

# Target. Connect. Engage

Driving profitable app growth with  
revenue-boosting strategies



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# Introduction

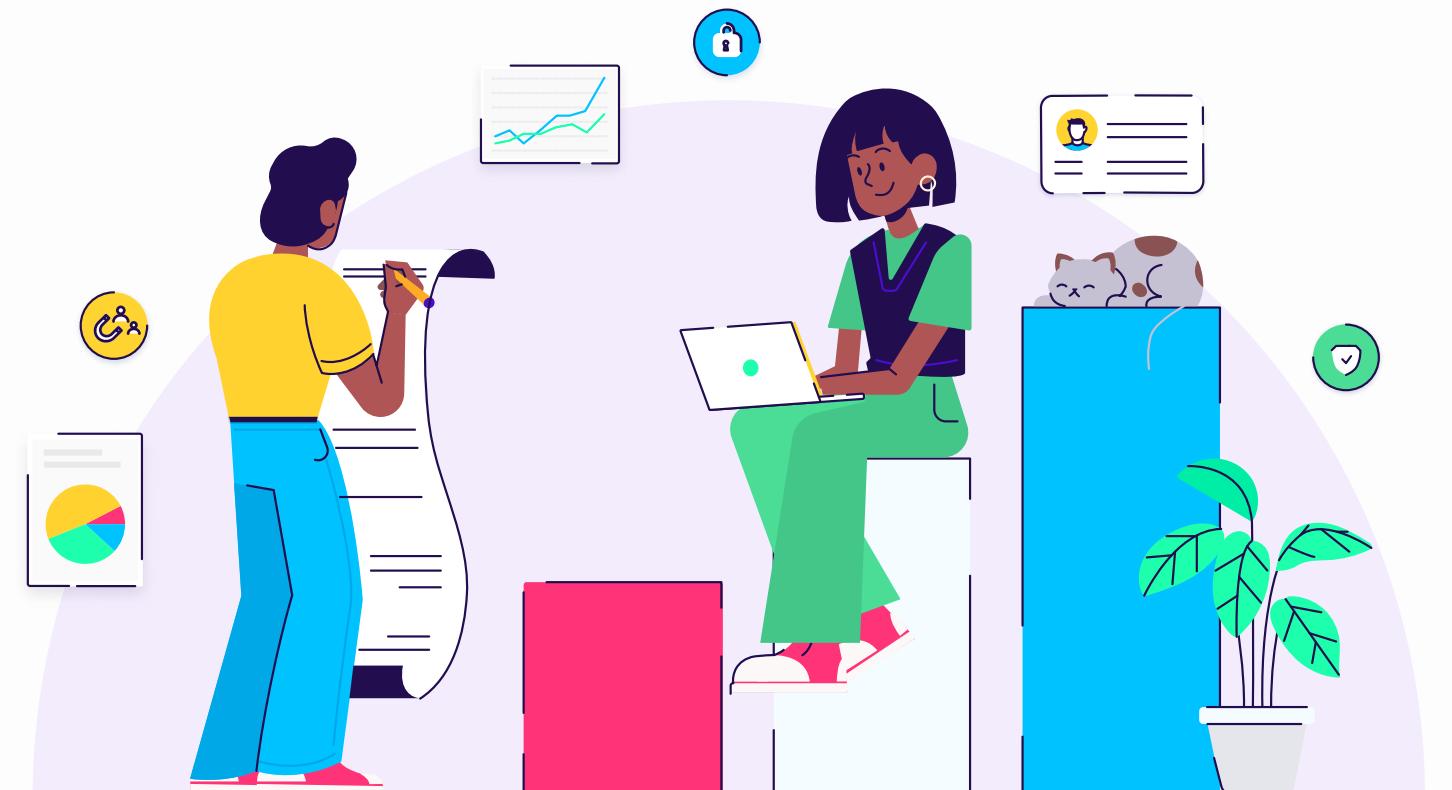
Driving profitable app growth is one of the most complex challenges facing brands today. As privacy continues to take center stage in the mobile industry, it's become increasingly difficult for marketers to connect all of the various touchpoints across the user journey and prove positive return on campaign investment.

So how can your brand overcome these obstacles and ensure you drive growth even during challenging times? The short answer is by transforming your user acquisition and remarketing strategies with proven solutions that fuel returns.

Now, you may be asking yourself – how exactly do I do that? In this playbook, we aim to show you by taking you through the fundamentals of mobile measurement, showcasing the combined power of AppsFlyer and TikTok solutions, and highlighting successful strategies from major brands that you can adapt to your needs to help you achieve your goals.

# Measuring anything, anywhere:

how a mobile measurement partner (MMP)  
adds value to your business



Every marketer's dream is to get a clear, full, and unbiased picture of where every advertising dollar goes and how it affects their bottom line. This includes identifying which campaigns are working (or not...) and which channels prove to be the most profitable.

However, for many marketing teams around the world across all app categories, this is not just a dream, but already a reality. They are empowered with complete and accurate measurement data of every user's journey in real-time, and marketing analytics that guide their way to achieving their growth goals.

**In this chapter, you'll get answers to critical questions for any mobile-first company seeking app growth. Before we dive into how to set up your campaigns for success, learn why having a powerful measurement platform at the heart of your marketing tech stack is a must.**

## What is an MMP?

A mobile measurement partner, or MMP, is a company that helps apps measure campaign performance across channels, platforms, and devices to support their mobile growth. Measuring all touchpoints enables marketers to attribute every app install and in-app engagement to the campaign and media source that drove it. Having access to accurate attribution and rich user behavioral data provides actionable insights that help marketers transform the user experience and optimize campaign ROI. Running campaigns that deliver positive return on ad spend (ROAS) is easy when you leverage a platform that analyzes every consumer interaction and attributes it correctly.

**"AppsFlyer's attribution platform is an everyday, every-hour tool for our team. Without it, the business does not happen."**

**Enric Pedró**

VP of Growth, Tilting Point

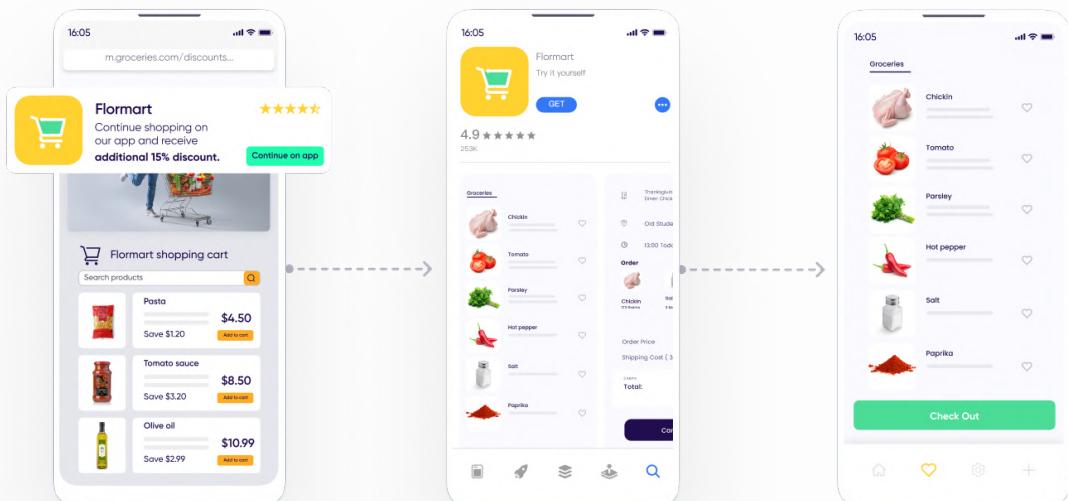
## Who could benefit from an MMP?

The short answer: any marketer with an app. With mobile-first customers becoming the new norm, brands understand that boosting customer engagement and retention starts with perfecting their mobile app experience.

With an MMP that provides privacy-centric measurement, marketers can analyze their users' behaviors across the entire journey, from acquisition and installation to in-app behavior and re-engagement.

This allows them to deploy personalized marketing strategies that deliver real value to users while protecting their privacy. In addition, brands are able to significantly improve the efficiency of their marketing spend (ROI) and user lifetime value (LTV).

**Convert your existing customer base into  
your most loyal mobile users by providing  
quick access and incentives**



User clicks on a Smart Banner that is displayed on the mobile website

User is redirected to the proper app store to install the app

User continues where they left off on web with the same products in their in-app cart and a 15% discount

## Why is it the right time to use an MMP?

In a multi-channel world where consumers interact with brands across multiple screens and devices, [a mobile-centric marketing tech stack](#) is a must for marketers. In other words, they need a measurement platform that provides a complete view of every online and offline customer journey so they can deliver personalized experiences. Without holistic measurement capabilities, marketers lack the right kind of visibility into their performance, which leads to wrong decisions, poor user experiences, and ultimately, overspending.

