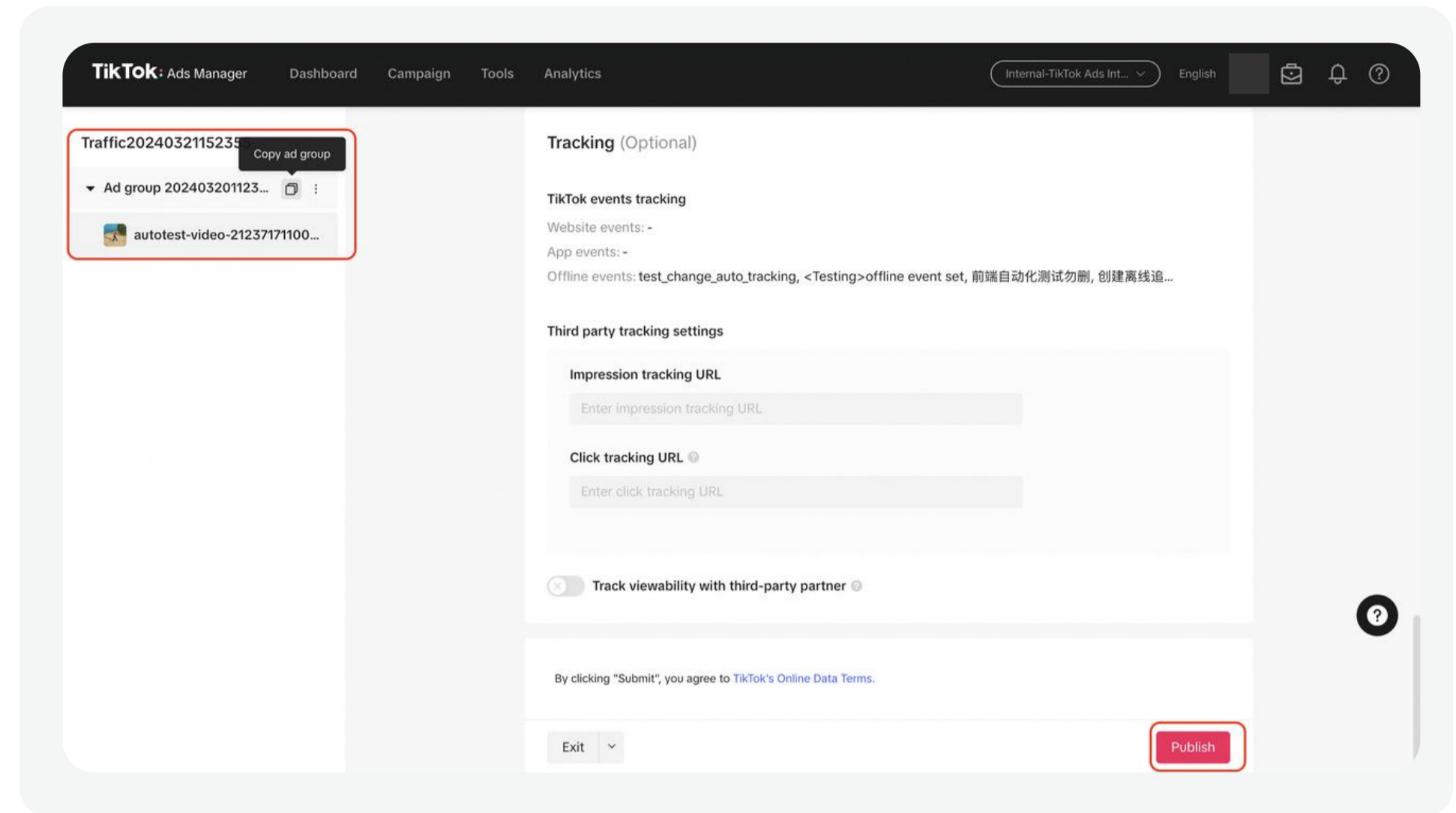
2 Create Campaigns Create an Ad

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

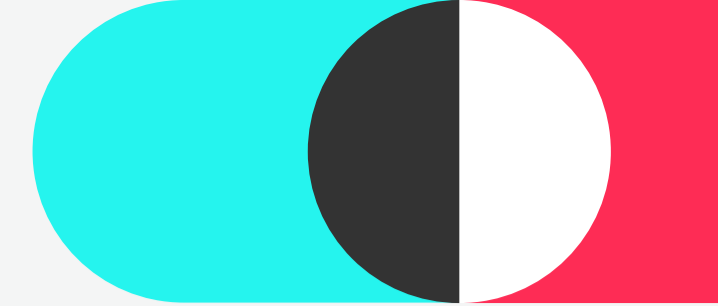
- Click **Copy ad/ad group** to create additional ads for your ad group, if needed.
- Click **Publish** to complete the ad creation, and send your ad for review.



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.

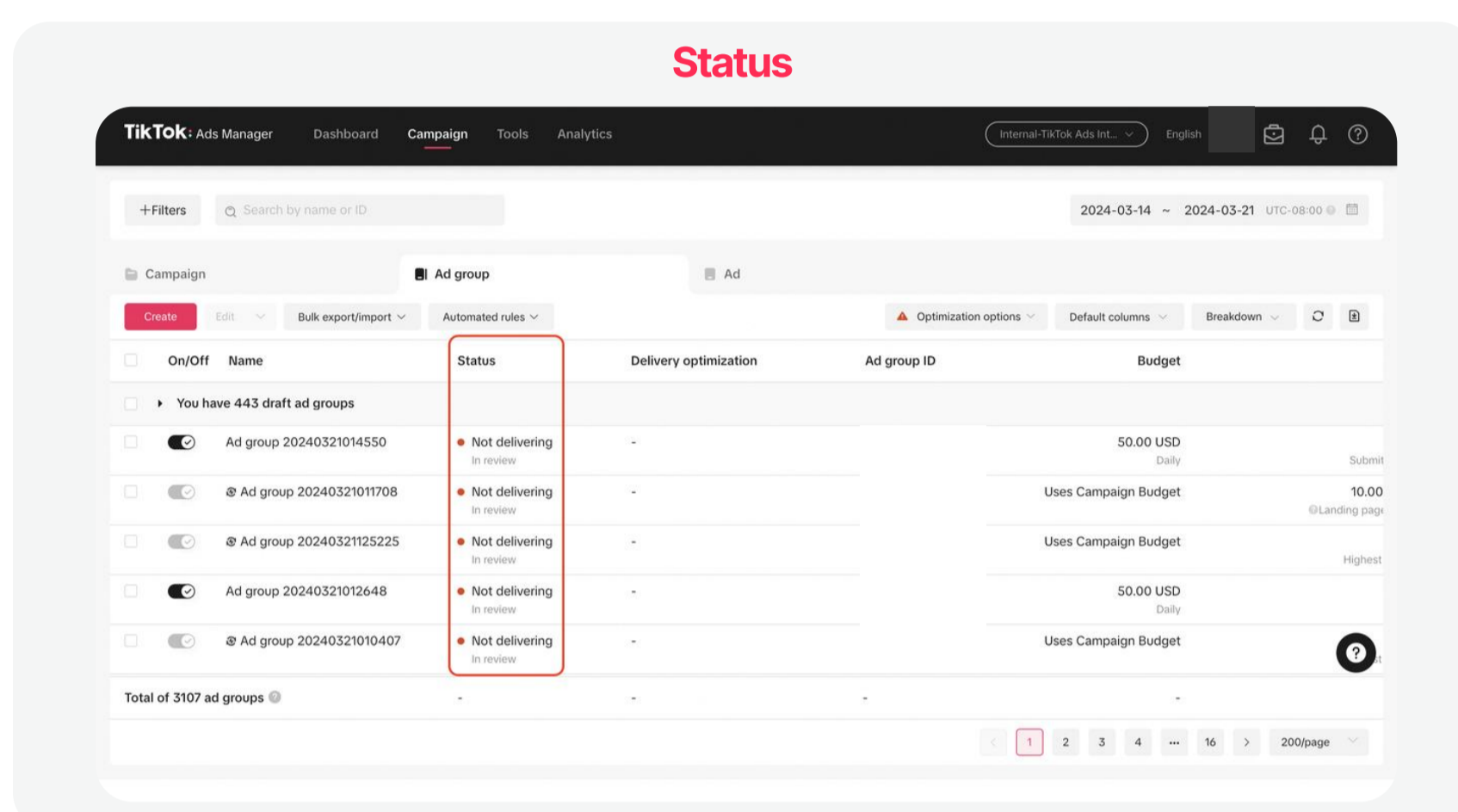


Ad Review

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.

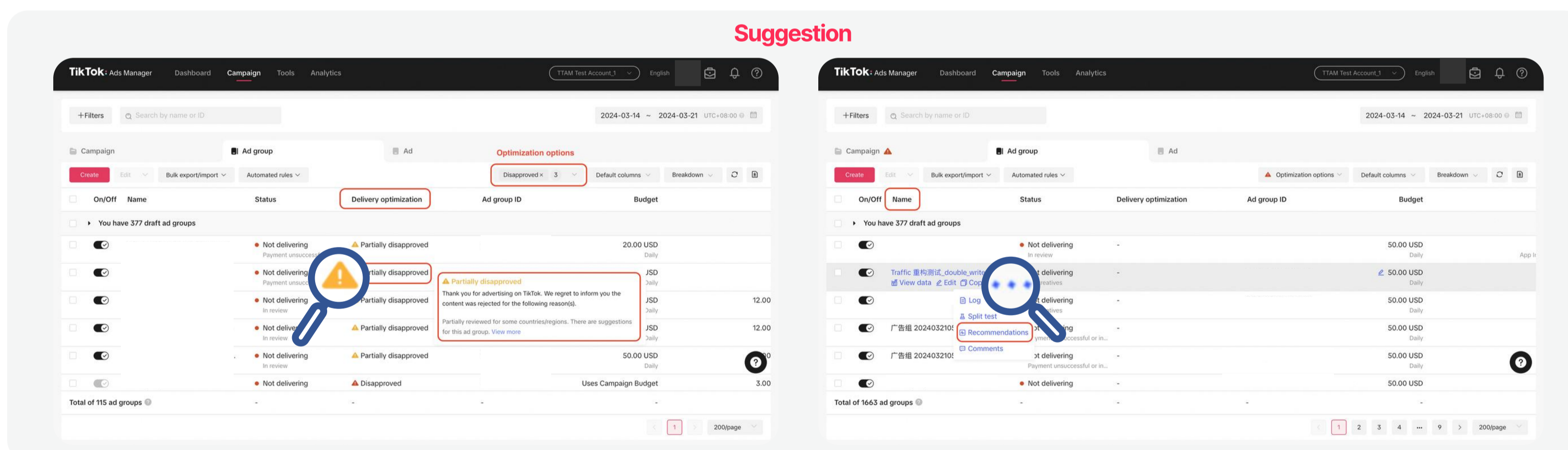
To check the status of your ads in review:

- 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



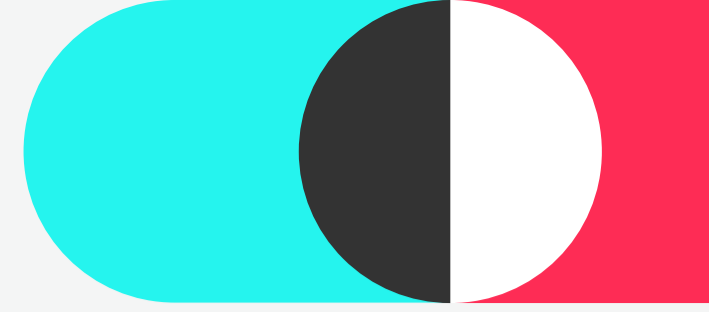
After the advertisement has undergone review, in the event of rejection or partial rejection, TikTok will provide recommendations for adjustments.

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:

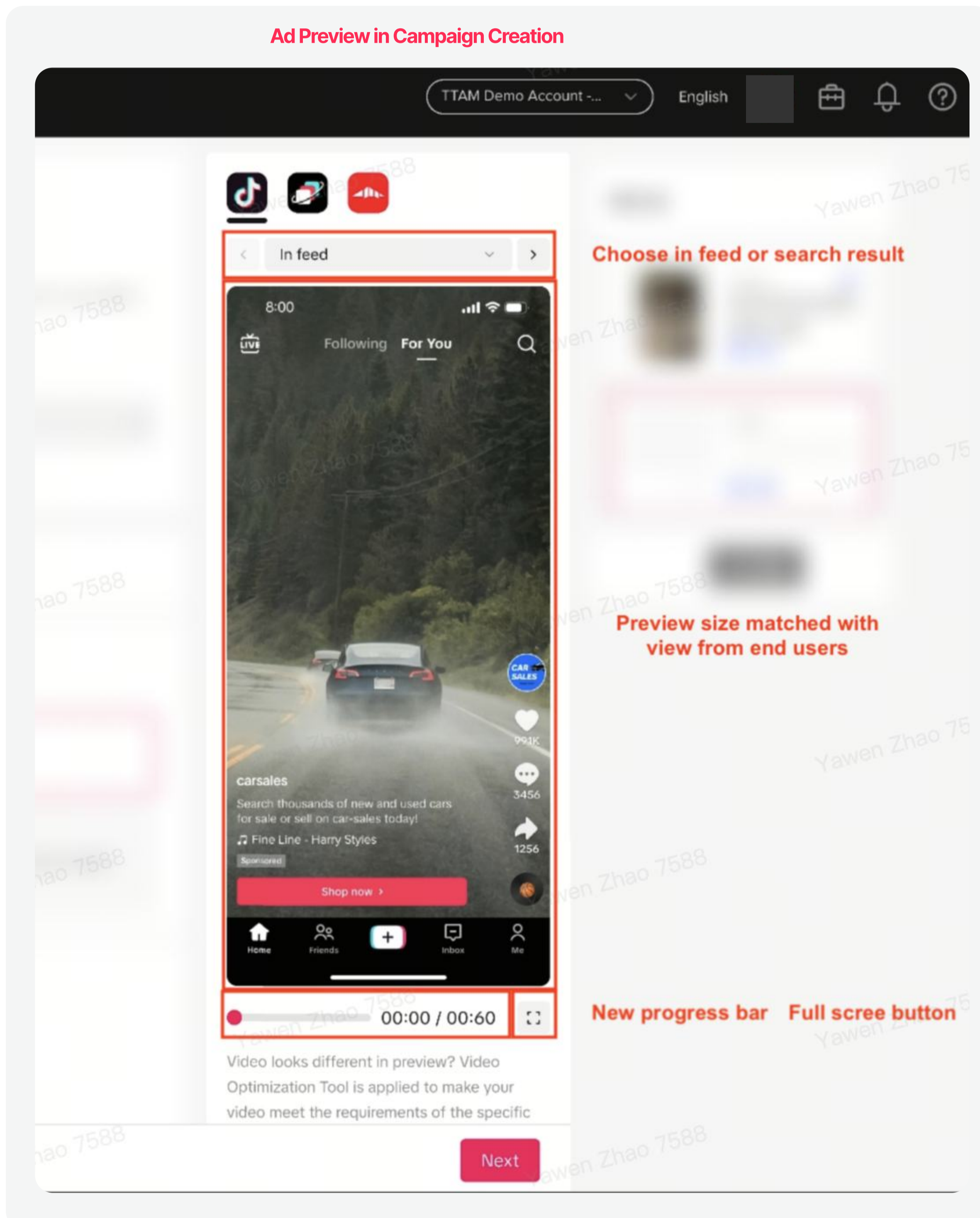
- Go to Campaign > Ad Group/ Ad > Name > **Click"..."** > **Recommendations > Recommendation center**.



Ad Preview

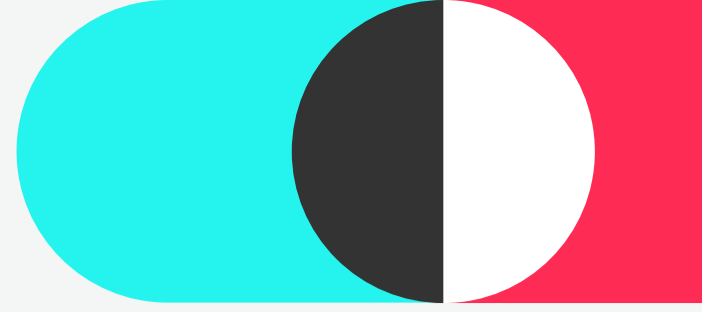
TikTok Ads Manager lets you conveniently review your ads across our family of apps and different formats using the ad preview feature. You can preview your ads on your mobile device or during the campaign creation process.

For **ad preview during campaign creation**:



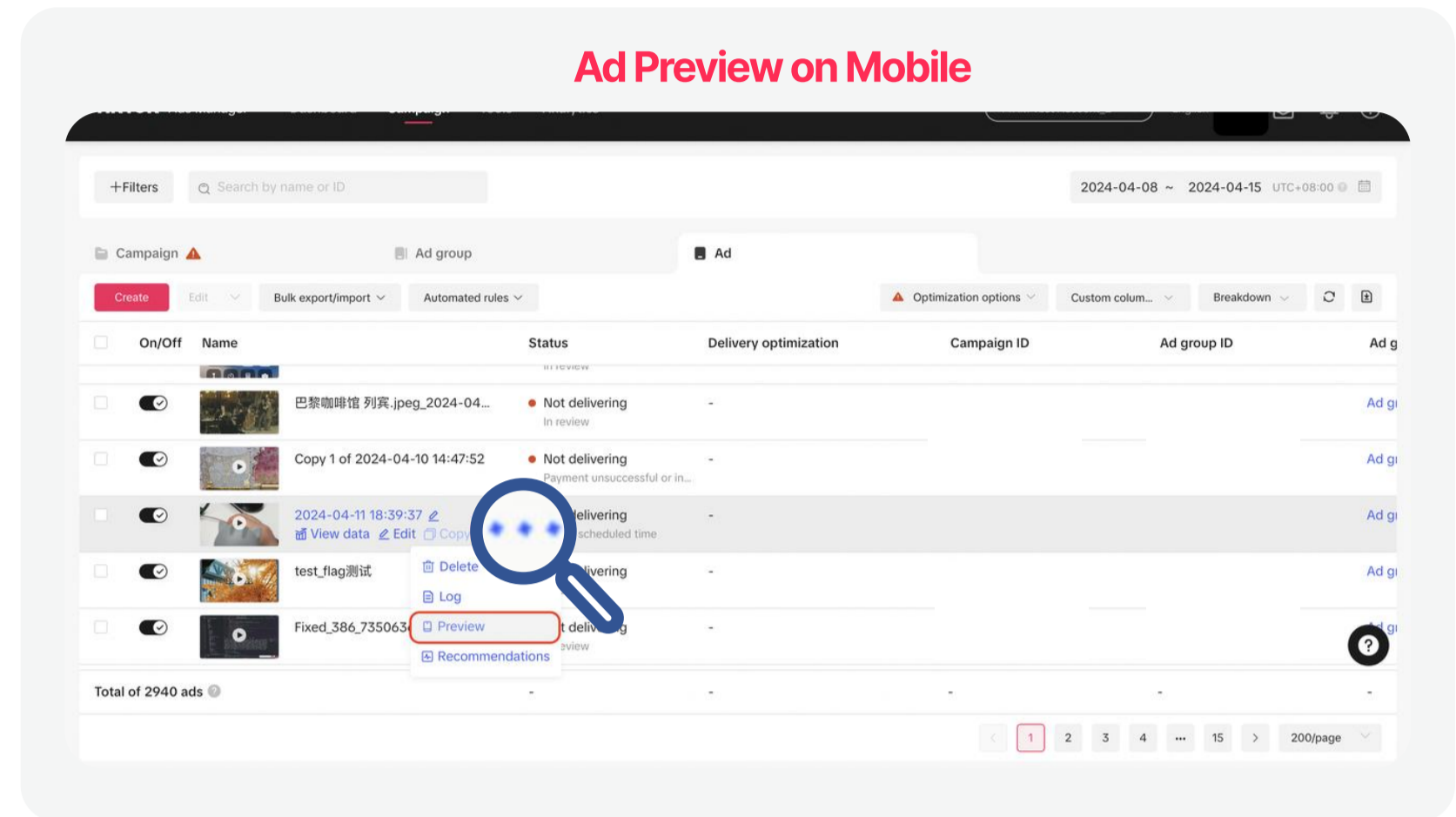
1. You can **preview your unpublished ads in real time** across placements during campaign creation.
2. Utilizing the **process bar** and **full screen mode** will enhance your ad preview experience.

