NICE

Answer the poll

TikTok : For Business

Vendor Sales
Creative Talks
3. Optimisation & Evaluation

AGENDA

01 **Introduction**
Why Creative Talks and why now

02 **Optimization**
What is optimization?

03 **SmartFix**
Getting the most out of Creative Center

04 **Smart Creative**
Planning Budgets for The next Year

05 **Evaluation**
Setting up for Success

06 **Video Insights**
Setting up for Success

07 **Q&A**
Setting up for Success

Meet our speaker...
Tessa D.

SMB Creative Roadmap to Success

Ideation

Find inspiration, brainstorm video ideas and structure your content to capture attention.

Production

Film and edit video clips to produce a finalized asset that's ready to use in ads. Explore the three easy production paths to discover what works best for your business.

Produce creative assets yourself

Work with a Creator to produce creative assets

Repurpose existing creative assets

Optimization

Combat creative fatigue and proactively address any potential issues with your ads.

Evaluation

Use TikTok's Creative Diagnosis capabilities, to quickly diagnose and solve creative-related issues.

Optimization

3

The Optimization Stage is where you set your ads up for success

Once the videos are produced, it is important to continue ensuring the success by focusing on optimization.

TikTok's optimization solutions allow advertisers to refresh current assets with quick edits to combat **creative fatigue** and proactively address any potential issues with their ads.

*

Creative Fatigue: When an audience has seen the same ad too many times and become less likely to engage.

Smart Fix
Auto-fixes. Fewer rejections.

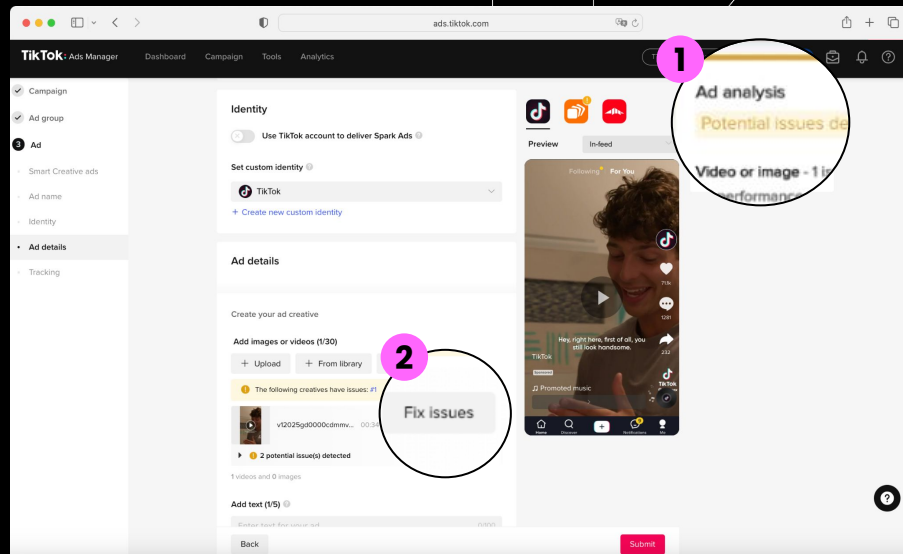**How to Access:** TikTok Ads Manager
(turned on by default)

Built into the ad creation flow on TikTok Ads Manager, Smart Fix automatically analyzes ads during ad creation to diagnose potential ad review issues and provide fixes with the click of a button. Features include:

1 **Ad analysis and notification**
The system analyzes your ad and sends you a notification when it detects potential ad review issues.

2 **One-click fix or manual edit**
You can resolve detected issues with a single click or be directed to TikTok Video Editor for a more hands-on editing process.

Smart Creative
The all new anti-creative fatigue solution.

How to Access: TikTok Ads Manager

Smart Creative is TikTok's new cutting-edge automated creative solution that simplifies ad creation while boosting performance with anti-creative fatigue features.
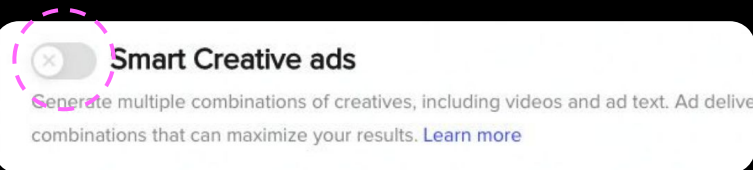
Smart Creative ensures that the potential of ad combinations in your ad group are maximized, prolonging the lifespan of the ads and enabling you to achieve efficient cost per results for an extended period of time.