According to [McKinsey](#):

**71%**

of customers expect companies to deliver personalized interactions

**76%**

of customers get frustrated when they don't receive personalized notifications

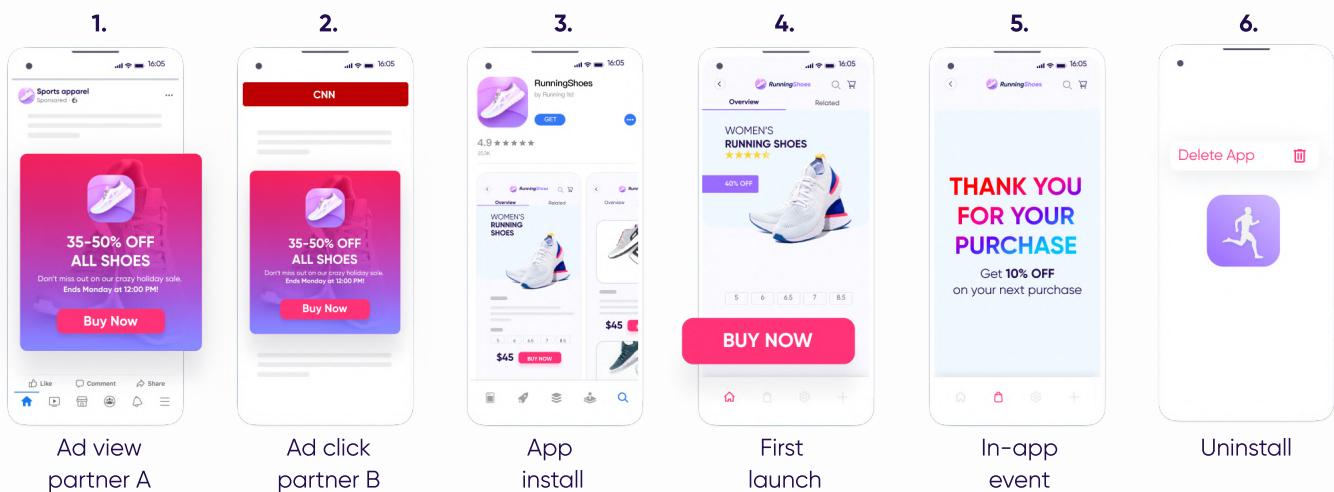
## How does attribution work?

An MMP matches campaign engagements with installs and post-install in-app actions to help you understand which media source deserves credit for driving a conversion. This is done using a combination of [device IDs](#) for user-level attribution, [probabilistic modeling](#), or [SKAdNetwork](#) in iOS 14+ for deterministic aggregated attribution.

By implementing a software development kit (SDK), which is a piece of code that collects measurement and attribution data in the app, the MMP can associate ad engagements with app installs and in-app events (e.g. a new level unlocked in a gaming app, registration completed in a FinTech app, purchases in a shopping app, etc.). This data empowers marketers to make informed decisions regarding budget allocation and guides them on how to optimize their channel diversification and invest in media sources with proven ROI.

A user may engage with multiple ads on different platforms and media sources before they install the app. Multi-touch attribution is a marketing measurement method that considers multiple online and offline touchpoints in the buyer journey and then assigns fractional credit to each. This way, marketers can understand how much influence each channel has on conversion.

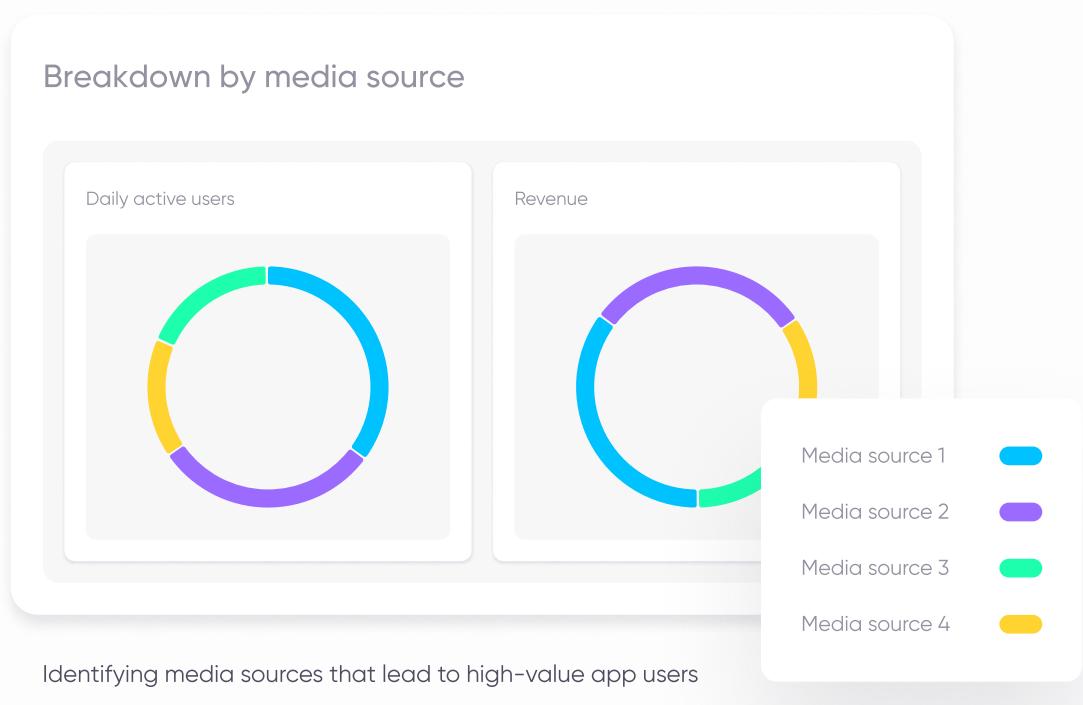
## A mobile user's journey



**In this example**, the attribution will go to 'Partner B' as the click that led to the install, but the attribution model will take into consideration the contribution of "Partner A" and will credit it with an "assist", as this channel contributed to the path to conversion.

## What are the benefits of working with an MMP?

- 1. Improve app performance, ROAS, and LTV:** An MMP equips you with accurate, granular data and enables you to allocate your budgets effectively, helping you optimize your app's performance, [ROAS](#), and LTV.
- 2. Scale marketing efforts:** As you expand campaigns across several ad networks, all the tools you need to try out new networks are already in place.
- 3. Use budget more effectively:** An unbiased MMP can connect all the dots in your campaigns and pinpoint exactly where credit is due. This means you can allocate your budget to the most profitable campaigns and media sources.
- 4. Save time and resources:** Let a universal SDK do the grind work by measuring and attributing all of your integrated ad networks through a single SDK, saving you the trouble of analyzing countless dashboards and spreadsheets.
- 5. Single dashboard:** See one view that consolidates all your raw and aggregated data for both paid media sources and organic activities, with actionable insights to help you make the right campaign decisions.



# How to choose an MMP

There are four key factors to keep in mind when selecting a mission-critical solution such as your MMP:

## 1. Security and privacy

These are critical considerations and should be treated with extreme care in the form of comprehensive and ongoing due diligence processes with any vendor that has access to your most valued asset – your customers' data. Specifically, it's imperative to make sure that your attribution partner is:

- Truly independent and unbiased, and isn't trading your data as part of their business model.
- Meeting the highest standards of security and data privacy as well as compliance with regional and local laws to the highest degree with no compromises.
- Prioritizing privacy-preserving technology, and offering quick solutions to changing data regulations. This innovation is fueled by sizable R&D teams and robust, agile product roadmaps.

## 2. Fraud prevention

Working with an established, mature platform that holds a significant market share enables you to leverage exhaustive market intelligence when it comes to preventing fraud. Choose an MMP that is committed to maintaining a fraud-free ecosystem, that removes bad players from the platform to ensure its integrity, and that partners only with ad networks who take fraud prevention just as seriously. This will protect your budget from mobile ad fraud to ensure you're investing in the right channels, and only measuring and paying for real actions.

## 3. Data accuracy and a comprehensive set of features

According to an internal AppsFlyer study, 20%-50% of the marketing budgets of some MMPs' clients are wasted because they lack deep granularity and [multi-touch attribution \(MTA\)](#). In addition, lack of cross-platform measurement minimizes the ability to measure and optimize the full-funnel across platforms, devices, and networks. Without this rich data you can't truly understand your customer journey, which will eventually lead to wrong decisions. Advanced capabilities such as [deep linking](#), audience segmentation, cross-platform measurement, ROAS measurement, and predictive analytics all deliver a wealth of invaluable insights that remain inaccessible or difficult to maintain without the right MMP by your side.

## 4. Experience

Experience isn't just nice to have. As with any integral component of your tech stack, partnering with a seasoned, trustworthy MMP is key. Mobile attribution technology is highly complex to set up and maintain, and it requires major heavy lifting to build a robust, scalable, stable, and accurate platform. To make things even more complex, attribution platforms are a sticky product by nature. Any decision you make today will impact your business for many years to come, for better or worse. That's why it's imperative to choose an MMP with an outstanding reputation, a solid platform, a happy and loyal customer base, and the resources to fully support your growing business needs.