2 Create Campaigns Create an Ad



For ad preview on mobile:

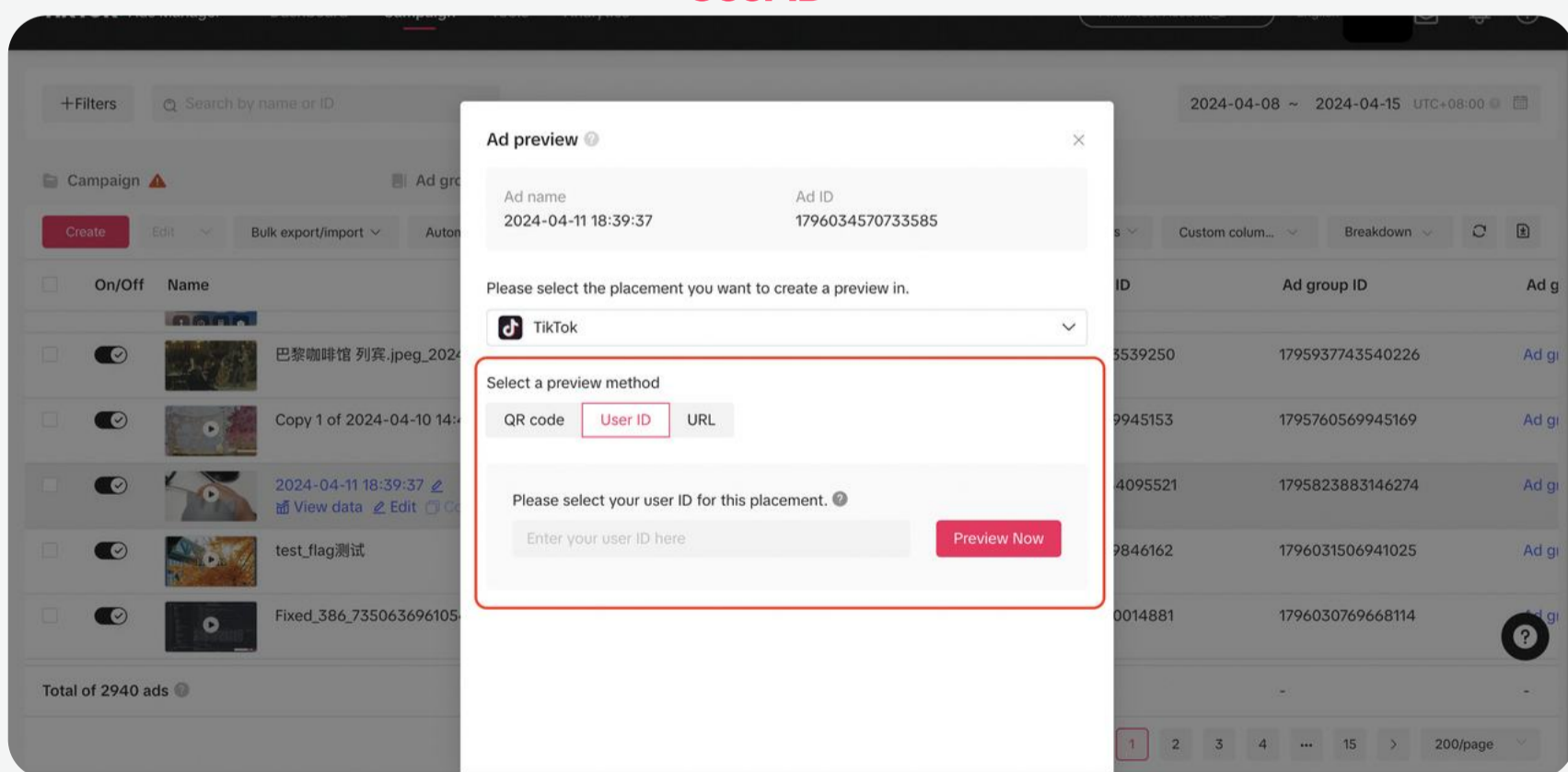
1. Once an Ad Group is approved, you can preview each ad on your mobile device in different formats across our family of apps for free.
2. To preview your approved ad:
 - a. Go to the Campaign > Ad.
 - b. Hover the mouse over the ad you want to preview, and click **Preview**.



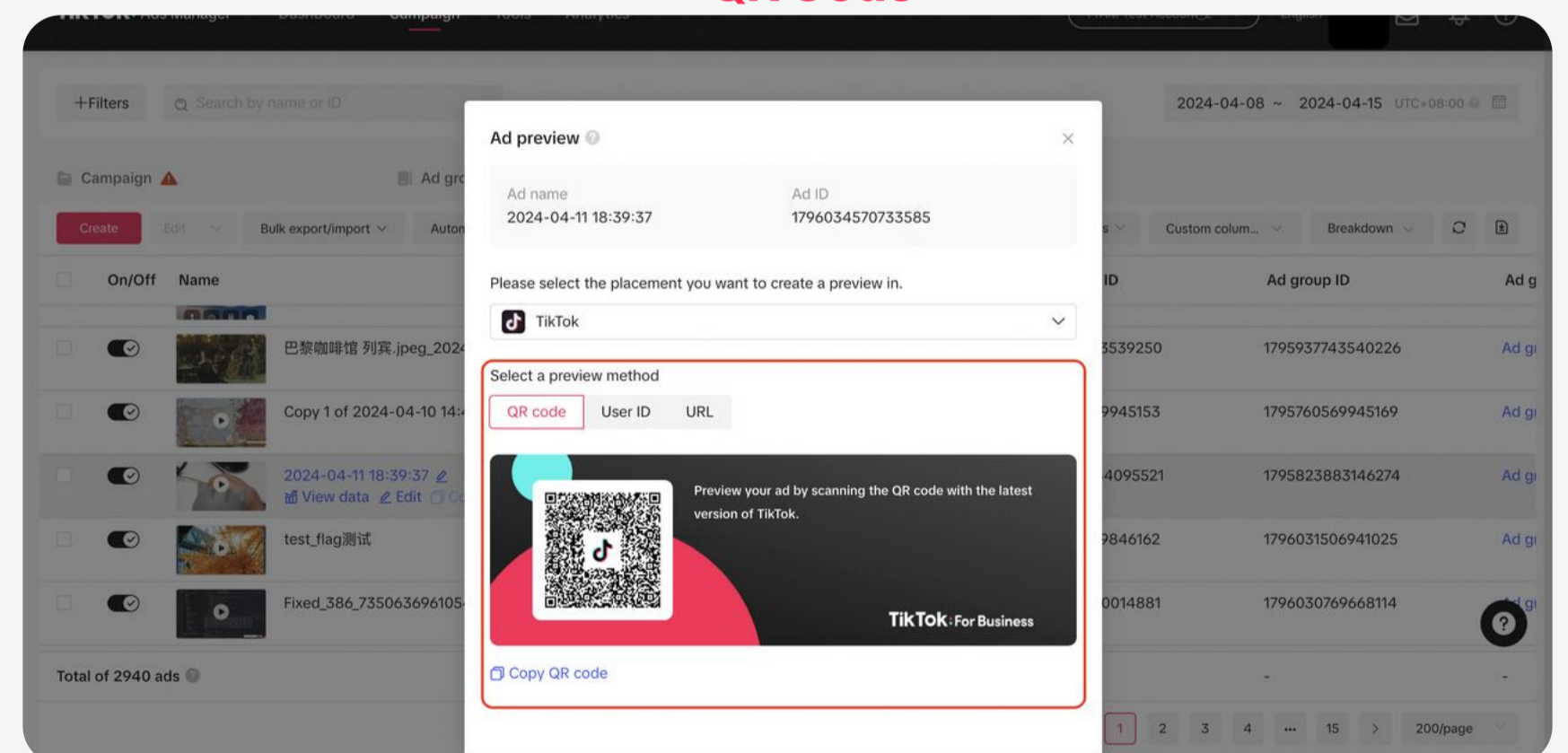
From the **pop-up window** you can select:

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

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

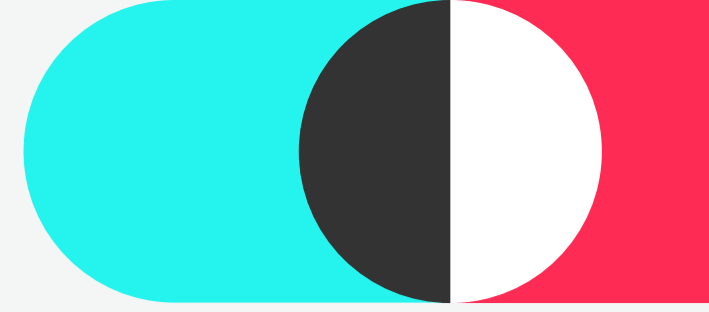
Once you've created your ads, you can **manage your Campaigns/Ad Groups/Ads** from the Campaign tab.

Campaign List - Overview

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

The screenshot shows the TikTok Ads Manager interface. The top navigation bar includes 'TikTok: Ads Manager', 'Dashboard', 'Campaign' (selected), 'Tools', and 'Analytics'. The account name 'TTAM Test Account_1' and language 'English' are also visible. The main content area features a search bar, filters, and a table of campaigns. The table has columns for On/Off, Name, Status, Budget, Total cost, CPC (Destination), CPM, and Impressions. A summary row at the bottom indicates 'Total of 963 campaigns' with a total budget of 0.13 USD, a total cost of 0.01 USD, a total CPM of 1.12 USD, and 116 impressions.

On/Off	Name	Status	Budget	Total cost	CPC (Destination)	CPM	Impressions
You have 80 draft campaigns							
<input type="checkbox"/>	Copy 1 of hide daily budget草稿	Active	60.00 USD Total	0.00 USD	0.00 USD	0.00 USD	0
<input type="checkbox"/>	hide daily budget草稿	Active	60.00 USD Total	0.00 USD	0.00 USD	0.00 USD	0
<input type="checkbox"/>	超级首位20240322172928	Active	-	0.00 USD	0.00 USD	0.00 USD	0
<input type="checkbox"/>	Traffic重构测试	Active	All	0.00 USD	0.00 USD	0.00 USD	0
<input type="checkbox"/>	Traffic重构测试_double_write_for...	Active	All	0.00 USD	0.00 USD	0.00 USD	?
Total of 963 campaigns			-	0.13 USD	0.01 USD	1.12 USD	116



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.

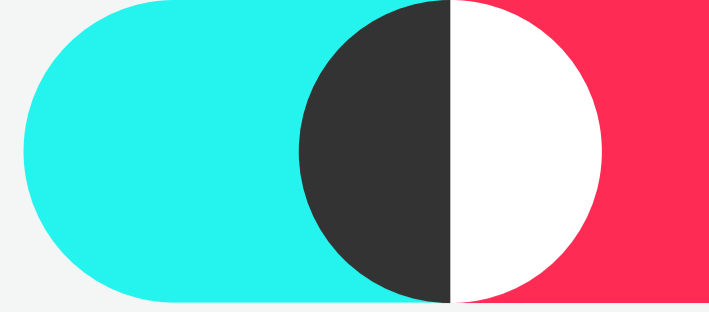
The screenshot displays the TikTok Ads Manager interface. The top navigation bar includes 'TikTok: Ads Manager', 'Dashboard', 'Campaign', 'Tools', and 'Analytics'. The account name 'TTM Test Account_1' and language 'English' are visible in the top right.

On the left, a '+Filters' button is highlighted. Below it, a search bar for 'Search by name or ID' is present. A 'Filters by selection' panel is open, showing various filter categories: Status, Campaign status, Ad group status, Ad status, Objectives, Placement, Metrics, Targeting, Campaign settings, and Ad group settings. Under 'Status', options include 'All', 'Active', 'Not delivering', 'Inactive', and 'Deleted'. The panel shows '0 filters selected' and 'Apply' and 'Save' buttons.

On the right, a 'Time' selection calendar is open, showing the date range '2024-03-15 ~ 2024-03-22 UTC+08:00'. The calendar displays two months: October 2024 and November 2024. The date '17' in October is selected. The calendar includes 'Cancel' and 'Apply' buttons.

The main content area shows a table of ad groups with columns for 'Ad', 'Delivery optimization', 'Budget', 'Start date', and 'Status'. The table lists three ad groups, each with a budget of '50.00 USD' and a start date of '2024/03/22'. The status is 'Ongoing'. The table also shows 'Click Button' and 'Leads' columns.

At the bottom, there is a pagination control showing '1' selected, and a '200/page' dropdown menu.



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."](#)

The screenshot displays the TikTok Ads Manager interface. At the top, there's a navigation bar with 'TikTok Ads Manager', 'Dashboard', 'Campaign', 'Tools', and 'Analytics'. The 'Campaign' tab is active. Below the navigation bar, there's a search bar and a date range selector set to '2024-03-15 ~ 2024-03-22 UTC+08:00'. The main content area shows a table of ad groups. The table has columns for 'On/Off', 'Name', 'Status', 'Delivery optimization', and 'Ad group ID'. There are five rows of ad groups, all with a status of 'Not delivering In review' and a budget of '50.00 USD Daily'. A dropdown menu is open over the 'Default columns' button, showing options like 'Shop Ads', 'Reach', 'Branded Mission', and 'Custom columns'. The 'Custom columns' option is highlighted. At the bottom right, there's a pagination control showing '1' selected and '200/page'.

5 Export report

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

3 Manage Campaigns Ad Pause/Enable/Delete

Ad Pause/Enable/Delete

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

Manually Pause/Enable/Delete

The screenshot shows a table of campaigns with columns for 'Start', 'Name', 'Status', 'Budget', 'Total cost', 'CPC (Destination)', 'CPM', 'CTR (Destination)', and 'Conversion'. A red box highlights the 'On/Off' toggle buttons for each campaign row.

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

Bulk Pause/Enable/Delete

The screenshot shows a table of campaigns with a red box highlighting the 'Edit' dropdown menu. The menu options include 'Pause', 'Enable', and 'Delete'. The table columns include 'Status', 'Budget', 'Total cost', 'CPC (Destination)', 'CPM', and 'Impressions'.

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

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

Automated rules

The screenshot shows a table of automated rules with columns for 'Status', 'Targeting', 'Budget', 'CPC (Destination)', 'CPM', and 'Impressions'. A red box highlights the 'Automated rules' section in the left sidebar.

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

The screenshot shows the 'Budget & Schedule' section of a campaign creation form. It includes fields for 'Budget', 'Schedule', and 'Dayparting'. A red box highlights the 'Dayparting' section, which includes a grid for selecting specific times.

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

The top screenshot shows the 'Campaign' page with a table of ad groups. The 'Budget' column is highlighted with a red box, and an 'Edit budget' button is visible. The bottom screenshot shows the 'Edit ad group' page with a red box around the 'Budget & Schedule' section.

Edit bid

The top screenshot shows the 'Campaign' page with a table of ad groups. The 'Bid' column is highlighted with a red box, and an 'Edit bid' button is visible. The bottom screenshot shows the 'Edit ad group' page with a red box around the 'Bidding & Optimization' section.

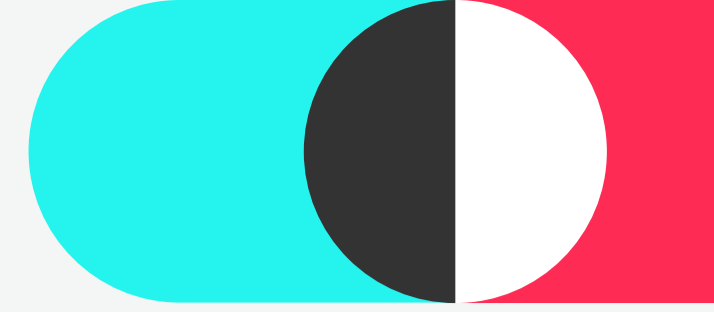
- Edit budget in the **Budget** column directly on the **Campaign** page.
- Edit budget on **Budget & Schedule** on the Edit ad group page.
- Utilize **Automatic Rules** to establish conditions for automatically adjusting the **budget** of ads that meet the criteria.

- 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.

