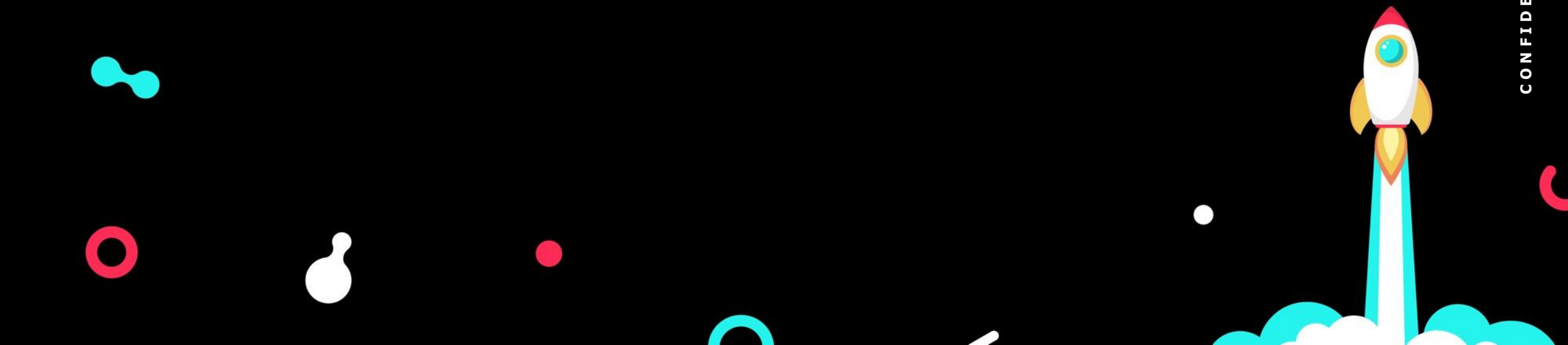
TikTok:Tactics

Lead Generation



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Agenda

1. The Power of Performance on TikTok
2. TikTok Tactics
3. Lead Generation
4. Planning for Performance

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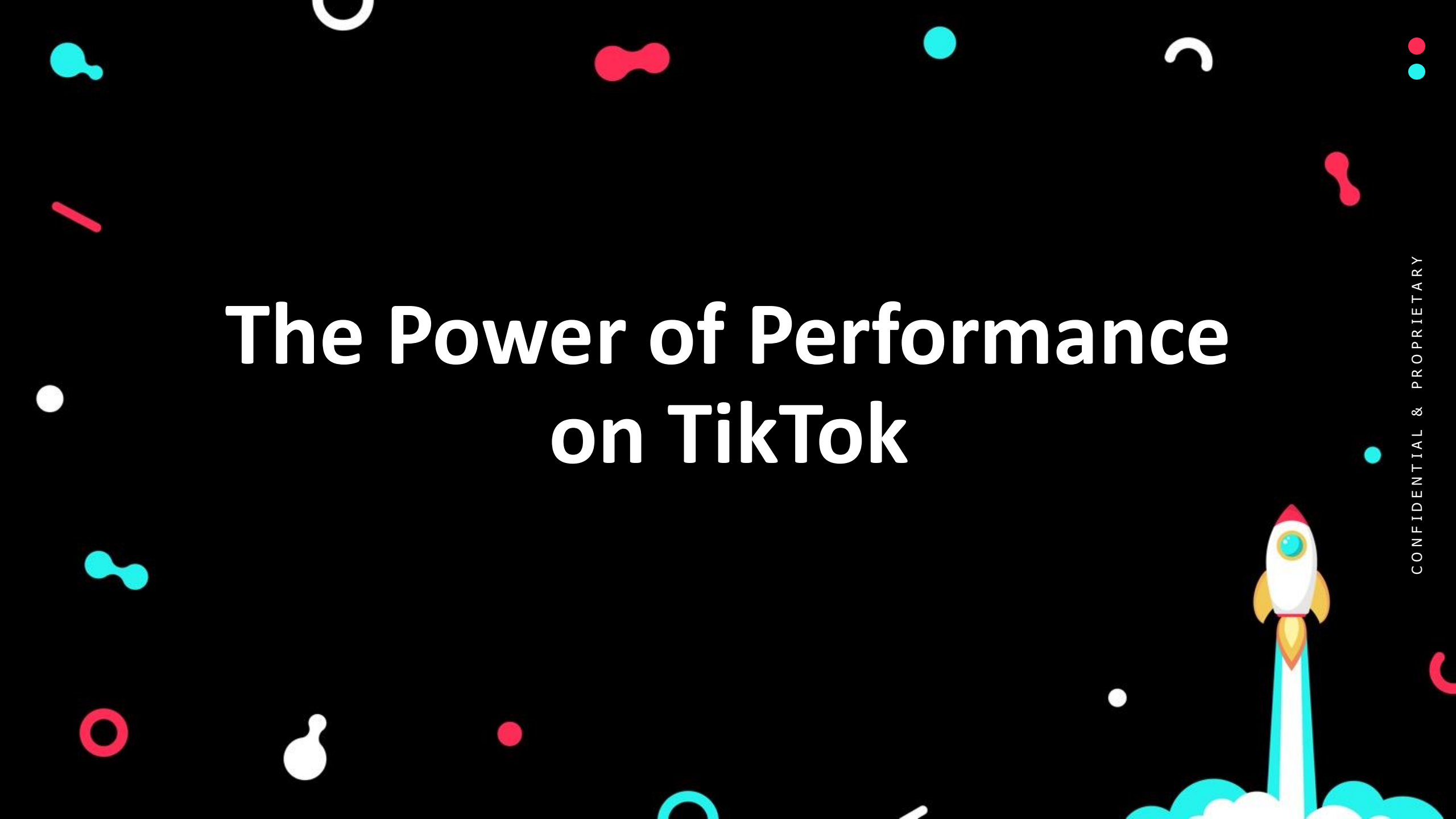
The Power of Performance on TikTok



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TikTok is an entertainment platform, built on democratised discovery.

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And we know this because …

75% of TikTok users come to TikTok to be entertained[1]

46% of users say they come here to discover new things

Source: Marketing Science Holiday Shopping Behaviour Research 2020 conducted by Walnut Unlimited, Marketing Science EU & US Holiday Shopping Behaviour Research 2020 and EU Vertical Research 2021, conducted by Walnut Unlimited

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We serve our community content they love and content they didn’t know they loved, until that moment.

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And the same algorithm is helping brands find their audience, every single day.

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Inspiring purchases

71% of users agreed that TikTok inspired them to shop even when they weren't looking do so.

And that inspiration turns into action.

23% of users agreed that they bought something they saw on TikTok.

Source: Marketing Science EU Holiday Shopping Behavior Research 2020, conducted by Walnut Unlimited

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WHY?

TikTok's FYP emulates the thrill and ritual of browsing in-store unlike anything else.

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Consumers no longer go shopping.

They’re always shopping.

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And #TikTokMadeMeBuyIt

#TikTokMadeMeBuyIt
2.5B views

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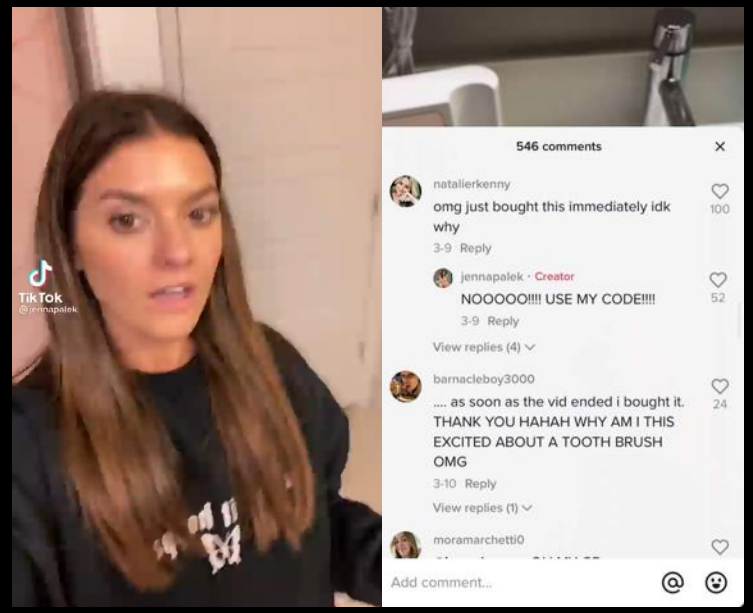


Buyers are raving! Multiple people gave 5-star reviews to this shop in the past 7 days.