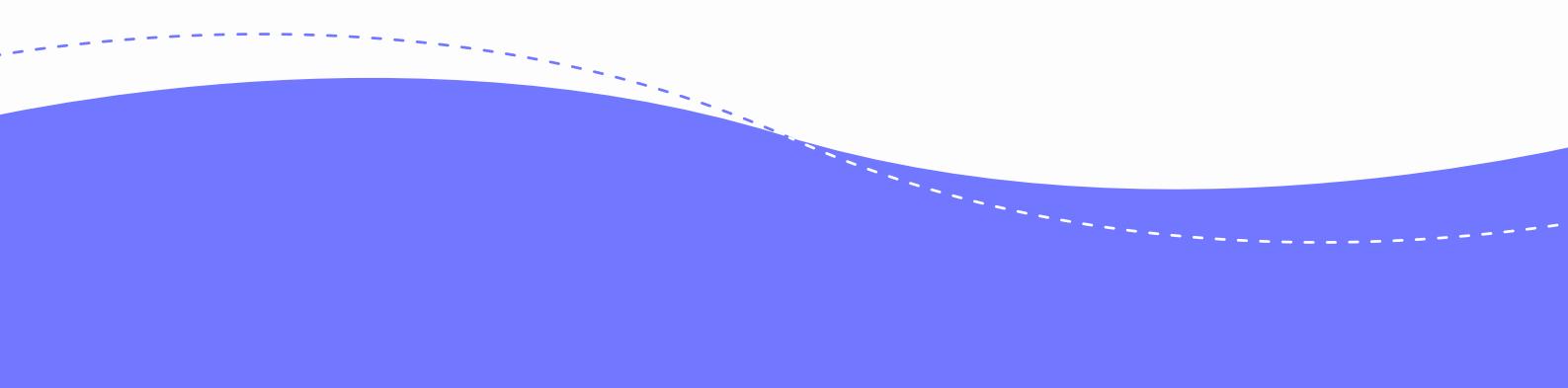
Blocking illegitimate and fraudulent traffic both in real-time and post-attribution can lead to big savings.

## Conclusion

Advertisers that are seeking for app growth cannot afford not to use an MMP. Having full visibility into cross-platform measurement data will shed light on every part of the user journey and help you:

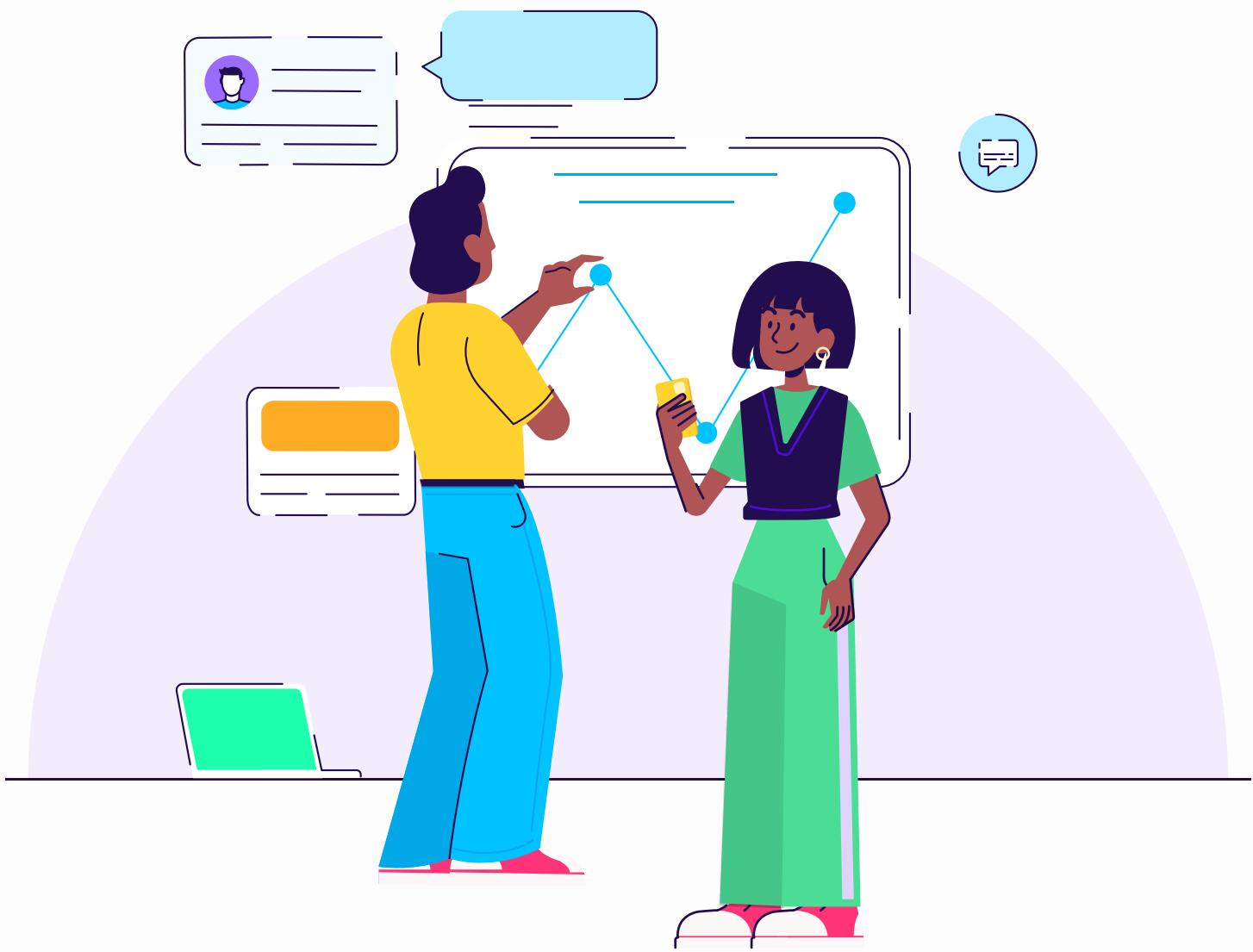
- **Discover** the high-performance channels that drive the most profitable users with the highest lifetime value.
- **Deliver** seamless and engaging customer journeys and experiences.
- **Allocate** your budgets efficiently to significantly improve your acquisition and remarketing efforts, and maximize campaign ROI.

Now that we've established why an MMP is critical for any app centric MarTech stack, let's see how exactly an MMP helps solve some of the most pressing challenges facing marketers today. We'll explore all that and more in chapter 2.



# Mobile marketing world:

turning challenges into opportunities

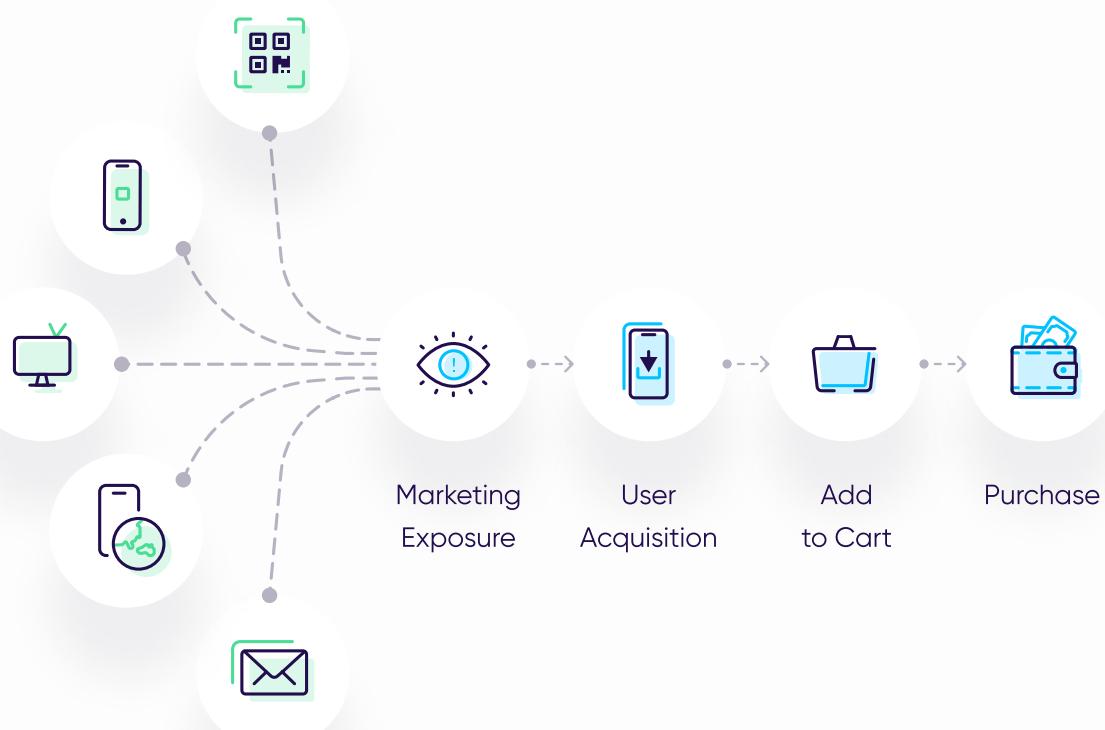


As mobile marketers, we share similar goals. We all strive to:

- **Scale User Acquisition campaigns** to achieve more conversions and higher return on ad spend (ROAS).
- **Maximize users' lifetime value (LTV)** and retention throughout the customer lifecycle.
- **Enhance visibility for iOS campaigns** while preserving user privacy.
- **Engage users** with personalized, contextual experiences across devices, channels, and platforms.

Just as we share common objectives, we also share similar challenges.

**In this chapter, we will cover three key challenges that no marketer can afford to ignore. Also, we will explain how you can implement innovative strategies from AppsFlyer and TikTok that will lead the way to app success.**



## Challenge 1

### Consumer journeys are becoming more (and more) complex

As users move across multiple devices and channels each day, getting a clear understanding of every online and offline customer interaction can be daunting and may even seem impossible.

