

## Monitoring TikTok Campaigns, Ad Groups, and Ads in Advertise

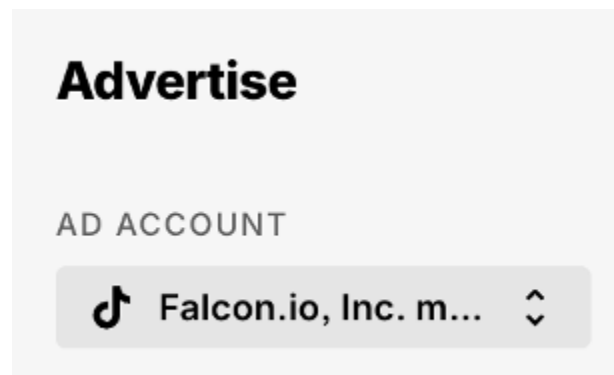
After you [connect your TikTok ad account](#) to Social Media Management, you can track your account's campaigns, ad groups, and ads in Advertise. In this article, learn how to navigate your TikTok ad account metrics in Advertise.

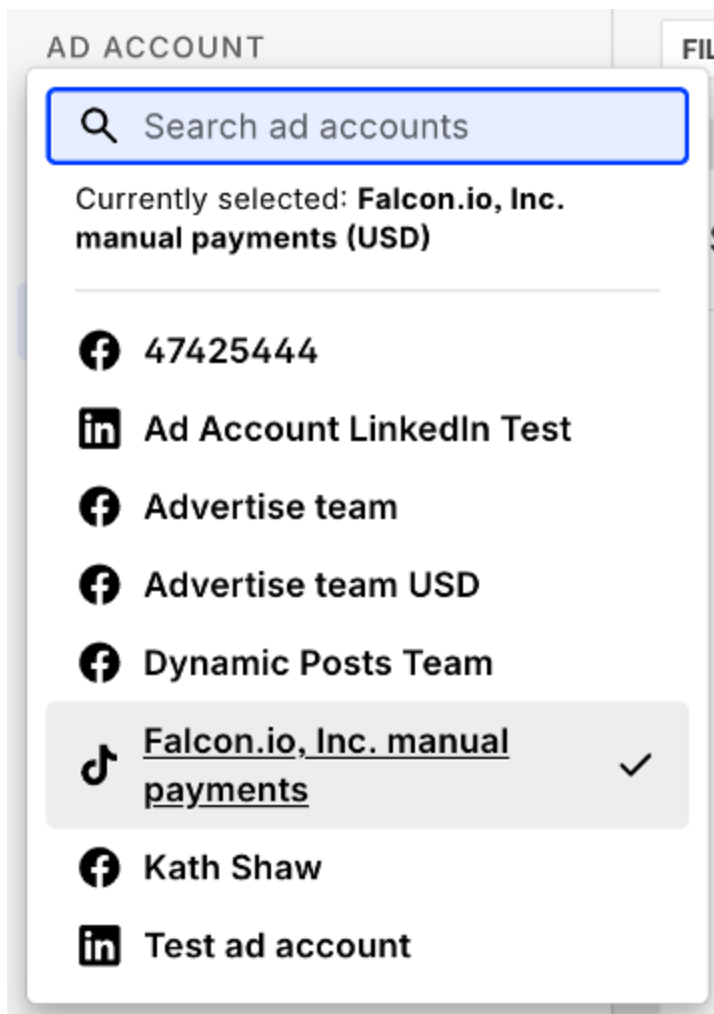
Note:

You'll need to have your TikTok ad account connected in Social Media Management to view your ad account data in Advertise. Users must also have an [Advertise role](#) on the ad account to see data.

### Navigating your TikTok campaigns, ad groups, and ads

In Advertise, you will see an **Ad account** drop-down menu in the left-hand navigation sidebar. Use this dropdown to select the TikTok ad account you would like to view.

