Notas

https://ads.tiktok.com/business/creativecenter/inspiration/topads/pc/en?period=180&object=3&industry=27&region=US

object=3 es conversions

In our study, we extracted ads from TikTok using objective code 3. The extraction process targeted a wide range of industries, as defined in our configuration file (narrative_lens_demo.json). The targeted industries (identified by their unique numeric codes) are as follows:

Tech & Electronics: 15000000000
News & Entertainment: 23000000000
Vehicle & Transportation: 11000000000
Life Services: 26000000000
Appliances: 16000000000
Household Products: 18000000000
Education: 10000000000
E-Commerce (Non-app): 30000000000
Sports & Outdoor: 28000000000
Health: 29000000000
Baby, Kids & Maternity: 12000000000
Games: 25000000000
Apps: 20000000000
Beauty & Personal Care: 14000000000
Home Improvement: 21000000000
Food & Beverage: 27000000000
Business Services: 24000000000
Travel: 17000000000
Pets: 19000000000
Apparel & Accessories: 22000000000
Financial Services: 13000000000
By configuring the scraper with these industry codes, our methodology ensured a comprehensive collection of advertisements across diverse market segments corresponding to the specified objective. This broad industry selection supports a robust analysis of ad characteristics and market trends.