— Challenge accepted —



#### Turning to smarter cross-platform measurement solutions

AppsFlyer enables advertisers to optimize the full-funnel across platforms, devices, and networks with powerful cross-platform measurement capabilities such as [CTV](#) and [PC and console](#) measurement. Marketers can clearly see the impact of their campaigns on engagement, conversions, and events that take place across platforms. They can also drive growth, increase ROAS, and boost conversions by taking users across platforms and channels, including web, mobile, CTV, and owned media.



#### Deploying impactful campaign strategies

[App Event Optimization \(AEO\)](#) campaigns help advertisers identify users who will not only install their app, but also engage with it to create valuable in-app events, such as making purchases, subscribing, unlocking a new level, etc. AEO has the power to encourage users to take the desired in-app actions that are most relevant to your business by optimizing ad delivery directly towards users with a high probability of completing in-app events at key stages of the acquisition funnel.

## Challenge 2

### A privacy-centric future on mobile complicates the measurement process

As privacy shifts from both the iOS and Android platforms limit access to user-level data, it's becoming more difficult for app marketers to maintain the same level of ROAS and optimize campaigns effectively.

— Challenge accepted —



#### Leveraging privacy-preserving measurement solutions

AppsFlyer ensures the best iOS and [Android readiness](#) for customers that want to maximize their ability to drive LTV through privacy-centric measurement.

Some of our innovative [SKAdNetwork \(SKAN\) solutions](#) include:

- Conversion Studio: enabling customers to easily design their conversion value strategy with visual cues and [recommendations](#). Conversion Studio features several measurement modes, including [SKAN 4.0](#), which provides all the latest capabilities.
- [Single Source of Truth \(SSOT\)](#): allowing customers to consolidate data from multiple attribution sources and get a clear picture of app performance.
- SKAN modeled data solutions: such as [Null Conversion](#) Value Modeling, which help customers overcome data blindspots.

In addition, the [AppsFlyer Data Clean Room](#) solution allows app developers to securely join and produce insights based on their first-party data and AppsFlyer conversion data.



#### Deploying impactful campaign strategies

TikTok is joining an exclusive list of ad networks that have developed the ability to self-report.

This helps TikTok enhance the existing integration with AppsFlyer and optimize measurement while fully respecting user privacy and complying with user-level data restrictions.

Becoming a self-reporting network (SRN), also known as self-attributing network (SAN) by TikTok, improves the amount of signals ingested by TikTok's optimization model, making it easier to match ad clicks and impressions with the right users that actually engaged with the ad. Leveraging the most accurate and richest data enables marketers to deliver the best user experience and optimize campaign efficiency.

## Challenge 3

### Marketing in a downturn requires new strategies

As privacy shifts from both the iOS and Android platforms limit access to user-level data, it's becoming more difficult for app marketers to maintain the same level of ROAS and optimize campaigns effectively.

— Challenge accepted —



#### Improving ROI strategies and productivity

AppsFlyer measurement data and insights are key to understanding the true impact of campaigns, helping advertisers discover how to optimize their channel mix to reach high-quality audiences.

Together with our [ROI360](#), an all-in-one ROAS solution, we provide attributed cost and revenue measurement, allowing our customers to accurately measure ROAS across all in-app revenue models: in-app ads, in-app purchases, and subscriptions – and significantly optimize their UA campaigns.



#### Maximizing ROAS and customer value on each interaction

[Value-Based Optimization \(VBO\)](#) strategies from TikTok allow advertisers to connect with audiences that have the potential to become high-value future customers.

This bidding strategy helps advertisers optimize their campaigns so that their ads are shown to people who are likely to spend more on their products.

Just as optimizing for conversions aims to create the lowest cost per action, optimizing for value aims to give the highest return on ad spend (ROAS), by seeking out the conversions with the highest cart value.

## Conclusion

In an ever-changing digital landscape, the right partner will help you turn every challenge into an opportunity. With industry-leading solutions and proven success, AppsFlyer and TikTok have the capabilities to do so for your app. Read the next chapter to review best practices and real-life use cases and get inspired by the possibilities for your brand.

# Use case 1

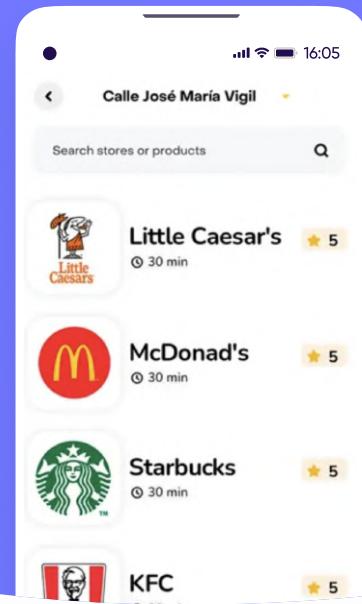
Drive new user acquisition



The Rappi logo is displayed in a large, red, cursive font. The letters are slightly shadowed, giving them a sense of depth. The logo is centered on the page and is the main visual element.



# Rappi increased user acquisition volume by 8x



Rappi is a consumer technology company specializing in online orders, connecting consumers that are interested in purchasing prepared foods, groceries, clothes, and more with independent contractors who can fulfill those needs. Founded in 2015 in Bogotá, Colombia, Rappi now has offices in Latin America and in the U.S., and has established itself as the go-to choice for food delivery and more.

## Challenge:

In the competitive food delivery market and with the current economic pressures facing multinational companies, Rappi decided to change their strategy to focus on driving sustainable growth and profitability. To achieve this goal, they shifted their priority to acquiring high-quality users rather than solely focusing on app installs.

## Strategy:

To successfully execute on their strategy of driving new user acquisition, Rappi decided to leverage their existing user base. Using advanced segmentation capabilities powered by AppsFlyer's Audiences solution, Rappi were able to generate lookalike audiences to reach new potential customers with a high likelihood of conversion as well as exclusion lists to ensure they were only targeting brand-new users.

With these audience lists in hand, Rappi activated TikTok's App Event Optimization (AEO) campaign solution to exclusively target high-potential users who were not yet familiar with their app. This tactic aimed to not only drive app downloads, but also encourage users to make their first purchases within the app.

Precise user lists were only half the battle. Rappi's next step was to hone in on their creative strategy and ensure that the ads they produced would result in higher engagement rates and more conversions, compared to those they had previously run across Latin America.

To achieve this, Rappi worked closely with the TikTok team to analyze their key creative characteristics, where they identified high-potential opportunities to test new formats and provided new recommendations that the brand had not yet pursued. As a result of this collaboration, Rappi incorporated a process and standard for constant creative "test and learn", gearing their team to better understand creative results, identify new areas of opportunity, and create new content that delivered better results on cost per acquisition (CPA).

## **Results:**

Rappi implemented this new user acquisition strategy in seven different markets across Latin America: Brazil, Argentina, Mexico, Colombia, Chile, Peru, and Ecuador. Over the course of one year, the brand experienced an 8x increase in user acquisition. Rappi achieved this feat without increasing costs – constant "Test and learn" of ad creatives reduced customer acquisition costs (CAC) by 26.6%, demonstrating that this combination of tactics is an effective approach to attract new users and drive sustainable app growth.

## **Products:**

AppsFlyer Measurement Suite

TikTok App Event Optimization

AppsFlyer Audiences

TikTok Creative Center

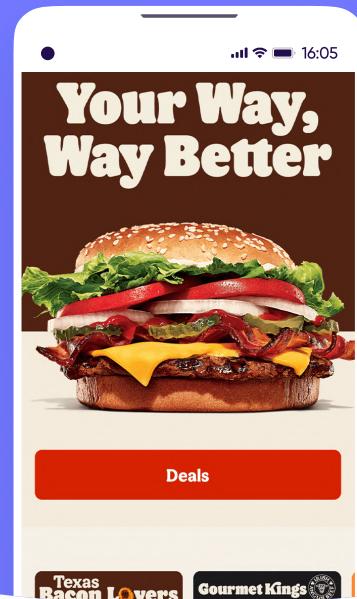
## Use case 2

Remarket to high-intent users





# Burger King Brazil drove in-app coupon activation resulting in 7x ROI



Burger King is a global fast-food chain specializing in flame-grilled hamburgers.

Founded in 1954 in Miami, Florida, they now operate a whopping (pun intended) 18,700 locations in over 100 countries worldwide.

## Challenge:

In addition to being known for their branding and advertising campaigns, including the iconic "Have It Your Way" slogan and King Mascot, performance marketing is also a top priority for Burger King. As part of their focus on user acquisition and retention, they consistently seek to develop new strategies that encourage customers to download and engage with the Burger King mobile app. In particular, they were looking for new tactics to drive users to activate coupons within the app, to increase customer loyalty and lifetime value (LTV).

## Strategy:

To achieve their marketing goals, Burger King implemented a two-pronged approach. Firstly, the fast food giant used AppsFlyer to measure the effectiveness of their mobile app marketing campaigns and segment their app users into specific audience groups. Targeted audience list creation enabled Burger King to focus their remarketing efforts on inactive users who had previously engaged with their app or had shown interest in their offers.

Burger King also activated TikTok's App Event Optimization campaigns (AEO) feature, serving targeted ads specifically to the audience that had already installed their app but still weren't aware of their newest offers, with a focus on driving more coupon activations and increasing their active user base's LTV.

## **Results:**

With these strategies in place, Burger King was not only able to drive a considerable amount of in-app coupon activations, they were also able to hit their profitability targets, activating coupons with a 7x ROI and achieving 20% lower cost per activation (CPA) when compared with other strategies.