Tay 03 Aug, 2020

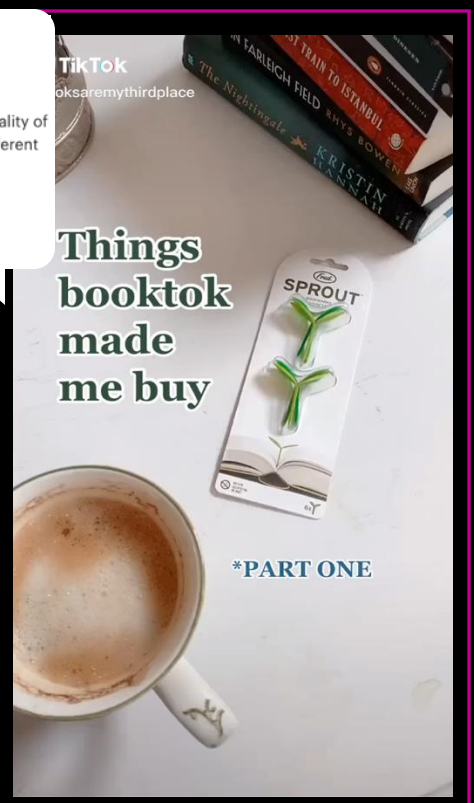
★★★★★

Such great quality! I've had so many compliments on these stickers and the quality of them. So happy I stumbled across you on tik tok- can't wait for you to make different stickers

Purchased item:

Jersey Shore Original Sticker Set or Individual, Planner Stic...

This Cordless Vacuum-Mop Hybrid Can't Stay in Stock After Going Viral on TikTok - but It's Back on Amazon



I Tried the New L'Oréal Paris Infallible Powder Foundation That Went Viral on TikTok

After being sold out literally everywhere, I decided to give the $12 powder foundation a try — and let's just say, I was impressed.

★★★★★ 13 days ago

Verified Purchaser

TIKTOK MADE ME BUY IT

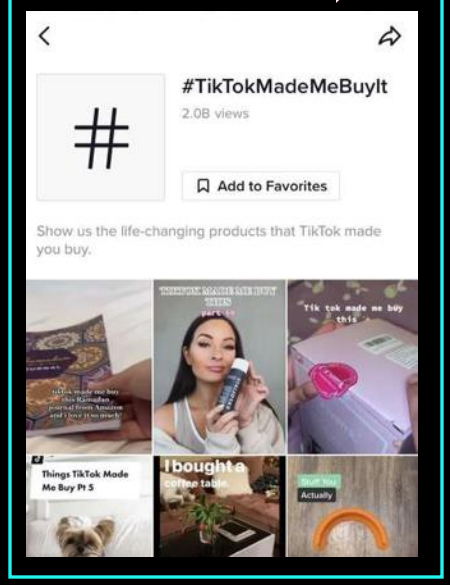
Saw this reviewed on tiktok and recommended by many. It matches to the hype. Can look clumpy if you don't brush it out properly.

Extras > IndyBest > Home & Garden > Bedroom

TikTok loves these Premier Inn pillows too: Here's our review and where to buy them

Recreate the hotel experience at home and prepare for a dreamy night's sleep

Eva Waite-Taylor | Monday 08 March 2021 12:09



BuzzFeed News Quizzes TV & Movies Shopping Celebrity

Shopping · Posted on Feb 28, 2021

25 "TikTok Made Me Buy It" Products You Shouldn't Sleep On

The app we all love to waste our precious time on never fails with the impeccable shopping recs.

American Eagle Outfitters /Aerie

hannahschlenker · Creator
Y'all, these leggings are a life saver. They make your waist look 10000 smaller. Promise my waist doesn't look like that without the lines facing in
2020-11-20

smrekagreenpeen
People who bought a pair immediately after watching this: 2020-11-20
View replies (90)

arilbesi
I just ordered these in black 2020-11-20
View replies (11)

crunchypickle9370
For those asking- no we don't have any left online and in the boutique. 😉
2020-12-4
View replies (7)

aamic
omg i wanted these leggings but they sold out 2020-11-20

TikTok reviewers turn teens into bookworms

Liam Kelly
Arts Correspondent
Jason Allardyce

Convincing teenagers to read books can be a thankless task for many parents, but two sisters have come to the rescue via TikTok.

Mireille and Elodie Lee, 15 and 13, have amassed 200,000 followers on the social media app since they set up the @allfeoflitterature page last month.

On it the sisters, who live in Brighton, talk about books they love such as *The Selection* by Kiera Cass and E Lockhart's *We Were Liars*.

Books are starting to go viral as a new breed of influencers discuss their favourites. Videos tagged with #booktok have been viewed more than 5.9 billion times on TikTok. Fantasy and young adult fiction are the most popular genres.

The impact of social media is breathing new life into some titles. *They Both Die at the End*, Adam Silvera's 2017 novel about two teenage boys who are told they have one day left to live, sold 4,056 copies in the week ending March 20, compared with just 101 in the same week last year, according to data provided by Nielsen BookScan. In that time it had become one of the most popular books among TikTokkers.

Authors, publishers and retailers are taking note. So-called "BookTokkers" with sizeable followings on the video app are regularly approached with the offer of titles to review and, more rarely, are offered about £100-£200 to create an advert. The Lee sisters put together their rate card last week and are planning to charge "a bit more" than £200 because of the size of their following. They have not agreed to a paid deal yet and insist that any they do sign will have strings attached.

"If we were paid to promote a book, we would read it and decide whether we like it before we take any money," said Elodie. Her sister added: "We're very authentic."

Unlike on other social media sites, TikTok's book community does not seem to be plagued by trolls.

"I used to do online influencing [on YouTube] and people were just absolutely horrible," Mireille said. "On TikTok everyone's been so welcoming and supportive. I don't think we've had one horrible comment."