Edit name

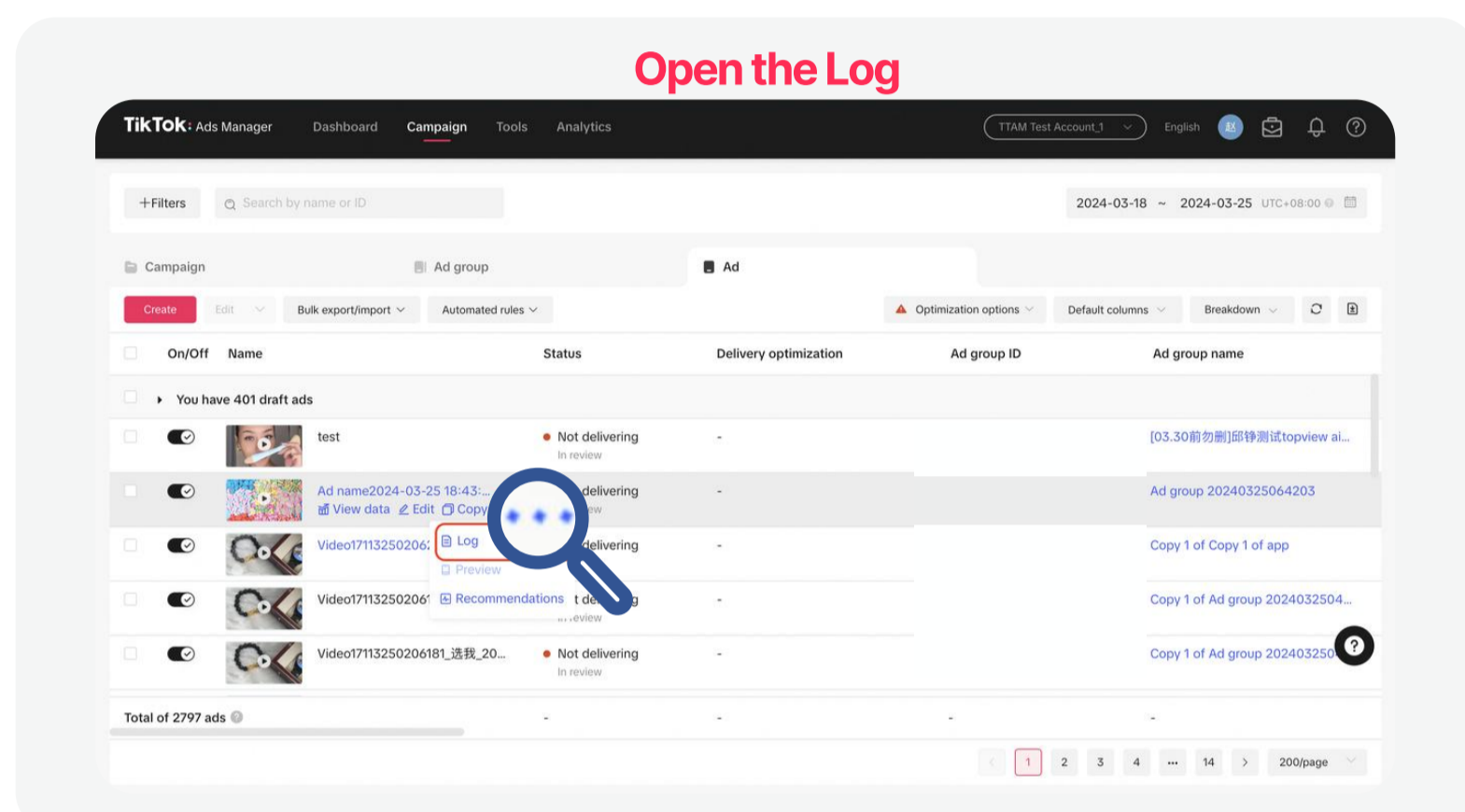
The screenshot shows the 'Campaign' page with a table of ad groups. The 'Name' column is highlighted with a red box, and an 'Edit name' button is visible.

3 Manage Campaigns Log



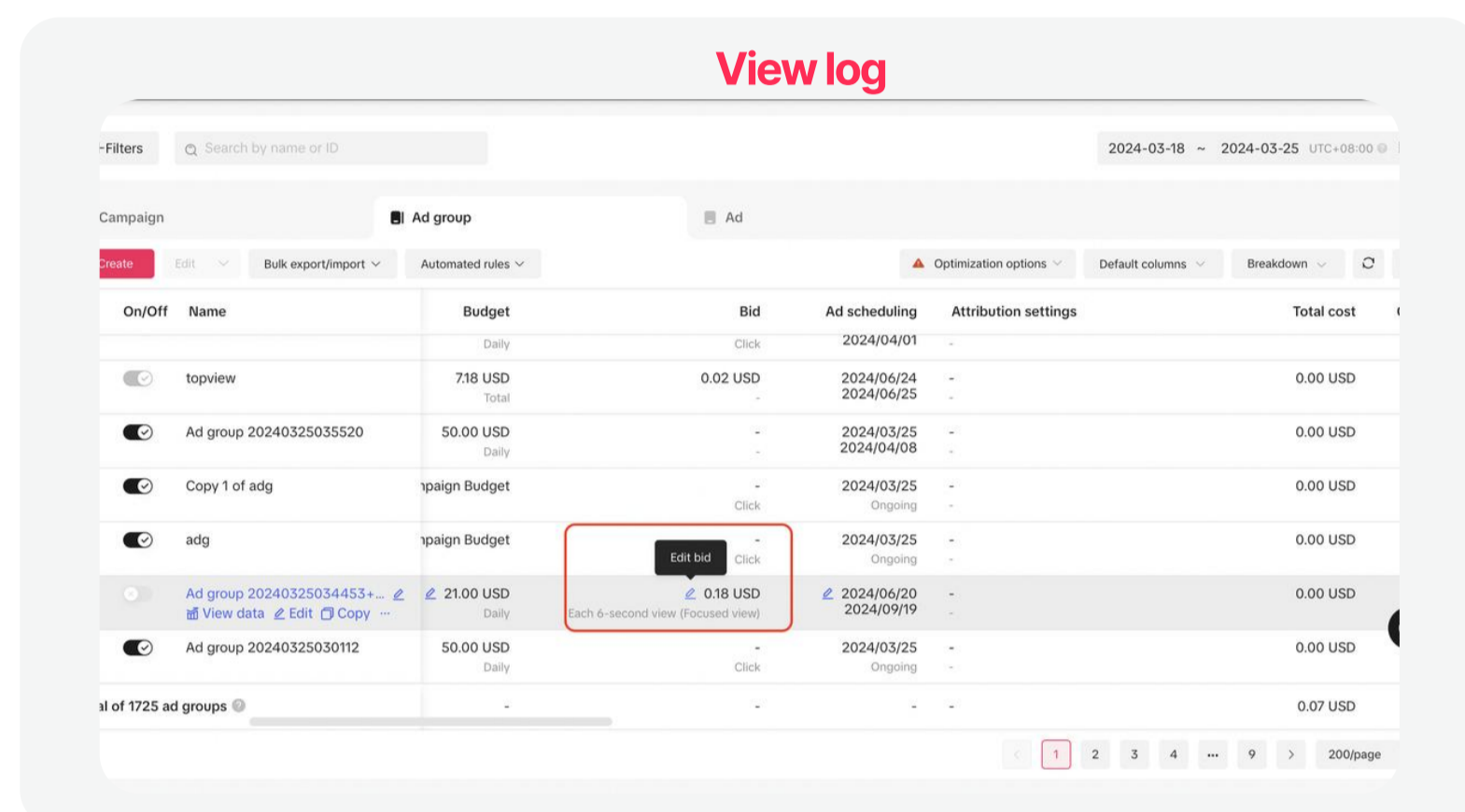
Log

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.



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

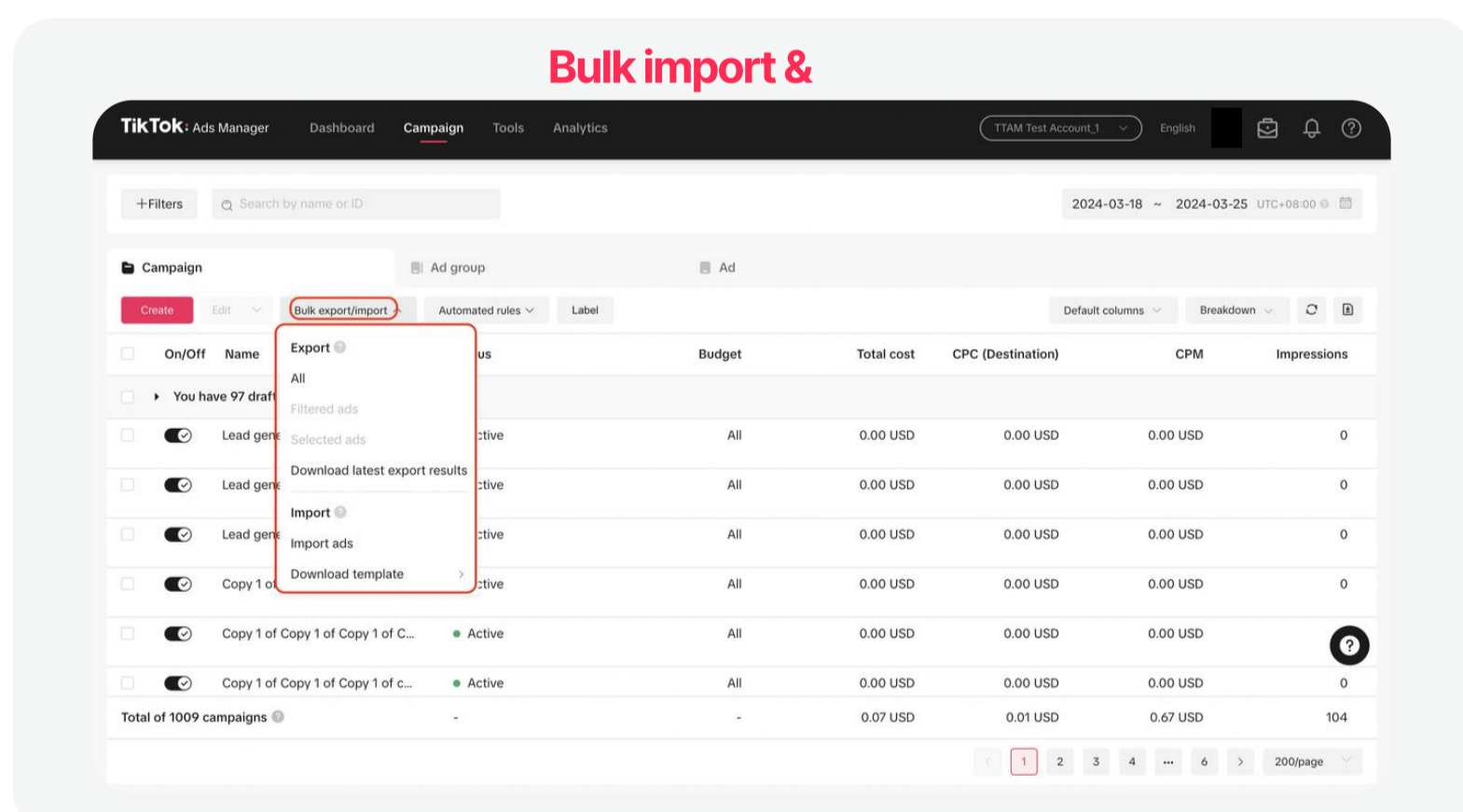
- Click "..." under the campaign/ad group/ad name > **Log**



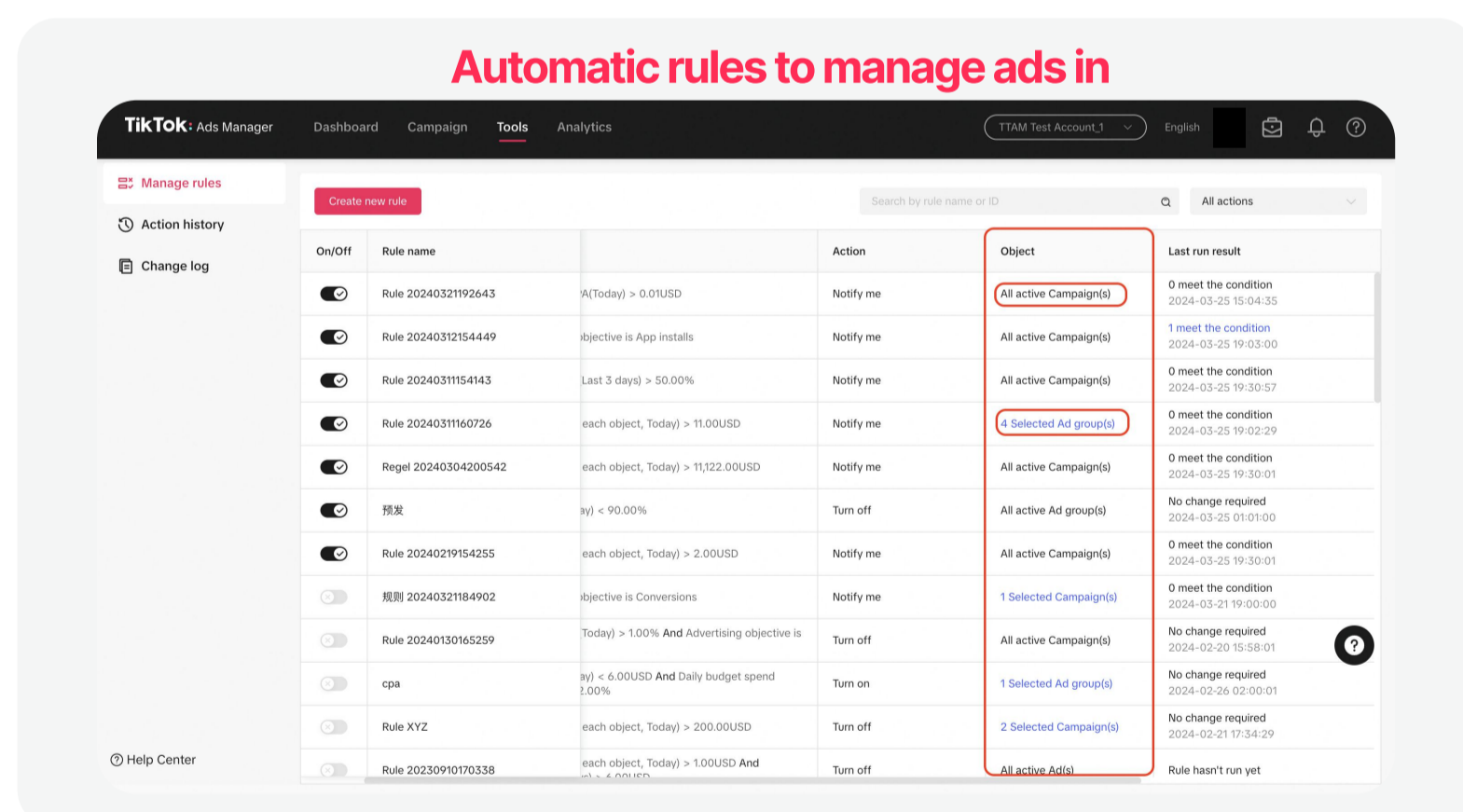
View time range through time filter.

Bulk

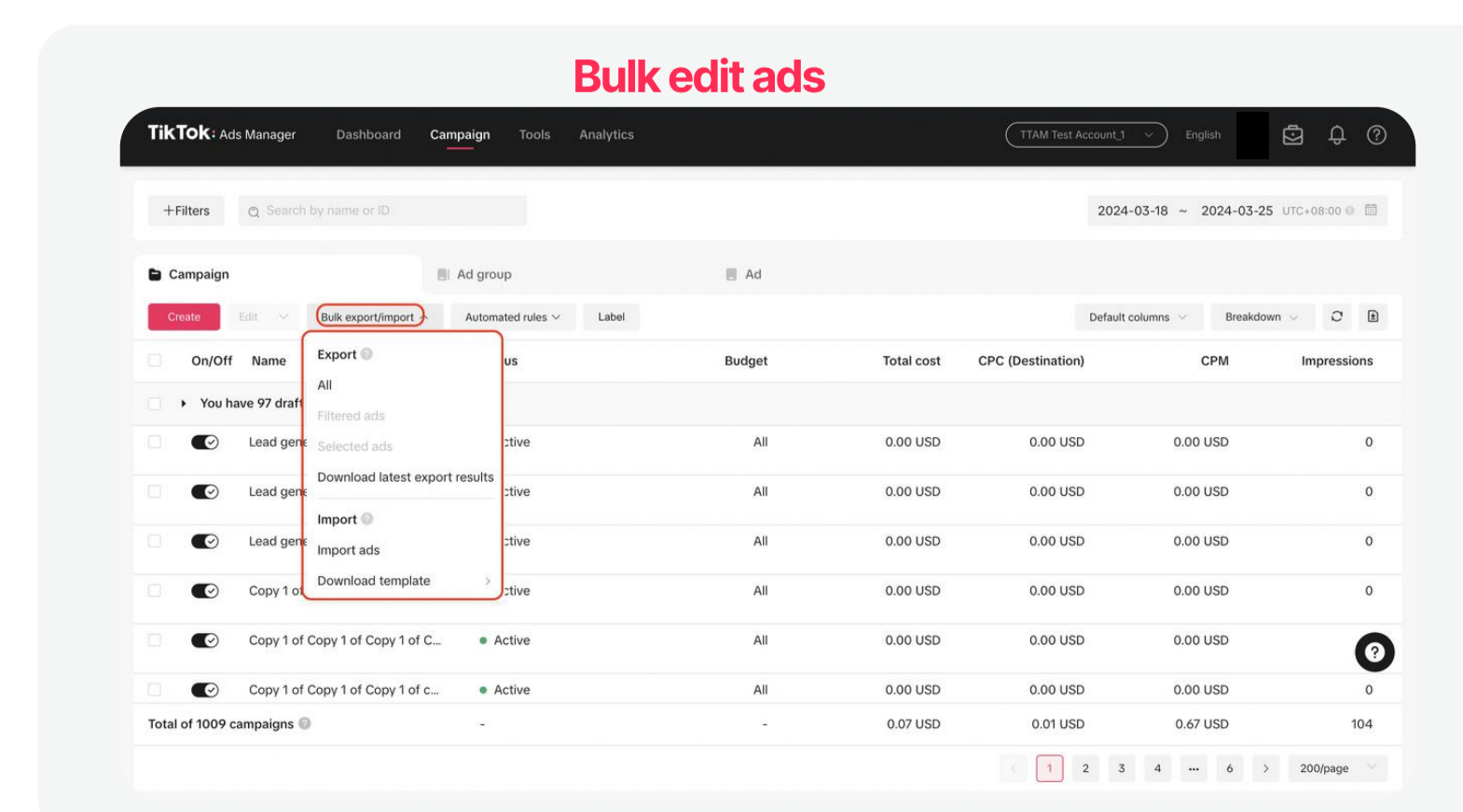
If you have a high volume of campaign/ad group creation and management needs, bulk ad creation and management can effectively reduce the demand for optimization manpower, enhancing efficiency and timeliness of management.



Bulk 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.



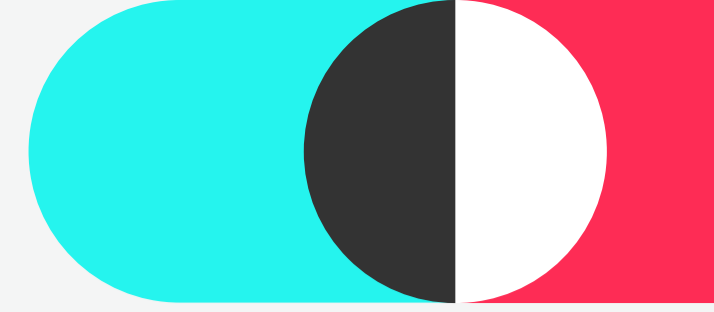
Automatic rules can be applied in bulk to **multiple selected campaigns/ad groups/ads**, or set to apply to **all active campaigns/ad groups/ads** under the advertising account.