**"The successful coupon activation strategy not only helped us achieve impactful results for Burger King, but also upscaled our partnership with AppsFlyer and TikTok into a vital channel to re-engage with our core audience."**

**Vinicius Ribeiro**

Marketing Lead: Acquisition & Performance, Burger King

## **Products:**

AppsFlyer Measurement Suite

TikTok Value-based Optimization (VBO)

AppsFlyer Audiences

TikTok Mobile App Install (MAI)

TikTok App Event Optimization (AEO)

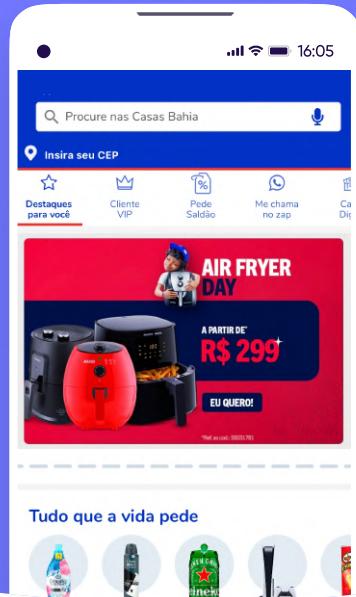
## Use case 3

Optimize for high-value users and in-app conversions





# Casas Bahia exceeded their ROI target by 55%



With more than 900 stores across 21 states and the federal district, Casas Bahia is one of the largest retailers in Brazil and a highly valuable consumer brand. In addition to their expansive retail footprint, Casas Bahia, which is part of the Via retail group, also boasts a massive online presence through their eCommerce site and on mobile with their popular app.

## Challenge:

Casas Bahia had been successfully using TikTok to drive brand awareness and were consistently improving their campaign performance ROI. Despite the good results they were achieving, they were looking to further maximize business impact by creating even more effective and engaging ads that would drive higher in-app conversion rates.

## Strategy:

Testing ad performance and finding the audience that would be most likely to perform valuable in-app events was key to optimizing campaign ROI.

To tackle this, Casas Bahia began testing two optimization methods from TikTok:

1. **Value Based Optimization (VBO)** which targets app users with a higher average spend rate.
2. **In-App Event Optimization (IAEO)** which identifies events that drive the most value and serves ads to the users that are most likely to trigger them, such as completing a purchase, regardless of the amount.

The Casas Bahia tested these methods separately for a period of two months, leveraging the AppsFlyer platform to analyze the performance of both tactics. As a result, it became clear that combining these two strategies would prove to be a winning approach, as simultaneously optimizing campaigns for value and in-app events would result in higher user LTV (lifetime value) and campaign ROI. The brand made the decision to double down on the complementarity between the optimization methods and began dividing their investments equally between the two.

AppsFlyer enabled Casa Bahia to measure their users' actions across every touchpoint, from acquisition and installation, to in-app behavior and re-engagement. This helped Casa Bahia gain visibility into the entire path to conversion that their users take, to better understand the full journey and optimize campaign performance based on actionable insights.

## **Results:**

The new optimization strategy combining VBO and IAEO helped Casas Bahia improve their in-app conversion rate by 44%, compared to the previous two-month period when the brand was testing each method individually. Leveraging the two complementary methods helped Casas Bahia overachieve their ROI target by an impressive 55%, crowning this approach as a success.

**"At Via, we have a big challenge of driving growth without sacrificing profitability. Together with both the AppsFlyer and the TikTok teams, we have managed to find a model that generates high performance and scalability. As a result of these tests, TikTok has gained even more prominence in our bottom-of-the-funnel strategy."**

**Bruno Bolanho,**  
Head of Performance, Via

## **Products:**

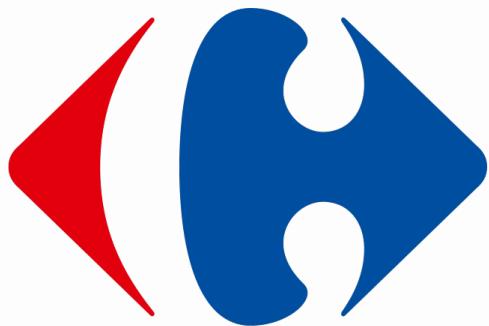
AppsFlyer Measurement Suite

TikTok App Event Optimization

TikTok Value Based Optimization

## Use case 4

Test and optimize campaign creatives

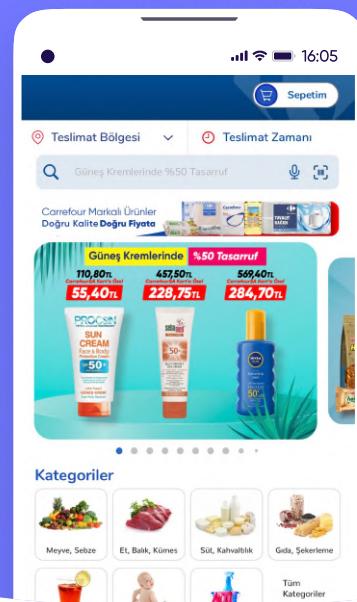


Carrefour



Carrefour

# Carrefour Brazil increased in-app revenue by 29%



Carrefour is a multinational network of supermarkets and hypermarkets and a leading global retailer. Since being founded in France in 1959, Carrefour has seen tremendous global expansion, with 12,225 stores in over 30 countries and an active presence in Latin America since 1975. Aside from their physical locations and eCommerce store, Carrefour also offers customers a mobile app that allows shoppers to make purchases and have their orders delivered to their homes.

## Challenge:

As a highly established and recognizable brand worldwide, Carrefour were looking to generate more awareness and reinforce their presence in the Brazilian market. With this goal in mind, they approached TikTok to help ensure Carrefour would be top of mind for customers as a prime destination for a smooth and affordable shopping experience.

## Strategy:

The first phase of Carrefour's brand presence strategy did not prioritize driving traffic to their mobile app – rather, they focused on directing users from TikTok to their website. Carrefour and TikTok worked together to launch ads centered on driving conversions, with promotions and discount coupons that incentivized users to shop via the online store.

However, despite the enticing offers on display, the ad creatives failed to resonate with shoppers. After analyzing results of those campaigns, the teams deduced that this was because the content of the ads did not speak to their audience on TikTok, resulting in a disconnected experience.

To rectify this, they decided to change the goal from directing users to Carrefour's website to driving traffic directly to their mobile app.

To put this new strategy into action, the brand leveraged AppsFlyer's Audiences solution, which they were already using to create targeted segments of their user base. Using those lists, Carrefour deployed retargeting campaigns aimed specifically at reaching users that had previously shown interest in the brand.

In tandem, the brand also leveraged TikTok's Automated Creative Optimization (ACO) tool, which helps advertisers prioritize creatives that deliver better results. As a result of this new approach, Carrefour started to see more app installs and higher return on ad spend (ROAS), monitoring their performance with AppsFlyer's measurement suite, which provided full visibility into all of their marketing channels.

To boost their creative success even further, the brand also began working with well-known content creators, including the highly-popular Xurrasco, helping to further solidify brand awareness and loyalty.

**"From the very beginning of our partnership with TikTok, we began using a 'test and learn' approach, which we called the LAB method internally at Carrefour. This allowed us to be agile and make quick adjustments that helped us scale, based on consistent analysis of our creatives. The results spoke for themselves, and the success of this project would not have been possible without essential contributions from the business, brand, and creative teams at TikTok."**

**Yohanna Marinho**

Growth Marketing Manager, Carrefour Brazil

## **Results:**

The shift in strategy to prioritize mobile app traffic and work with content creators paid off. In just three months, Carrefour saw a 29% increase in in-app revenue and an 11% uptick in new users. As a channel, TikTok yielded a significantly higher return on investment – 3x higher than the average of other channels with display and video formats. The video ad made by Xurrasco was a particular standout, generating more than 3 million views and a click-through rate (CTR) that exceeded the benchmark by more than 50x.

Overall, these results far surpassed Carrefour's initial expectations, proving the importance of being adaptable to change and constantly tweaking your campaign strategy.

**"Our partnership with TikTok and AppsFlyer has brought us an agile, data-driven, and results-focused methodology. These factors, along with a strong multidisciplinary team, have proven to be the recipe for success for our mobile campaigns. Going forward, we will continue to evolve and innovate, to bring more creative solutions that will impact our bottom line. I can say with certainty that both TikTok and AppsFlyer will not be missing from our marketing plans."**

**Anderson Hiroito**

Growth Coordinator, Carrefour Brazil

## **Products:**

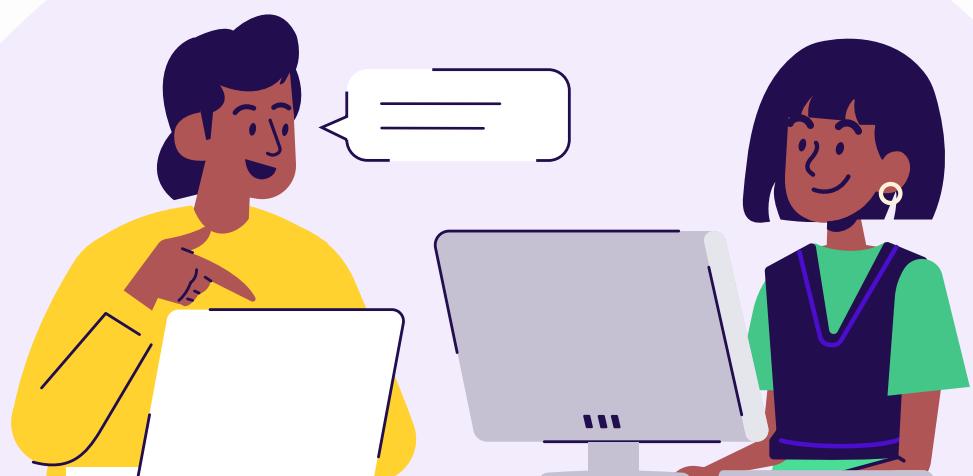
AppsFlyer Measurement Suite

TikTok App Event Optimization

AppsFlyer Audiences

TikTok Creative Solutions

# Set up your campaigns for success



## Settings

After analyzing case studies that illustrate the effective strategies of AppsFlyer and TikTok in setting up successful campaigns, this chapter aims to present key solutions that will guide you towards achieving similar results.