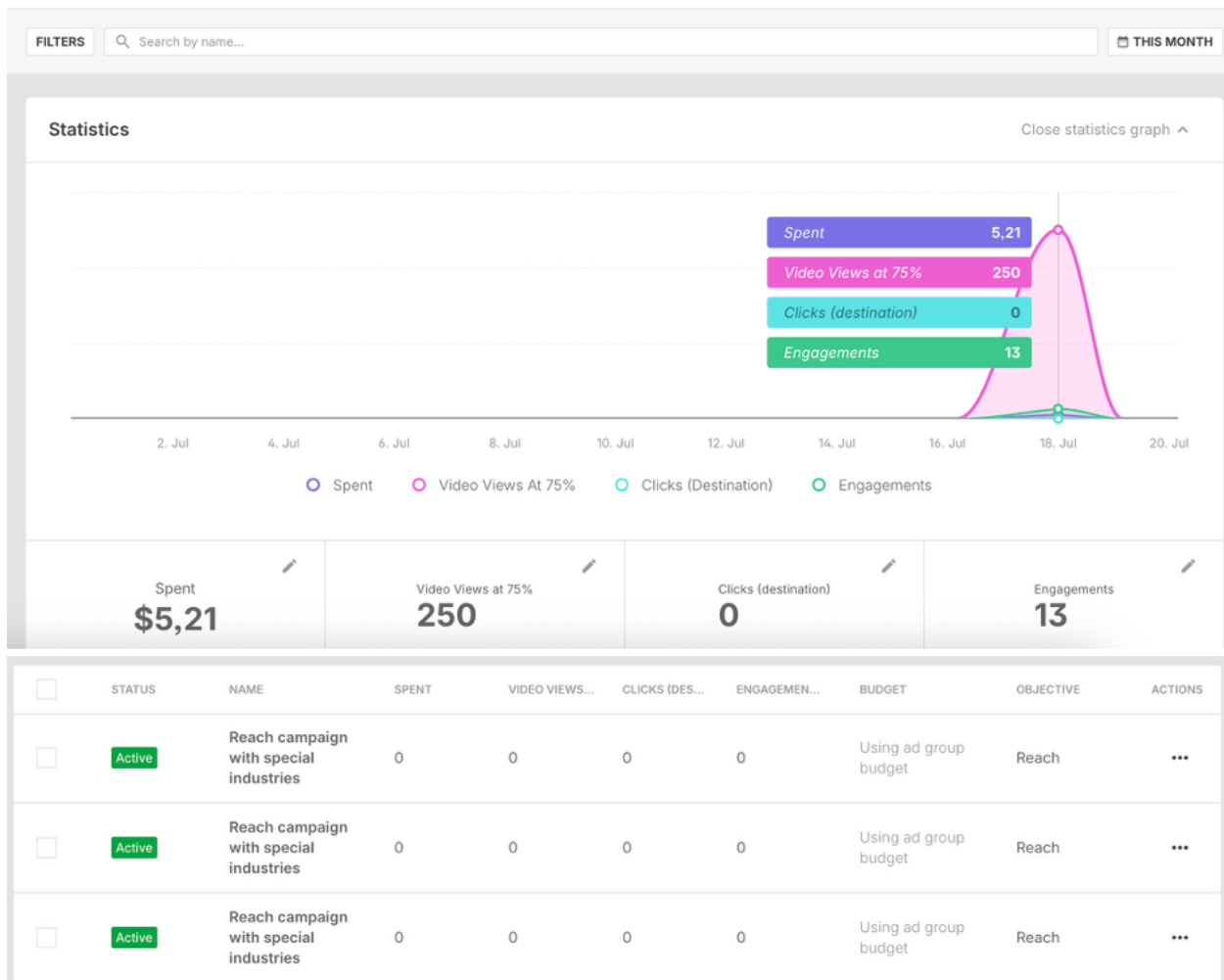




When viewing a TikTok ad account in Advertise, you will see three sections: campaigns, ad groups, and ads.

