

How to create an ad in TikTok Ads Manager

TikTok Ads Manager structures ads into three parts:

campaigns, ad groups [50 ads per ad group], and ads.

Before getting started

Before you create an ad, consider that the advertising objective and ad group selections will impact the fields on the ad creation module.

The screenshot shows the 'Advertising objective' section of the TikTok Ads Manager. On the left, there's a sidebar with numbered steps: 1 Campaign, 2 Ad group, and 3 Ad. Step 1 is expanded, showing 'Advertising objective' with a sub-step 'Settings'. The main area is titled 'Advertising objective' with a circular info icon. It's divided into three columns: 'Awareness', 'Consideration', and 'Conversion'. Under 'Awareness', there's a 'Reach' option with a description: 'Show your ad to the maximum number of people.' Under 'Consideration', there are three options: 'Traffic' (Send more people to a destination on your website or app), 'Video views' (Get more views and engagement for your video ads), and 'Community interaction' (Get more followers or profile visits). Under 'Conversion', there are three options: 'App promotion' (Get more people to install and take desired actions in your app cost-effectively), 'Lead generation' (Collect leads for your business), and 'Website conversions' (Drive valuable actions on your website). There's also a 'Product sales' option at the bottom.

Settings

Campaign name

Website conversions20240221173048

Create split test

Get more insights into your ads by split testing your strategy. [Learn more](#)

Campaign budget optimization

Automatically optimize your budget allocation. You'll have some limitations on your bid strategy and optimization goal. [Learn more](#)

Set campaign budget

The screenshot shows the 'Ad group' settings page under a campaign. The 'Optimization location' section is active, with the 'Website' option selected. A tooltip suggests using a template to name ad groups more efficiently. The 'TikTok Pixel' section shows a dropdown for selecting a pixel, with 'Marina_Outlet_PIXEL' listed as active. The 'Optimization event' dropdown shows 'Initiate Checkout' as active. The 'Available audience' section indicates a fairly broad audience of 164,460,000-201,007,000. The 'Targeting summary' section shows targeting for Vietnam.

The screenshot shows the 'Optimization location' settings page. The 'Website' section is active, showing options to drive conversions on a website or a TikTok Instant Page. The 'TikTok Pixel' section displays the previously selected pixel, 'Marina_Outlet_PIXEL', which is active. The 'Placements' section is visible at the bottom.

The screenshot shows the 'Placements' settings page. The 'Optimization event' section is active, displaying events like 'Initiate Checkout', 'Add to Cart', 'View Content', 'Place an Order', and 'Complete Payment', all marked as active. The 'Placements' section is highlighted in the sidebar. The 'Advanced settings' section is partially visible at the bottom.

Campaign

Ad group

- Settings
- Optimization location
- Placements**
- Targeting
- Budget & Schedule
- Bidding & Optimization

Ad

Placements

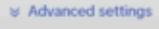
Automatic placement
Automatically show your ads across supported placements. [Learn more](#)

Select placement
Manually choose your targeting placement. [Learn more](#)

 TikTok Include search results 

 Global App Bundle · Powered by Pangle 

 Pangle Premium global publisher network, available in some regions. [Learn more](#)

 Advanced settings

Campaign

Ad group

- Settings
- Optimization location
- Placements
- Targeting**
- Budget & Schedule
- Bidding & Optimization

Ad

not include people under the age of 18 in the United States. [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 
 

Gender

All Male Female

Campaign

Ad group

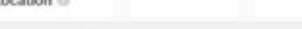
- Settings
- Optimization location
- Placements
- Targeting**
- Budget & Schedule
- Bidding & Optimization

Ad

Saved audience (Optional)

Select saved audience 

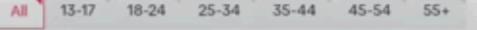
Demographics

Location 
 

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](#)

Campaign

② Ad group

- Settings
- Optimization location
- Placements

• Targeting

- Budget & Schedule
- Bidding & Optimization

③ Ad

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Languages ⓘ

All

Spending power ⓘ

All High spending power

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](#)

Campaign

② Ad group

- Settings
- Optimization location
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• Targeting