@itsmilamkelly

In demand: Mireille Lee

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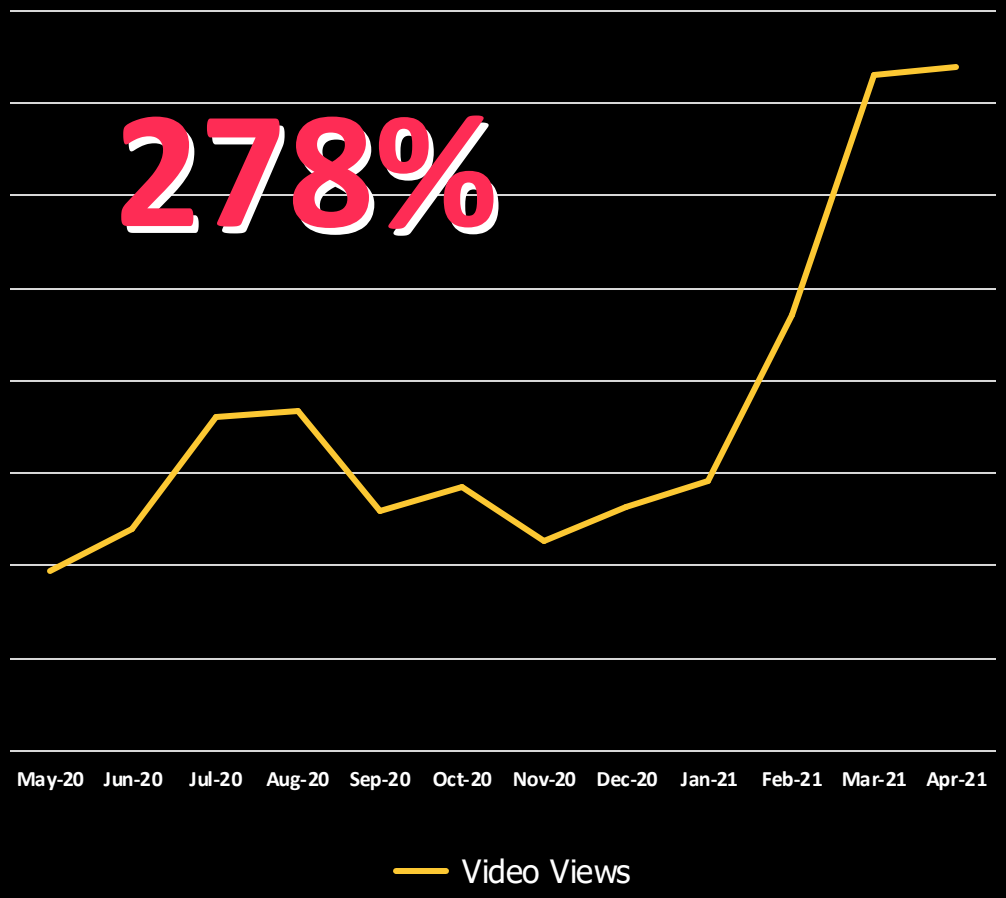
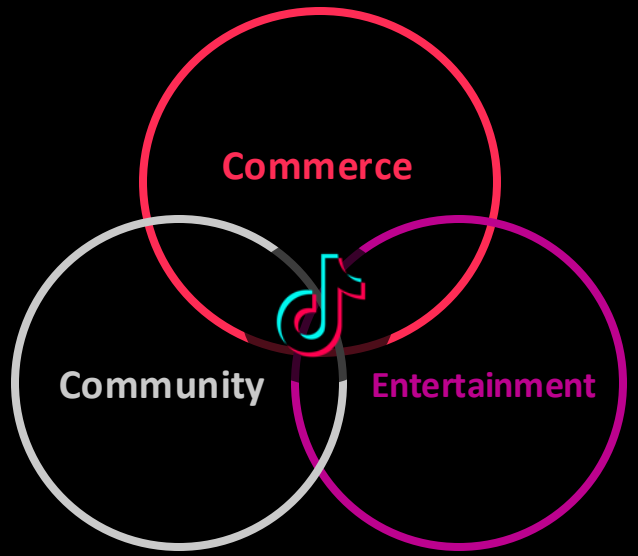
#TikTokMadeMeBuyIt



We're building a new kind of relationship between brands and people



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Source: TikTok Internal Data – 2020 - 2021

TikTok delivers a 50% higher ROAS on Food & Beverage vs. other digital channels

Source:TikTok & Nielsen EU CPG MMx research

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TikTok:Tactics

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TikTok For Business

Is a Self-Serve Advertising Platform

We drive Marketing results across the funnel from
Reach to ROAS and everything in between

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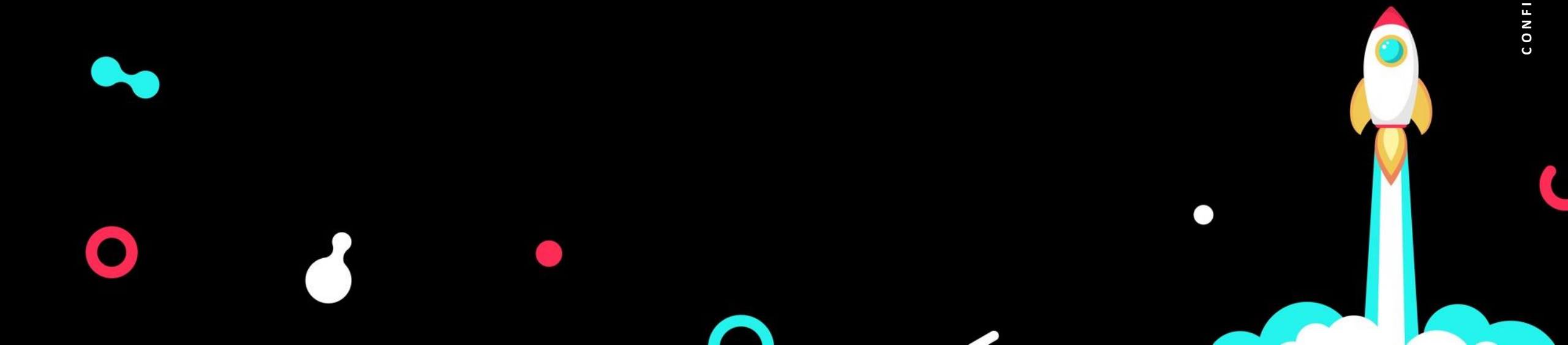
For best results, apply

TikTok:Tactics



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MASTERING

TikTok Tactics

- Attribution (Web)
- Attribution (App)
- Targeting, Bidding & Optimisation
- Catalogues
- Creative Production
- Creative Best Practice

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PURPOSE:

To build a solid and reliable technical foundation for **tracking**, **measurement** and **attribution** allowing you to make precise and informed decisions about your marketing budgets over the short and long term

Attribution (Web)

Catalogues

Attribution (App)

Creative Production

Targeting, Bidding & Optimisation

Creative Best Practice

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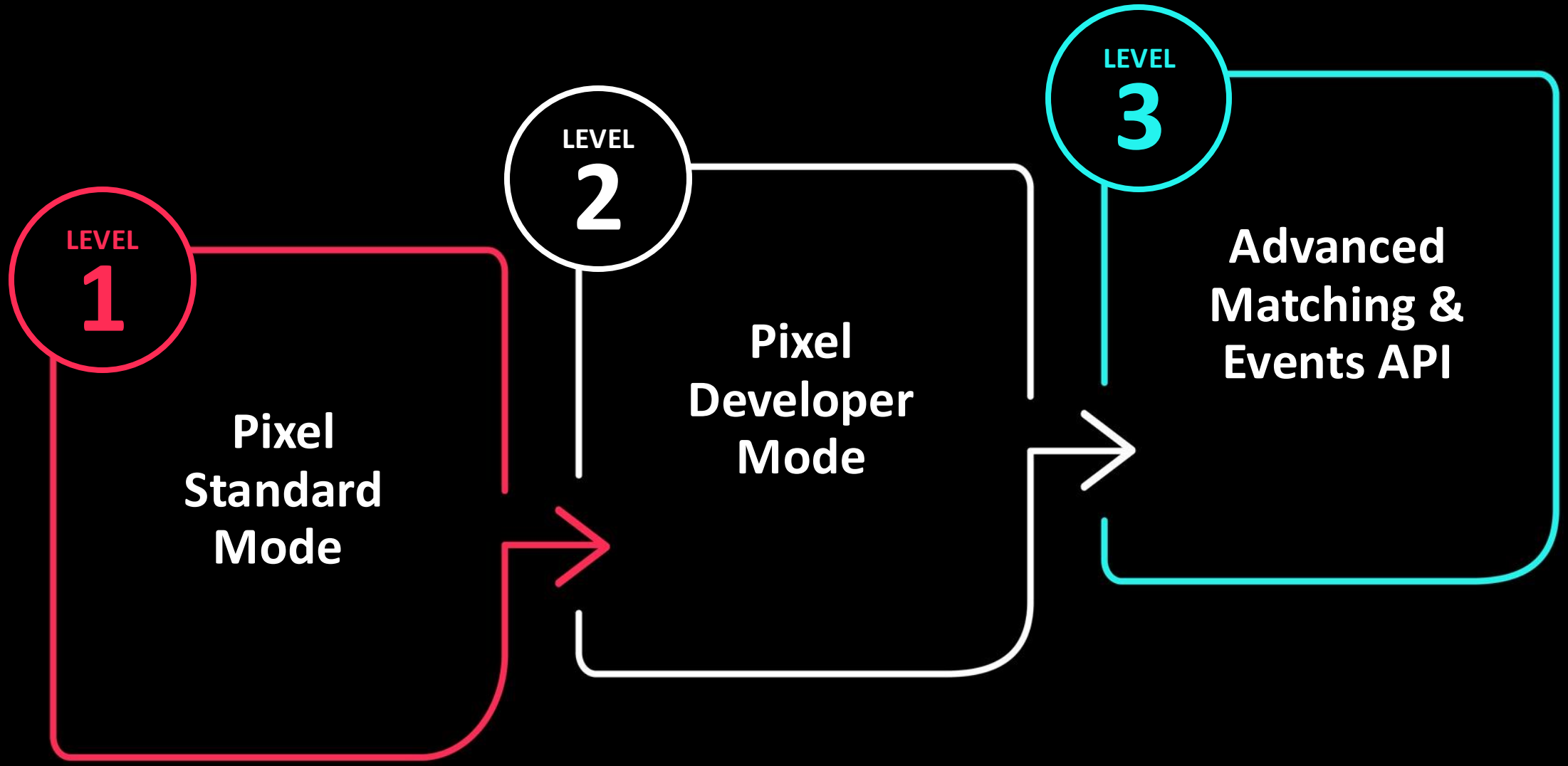
Attribution (WEB)