### Campaigns

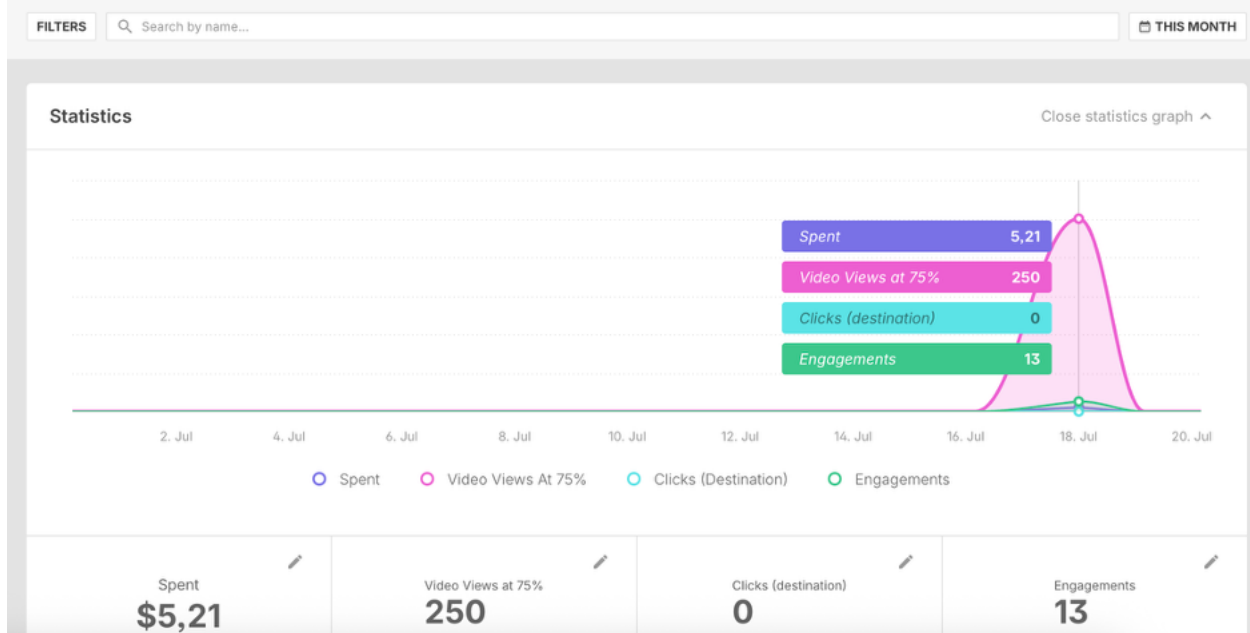
The Campaigns section offers a Statistics section and a list of all of your TikTok campaigns beneath it. For each campaign, you will see its status, name, four customizable KPIs, budget (linked to the ad group), and its objective. If you click on a campaign, you will see its associated ad groups.