New to AppsFlyer?

### Step 0

#### Install the AppsFlyer SDK into your Android /iOS app

Once the integration is complete, you can set up your traffic sources and start to measure, test and optimize.

[Learn more](#)

Already an AppsFlyer customer?

### Step 1

#### Access the AppsFlyer Partner Marketplace

Search for the [TikTok For Business](#) integration partner page.

>>New to TikTok? Click on <Introduce me> to open an account with TikTok.

[Learn more](#)

### Step 2

#### Activate TikTok for Business integration (bytedanceglobal\_int)

Click on the <Set up integration> button and go to the <Active integrations> page. In the <Integration> tab, turn on <Activate partner> and keep the toggle activated by turning it <On>.

[Learn more](#)

## Step 3

### Configure your integration with TikTok for Business

Complete the integration with TikTok for Business by updating the relevant settings of the following tabs: Integration, Attribution link, Cost, Ad revenue, and Permissions.

[Learn more](#)

## Step 4

### Set up a campaign on TikTok

Log into the TikTok Ads Manager and click on the <Campaign> button located at the top of the page. Then, click on the <Create> button to set up your campaign.

[Learn more](#)

## Measure in-app events performance

In an increasingly competitive mobile advertising landscape, advertisers should focus their ad budget on marketing to users that are most likely to take specific in-app actions that are valuable to your business goals. To fully optimize your campaigns, you need to decide which in-app events to measure and how many events you should configure, depending on your app category and size.

### Mapping your events to optimize towards in-app events

One of the first steps to optimizing for your desired event is connecting the SDK event in AppsFlyer to the Partner Identifier Event on TikTok. This is done easily in the AppsFlyer dashboard.

**Test and discover:** identify the specific events that drive the most value and map them to standard events.

**Customize:** for events that involve a level or purchase amount, consider mapping a custom event back to a standard event on TikTok.

The screenshot shows a configuration interface for mapping in-app events. It consists of three columns: 'SDK event name', 'Partner Event identifier', and 'Sending option'. There are three rows of mappings:

SDK event name	Partner Event identifier	Sending option
af_app_opened	Lanuch_app	This partner only
app_login	Login	This partner only
Purchase	Purchace	This partner only

Below the table is a button labeled '+ Add Event' and at the bottom left is a link '[Back to list](#)'.

To learn how well-defined event and attribution configurations allow marketers to meet their goals and optimize towards what matters most, read this joint report from AppsFlyer and TikTok: [In-app event measurement & performance](#).

## What's your objective?

The first step in launching a mobile marketing campaign on TikTok is to define the **App promotion type** within the **TikTok Ads Manager** (TTAM).

TTAM is built to support the following objectives:

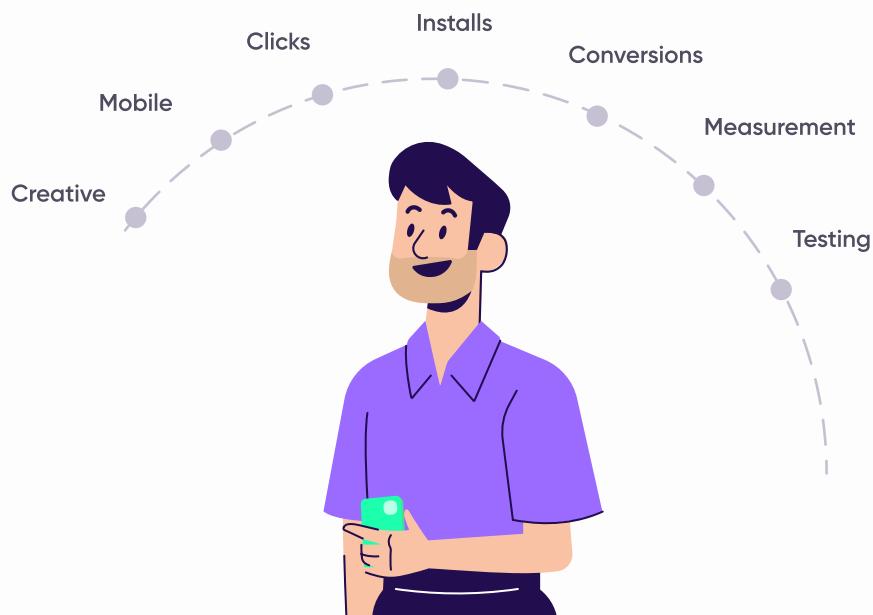
1. Drive more users to install your app
2. Re-engage audiences that already installed your app

On TTAM, you'll need to select if you want to create an **App install campaign** or create an **App retargeting campaign**.

The screenshot shows the TikTok Ads Manager interface. On the left, there's a sidebar with navigation options: 'Campaign' (selected), 'Advertising objective', 'Settings', 'Ad group', and 'Ad'. The main content area has tabs for 'Create new' (selected) and 'Use existing'. Below this, there's a section titled 'Advertising objective' with two columns: 'Awareness' and 'Consideration'. Under 'Awareness', there's a 'Reach' option. Under 'Consideration', there are four options: 'Traffic', 'Video views', 'Community interaction', and 'Lead generation'. Under 'Traffic', there's a note: 'Send more people to a destination on your website or app.' Under 'Video views', there's a note: 'Get more views and engagement for your video ads.' Under 'Community interaction', there's a note: 'Get more followers or profile visits.' Under 'Lead generation', there's a note: 'Collect leads for your business.' A callout box highlights the 'App promotion' option under 'Traffic' with the description: 'Get more users to install and engage with your app.' At the bottom right of the main content area is a red 'Continue' button.

## User acquisition campaigns

If your goal is to acquire users, the **App Install** campaign is the right type to help you achieve your KPIs.



### Mobile App Install (MAI)

Increase your mobile app downloads

TikTok's MAI product will help you optimize towards getting the maximum number of new users to install your app, by sending them directly to your app store page.

Running an install campaign to acquire users marks the starting point and sets the foundation before you build your retargeting app ads strategy and actually start engaging effectively with users to guide them through the funnel.

**If your goal is to acquire users, choose 'Install' as your optimization goal:**

#### Bidding & Optimization

Optimization goal

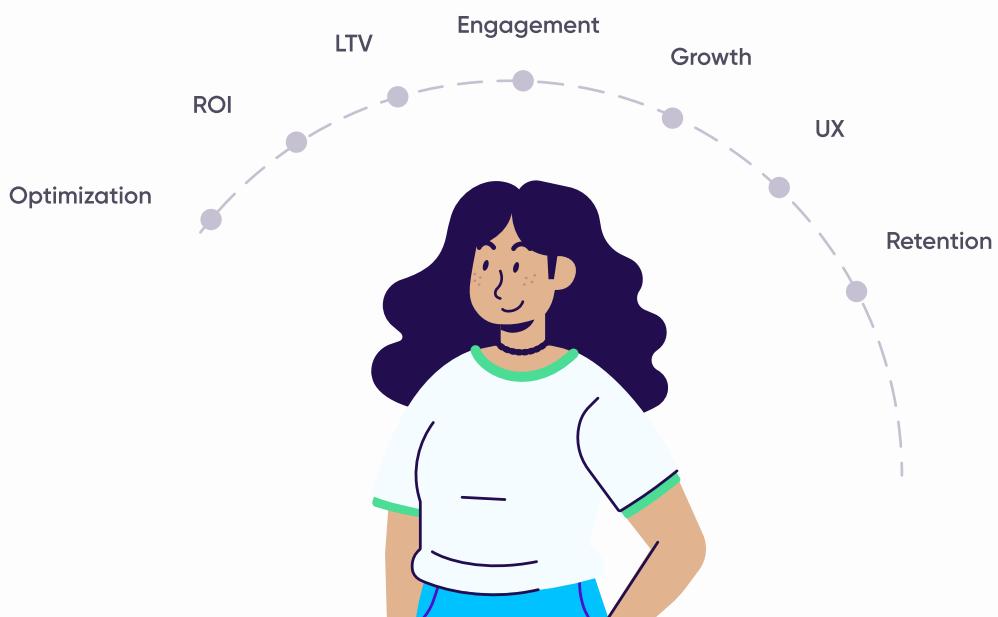
Install ▾

The event's attribution settings are based on your settings in Attribution Manager [Edit now](#)

**Note:** When running iOS 14+ dedicated campaigns, use the App Profile Page to optimize for installs.

## Retargeting campaigns

If your goal is to re-engage users, the **App retargeting** campaign is ideal to help you achieve your KPIs.