To bulk edit ad settings:

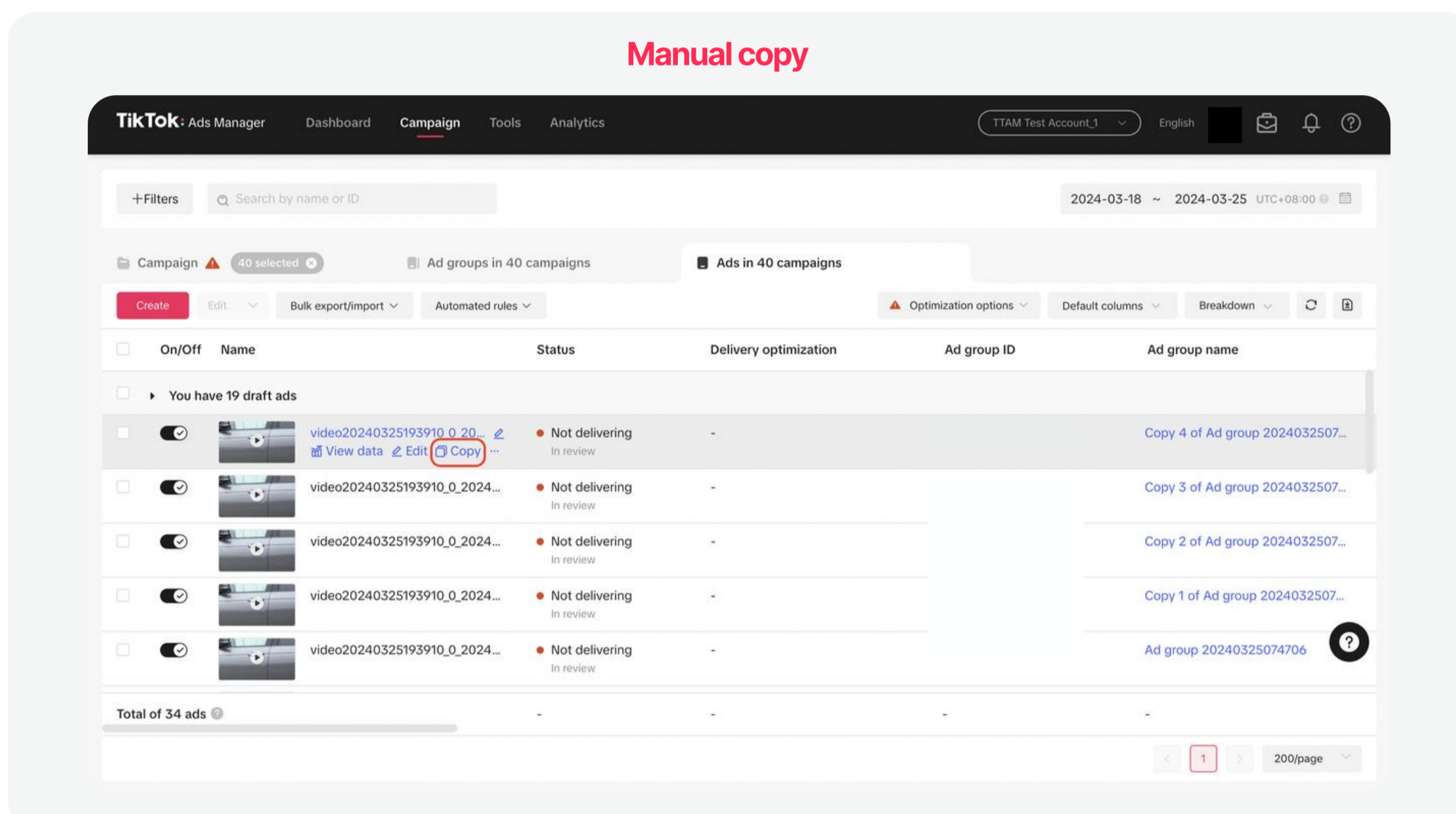
- Select campaign/ad groups/ads > **Click Edit button** > **Edit budget/ name, and pause/enable/delete campaigns/ad groups/ads**

3 Manage Campaigns Copy

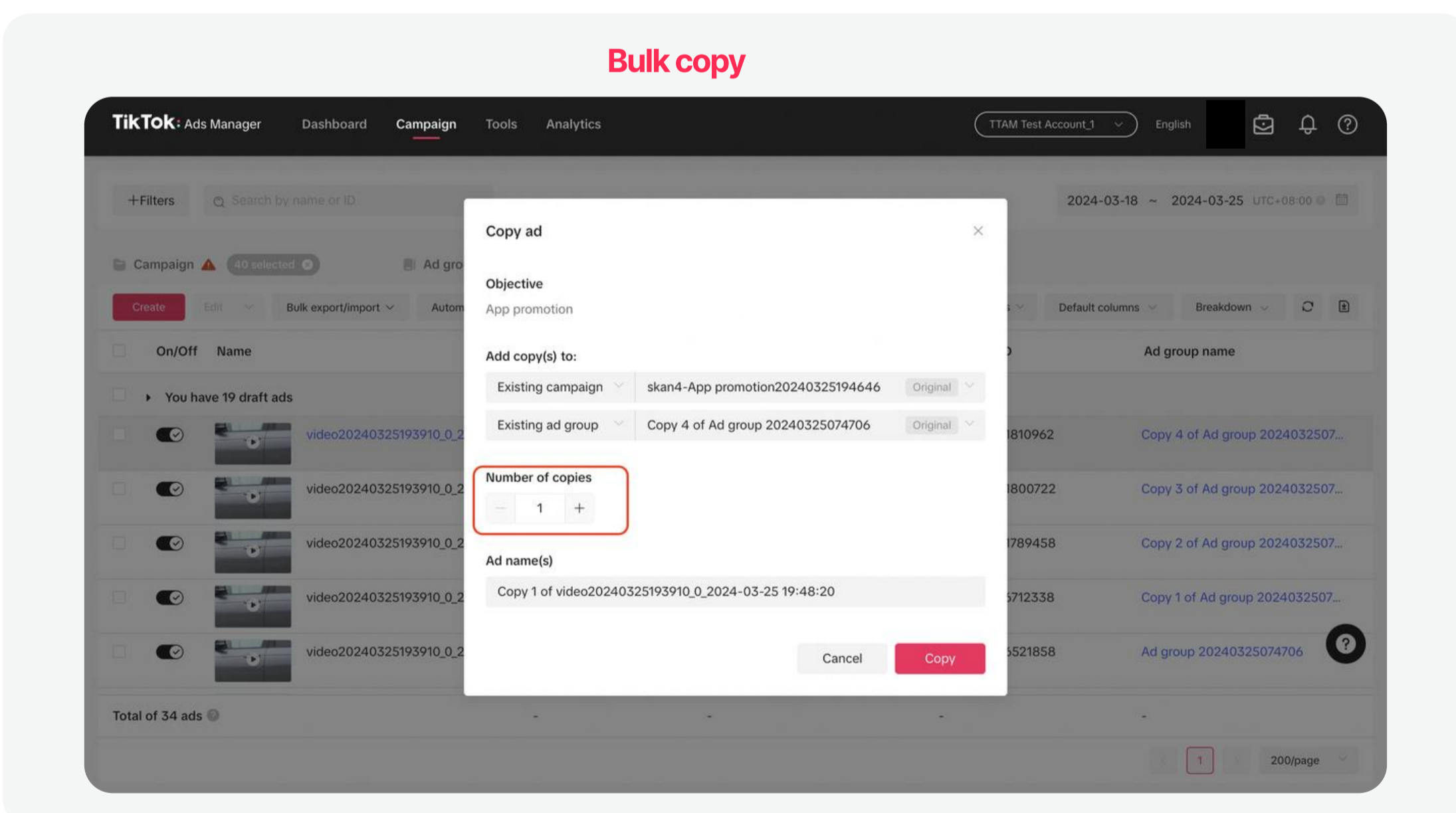


Copy

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



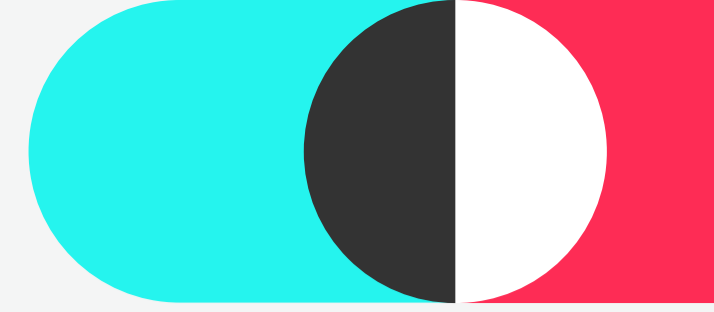
Click **Copy** button under the campaign/ad group/ad name.



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



Create new automated rules:

Create new automated rules on the Campaign page

Campaign tab

The screenshot shows the 'Automated rule setup' dialog in the TikTok Ads Manager Campaign tab. The dialog is titled 'Automated rule setup' and has a 'Help Center' link. It contains several sections:

- Create custom rule:** Create a rule without a template.
- Schedule delivery:** Turn on your ad at a specific time.
- Unlock potential:** Raise the bid for ads with potential to get more results.
- Enhance performance:** Increase budget for ads that are performing well.
- Control budget:** Turn off ads with unexpected high costs.

Below these options is the 'Apply rule to' section, which allows selecting the campaign, ad group, or ad to apply the rule to. It shows 'All active Campaign(s)' selected. A note indicates the availability of automated rules.

The 'Condition and action' section shows a condition set to 'If Total cost of each object Today is greater than 0.00 USD'. A warning message states: '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 located at the bottom right of the dialog.

Create automated rules on the Automated rules page

Automated rules page

The screenshot shows the 'Automated rule setup' dialog in the TikTok Ads Manager Automated rules page. The dialog is titled 'Automated rule setup' and has a 'Help Center' link. It contains several sections:

- Create custom rule:** Create a rule without a template.
- Schedule delivery:** Turn on your ad at a specific time.
- Unlock potential:** Raise the bid for ads with potential to get more results.
- Enhance performance:** Increase budget for ads that are performing well.
- Control budget:** Turn off ads with unexpected high costs.

Below these options is the 'Apply rule to' section, which allows selecting the campaign, ad group, or ad to apply the rule to. It shows 'All active Campaign(s)' selected. A note indicates the availability of automated rules.

The 'Condition and action' section shows a condition set to 'If Total cost of each object Today is greater than 0.00 USD'. A warning message states: '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 located at the bottom right of the dialog.

3 Manage Campaigns Automated Rules

Application:

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

Apply automated rules on the Campaign page

Campaign tab

The screenshot shows the 'Automated rule setup' dialog in the Campaign tab. The left sidebar lists various campaigns. The main area displays several rule templates: 'Create custom rule', 'Schedule delivery', 'Unlock potential', 'Enhance performance', and 'Control budget'. The 'Apply rule to' section is highlighted with a red box and shows a dropdown menu with '1 Selected Campaign(s)'. Below this, a list of options is shown, including 'Active ad groups in 1 Campaign', 'Active ads in 1 campaign', 'Inactive ad groups in 1 campaign', and 'Inactive ads in 1 campaign'. A condition is set to 'Total cost is greater than 0.00 USD'. A warning message states: 'Data may be less predictable when using the "Today" time range. Be careful when using this setting to avoid any unexpected changes.'

Apply automated rules on the Automated rules page

Automated rules page

The screenshot shows the 'Automated rule setup' dialog in the Automated rules page. The left sidebar includes 'Manage rules', 'Action history', and 'Change log'. The main area displays the same rule templates as the Campaign page. The 'Apply rule to' section is highlighted with a red box and shows a dropdown menu with 'All active Campaign(s)'. Below this, a list of options is shown, including 'Availability of automated rules'. A condition is set to 'Total cost is greater than 0.00 USD'. A warning message states: '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

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

On/Off	Rule name	Conditions	Action	Object	Last run result
On	Rule 20240321192643	If Real-time CPA(Today) > 0.0USD	Notify me	All active Campaign(s)	0 meet the condition 2024-03-25 15:04:35
On	Rule 20240321254449	If Advertising objective is App installs	Notify me	All active Campaign(s)	1 meet the condition 2024-03-25 20:32:00
On	Rule 2024031154143	If CVR (Clicks)(Last 3 days) > 50.00%	Notify me	All active Campaign(s)	0 meet the condition 2024-03-25 20:30:56
On	Rule 2024031160726	If Total costof each object, Today) > 11.00USD	Notify me	4 Selected Ad group(s)	0 meet the condition 2024-03-25 20:33:43
On	Regel 20240304200542	If Total costof each object, Today) > 1122.00USD	Notify me	All active Campaign(s)	0 meet the condition 2024-03-25 20:30:03
On	预览	If CTR(Yesterday) < 90.00%	Turn off	All active Ad group(s)	No change required 2024-03-25 09:01:00
On	Rule 20240219154255	If Total costof each object, Today) > 2.00USD	Notify me	All active Campaign(s)	0 meet the condition 2024-03-25 20:30:03
On	规则 20240321184902	If Advertising objective is Conversions	Notify me	1 Selected Campaign(s)	0 meet the condition 2024-03-21 19:00:00
On	Rule 20240130165259	If CVR (Clicks)(Today) > 1.00% And Advertising objective is App installs	Turn off	All active Campaign(s)	No change required 2024-02-20 18:50
On	cpa	If CPA(Yesterday) < 6.00USD And Daily budget spend rate(Today) > 2.00%	Turn on	1 Selected Ad group(s)	No change required 2024-02-26 02:00:01
On	Rule XYZ	If Total costof each object, Today) > 200.00USD	Turn off	2 Selected Campaign(s)	No change required 2024-03-21 17:34:29
On	Rule 20230910170358	If Total costof each object, Today) > 1.00USD And CVR (Clicks)(Today) > 4.00%	Turn off	All active Ad(s)	Rule hasn't run yet

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

Rule name	Result	Time of action	Conditions	Action	Rule ID
Rule 2024031160726	0 meet the condition	2024-03-25 20:33:45	If Total costof each object, Today) > 11.00USD	Notify me	734500
Rule 2024031254449	1 meet the condition	2024-03-25 20:32:00	If Advertising objective is App installs	Notify me	734533
Rule 2024031154143	0 meet the condition	2024-03-25 20:30:56	If CVR (Clicks)(Last 3 days) > 50.00%	Notify me	734505
Rule 20240219154255	0 meet the condition	2024-03-25 20:30:03	If Total costof each object, Today) > 2.00USD	Notify me	733231
Regel 20240304200542	0 meet the condition	2024-03-25 20:30:03	If Total costof each object, Today) > 1122.00USD	Notify me	734245
Rule 2024031160726	0 meet the condition	2024-03-25 20:04:42	If Total costof each object, Today) > 11.00USD	Notify me	734500
Rule 2024031254449	1 meet the condition	2024-03-25 20:03:08	If Advertising objective is App installs	Notify me	734533
Rule 2024031154143	0 meet the condition	2024-03-25 20:01:08	If CVR (Clicks)(Last 3 days) > 50.00%	Notify me	734505
Rule 20240219154255	0 meet the condition	2024-03-25 20:00:02	If Total costof each object, Today) > 2.00USD	Notify me	734245
Regel 20240304200542	0 meet the condition	2024-03-25 20:00:02	If Total costof each object, Today) > 1122.00USD	Notify me	734245
Rule 2024031160726	0 meet the condition	2024-03-25 19:33:03	If Total costof each object, Today) > 11.00USD	Notify me	734500
Rule 2024031254449	1 meet the condition	2024-03-25 19:32:02	If Advertising objective is App installs	Notify me	734533

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

Time	Rule name & ID	Activity details	Updated by
2024-03-21 19:27	Rule 20240321192643 734874786094465025	Create Automated Rule	liuzhan.902@bytedance...
2024-03-21 19:08	规则 20240321184902 734874325404299233	Change Status: On to Off	liuzhan.902@bytedance...
2024-03-21 18:50	not_delete_xi_test_30_minute 7254453814319742977	Delete Automated Rule	liuzhan.902@bytedance...
2024-03-21 18:50	删除测试-选择-10-30-删除 7042378471714308097	Delete Automated Rule	liuzhan.902@bytedance...
2024-03-21 18:50	week-Rule 20230823201707 727047727232144366	Delete Automated Rule	liuzhan.902@bytedance...
2024-03-21 18:50	存量 daily - Rule 20230823205522 727047727232144366	Delete Automated Rule	liuzhan.902@bytedance...
2024-03-21 18:50	day-Rule 20230823201239 727047727232144366	Delete Automated Rule	liuzhan.902@bytedance...
2024-03-21 18:50	month-Rule 20230823202459 727047727232144366	Delete Automated Rule	liuzhan.902@bytedance...
2024-03-21 18:49	规则 20240321184902 734874325404299233	Create Automated Rule	liuzhan.902@bytedance...
2024-03-21 14:46	Rule 20240130165259 732989294364467201	Change Condition: CVR (Clicks)(Today) > 1.00 And Advertising objective is Reach to CVR (Clicks)(Today) > 1.00 And Advertising objective is App installs	wenhonghao@bytedan...
2024-03-21 14:13	Rule 20240130165259 732989294364467201	Change Condition: Total costof each object, Today) > 1.00USD And Advertising objective is Reach to CVR (Clicks)(Today) > 1.00 And Advertising objective is Reach	wenhonghao@bytedan...