A hands-off solution

Smart Creative is a fully-automated product. All you need to do is turn on the Smart Creative toggle in Ads Manager to activate its features:

1. **Creative Combination Auto-Generation:** Increase the number of assets by automatically generating variations of the ads in the ad group by combining text and video inputs.

2. **Fatigue Detection:** Automatically identify early signs of creative fatigue.

3. **Auto Refresh:** Rotate different creative assets in and out of auction after early signs of creative fatigue have been detected, tackling fatigue in a timely manner and controlling rising costs.
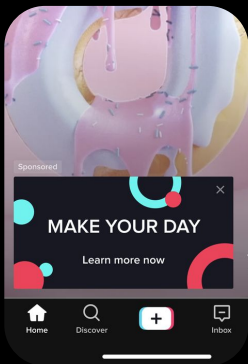
Toggle on "Smart Creative ads"

Smart Creative ads

Generate multiple combinations of creatives, including videos and ad text. Ad delive combinations that can maximize your results. Learn more

Quick and easy add-ons on TikTok Ads Manager

How to Access: TikTok Ads Manager

Display Cards

Use this add-on to highlight important messages, share exclusive offers, and drive traffic to your website or app. Display Cards let you add an additional customized image to your in-feed video ad. Once the display card appears in the ad, it will function as a CTA button that drives traffic to your website or app download page.

Gift Code Stickers

Gift Code Sticker allows advertisers to enhance their CTA by offering a Coupon Code to be copied automatically to the phone's clipboard.

By giving the users an incentive to take action in the app or on the website, advertisers can increase the rate of a purchase or an in app action.

4

Evaluation

The Evaluation Stage is where you analyze performance

In this stage, it's important to evaluate creative performance and understand what worked and what didn't.

With TikTok's Creative Diagnosis capabilities, you can quickly diagnose and solve creative-related issues. By leveraging the insights provided by TikTok solutions, you can enhance your creative approach and ensure better results for your TikTok campaigns.

View data

How to Access: TikTok Ads Manager

Click View Data under each campaign, ad group, or ad to view the performance data and audience analysis.
Select some dimensions from the list and out comes a beautiful chart showing your data, like magic.
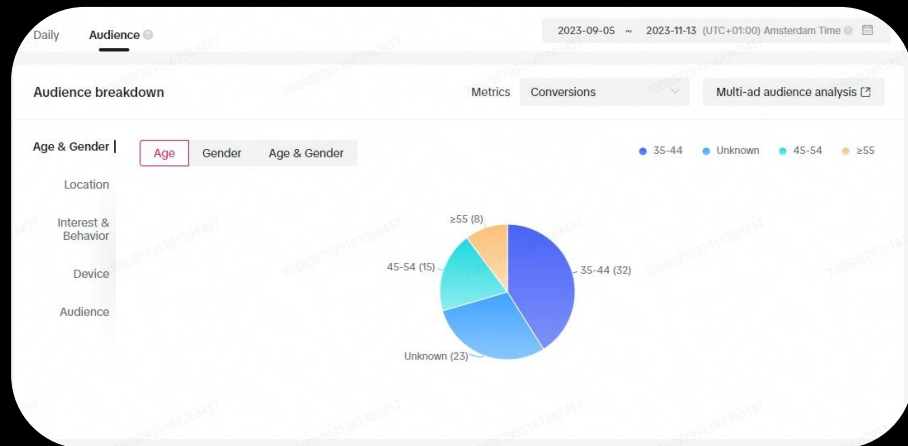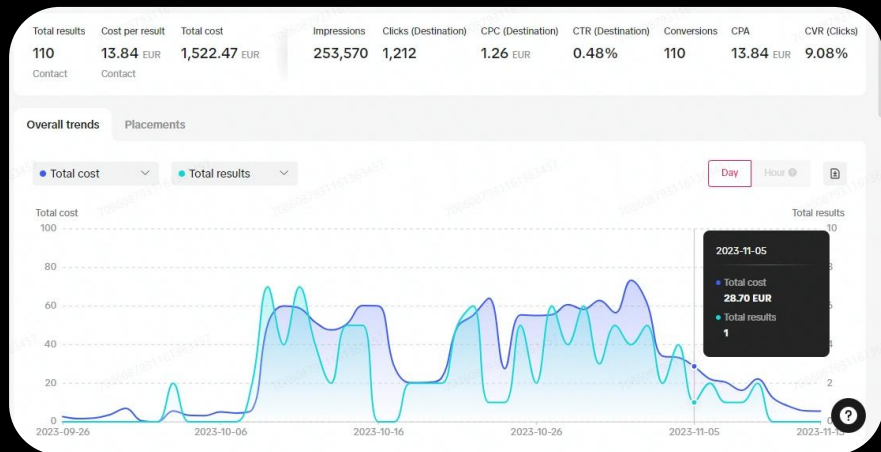
View data