## App Retargeting

Re-engage existing users to take action in your app

App retargeting is a setting that allows you to show your ads to people who have already installed your app on their mobile device. It's a great way to re-engage your existing customers, improve their lifetime value, and increase your return on ad spend. To increase your conversion rate, you can use the two optimization methods described below, either as standalone tactics or combined. You can also leverage your results by creating lookalike audiences from attributed and non-attributed events and also exclude audience lists.

**Choose your campaign type depending on your objective:**

### Campaign type

App promotion type



App install  
Get new users to install your app



App retargeting  
Re-engage existing users to take action in your app. App retargeting isn't supported for iOS 14.5+ devices

Combined strategies to boost user acquisition & retargeting campaigns

## App Event Optimization (AEO) campaigns

Acquire users that are likely to drive specific in-app events

TikTok's AEO allows advertisers to reach more users that have a higher probability of triggering valuable in-app events. TikTok supports optimization towards a range of granular in-app events, including purchase, add to cart, registration, subscription, etc. The AEO product is available to support an install campaign that aims to drive specific in-app events, or a pure retargeting campaign designed to support in-app event optimization use cases.

**When you optimize for in-app events, choose the events that matter most for your app category.**

### Bidding & Optimization

Optimization goal

In-app event



i Ad groups under the current campaign must all use the same optimization goal and cannot select a second goal.

The event's attribution settings are based on your settings in Attribution Manager

Select in-app event

Registration



**Note:** When running iOS 14+ dedicated campaigns, use the App Profile Page to optimize for installs.

## Value-Based Optimization (VBO) campaigns

### Acquire high-value users

TikTok's VBO is a method of delivering ads to people who have the potential to become high-value customers. By optimizing ad delivery for value, TikTok will help you find the audience that is most likely to spend more in your app than others.

With VBO, you can increase your campaigns' ROAS by optimizing directly towards the purchase value, using one of two bidding strategies to further define your target value: 'Highest value', or 'minimum ROAS'.

**When you optimize for value, choose between 'highest value' or 'minimum ROAS'.**

### Bidding & Optimization

**Optimization goal** ?

Value ▼

The event's attribution settings are based on your settings in Attribution Manager [Edit now](#)

**Bid strategy** ?

Highest value

Spend your budget fully while maximizing purchase value. [See more](#)

Set minimum ROAS



**Tip:** When you use Highest Value, the TikTok ads system aims to spend your budget and bid for the highest possible purchase values. If you want to pass the learning phase faster, this is the ideal strategy for your campaign.

## Smart Performance Campaigns (SPC)

TikTok's fully automated Smart Performance Campaign (available for Android Only)

Smart Performance Campaign (SPC) is TikTok's first end-to-end automation solution that leverages machine learning technology to optimize for best performance and marketing goals.

It's completely hands-off, with minimum input needed from you. To get started, all you need to do is to define your marketing objective, allocate budget, mark your target country, and upload your campaign creative assets. SPC will do all the rest.

### Campaign type

App promotion type

App install  
Get new users to install your app

App retargeting  
Re-engage existing users to take action in your app. App retargeting isn't supported for iOS 14.5+ devices

Smart performance campaign

Drive better performance with automated campaign management and smart optimization. Only available for Android. [Learn more](#)

## App Profile Page

(available for iOS only)

App Profile Page showcases information about your app on a lightning-fast TikTok instant page and offers users the choice to download the app in the Apple App Store. It's a seamless user experience that helps boost your ad performance by capturing immediate high-intent user signals when IDFA tracking is opted out by iOS 14+ users.

## 12 smart tips to perform on TikTok

- Focus first on upper funnel optimization by choosing **App Install** as your campaign type. Then, start scaling up budgets and add **App Event Optimization** to fully achieve your goals.
- Running **MAI, AEO, and VBO campaigns together** is recommended for optimal performance.
- Use the **lowest cost bid** strategy for both **App Install** campaigns and **App Event Optimization campaigns**.
- Test a variety of **broad interest** targeting settings, using TikTok's **Interest Targeting** function or **Automated Targeting**.
- Use the Customer File function in TikTok Custom Audiences to upload your own high-value audiences and create Lookalike Audiences from this custom audience.
- Retarget users who have triggered certain in-app events by using the **App Activity audience** under custom audiences.
- **One account** with more data is more beneficial than multiple accounts with sparse data.
- Create **3-5 diversified ad groups** under one campaign to help ads explore and scale.
- Utilize **3-5 creatives per ad group** and refresh creatives every 5-7 days to avoid creative fatigue.
- Be patient with the **Learning Phase** - it takes a few days for the algorithm to learn and reach peak optimization.
- Increase daily budget by **no more than 50%** at a time and monitor the performance for 2 days before increasing budget again.
- **Don't make drastic campaign changes.** A significant change in budget, bid, or creatives may restart the Learning Phase. For example, we don't recommend pausing campaigns for more than 24 hours, as this is a drastic change that can skew your results.

## Strategies in Action

### Creating laser-sharp audience segmentation

In-app measurement is also important in combining specific measured actions to form highly targeted audiences. With [AppsFlyer Audiences](#), you can build segmented user acquisition and retargeting campaigns that increase the likelihood of acquiring and engaging a more valuable and active user base.

In one easy step, you can sync your AppsFlyer Audiences directly to TikTok, personalize your TikTok ads, and scale your retargeting campaigns with precise audiences.

To connect an AppsFlyer Audience to TikTok, follow [these steps](#)

### Build rich segments using AppsFlyer Audiences for your TikTok campaigns

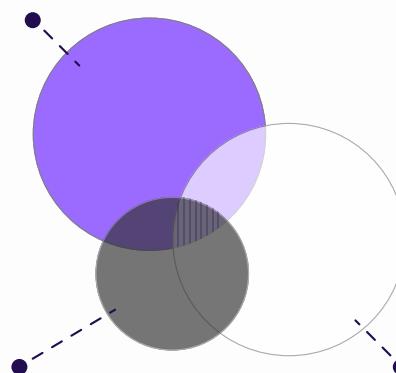
The screenshot shows the AppsFlyer Audience builder interface. At the top, there's a navigation bar with links like 'The Hub', 'Integrations', 'Log', 'CRM', 'My Apps', 'English', 'Help', and a user account. Below the navigation, the main area has a title 'Increase loyal users LTV\_Tik Tok' and two tabs: 'Build' (which is selected) and 'Connect'. Under the 'Build' tab, there's a section for 'Audience information' where the audience name is set to 'Increase loyal users LTV\_Tik Tok'. It also includes fields for selecting the platform (Android and iOS) and choosing a user identifier (Device ID or Customer user ID). Below this, there's a 'Define the audience' section with a rule: 'Users of the app AppsFlyer gaming app who Launched the app in the last 60 days at least 4 times'. To the right of this rule, there's a note '(Data for this audience available from November 10, 2021)' and a circular chart titled 'Estimated audience size' with a value of '91,000 ~ 98,000'. The chart has a large green circle labeled 'A'. At the bottom right of the audience definition section, there are 'Cancel' and 'Next' buttons.

## eCommerce - Drive repeat purchases

In this example, you can drive repeat purchase rates up by creating a segment of active customers that launched your app in the past 14 days, made a purchase in the past 60 days, but did not make a repeat purchase in the past 14 days. Personalizing the creatives of your TikTok ads with relevant products and messaging will help retain high-LTV customers who make frequent purchases, keeping them engaged and more likely to keep purchasing.

### No recent purchase

Did not make a purchase in the past 14 days

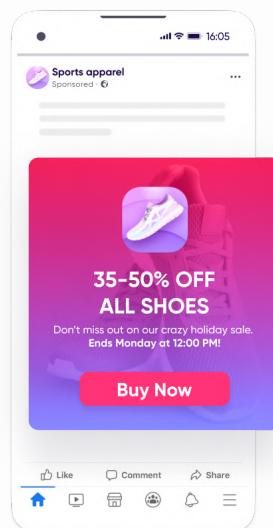


### Active shoppers

Made a purchase in the past 60 days

### Active users

Launched the app in the past 14 days



### Personalized

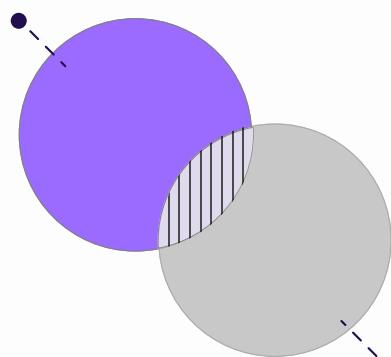
Based on previous purchase behavior

## Finance - Acquire high LTV customers quicker

In this example, you can use lookalike audiences when running UA campaigns on TikTok. You can display an ad specifically to people who are similar to your existing high LTV customers with the following behavior profile: have over \$10,000 balance and have taken out a loan in the last 12 months.