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 ⓘ

● Sufficient

15,546.86 USD

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

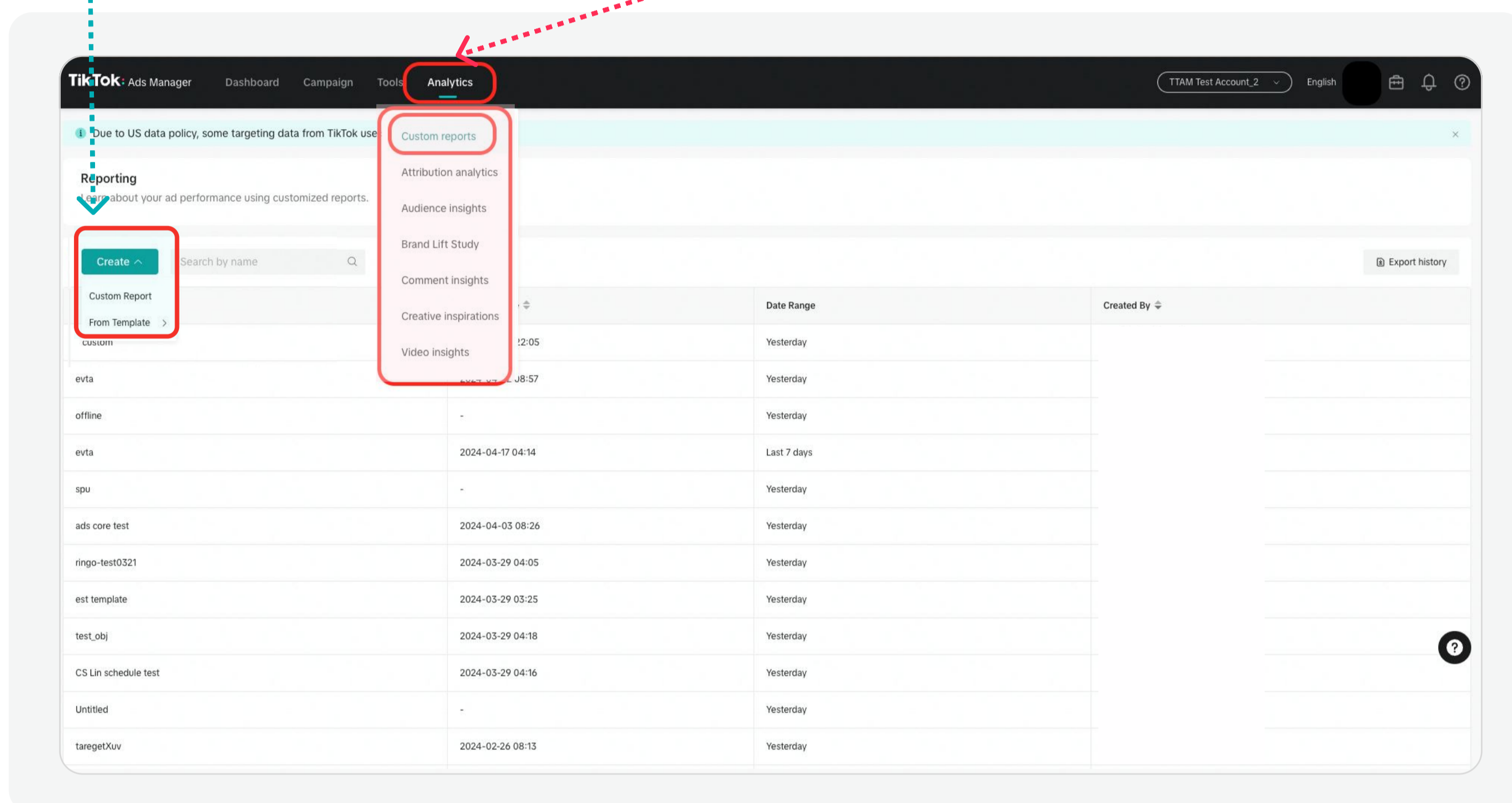
The custom report enables you to customize your data metrics and presentation format, and schedule report generation at specified intervals. It significantly **reduces the time to extract advertising data for periodic review**.

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

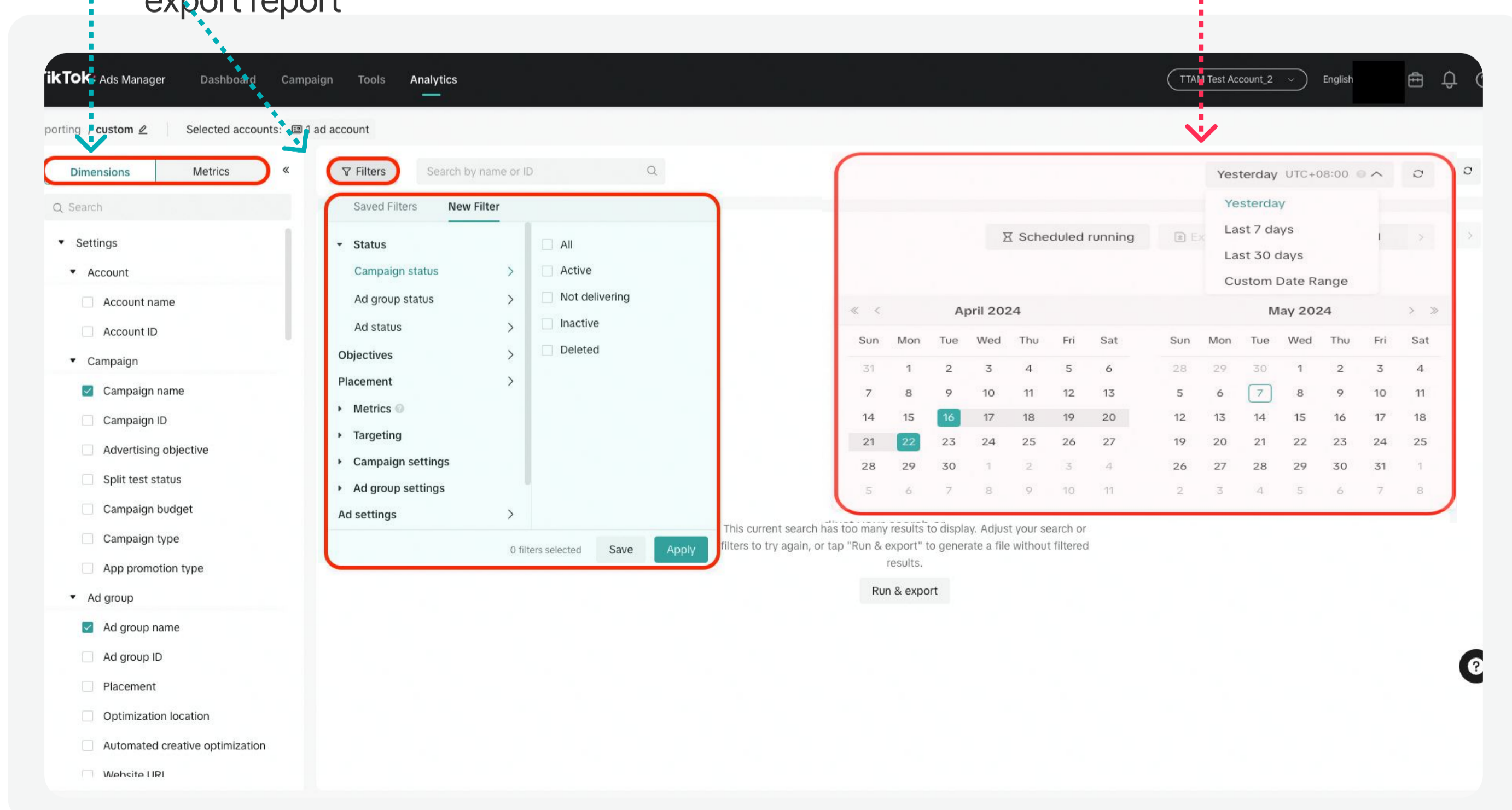


3 Edit

- 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



4 View Reports and Insights

Custom reports

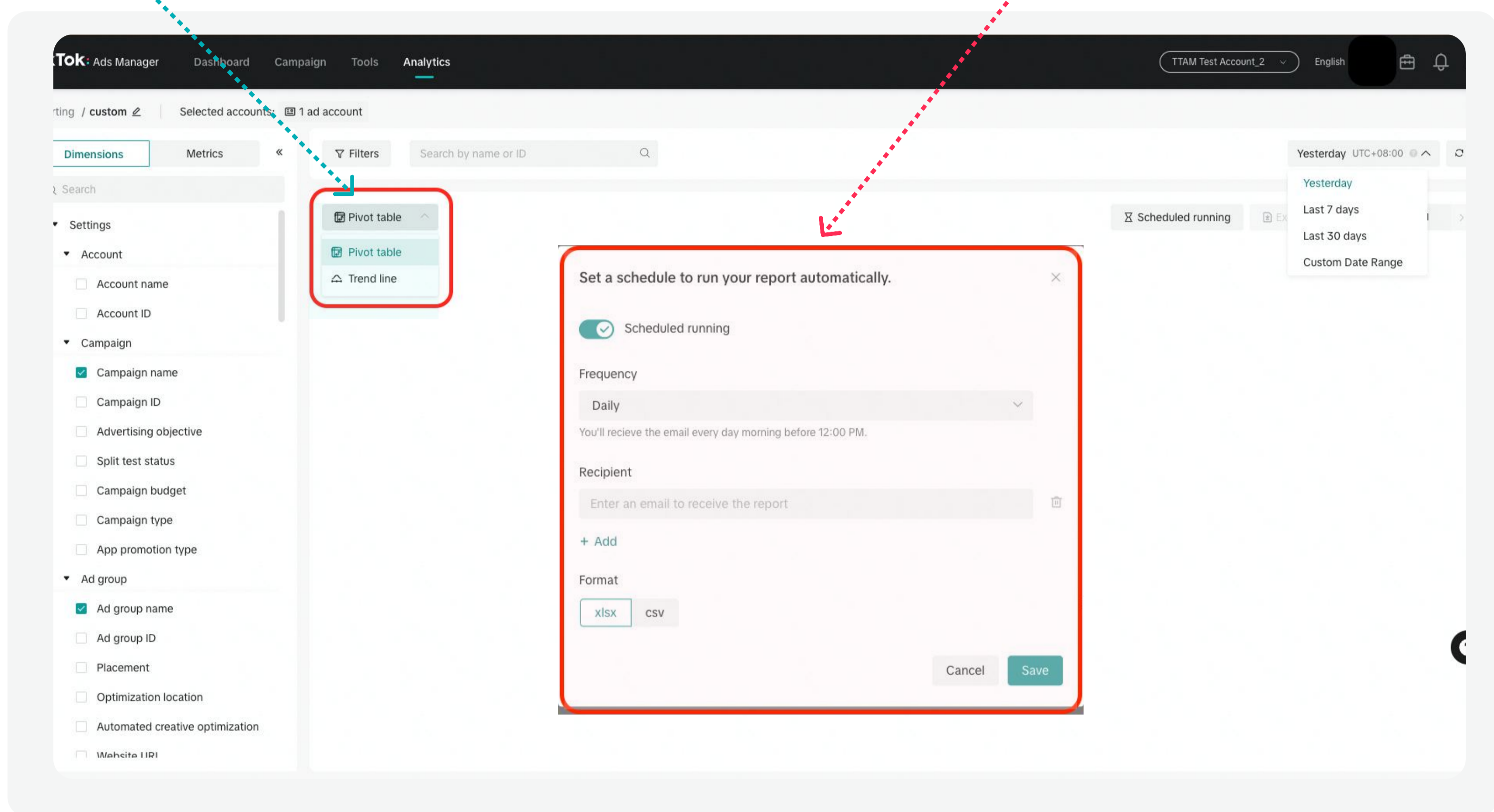
5 View

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

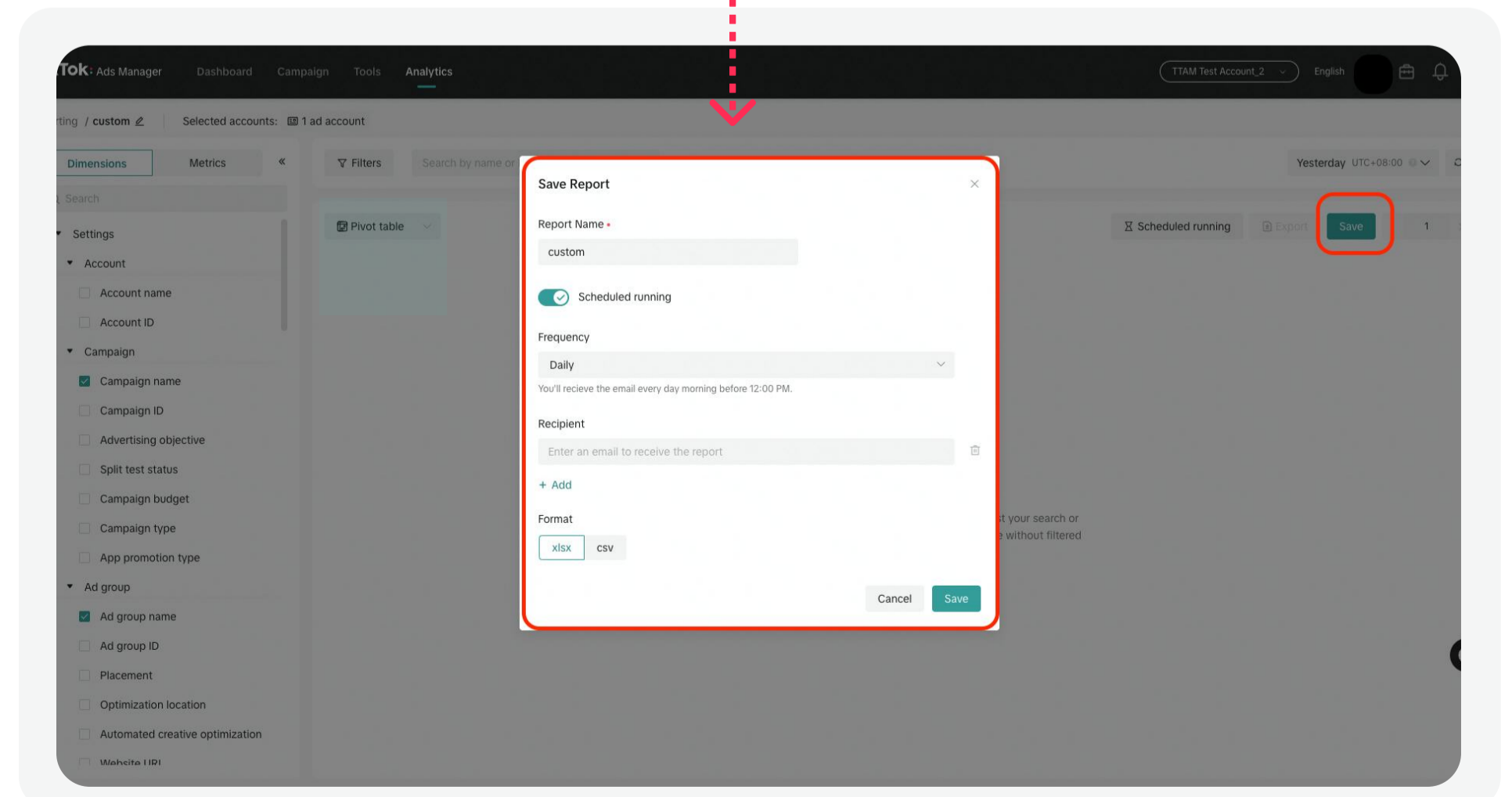
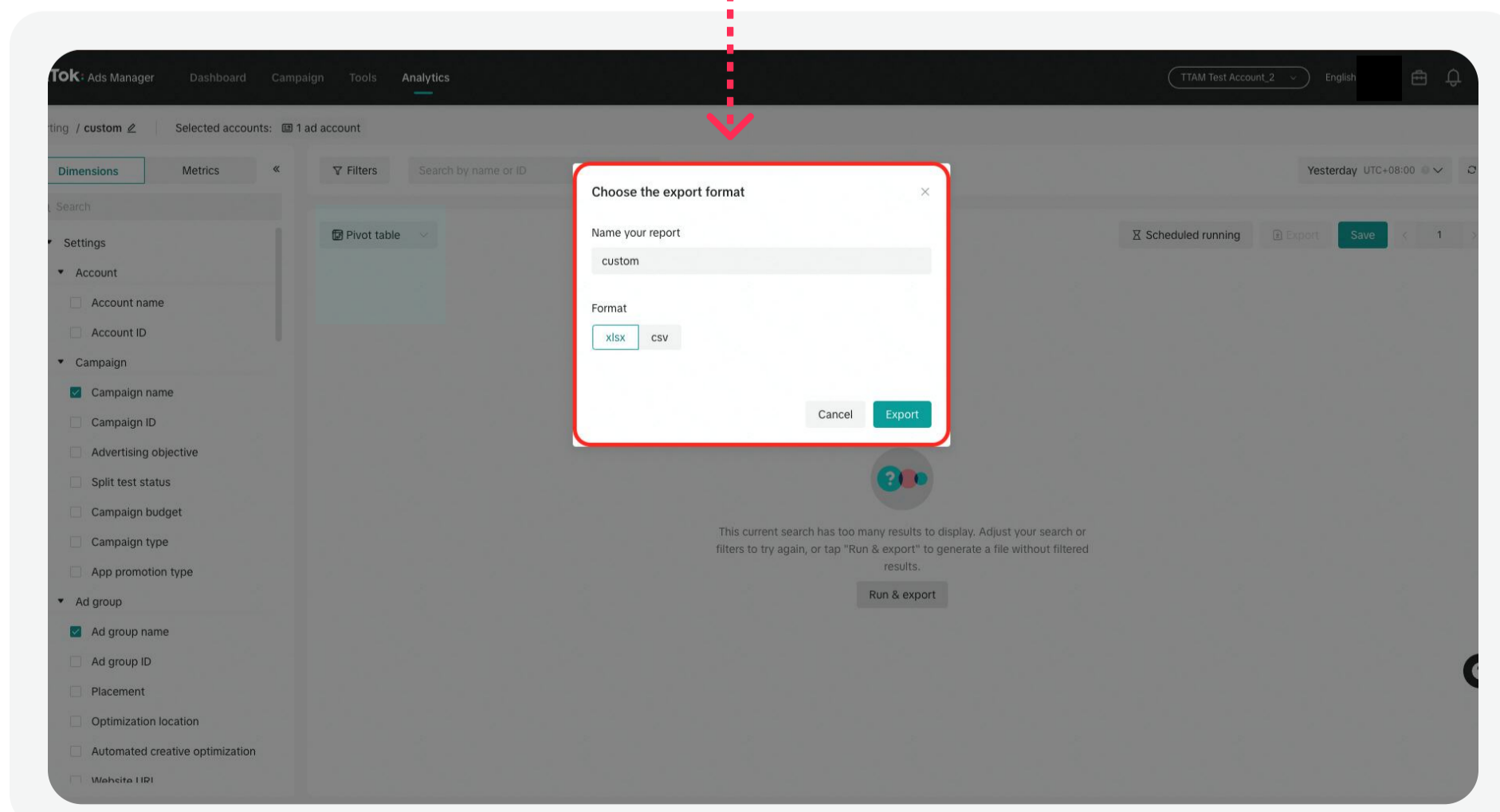