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Attribution (WEB)

LEVEL 1

BEGINNER

- **Pixel Standard Mode**
  For small brands without JavaScript support who want to track website conversions, advertisers can set up events directly in TikTok Ads Manager.
- **Recommended for:**
  Small online retailers and non-ecommerce verticals (ie, entertainment) who have a limited amount of developer resources
- **Features Unlocked:**
  Custom Audiences, Dynamic Product Ads (prospecting), Conversion Tracking

LEVEL 2

INTERMEDIATE

- **Pixel Developer Mode**
  For sophisticated marketers with a team of developers who want to track parameters like revenue and product details, and customize what they track.
- **Recommended for:**
  Brands looking to optimise marketing budgets towards general Performance and specifically ROAS and LTV
- **Features Unlocked:**
  DPA (retargeting), Advanced Matching, ROAS tracking

LEVEL 3

ADVANCED

- **Advanced Matching & Events API**
  For brands wanting to track purchases made across different devices, different browsers or at different times. Enriches audiences with unattributed event data
- **Recommended for:**
  larger e-commerce and non-ecommerce brands with a dedicated developer team to support integration
- **Features Unlocked:**
  Conversion Lift Study, Unattributed audiences

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PURPOSE:

To build a solid and reliable technical foundation for **tracking**, **measurement** and **attribution** allowing you to make precise and informed decisions about your marketing budgets over the short and long term

- Attribution (Web)
- Attribution (App)
- Targeting, Bidding & Optimisation
- Catalogues
- Creative Production
- Creative Best Practice

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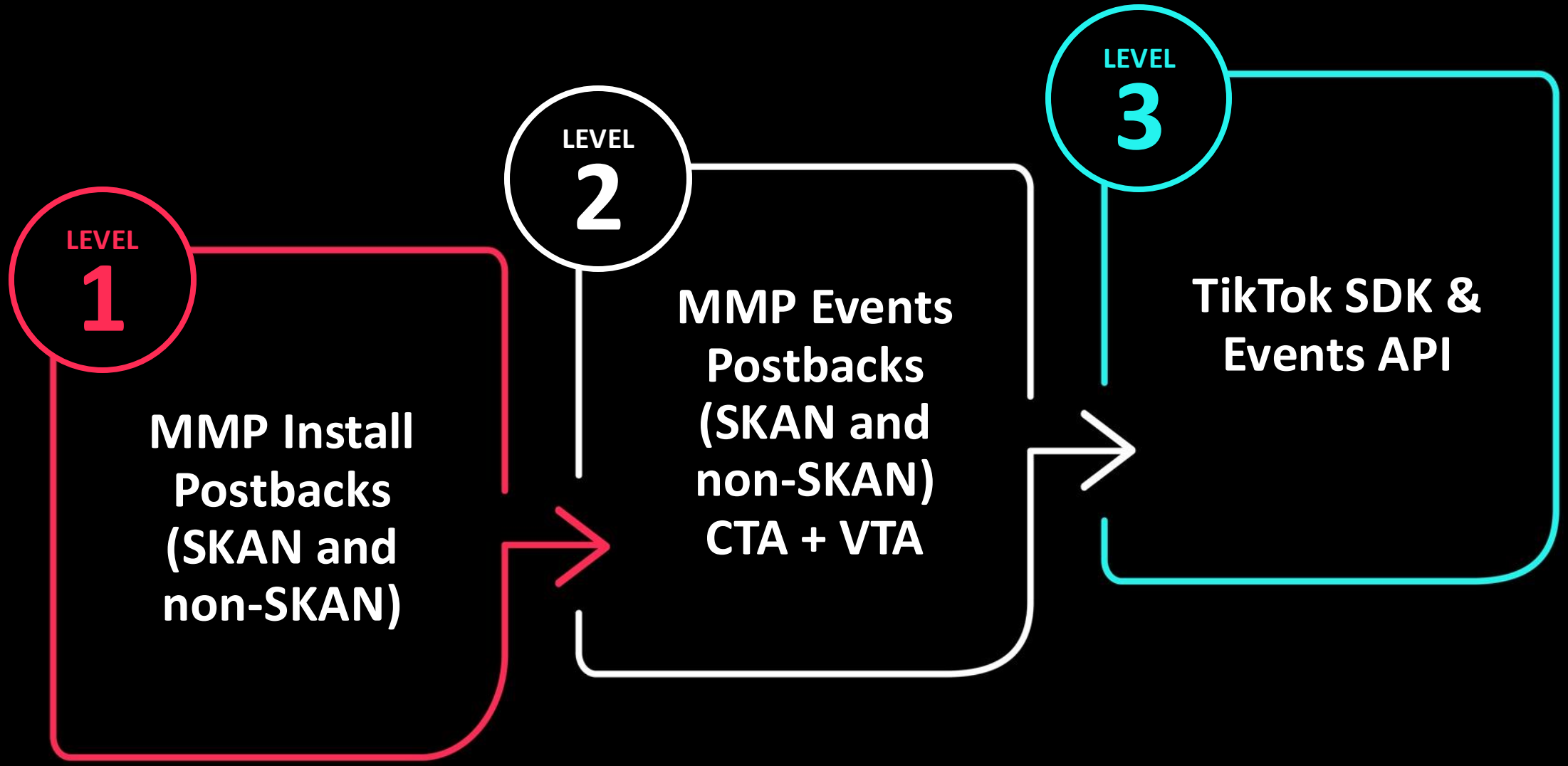
Attribution (APP)



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Attribution (APP)

LEVEL 1

BEGINNER

- **MMP Install Postbacks (SKAN & non-SKAN)**
  In cases of IAA-monetised apps or apps unable to postback events data
- **Recommended for:**
  Small app developers who have a limited amount of resources to map MMP events in their app
- **Features Unlocked:**
  App ads, Custom Audiences (install only), MMP Audiences, iOS 14 Dedicated Campaign

LEVEL 2

INTERMEDIATE

- **MMP Events Postback + CTA & VTA (SKAN & non-SKAN)**
  For app publishers who have in-app event tracking set up with their MMP
- **Recommended for:**
  Gaming and non-Gaming clients who want to optimise towards ROAS and LTV
- **Features Unlocked:**
  App Event Optimisation (AEO), Custom Audiences (in-app events), MMP Audiences, Unattributed Audiences

LEVEL 3

ADVANCED

- **TikTok SDK & Events API**
  For App developers with dedicated in-house resources, that aren't working with an MMP
- **Recommended for:**
  larger app publishers with multiple apps, or indie app publishers who want a direct connection to TikTok
- **Features Unlocked:**
  Engagement Attribution, Advanced Matching, TikTok SKAN

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PURPOSE:

Attribution (Web)

Attribution (App)

Targeting, Bidding & Optimisation

Catalogues

Creative Production

Creative Best Practice

Allow the Machine to do the heavy lifting for you. The combination of our Targeting, Bidding & Optimisation features allows advertisers to give guidance and set objectives in Ads Manager.