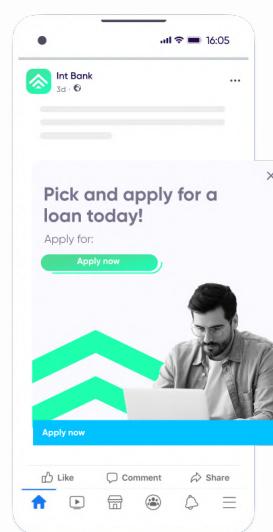
### High LTV

Has a balance higher than \$10,000



### Borrower

Took a loan in the past 12 months



### Personalized ad

Based on lookalike

# Maximizing your returns with unified campaign cost and attributed revenue

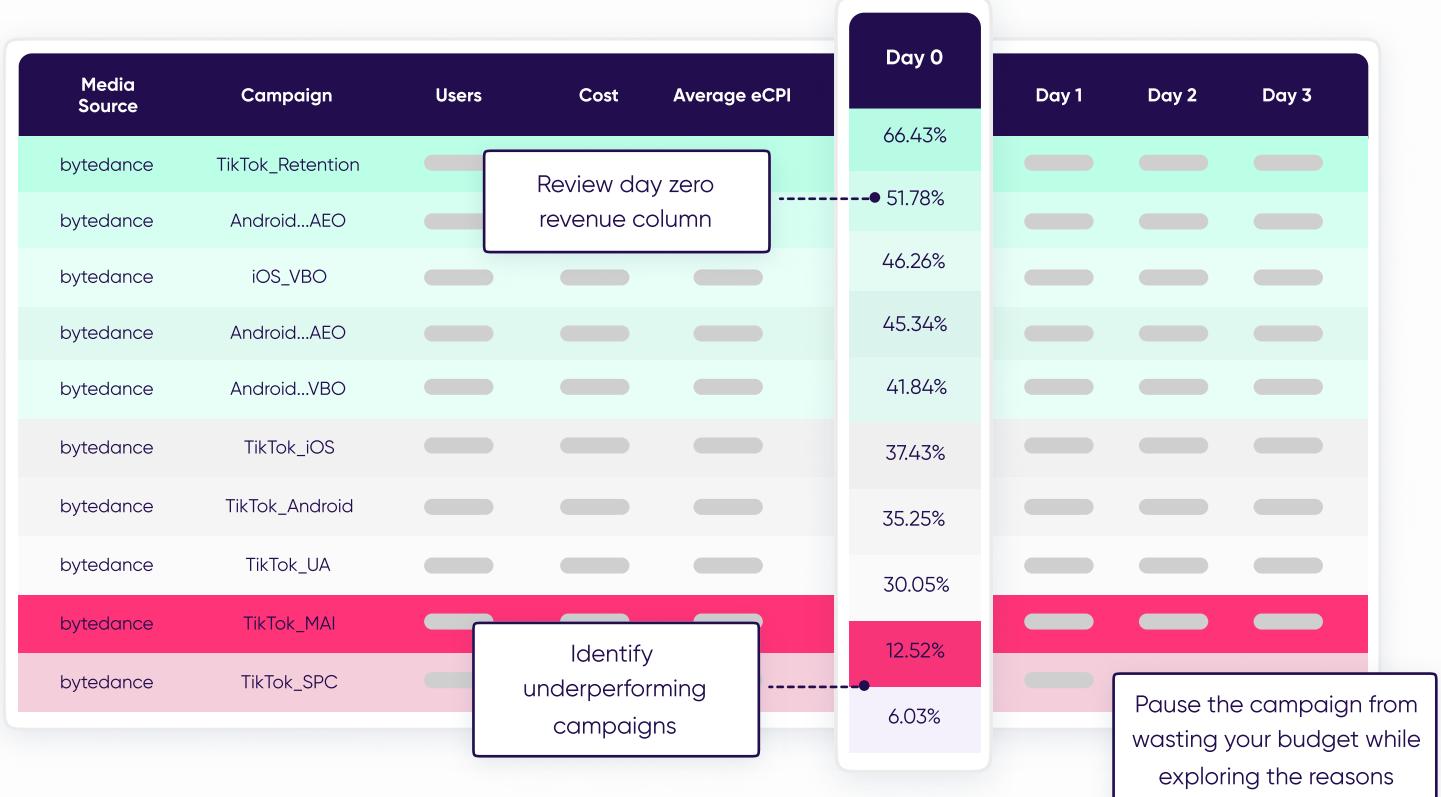
Making changes to live campaigns on the go can immediately impact revenue and ROAS. To optimize your TikTok campaigns in real-time and achieve positive returns, you need up-to-date data that will allow you to identify and swiftly address any budget inefficiencies.

[ROI360](#), AppsFlyer's ROI measurement suite, ensures you base your campaign optimizations and budget allocation decisions on the most complete, accurate, and fresh cost and revenue data.

To get a complete and accurate view of your marketing spend and revenue generated by TikTok in real-time, update your setting tabs for [Cost API](#) and [Ad revenue API](#).

## Day-zero ROAS optimization

In this example, you can identify low-ROAS TikTok campaigns within the same day, either from the data streamed to your BI system or on AppsFlyer's dashboards (i.e Overview, Cohort) and optimize under-performing TikTok campaigns in real time to minimize budget wasting. For optimal results, don't forget to check your performance after you optimize.



## 7 smart tips to perform with AppsFlyer

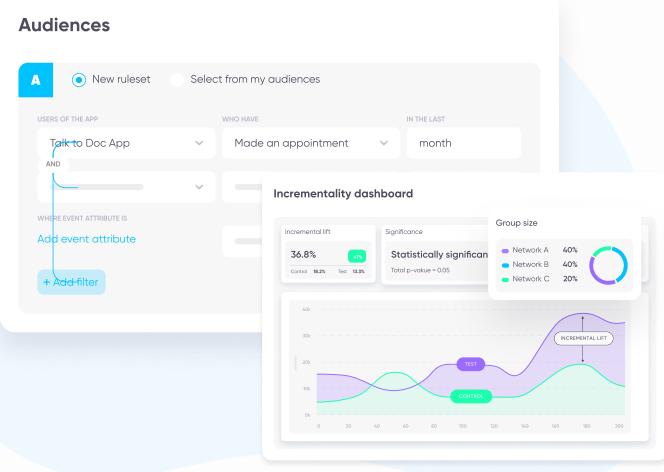
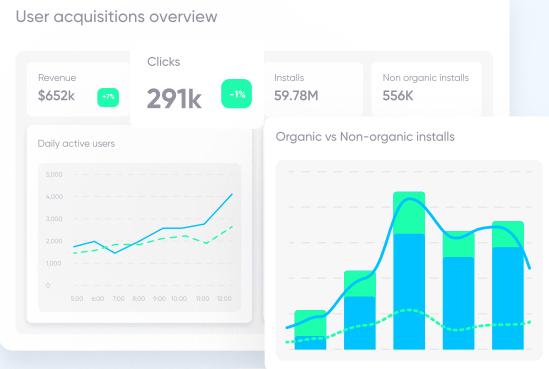
- **Measure** the performance and effectiveness of multiple creatives for your TikTok campaigns at the same time, to ensure you achieve positive ROAS. A good creative can cut your CPI in half.
- **Personalize creatives** with product and messaging based on rich customer behavior data.
- Measure your TikTok campaigns as part of **incrementality experiments** to understand the incremental lift of your campaigns and prove their real value.
- **Go deep - granular measurement is key.** In-app event data is a must-have for app marketers and the more of it the merrier – up to a point. In other words, it's important to strike the right balance of having enough events to achieve granular measurement and understand user behavior, but not too many that might complicate your campaign optimization process. Define your event measurement sweet spot and stick to it.
- **Measure the entire funnel** – capture events that span the full conversion cycle to identify weaknesses and optimize accordingly.
- **Share ad revenue UA signals data** with TikTok via AppsFlyer Data Locker, as this is crucial for UA optimization purposes.
- **Use advanced segmentation logic and leverage every data-point available** to create granular segments and maximize your marketing budget. Visualize your audiences to view the segment size and overlap before going live.

# Supercharge your growth with the AppsFlyer and TikTok integration



## Advanced mobile marketing measurement

AppsFlyer's integration with TikTok enables advanced attribution insights into your campaigns, including click and view-through attribution, industry-leading SKAdNetwork reporting, in-app event configuration, end-to-end lifetime value measurement, and more.



## Incrementality measurement for your TikTok campaigns

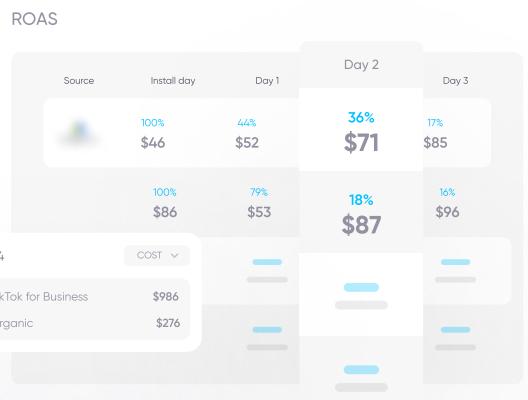
The AppsFlyer Audiences tool for precise user segment targeting comes with a built-in incrementality testing tool to run experiments and measure the incremental impact of your remarketing and user acquisition campaigns\*.

\*currently in beta.

## Holistic view of cost and revenue data

AppsFlyer's ROI360 solution supports all cost and revenue models and multiple levels of granularity so advertisers can easily turn insights into action in real time and optimize their marketing budgets and ROI.

If advertisers enable cost and revenue, AppsFlyer receives cost, clicks, and impression data from TikTok Ads via API. In addition, AppsFlyer can share ad revenue data with TikTok to optimize user acquisition campaigns.





## New to AppsFlyer?

Get 3 months of free mobile measurement  
for traffic coming from TikTok

[Get started](#)

## New to TikTok?

Go viral, reach engaged audiences and  
increase your sales on TikTok

[Get started](#)