## Ad groups

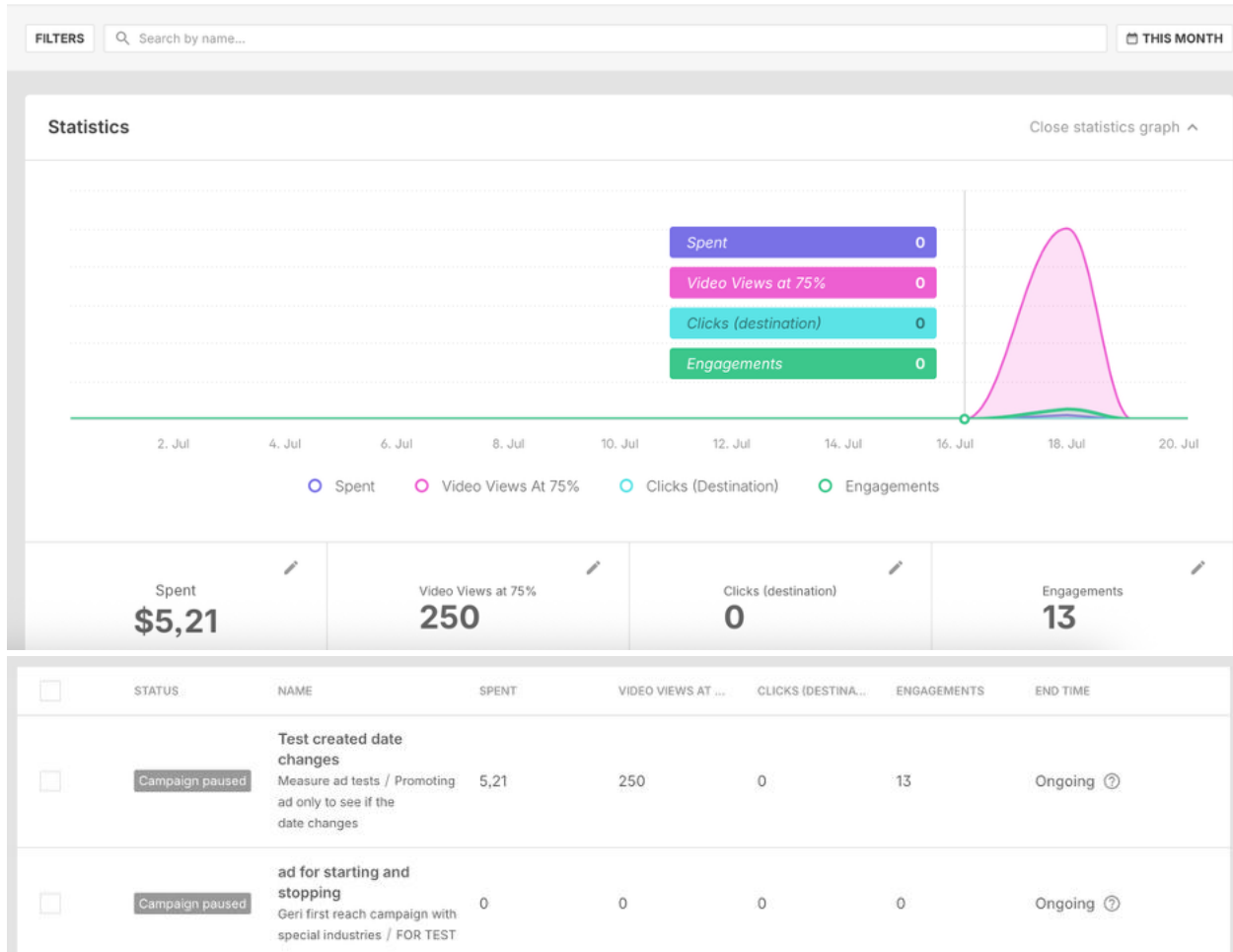
All of the ad groups in your ad account will be visible under the Ad groups section. For each ad group, you can see its status, name, four customizable KPIs, budget, and objective.

## Ad groups



## Ads

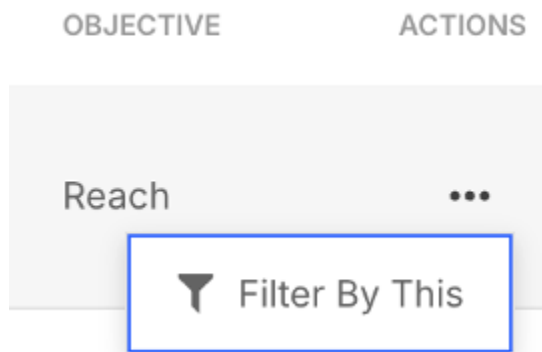
All TikTok ads that you have created are visible in the Ads section. For each ad, you will see its status, name, four customizable KPIs, and the ad's end time.