7 Export

- Click the Export button → Choose format → Export reports

8 Save

- Click the Save button to save reports



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

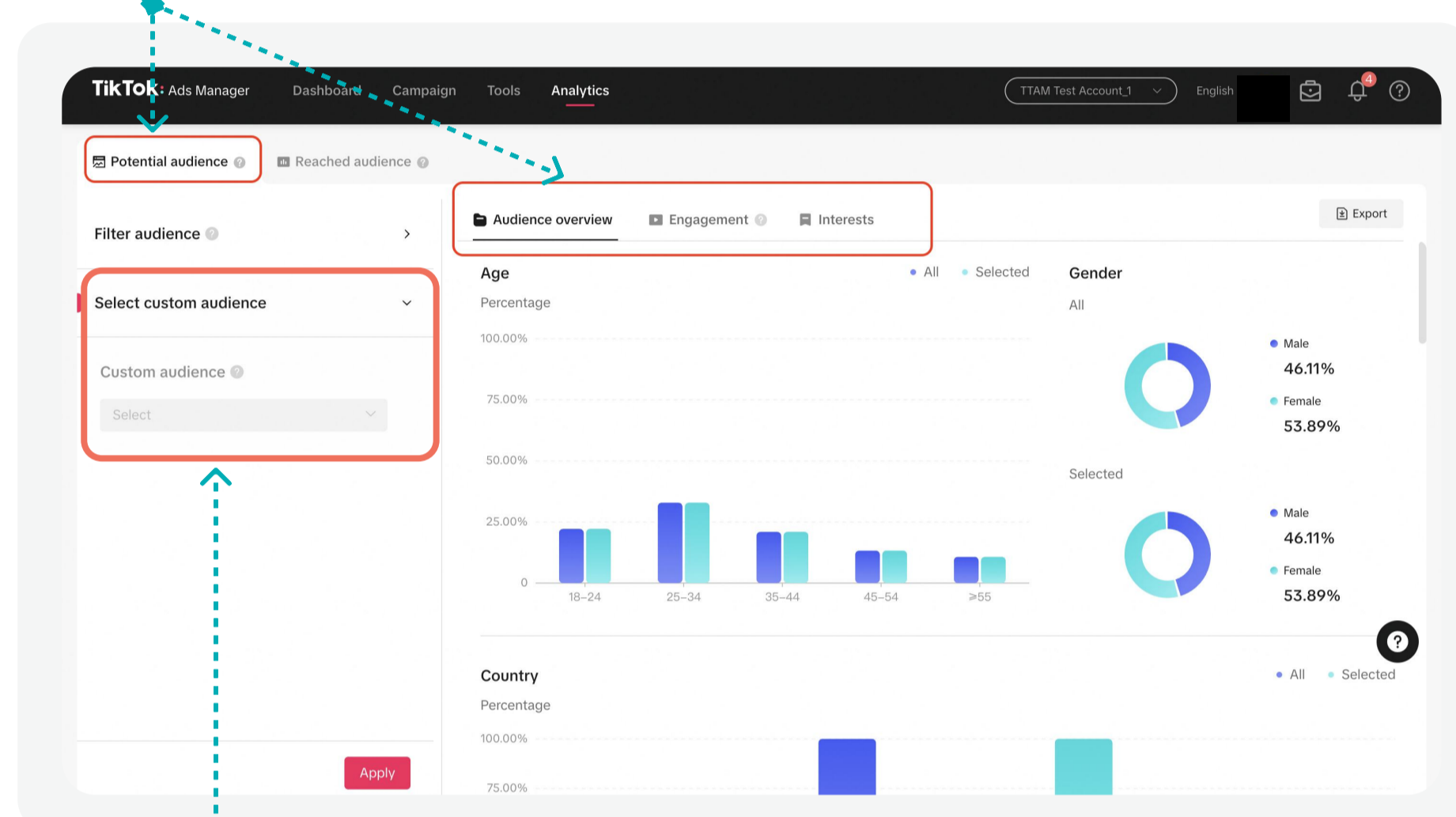
Audience Insights

- 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.

1 Select potential audience manually



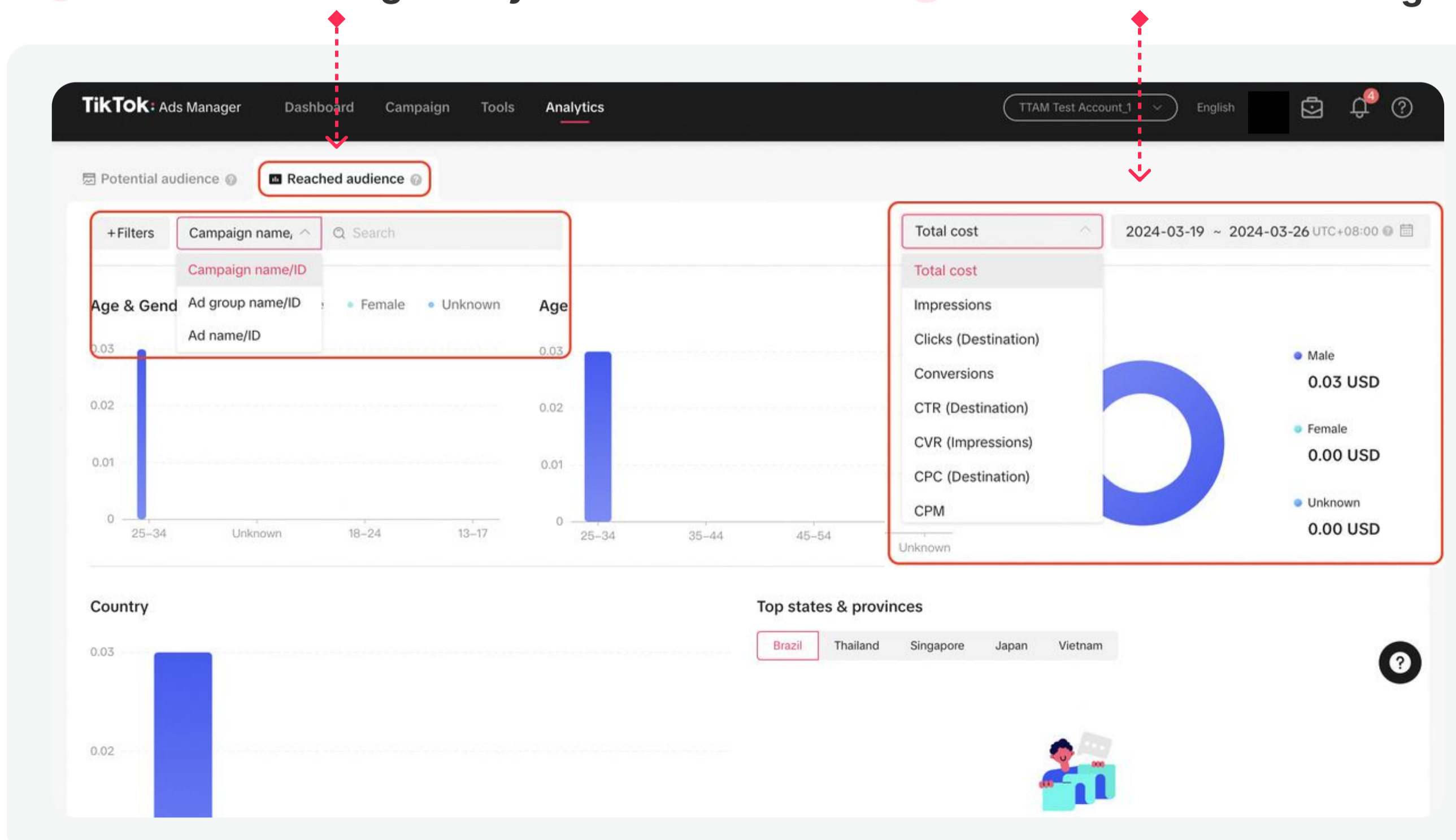
2 Select custom audience

Reached Audience

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

1 Select ads for insight analysis

2 Select metrics and time range



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.

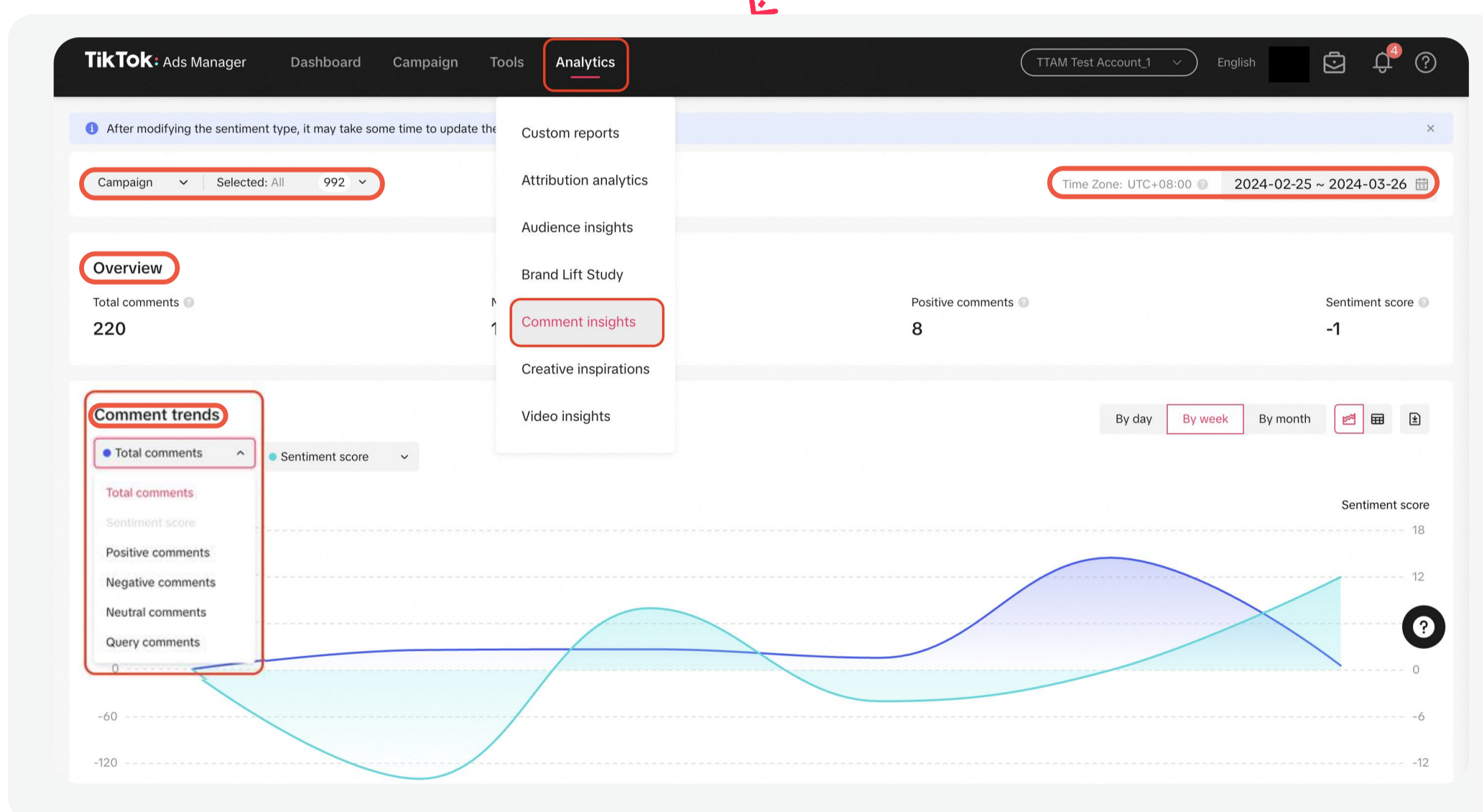
Comment Insights

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

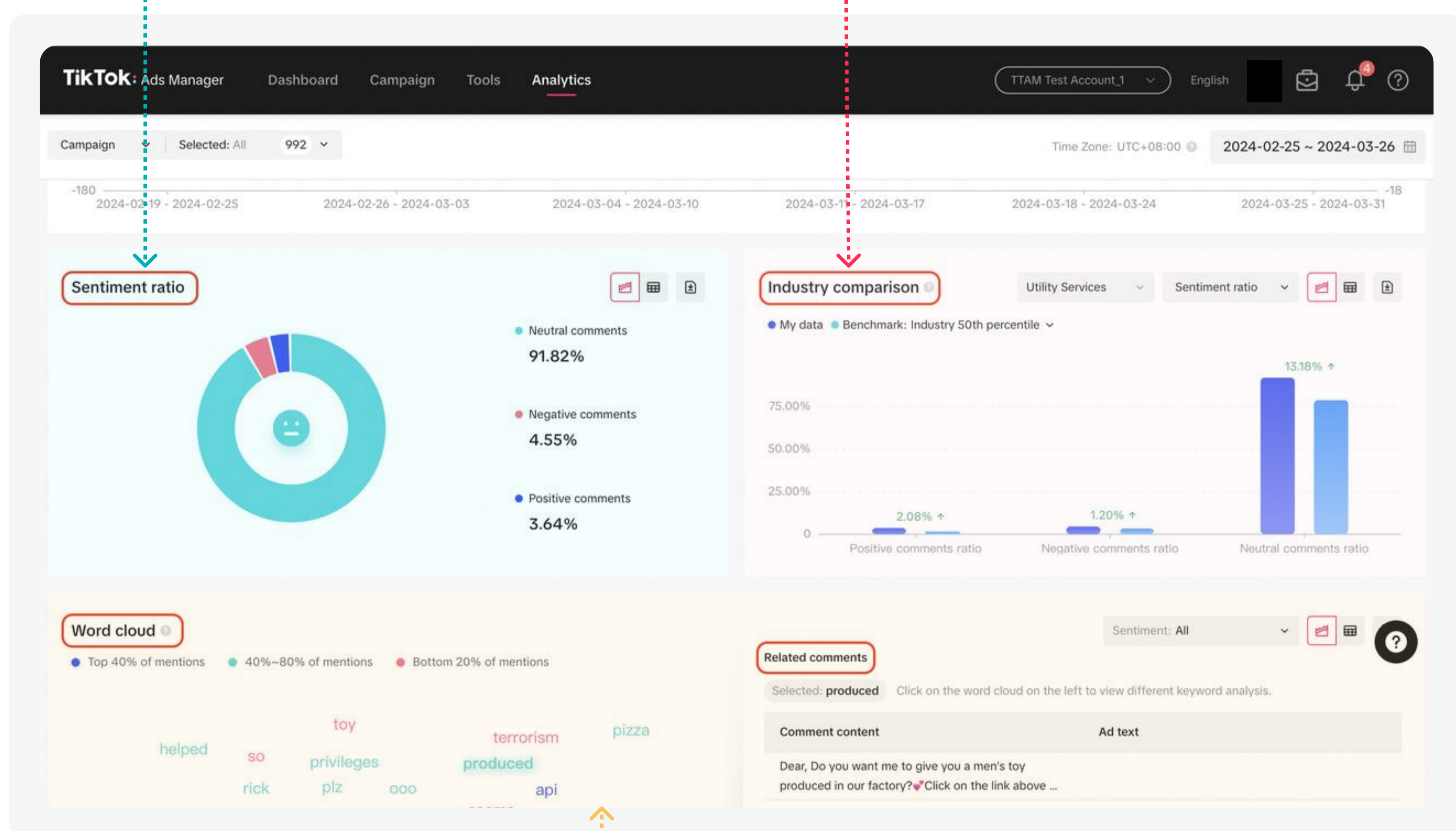
Content of Comment	Likes	Sentiment	Comment status	Interaction	Identity	Created On
неа, а)	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 05:13:22
:c	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 05:13:46
2024	0	Neutral	Public	None	TikTok account (Spark Ads)	2024-02-26 05:19:56
not mine🤔🤔🤔🤔🤔	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 helloo	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% sll! ❤️ (Please le...	0	Neutral	Hidden Contains blocked word	None	TikTok account (Spark Ads)	2024-02-27 10:21:58

1 Sentiment ratio

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

2 Industry comparison

- Compare your comment data (sentiment ratio, sentiment score, or query/question ratio) **with an industry benchmark value**.



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.

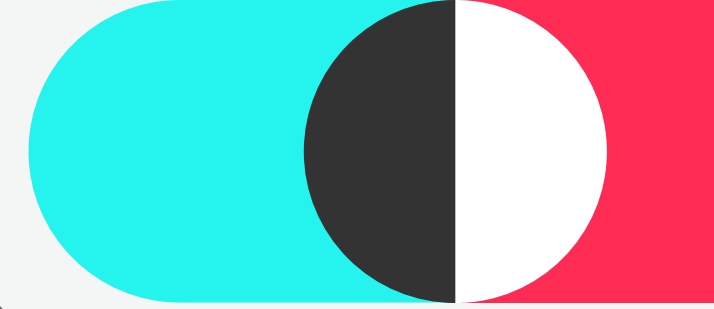
Blocked Users:

- 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](#).

The screenshot shows the TikTok Ads Manager interface. The navigation bar includes 'TikTok Ads Manager', 'Dashboard', 'Campaign', 'Tools', and 'Analytics'. The 'Tools' menu is active, and the 'TikTok Comments' section is highlighted. A filter panel is open, showing filters for Status (All), Type (Public, Hidden), Your Response, Sentiment, and Contains Question. The main content area displays a table of comments with columns for Content of Comment, Your Response, Sentiment, Contains Question, and Ad type. The table shows 28 hidden comments, with the first row having a 'Your Response' of 'Didn't reply or pin', 'Sentiment' of 'Other', and 'Contains Question' of 'Yes'. A 'Comment Insights' button is visible in the top right corner of the table area.