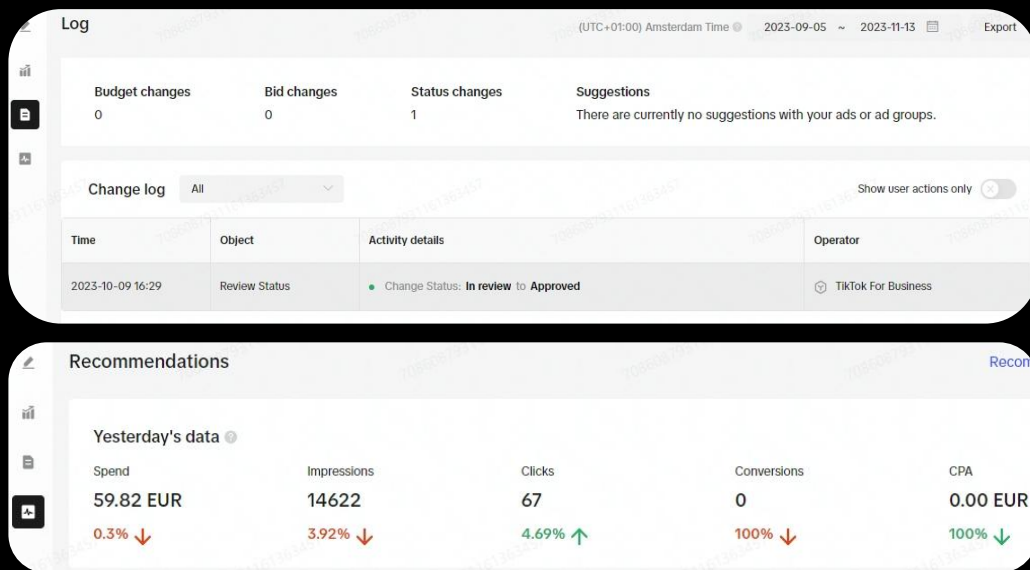**How to Access:** TikTok Ads Manager

Click View Data under each campaign, ad group, or ad to view the performance data and audience analysis.
Select some dimensions from the list and out comes a beautiful chart showing your data, like magic.

Video Insights

**How to Access:** TikTok Ads Manager

Video Insights allows advertiser to analyze video creative performance and understand your audience through video interactions to inspire the next high-performing video.
Features include:

- **Trend analysis**
- **Video comparison analysis**
- **Keyframe analysis**
- **Industry benchmarks**

The tool for content creation:

- Was any particular video topic more engaging than the other? You'll know with the **trend analysis.**
- Allow **key frame analysis and video comparison** to help you decide what elements to repurpose in the following video, accelerating the creation process.
- Utilize the **industry benchmark feature** to see how your videos stack up to your competitors in the same industry.
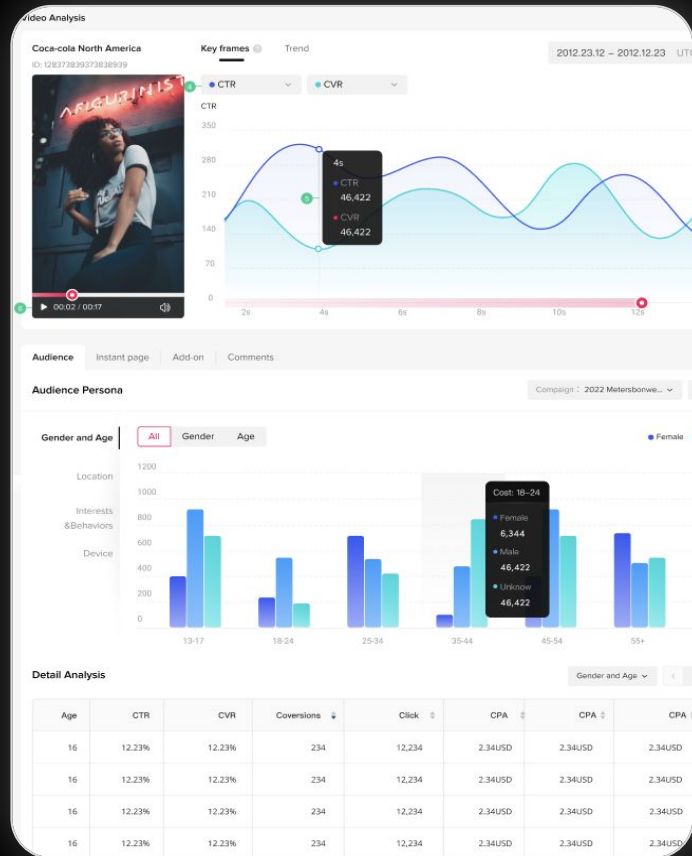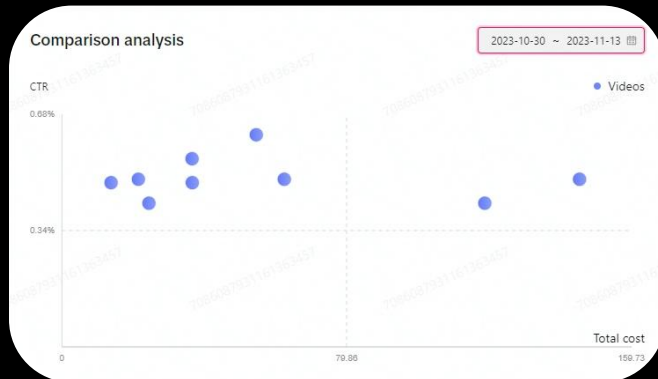
Video Insights

Trend analysis

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.
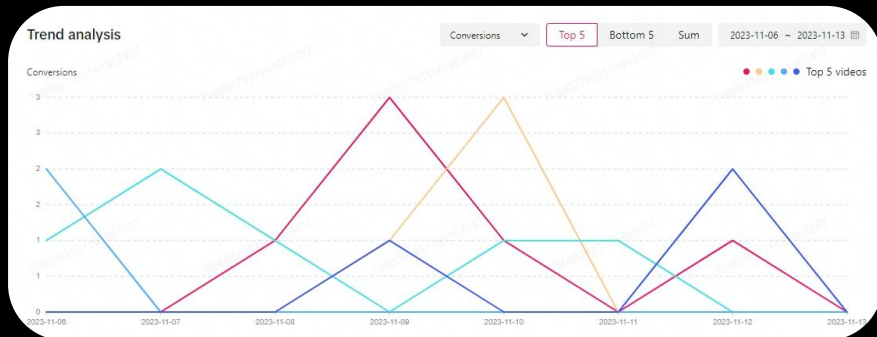
Video comparison analysis

Utilize the video comparison tool to gather aggregated data for a group of videos. If you have a group of videos about a certain topic, you can add all of those videos to a video group within the comparison tool and then see an aggregated view of all those videos in the chart provided.

- With the **video group comparison feature**, advertisers can select two individual videos or groups of videos to compare.
- With the **video key frame comparison feature**, advertisers can select two videos to compare frame by frame on a metric they choose from the dropdown list.

Video Insights

Keyframe analysis: How important is the hook and when is it too late to hook in your audience?