From there, let our Machine Learning algorithm optimize to **drive the best results with the least effort**

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Targeting, Bidding & Optimisation (TBO)

LEVEL 1

TARGETING

- **Beginner**
  Use broad targeting to increase your reach, use your test budgets, drive events volume and draw insights about your audience segments
- **Intermediate**
  Once data & insights gathered about Audience sub-segments, use Interest & Behaviour Targeting. Explore Targeting Expansion, DMP integration
- **Advanced**
  Split test all your campaigns. Define different strategies per segment, post back unattributed data for larger Custom Audiences

LEVEL 2

BIDDING

- **Beginner**
  Starting with test budgets where Cost Per result is strictly controlled. Limited volume drives high fluctuations
- **Intermediate**
  Increase budgets & Volumes and allow for some fluctuation as performance is measured over larger conversion scale. Leave campaigns Always-on
- **Advanced**
  Focus on Business Value and ROAS beyond the intermediate metrics of CPA/CPI. Adopt Campaign Budget Optimisation across all activity

LEVEL 3

OPTIMISATION

- **Beginner**
  Use a single Campaign Objective to test and gather initial data
- **Intermediate**
  Build your funnel across multiple Campaign Objectives from upper to lower funnel. Use Automated Creative Optimisation
- **Advanced**
  Set your campaigns up to let the machine do the heavy lifting. Across multiple campaign objectives, use ACO, Split tests on Targeting, Creative & adapt optimisation strategies for different Audience Segments

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PURPOSE:

To build a **best-in-class** automated foundation for real time optimization of Customer Acquisition.

The deeper your Catalog integration with TikTok, the **more advertising solutions** you will unlock

- Attribution (Web)
- Catalogues
- Attribution (App)
- Creative Production
- Targeting, Bidding & Optimisation
- Creative Best Practice

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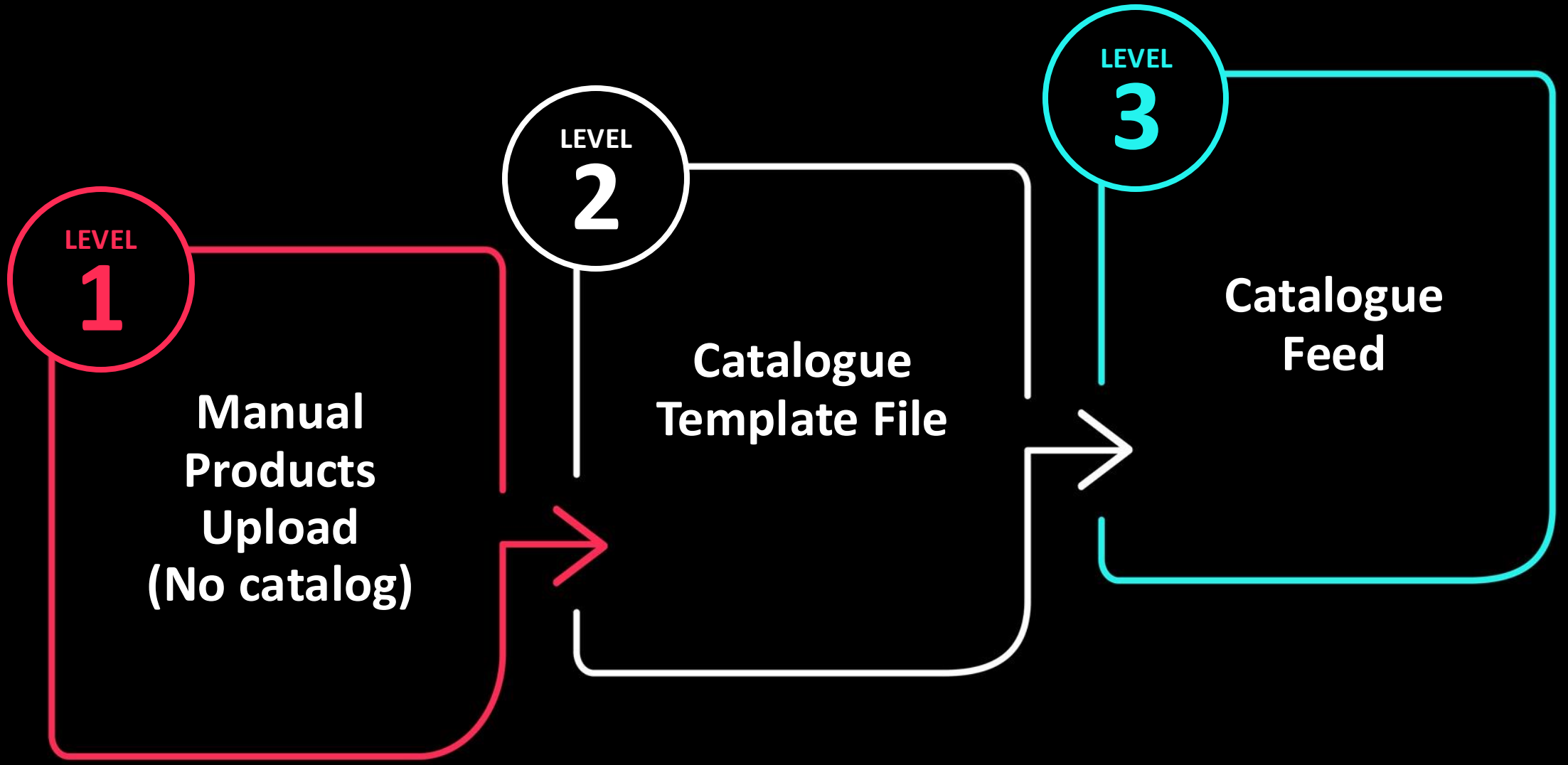
Catalogues



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Catalogues

LEVEL 1

BEGINNER

- **Manual Products Upload (No catalog)**
  For brands without a catalog who want to run shoppable ads, advertisers can manually upload information per product.
- **Recommended for:**
  Small online retail brands and non-commerce verticals (ie, entertainment) who have a limited amount of products to showcase
- **Features Unlocked:**
  Collection Ads, Image Cards, Display Cards

LEVEL 2

INTERMEDIATE

- **Catalogue Template File**
  For brands with a catalog but no product feed who want to run shoppable ads, easily upload key information about your products and create product sets
- **Recommended for:**
  Commerce brands who have an online product offering to promote but no product feed
- **Features Unlocked:**
  DPA (high SKU volume), Collection Ads, Image Cards (low SKU volume)

LEVEL 3

ADVANCED

- **Catalogue Feed**
  Connect to us via your Catalogue Feed Partner or directly via API
- **Recommended for:**
  larger Commerce clients with a product feed looking to scale scale product & Creative personalization and drive best Performance
- **Features Unlocked:**
  Every Commerce Ad Format

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PURPOSE:

Attribution (Web)

Attribution (App)

Targeting, Bidding & Optimisation

To build a **robust and dedicated** Creative Production pipeline for TikTok Ads across internal and external resources.

Creative is the Name of the Game on TikTok and a healthy pipeline is essential for success