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- Bidding & Optimization

③ Ad

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

Campaign

Ad group

- Settings
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Ad

Budget & Schedule

Budget

Daily 50.00 USD

You'll spend up to 62.50 USD on some days, and less on others. You'll spend an average of 50.00 USD per day and no

2024-02-21 17:52 - 2024-02-22 17:52

Ad delivery is based on your registered account timezone (UTC+05:00) Karachi Time. Check the local time of your targeted locations

Dayparting

All day Select specific time

Week/Time	00:00 - 12:00												12:00 - 24:00											
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mon																								
Tue																								
Wed																								
Thu																								
Fri																								
Sat																								
Sun																								

Selected time period

Clear all

Wed 17:30-24:00
Thu 00:00-03:00, 17:30-24:00
Fri 00:00-03:00

Campaign

Ad group

- Settings
- Optimization location
- Placements
- Targeting
- Budget & Schedule**
- Bidding & Optimization

Ad

Bidding & Optimization

Optimization goal

Conversion

Target CPA (Optional)

We aim to spend your entire budget using the maximum delivery bid strategy to get the most results. Enter a bid per result if you'd like to keep the average cost per result around the stated amount. [View details](#)

Enter a value USD/Conversion

Attribution settings

Attribution window: 7-day click or 1-day view
Event count: Every

Advanced settings

Campaign

Ad group

- Settings
- Optimization location
- Placements
- Targeting
- Budget & Schedule
- Bidding & Optimization**

Ad

Bidding & Optimization

Optimization goal

Conversion

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Enter a value USD/Conversion

Attribution settings

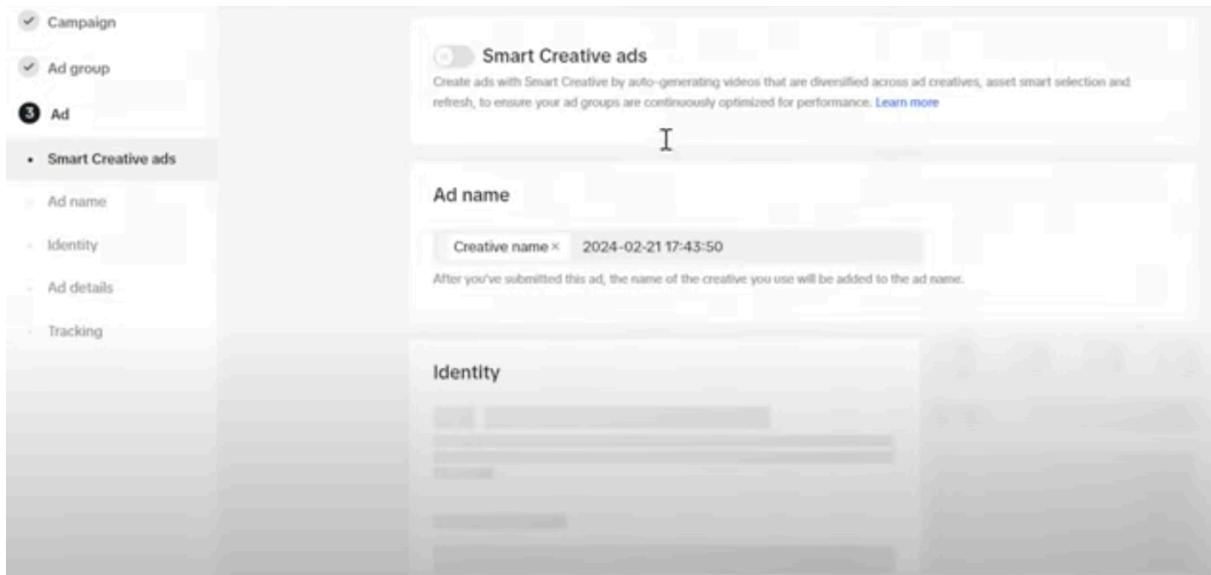
Attribution window: 7-day click or 1-day view
Event count: Every