Start by analyzing the video in the key frame tab and take note of the peaks and valleys on each line graph. The peaks will show you the winning elements that you can recycle in a future video, whereas the valleys or dips will signify the extra fluff that could be moved around or removed from the video.
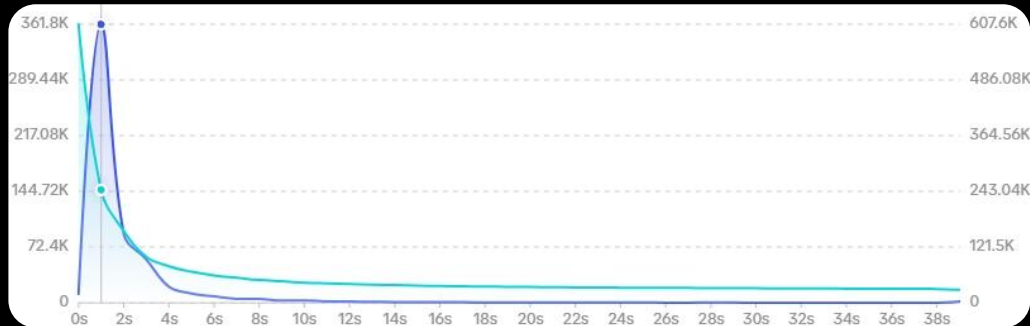
Industry benchmarks

This shows how your video creatives (across all of your accessible ad accounts) are performing against industry benchmarks.

Creative Review!

Me at 4am ordering more HelloFresh meals after saying I wouldn't order anymore

This is cheeze with a Z.

an post commerce
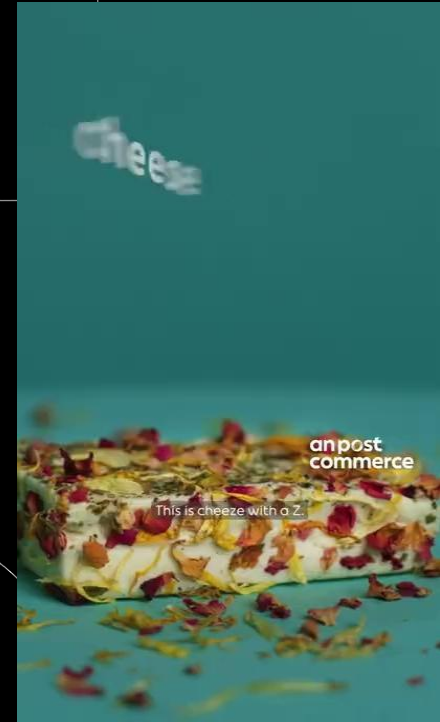
COMING SOON

Creative Fatigue Diagnosis

Troubleshoot your underperforming ads

Tackle creative fatigue through developing more targeted and timely optimization strategies and improve campaign performance.

1. Creative Fatigue Notification
Clear overview of the ad groups that contain ads impacted by creative fatigue as well as identify ads that have already been flagged for creative fatigue.

2. Creative Fatigue Index Metric
On ad level, compare **creative fatigue index** against other performance metrics to measure extent of creative fatigue and / or identify creative fatigue patterns.

3. One-Click Fix or Manual Edit
Resolve detected issues with a single click or edit manually with Video Editor.

Summary

SMB Creative Roadmap to Success

Ideation

Find inspiration, brainstorm video ideas and structure your content to capture attention.

Think Sound-On. Start by browsing the Audio Library

Visit Creative Center for the latest trend data, music, and creative insights

Create content structures that include a hook, unique selling points, and a call-to-action.

Production

Film and edit video clips to produce a finalized asset that's ready to use in ads. Explore the three easy production paths to discover what works best for your business.

Produce creative assets yourself

Follow TikTok's Production Best Practices

Video Editing Option 1: Shoot and Edit your Videos on TikTok

Video Editing Option 2: Edit your Videos with CapCut

Get a Head Start with CapCut's Library of Business Templates and Ad Script
(US only)

Work with a Creator to produce creative assets

Follow TikTok's Creator Best Practices

Collaborate with the right creators for your campaign on TikTok Creator Marketplace.

Connect with Creative Experts through TikTok Creative Exchange
(NA, EUI, METAP, CN-OB ONLY)