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

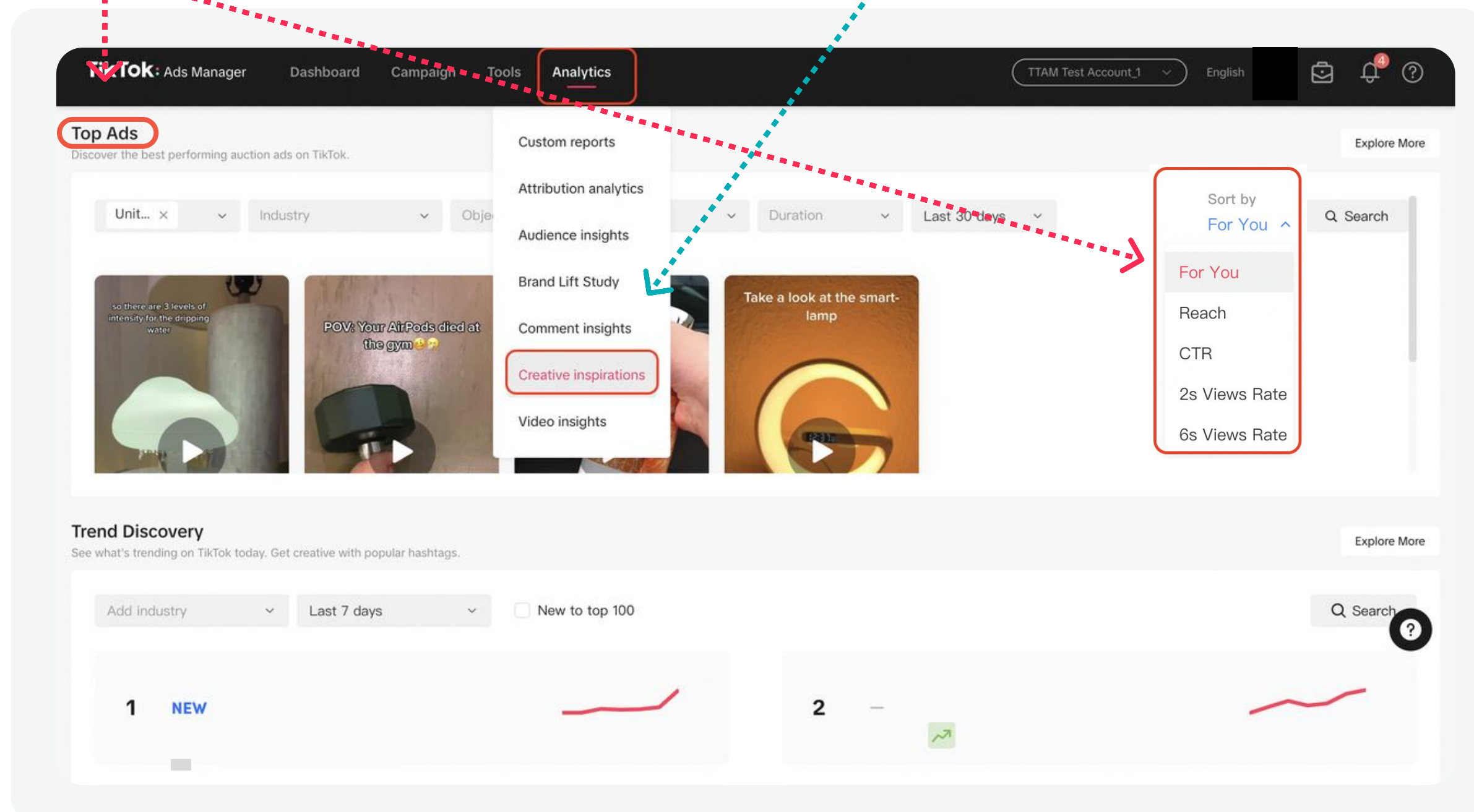
- Creative inspirations enable you understand the most popular ad creatives and trends on the platform, assisting in further planning their creative strategies.
- For more information, please see [About Creative Center](#).

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.

1 Entrance

- Go to Analytics > Creative Inspirations.

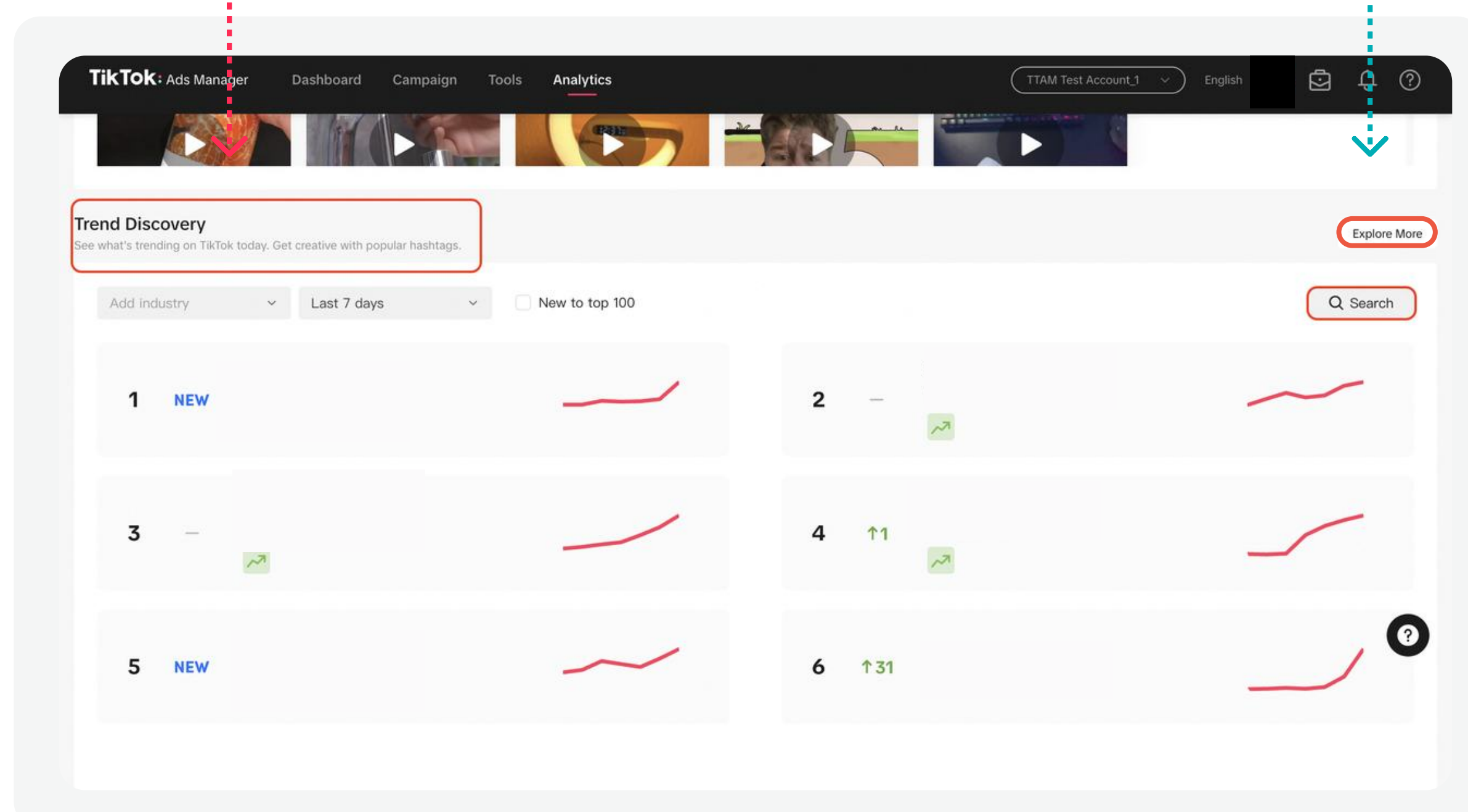


3 Trend Discovery

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

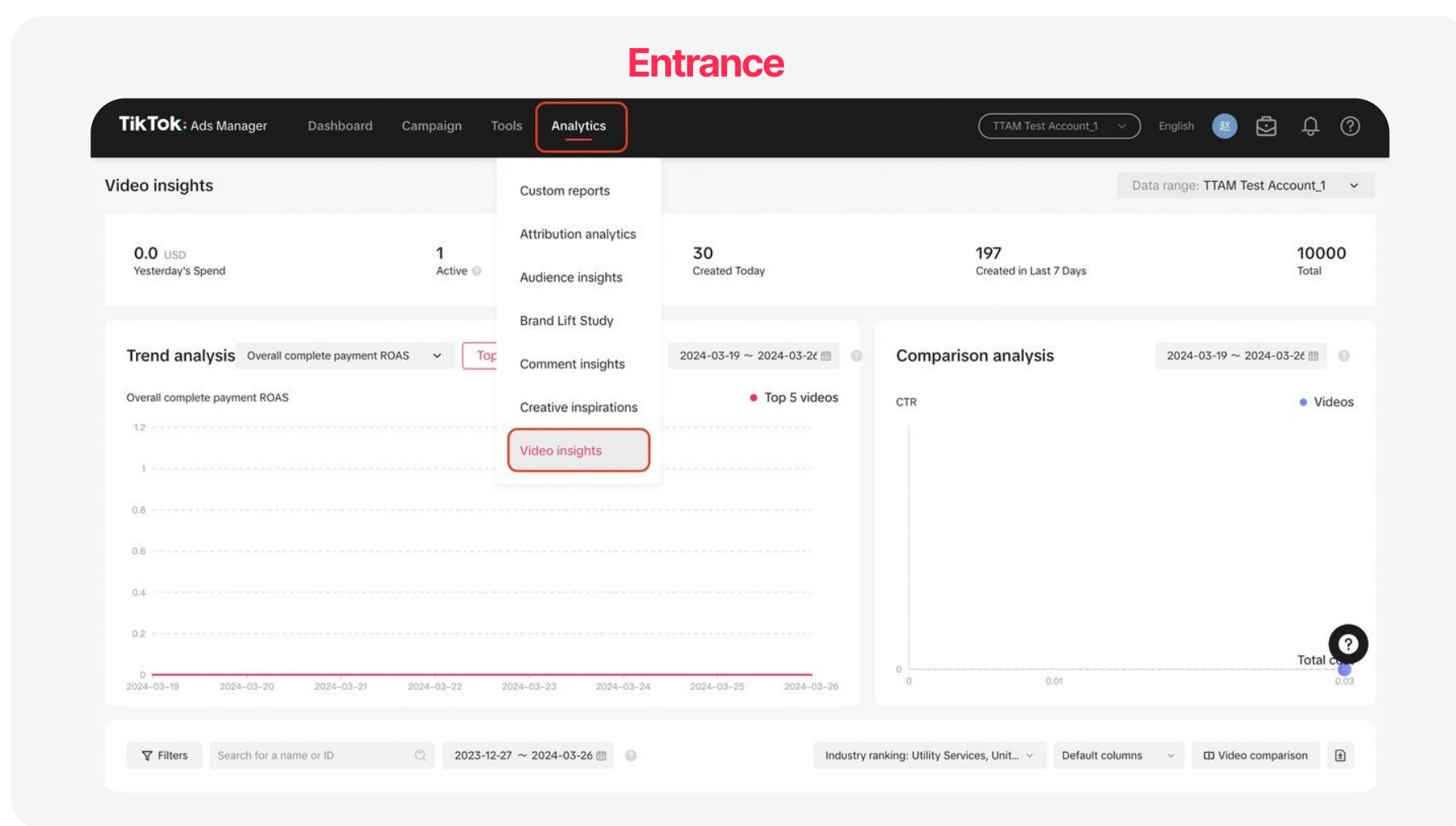
4 TikTok Creative Center

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

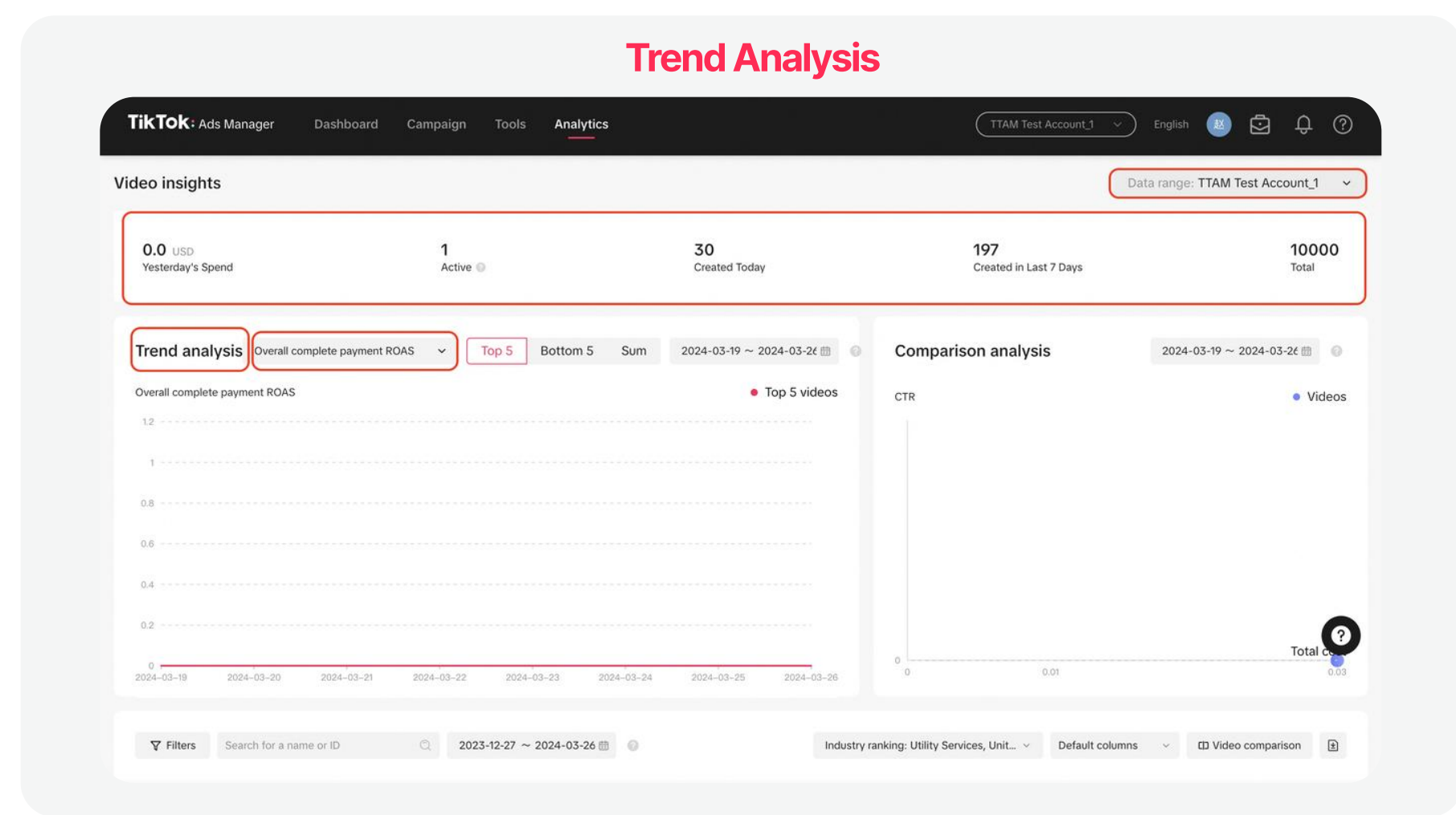


Video Insights

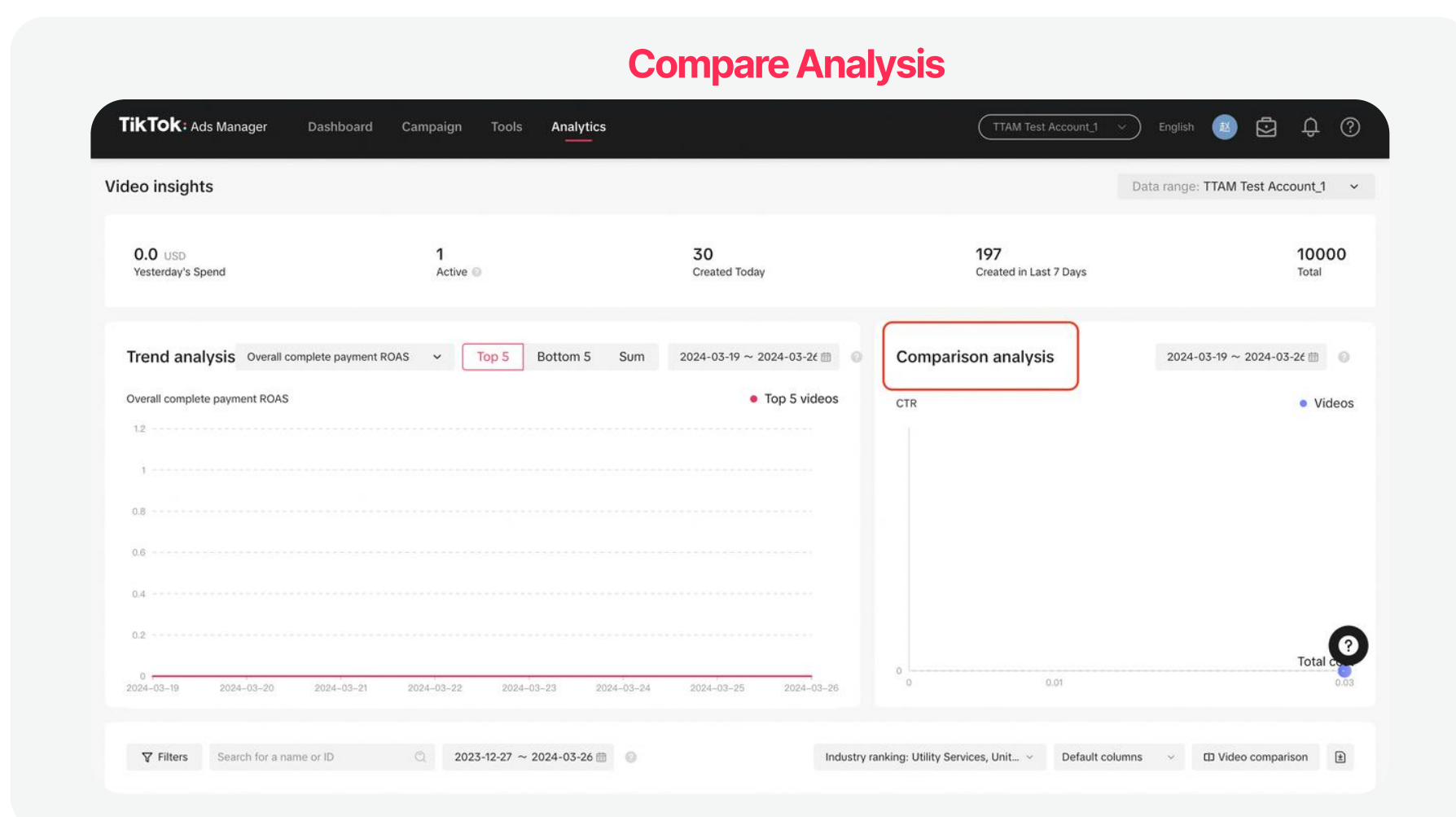
- Video Insights on TikTok Ads Manager is a tool that allows you to **analyze your video creative performance** and understand your audience through **video interactions** to inspire the next high-performing video.
- Use Video Insights to dig deeper into your **highest and lowest-performing videos**,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