Advanced settings

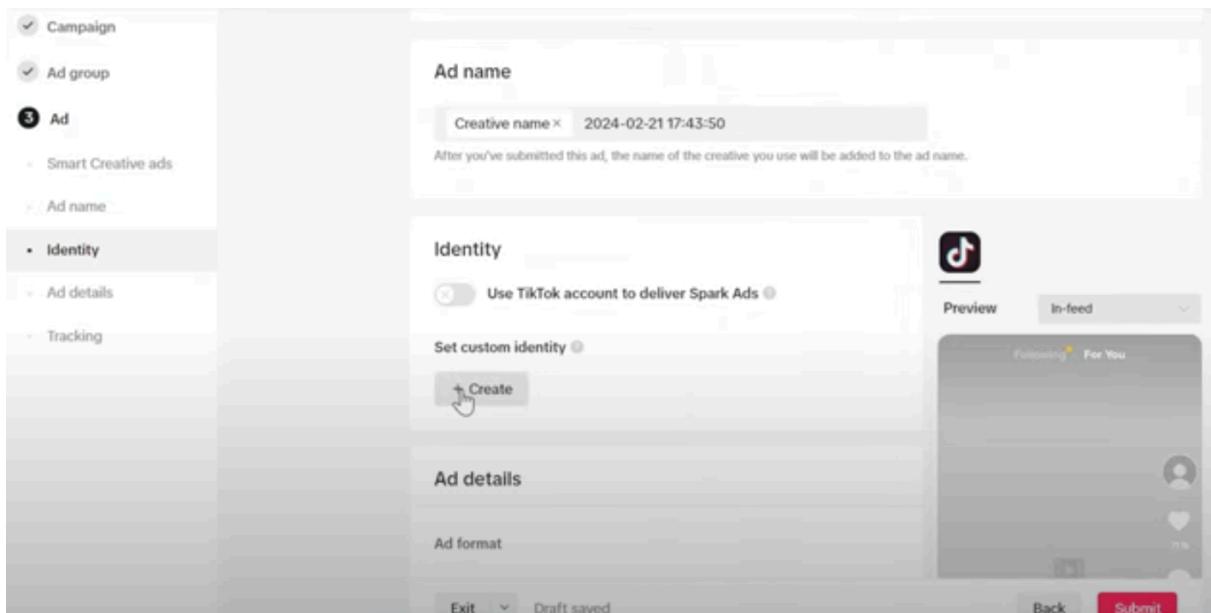
How to create an ad

To create an ad:

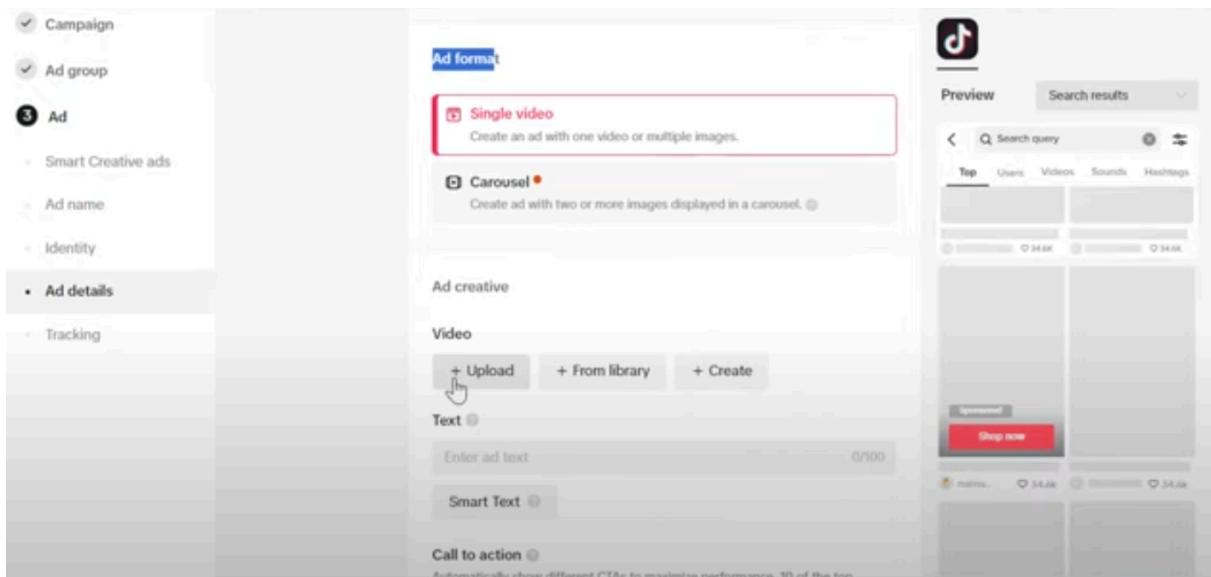
- Log in to your TikTok Ads Manager account.
- Go to an existing campaign or ad group.
- Click Create.
- On your ad creation page, turn on/off the Smart creative ads toggle.