Repurpose existing creative assets

Gather impactful, high quality brand photos and videos. Prioritize video assets for a TikTok-ready feel.
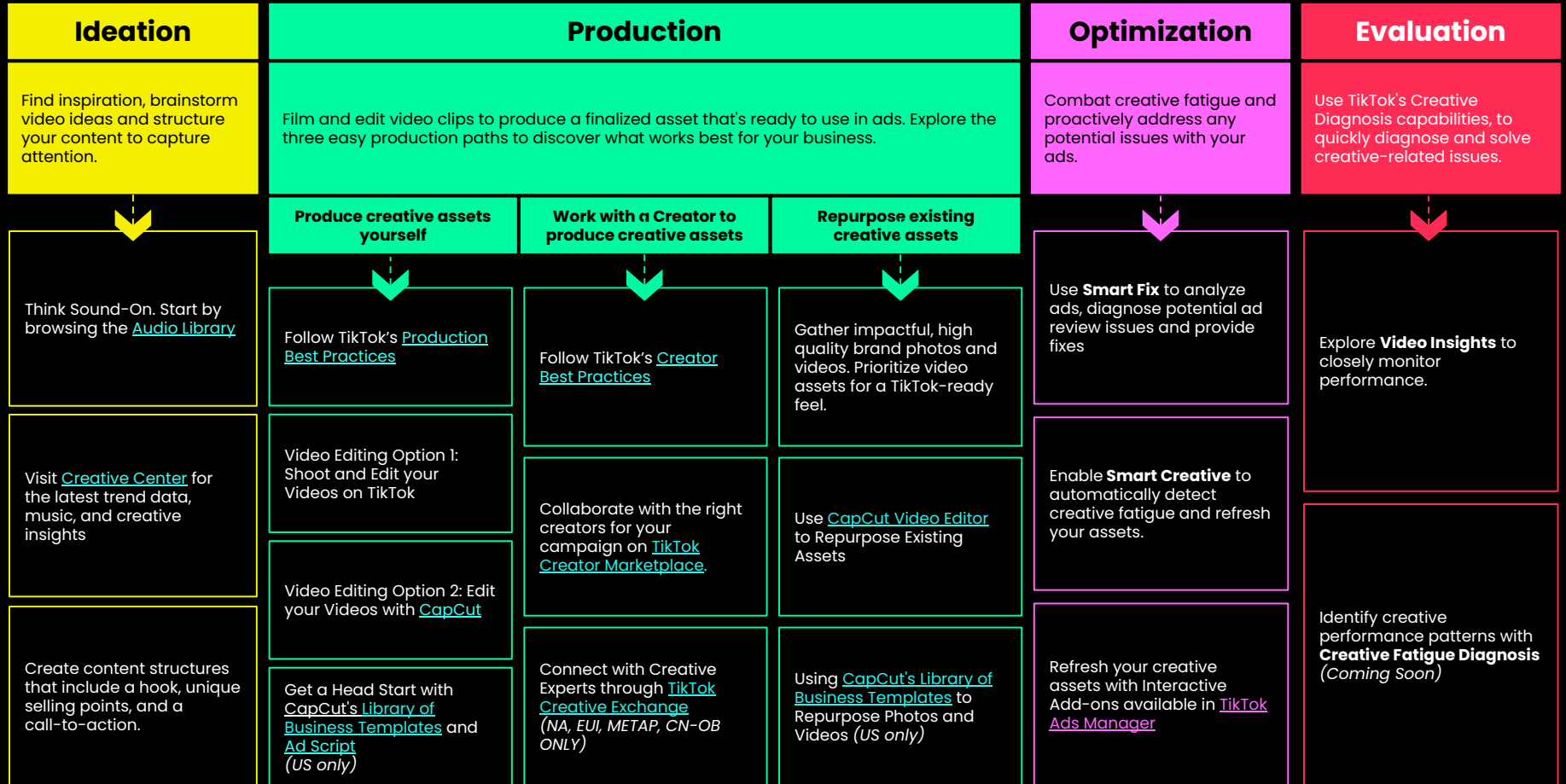
Use CapCut Video Editor to Repurpose Existing Assets

Using CapCut's Library of Business Templates to Repurpose Photos and Videos *(US only)*

Optimization

Combat creative fatigue and proactively address any potential issues with your ads.

Use **Smart Fix** to analyze ads, diagnose potential ad review issues and provide fixes

Enable **Smart Creative** to automatically detect creative fatigue and refresh your assets.

Refresh your creative assets with Interactive Add-ons available in TikTok Ads Manager

Evaluation

Use TikTok's Creative Diagnosis capabilities, to quickly diagnose and solve creative-related issues.

Explore **Video Insights** to closely monitor performance.

Identify creative performance patterns with **Creative Fatigue Diagnosis** *(Coming Soon)*

TikTok : For Business

THANK
YOU