Catalogues

Creative Production

Creative Best Practice

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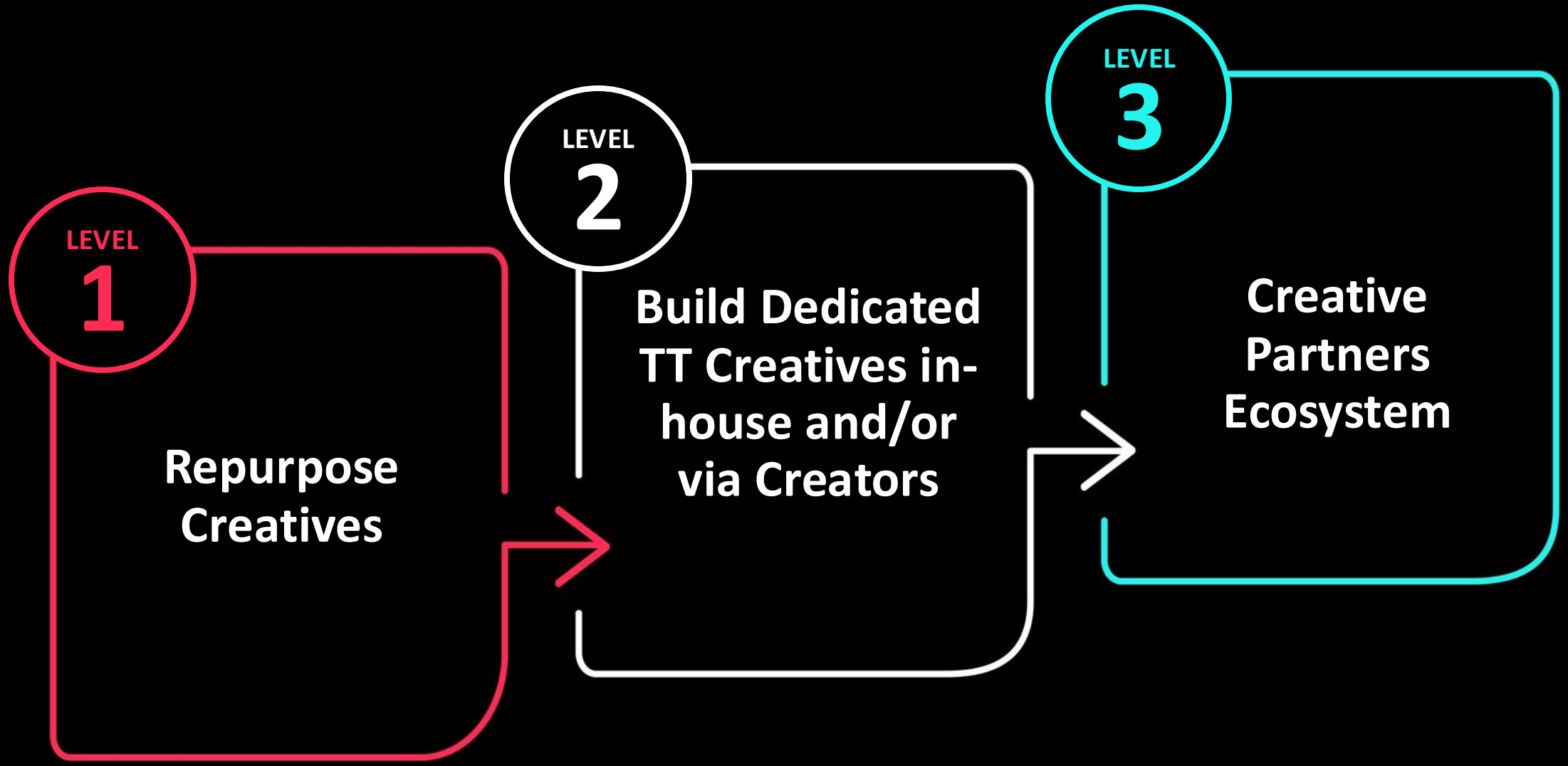
Creative Strategies



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Creative Strategies

LEVEL 1

BEGINNER

- **Repurpose Creatives**
  In case of no resources available, repurposing Creatives from other platform by using Ads Manager Creative tools to TikTok-ify them

- **Recommended for:**
  Quick start on the platform but little value over the medium to long term. Short-lived strategy

- **Features Unlocked:**
  In-feed ads (limited performance)

LEVEL 2

INTERMEDIATE

- **Build Dedicated TT Creatives in-house and/or via Creators**
  Brands looking for long term success on TikTok embrace the codes of the platform and develop their own Tone of Voice via internal Marketing teams and Creator Content

- **Recommended for:**
  Successful long term presence in both organic and paid efforts. Improved campaign performance

- **Features Unlocked:**
  Longer-lasting campaigns, multi-objective campaigns

LEVEL 3

ADVANCED

- **Creative Partners Ecosystem**
  TikTok Creative Agencies & Partners are building best in class Creatives and plugging into our API to deliver data-driven Brand and Performance objectives. Build a pipeline of 5-10 new Creatives per week

- **Recommended for:**
  Ambitious brands looking at TikTok as a long term essential platform and partner to their business objective

- **Features Unlocked:**
  Always-on Performance for all objectives across the funnel

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PURPOSE:

Having your Creatives stand out in the FYP is a mix of Art and Science. Here's the science

Attribution (Web)

Attribution (App)

Targeting, Bidding & Optimisation

Catalogues

Creative Production

Creative Best Practice

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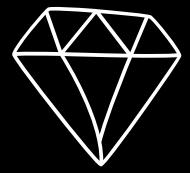
BEST PRACTICE

Sound On

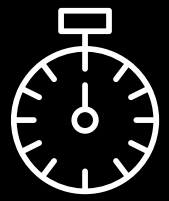


720P+

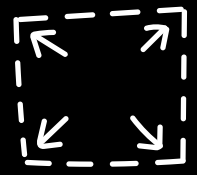
Higher resolution for higher performance

Sound

Capture more attention with audio



Keep your video short and sweet



No border

Make video a perfect fit for the screen

Vertical

Think mobile-first format

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Tactics Scorecard

Tactic	Attribution	TBO Readiness	Catalogue	Creative Production	Creative Best Practice
Score	0-3	0-3	0-3	0-3	0-3
Action Item	Add text here	Add text here	Add text here	Add text here	Add text here

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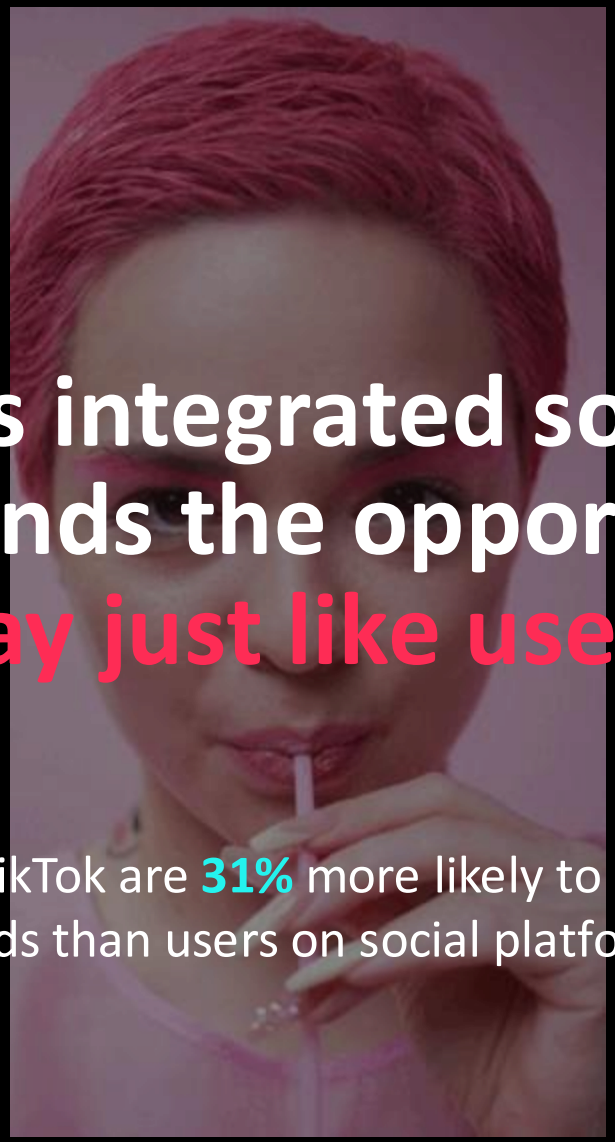

TikTok's integrated solutions offer brands the opportunity to play just like users.

People on TikTok are **31%** more likely to engage with brands than users on social platforms.

Source: Kantar report 'The Power of TikTok', 2020 https://www.kantar.com/uki/inspiration/advertising-media/the-power-of-tiktok