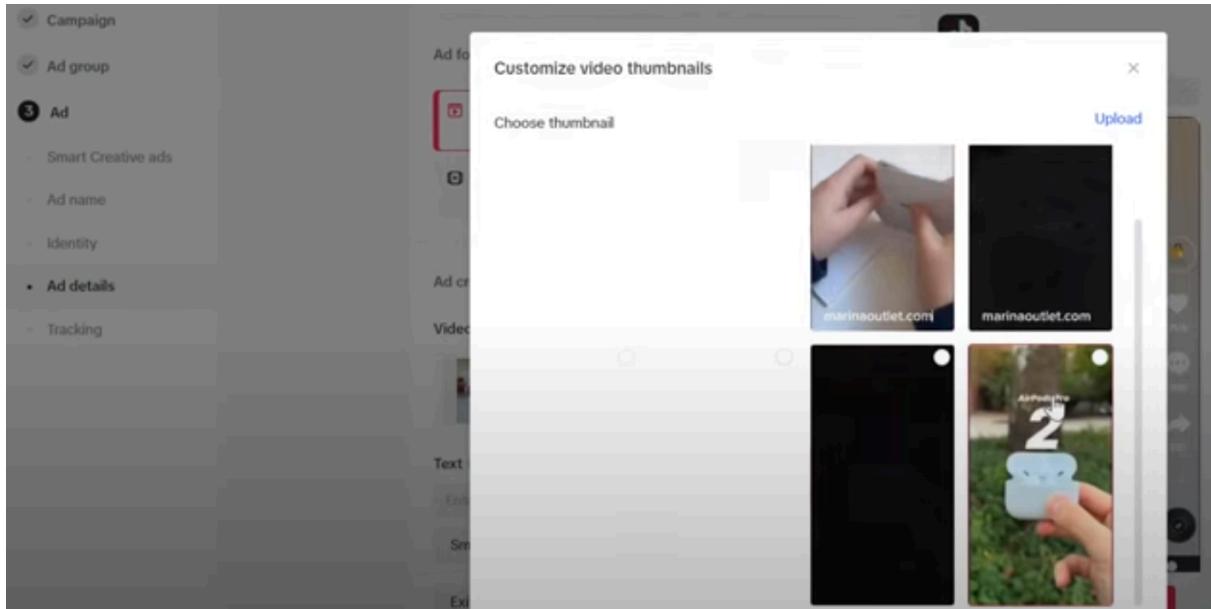
- Enter an ad name. The ad name is only for your reference and is not part of your ad. Ad names support 512 characters.
- Turn on/off the Identity toggle.