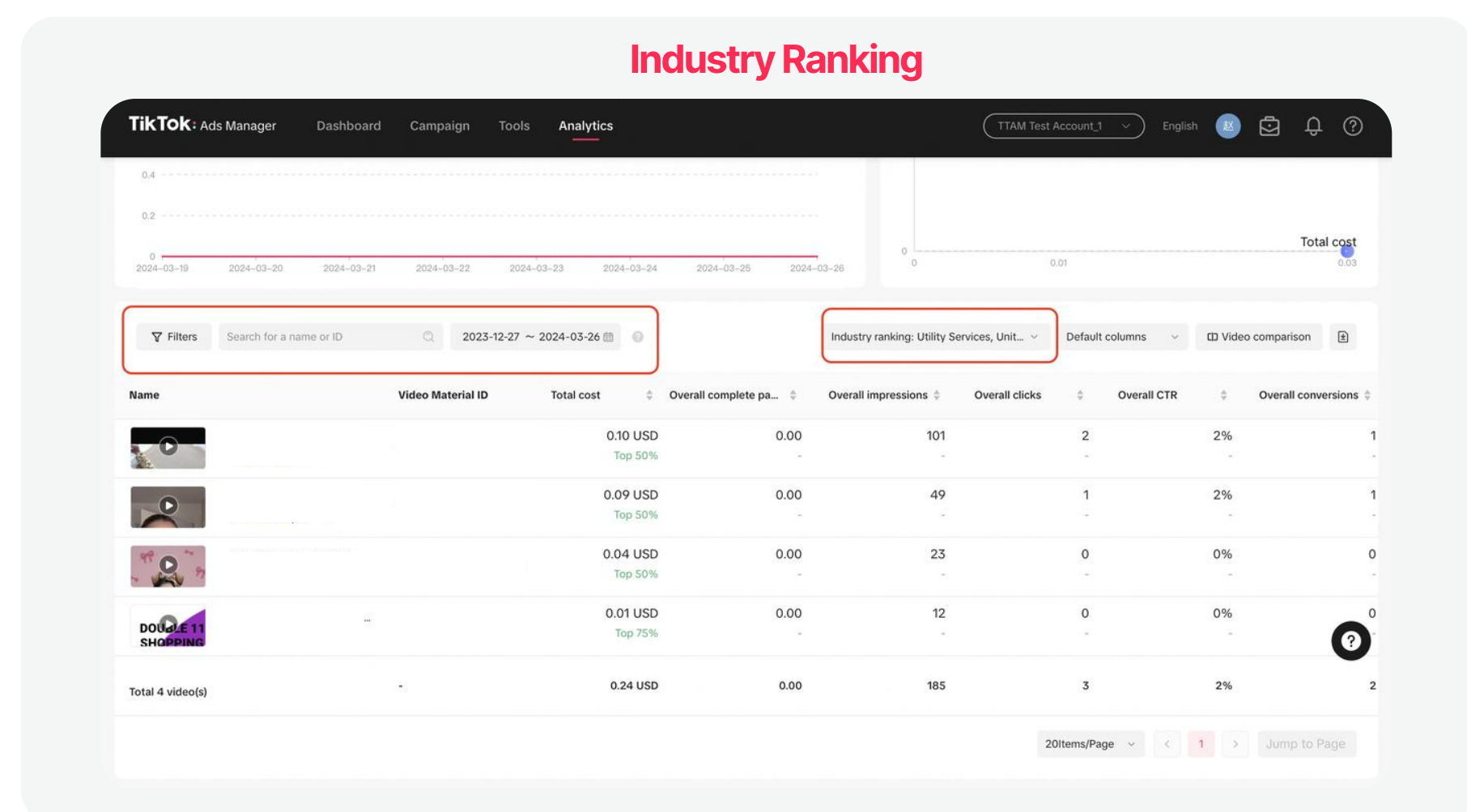
- **Go to Analytics > Video Insights**
- **Data range:** Select ad accounts you need video insights.
- **Data Overview Bar:** Provide an easy way to view an overall summary of your video data. You can view quick stats that include:
 - Previous days' ad spend.
 - The total number of active video creatives.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



- 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.



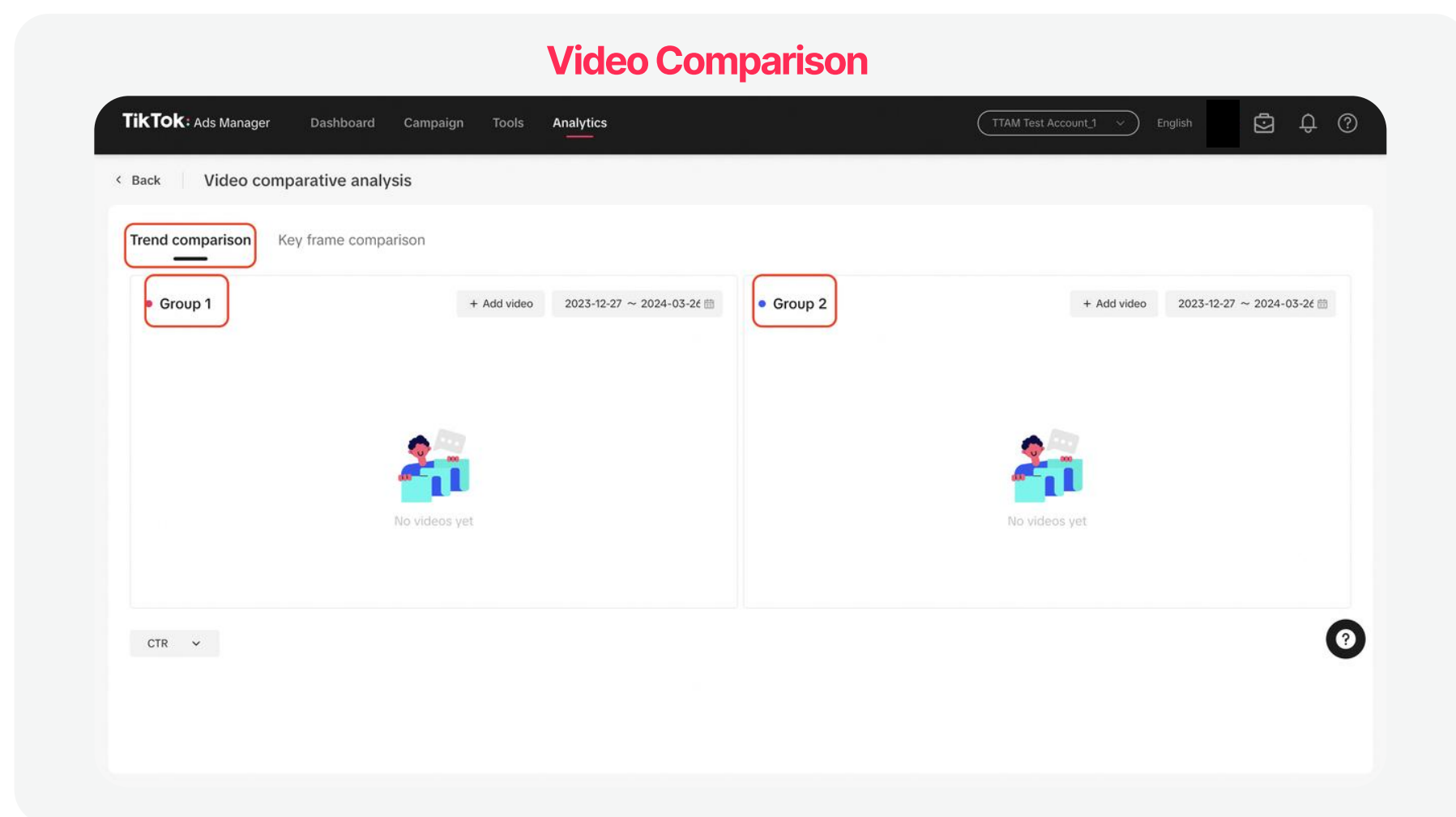
- The comparison analysis coordinate graph shows advertisers **a view of high-potential videos based on the video's CTR and total cost**.
- Hovering over a **dot** in the graph will show the **details** of each video and allow you to compare it with another video.



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

4 View Reports and Insights

TikTok Brand Lift Studies

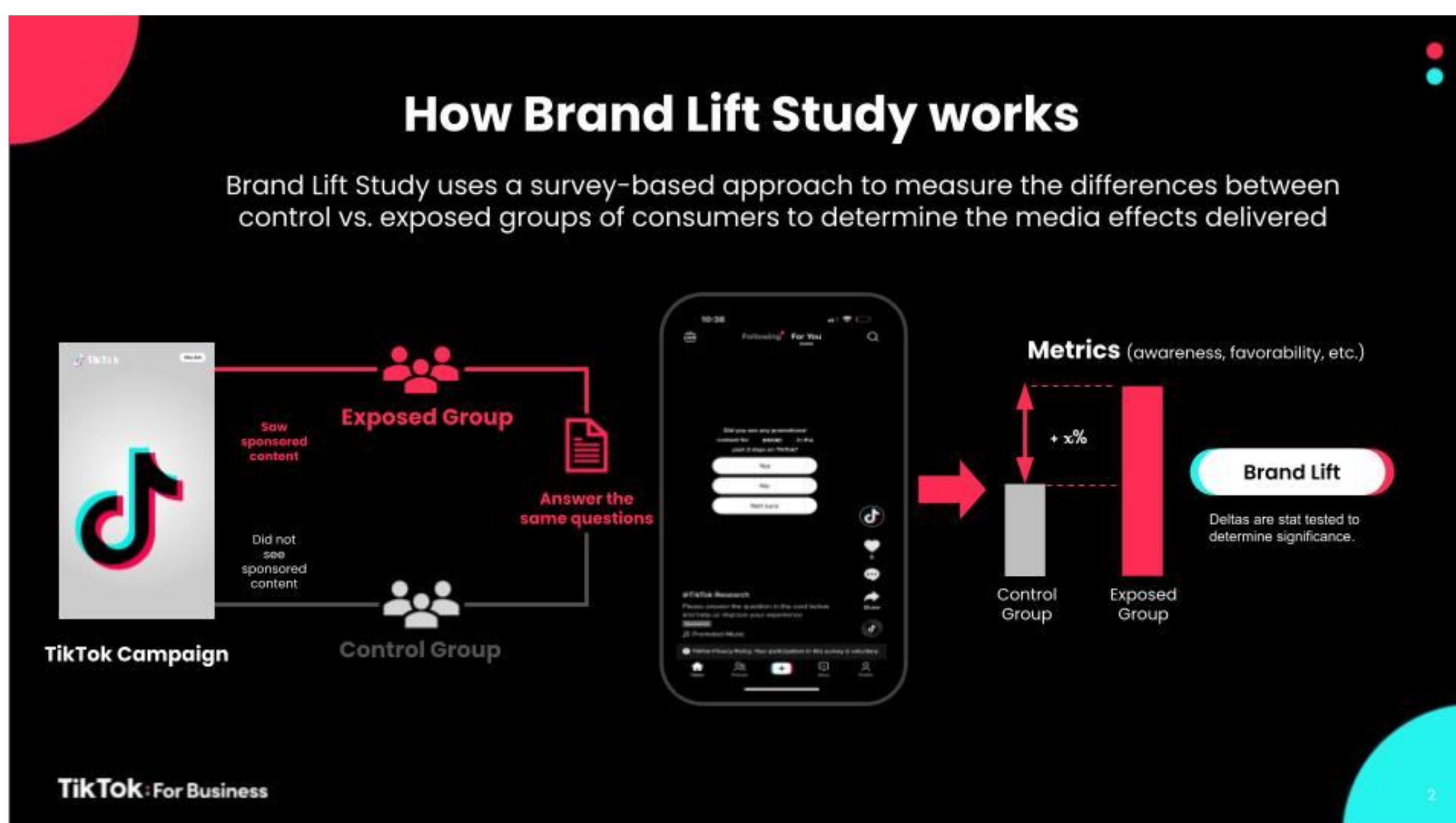


- To start with video comparisons, **select the time frame for the video(s) you want to compare.**
- Next, **select which video(s) you want to add** to each video group.
 - You can select anywhere from 1 to an unlimited number of videos per video group. Once you have specified each video group, you will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

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

TikTok Brand Lift Studies

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

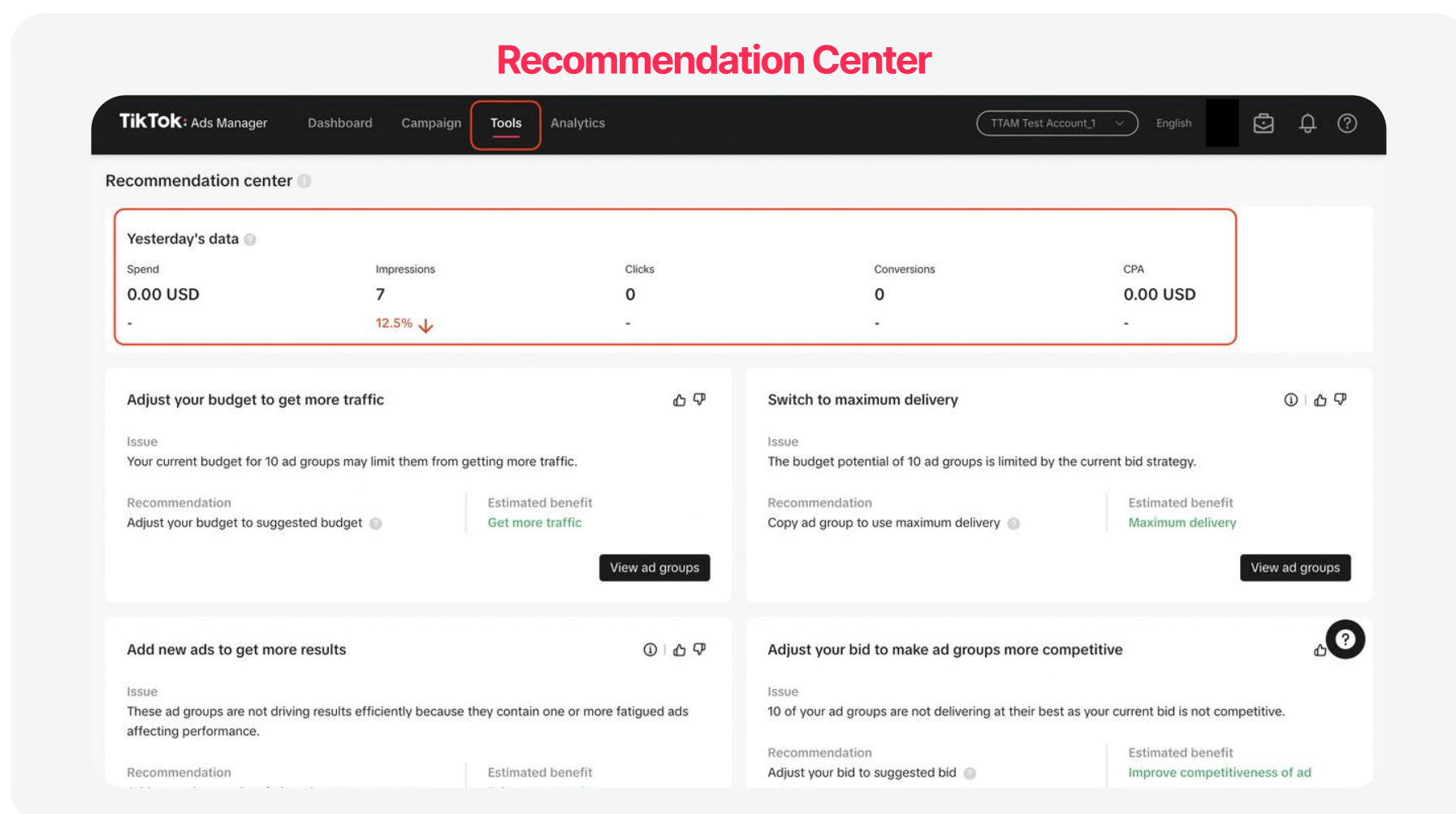


- To run a TikTok Brand Lift Study, please contact your account manager to get started.
- For more information, please visit [About TikTok Brand Lift Studies](#).

5 Optimize Campaigns Recommendation

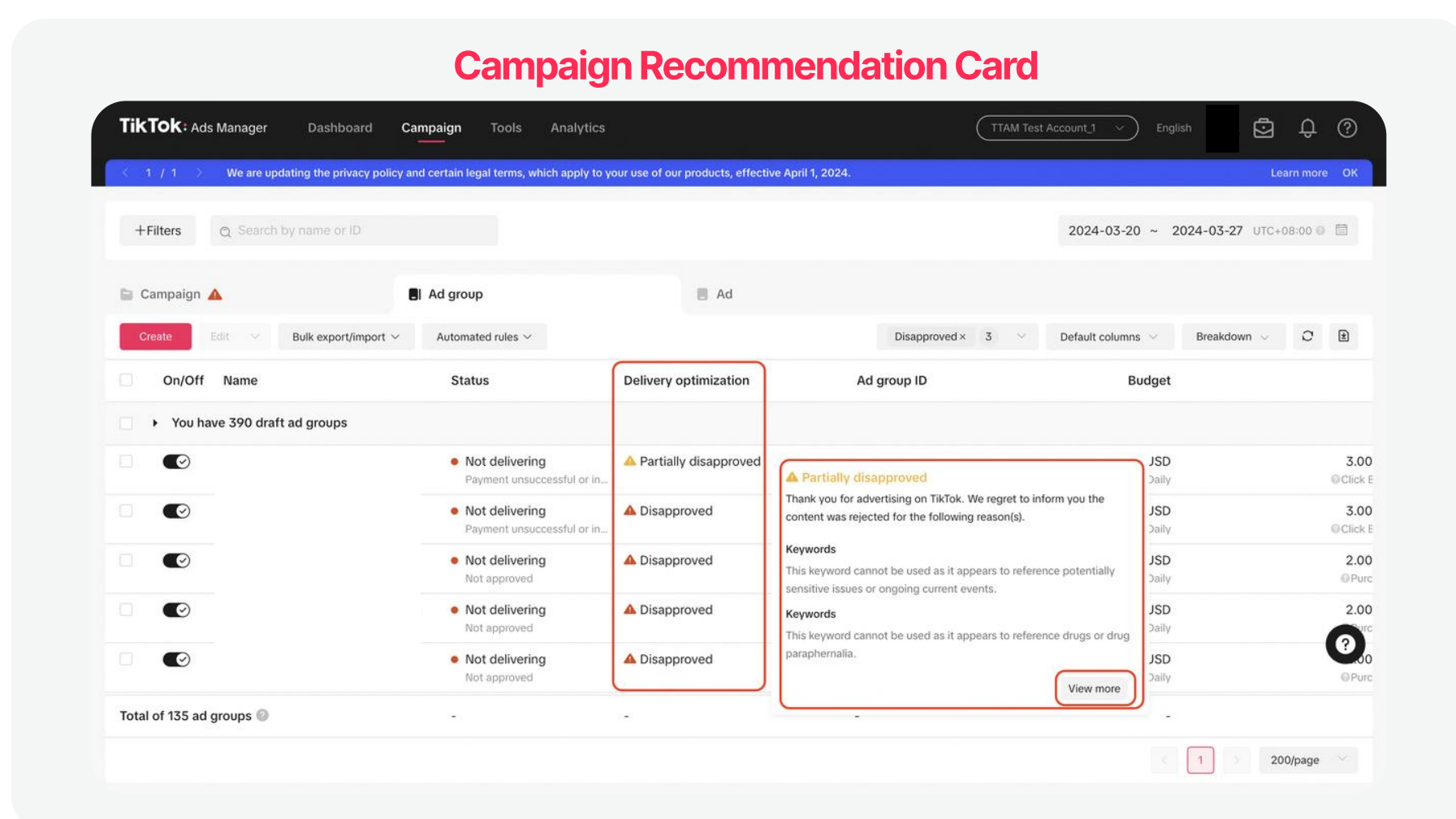
Recommendation

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



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.