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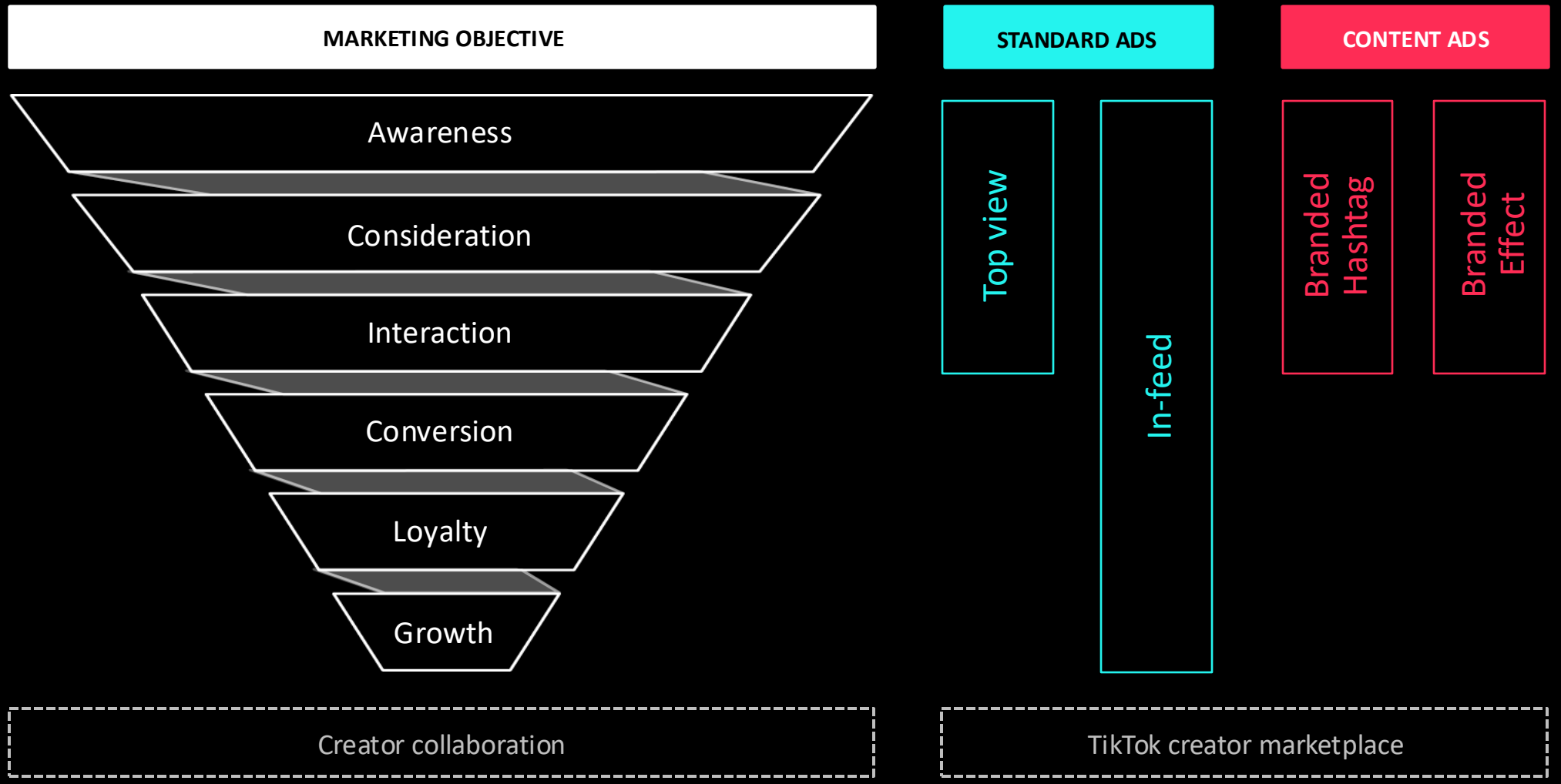
TikTok:Tactics

Full funnel branded solutions



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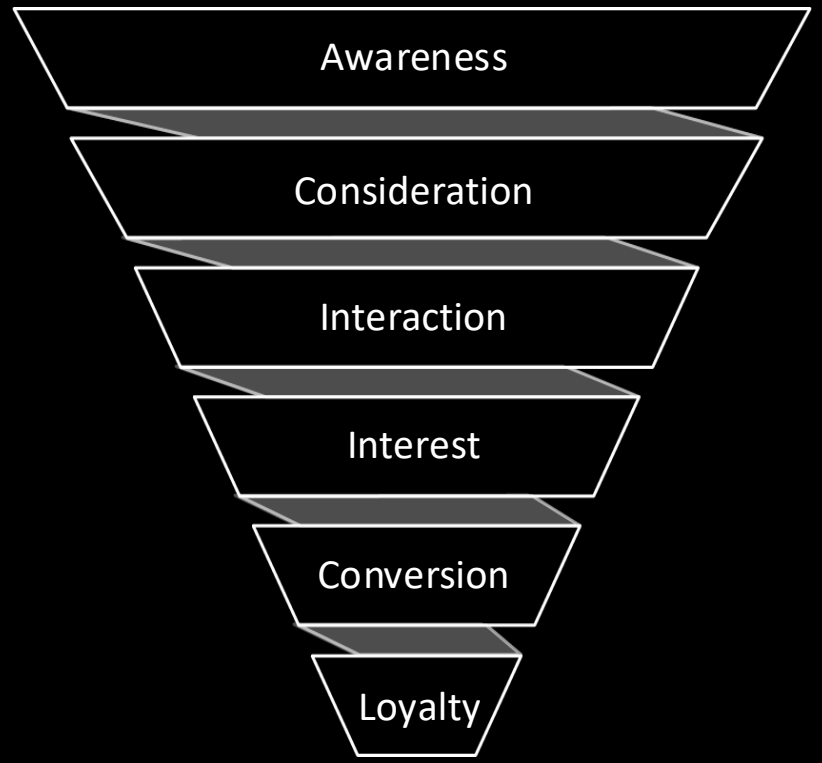
TikTok:Tactics

In Feed: 1 solution for all objectives



SELECT CAMPAIGN OBJECTIVE		AD FORMATS		
Reach	Reach & Frequency	In-Feed Ads		
Video Views		In-Feed Ads		
Engagement		In-Feed Ads		
Traffic		In-Feed Ads	Collection Ads	
Web Conversions	Lead Generation	In-Feed Ads	Lead Generation	Dynamic Product Ads
In-app event Optimisation		In-Feed Ads		

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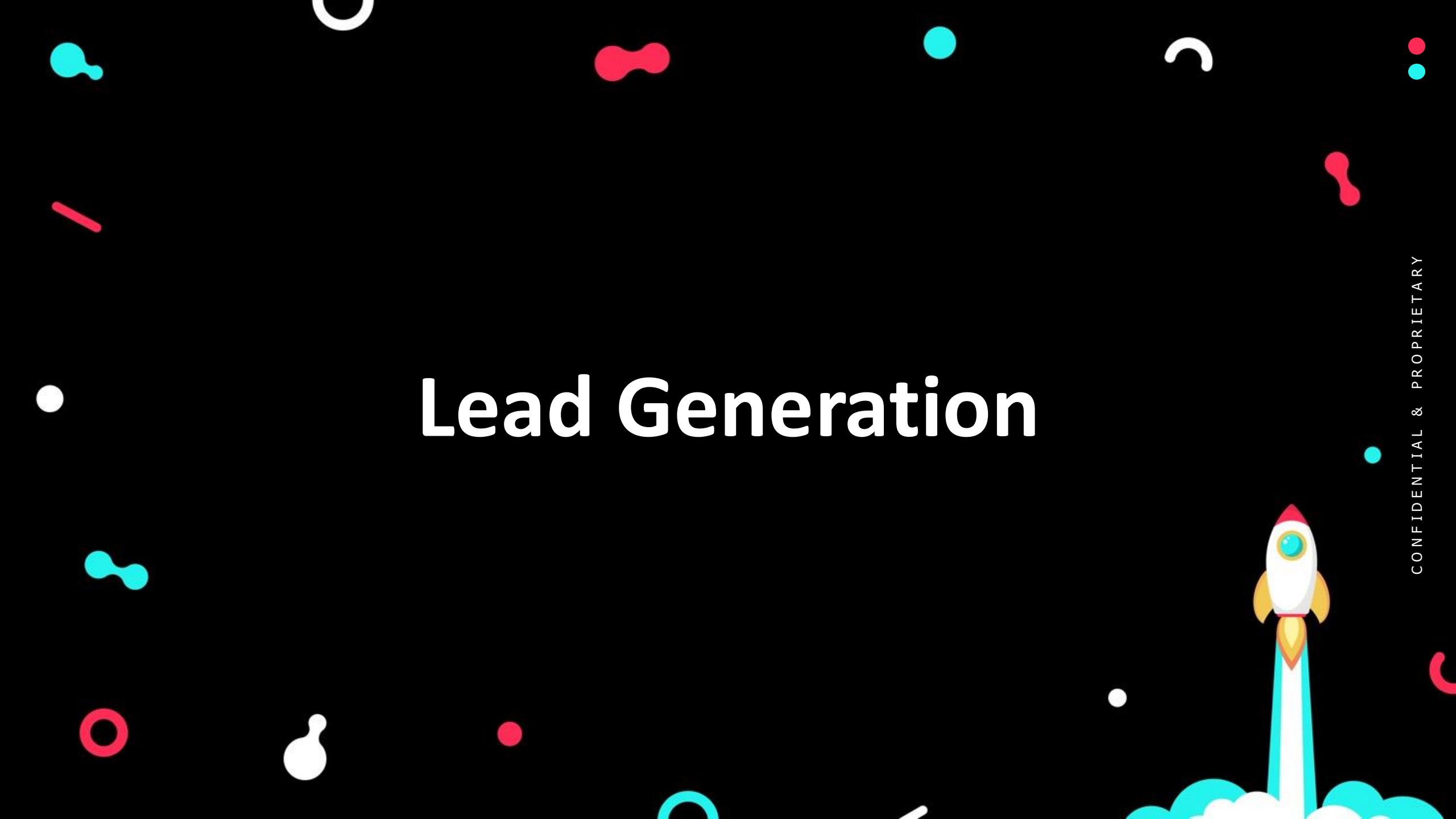
Lead Generation