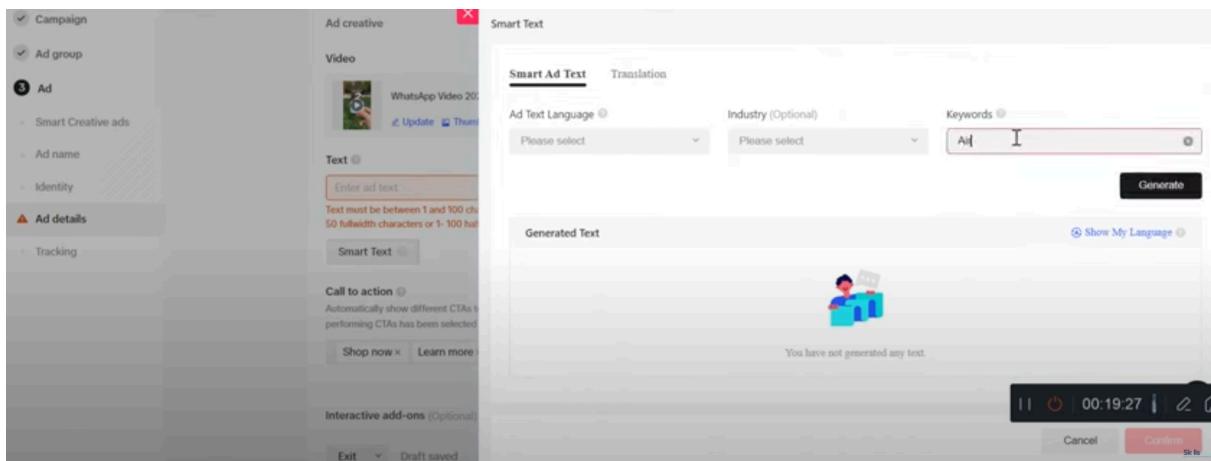
- Select your ad format - Single video, Carousel, or Collection Ads. TikTok supports video ads. Carousel ad can display images. Our Global App Bundle supports both image and video ads.
- Add your media.
 - Click +Upload to add media directly from your computer.
 - Click +From library to add existing media assets.
 - Click +Create to create a new video in Ads Manager using Video template or Generate video. Learn more [about video templates](#) to create videos directly on TikTok Ads Manager.



- Choose a thumbnail for your video. You can upload your own custom cover photo or choose from the pre-selected images from your video.



- Enter the following text and link elements to be displayed with your ad:
- Display Name: This name must be consistent with the brand, product, or company name of the promoted website or app.
- Text: The entered text will be displayed to your audience to tell them what you are promoting.



- Call to Action: Choose a call-to-action to tell your audience what you'd like them to do when they see your ad. There are dynamic and standard CTAs.

The screenshot shows the TikTok Video Editor interface. On the left, a sidebar lists campaign components: Campaign, Ad group, Ad, Smart Creative ads, Ad name, Identity, Ad details (selected), and Tracking. The main area is titled 'Ad creative' and 'Video'. A search bar says 'Search or select'. Below it is a list of actions with checkboxes: Select all (checked), Shop now, Learn more, Order now, Sign up, Visit store, Book now, Contact us, and Read more. At the bottom of the list are buttons for 'Shop now' (with a 'x'), 'Learn more' (with a 'x'), and '+20'. To the right, there's a preview window showing a hand holding an AirPods Pro case with a large white '2' on it. The preview is set to 'In-feed' mode.

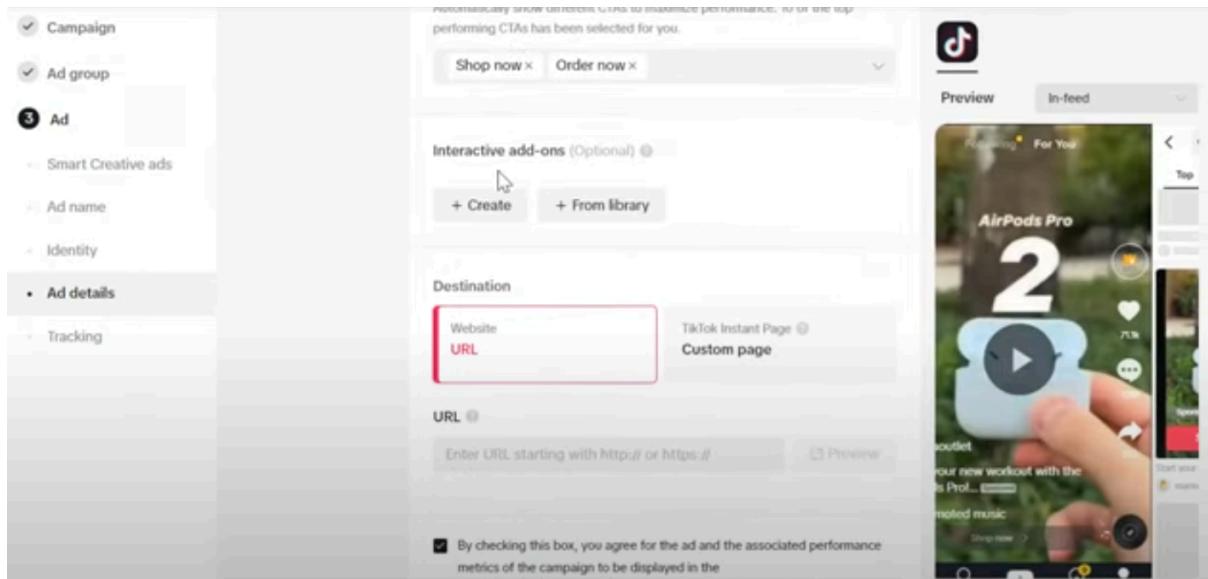
Dynamic:

Shop Now	View Now	Get it Now	Buy Today	Buy Here
Learn More	Order Here	Shop	Buy it Now	Buy Now

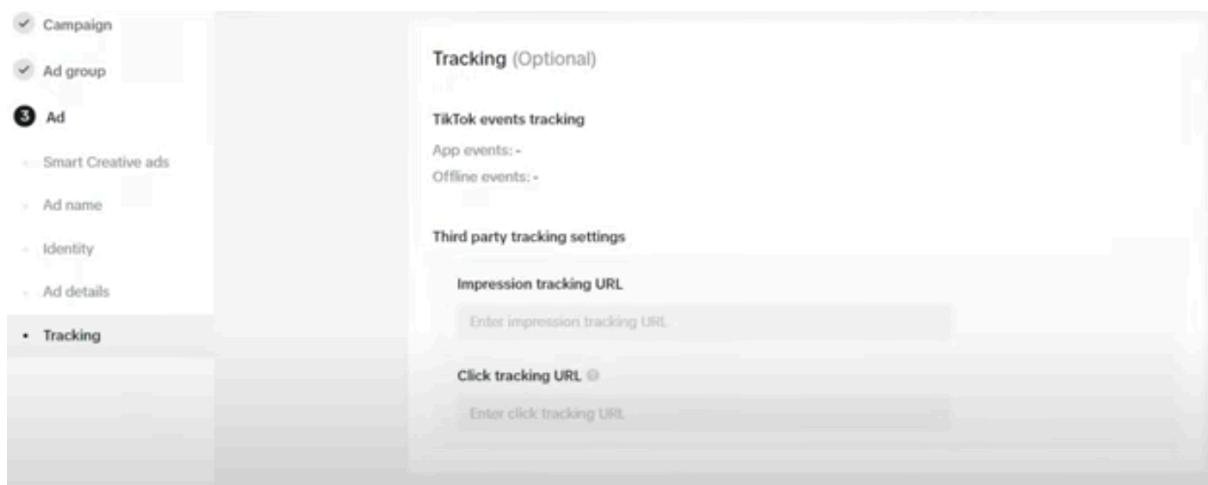
Standard:

Download	Learn More	Visit Store	Book Now
Shop Now	Contact Us	Apply Now	Play Game
Watch Now	View Now	Get Quote	Interested
Install Now	Get Showtimes	Experience Now	Sign Up
Subscribe	Get Tickets Now	Listen Now	Read More
		Pre-Order Now	Order Now

- Profile Image: This is your brand's image and will be the avatar people click on to go to your business profile.
- URL: Enter the URL of the website you want your ad to drive traffic to.



11. Add relevant tracking URLs with TikTok Pixel or supported third-party measurement. Click Build URL parameters to input UTM and custom parameters into their respective fields and preview your URL. Learn more about UTM parameters and how to add URL parameters to your website URL.



12. Use the preview to see how your ad will appear in different ad placements. Learn more about how to preview your ad.

- Note: Ad previews are not device-specific. Ads are adjusted based on a user's device and network conditions.

13. Click Submit to create your ad.

Once you submit your ad, TikTok will review it. You can also check your ad status on your TikTok Ads Manager account.