## Filtering and editing options

For each campaign and ad group, you can use the **Actions (three dots) icon** to the right of it to access filtering and editing options:

**Filter by this:** Filter by the specific campaign or ad group.



### Viewing statistics

When viewing campaigns, ad groups, or ads, the Statistics dashboard will give you an overview of the performance of each based on the metrics and time period that you have chosen. You can see data going back up to two years from the date that you connected your TikTok ad account to Social Media Management.

By default, you will see four KPIs in the dashboard — Spent, Video Views, Clicks, Engagements — but you can customize the KPIs at any time using the **Pencil icon** to open the statistics picker.

Spent

\$5,21

Video Views at 75%

250

Open statistics picker

Select KPI

Performance

Engagement

Video Plays

Conversion Volume

Conversion Efficiency

Conversion Cost

Search for KPIs

PERFORMANCE

☒ Spent

☐ Reach

☐ Impressions

☐ Frequency

☐ CPM

☐ Cost Per 100 Reached

ENGAGEMENT

☐ Engagements

Selected KPI: Spent

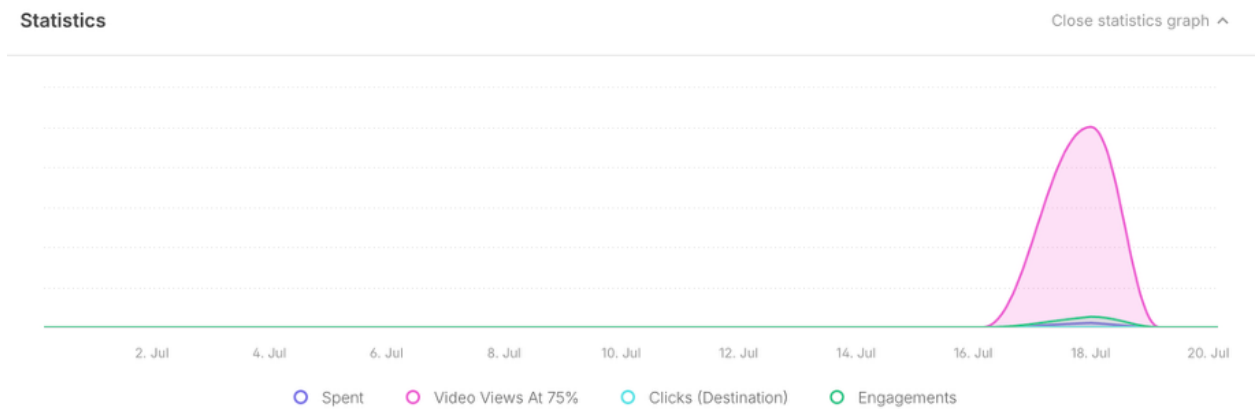
APPLY

Check out our [TikTok KPIs in Advertise](#) to see all of the TikTok metrics available in Advertise to help you analyze your campaign and ad performance.

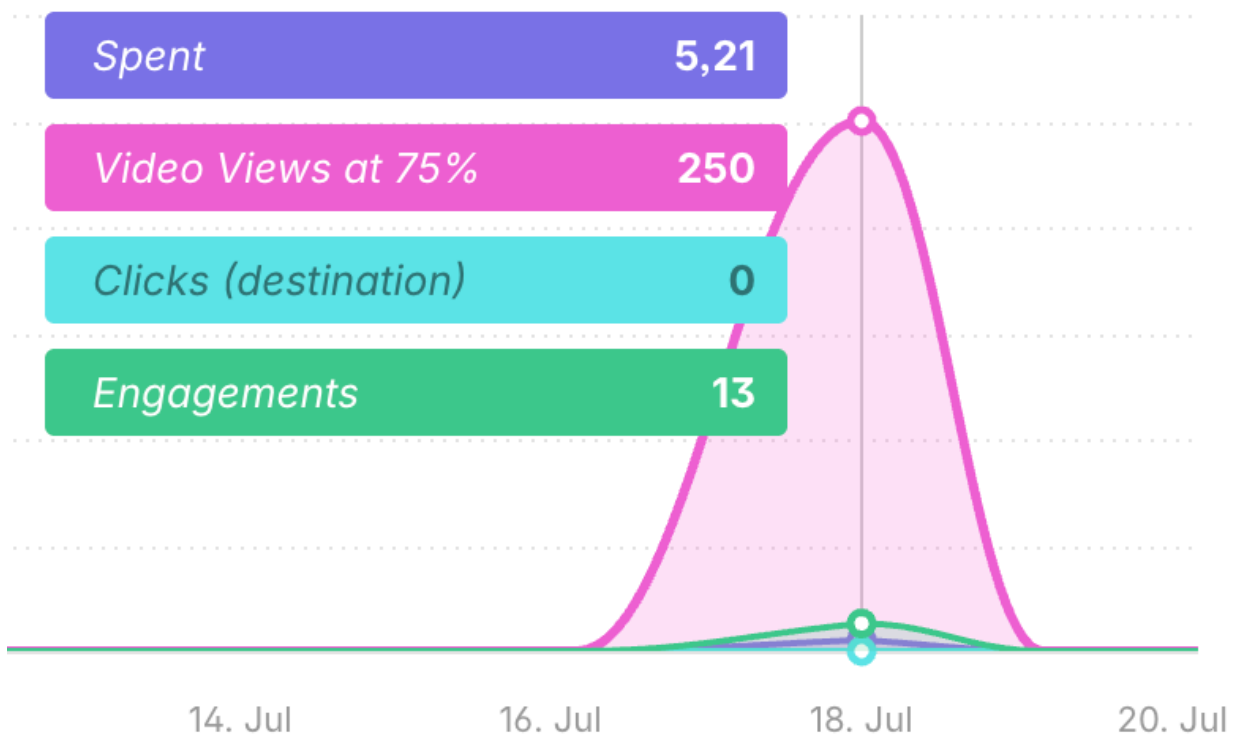
Analyzing performance

The Statistics dashboard offers performance data on three different levels for the time period that you have selected (data for the current month is displayed by default):

- **Aggregated data for all your campaigns/ad groups/ads for the chosen period:** Data will display for each of the four chosen KPIs under the graph.



- **Daily results:** When hovering with your mouse on a specific day in the graph, you will see daily results for your campaigns/ad groups/ads.



- **Performance for each campaign/ad group/ad:** In the table view below the graph, you will see four customizable KPIs of your choice for how well each campaign/ad



group/ad has performed.

Spent  
**\$5,21**

Video Views at 75%  
**250**

Clicks (destination)  
**0**

Engagements  
**13**

## Search and filter

Whenever you need to view data for a specific campaign, ad group, or ad, you can quickly do so by clicking Filters in the top-left corner of the section.

## Campaigns

**FILTERS**


 Search by name...

You will see a number of filtering options including:

- **Status:** Filter by the status of the object (Active, Paused, Deleted, etc.).
- **Objective:** See results only for specific campaign objectives.
- **Budget type:** Daily, Daily optimized, Lifetime, None.
- **Special Industry:** Housing, Credit, Employment.

Filter Campaigns by



|                  |  |  |
|------------------|--|--|
| Status           | <input type="checkbox"/> Active              | <br>No filters selected |
| Objective        | <input type="checkbox"/> Paused              |  |
| Budget Type      | <input type="checkbox"/> Deleted             |  |
| Special Industry | <input type="checkbox"/> Ad account error    |  |
|                  | <input type="checkbox"/> Budget exceeded     |  |
|                  | <input type="checkbox"/> Awaiting release    |  |
|                  | <input type="checkbox"/> Channel used (GMV)  |  |
|                  | <input type="checkbox"/> Asset unavailable   |  |
|                  | <input type="checkbox"/> Shop unavailable    |  |
|                  | <input type="checkbox"/> Channel unavailable |  |

CANCEL

CLEAR ALL FILTERS

FILTER