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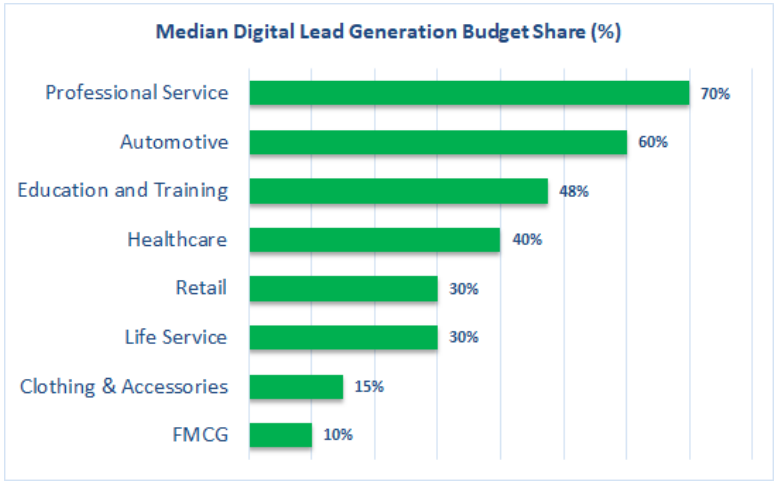
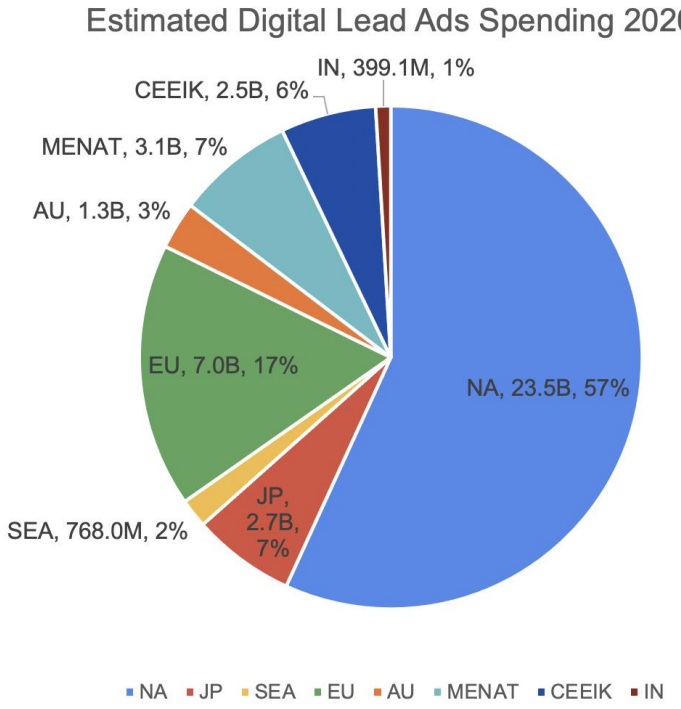
Beta Insights: *Internal Only*

Advertisers using Lead Generation are from various industries. Lead Generation can not only help boost the revenue in Retail and Gaming, but also can **drive the revenue in untapped industries on TikTok.**





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Why Lead Generation?

There are a number of challenges that brands face when they attempt to attract and collect sales leads:

Tedious form filling causes high **user drop-off** rate

Cluttered ad environment prevents **conversion**

Prospects cool off without **immediate re-connection**

Lead Generation provides **efficient**, **customizable** and **actionable** solution for lead-centric marketing objective.

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The Lead Generation magic formula

Efficient

Eye-catching ads attract prospects, while the fast-loading form with pre-filled information accelerates the process. The average loading time for the Lead Generation instant form is 9 times faster than a 3rd party landing page on TikTok*

Customizable

Personalized message designs allow all kinds of businesses to attract prospects.

Actionable

Leads can be downloaded manually or integrated with brand's CRM for immediate activation.

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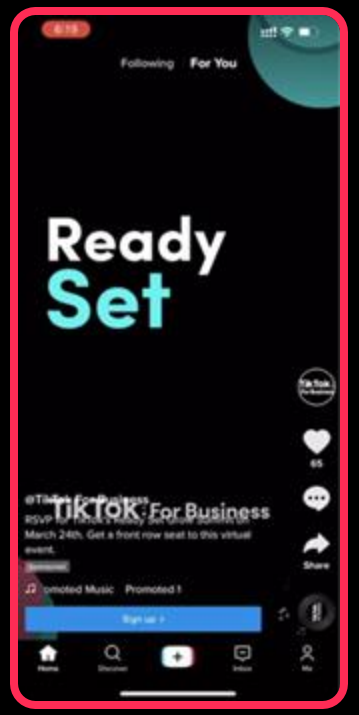
Lead Generation

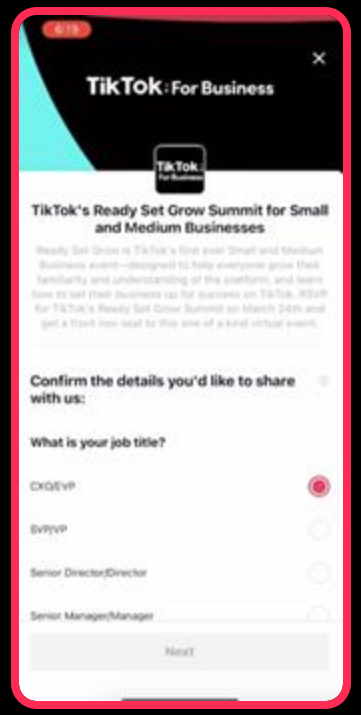
Your door to a new generation of customers

In-Feed Ads



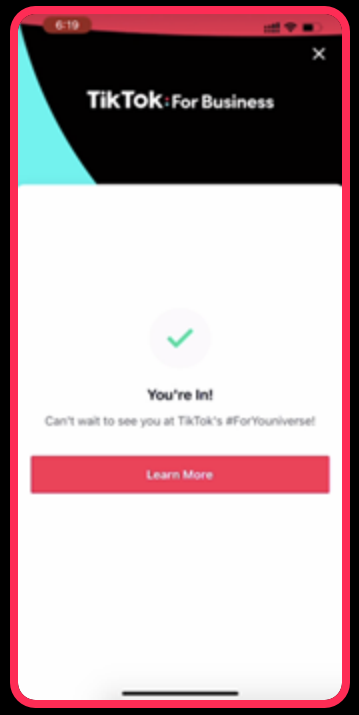
User triggers **instant form** via call-to-action.

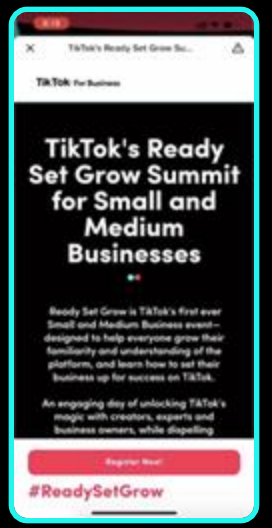
Instant Form



Instant form **loads in a blink**. User fills in info

Thank-You Page





User submits the form and a lead is **confirmed**. Thank-you page redirects user to a link page.

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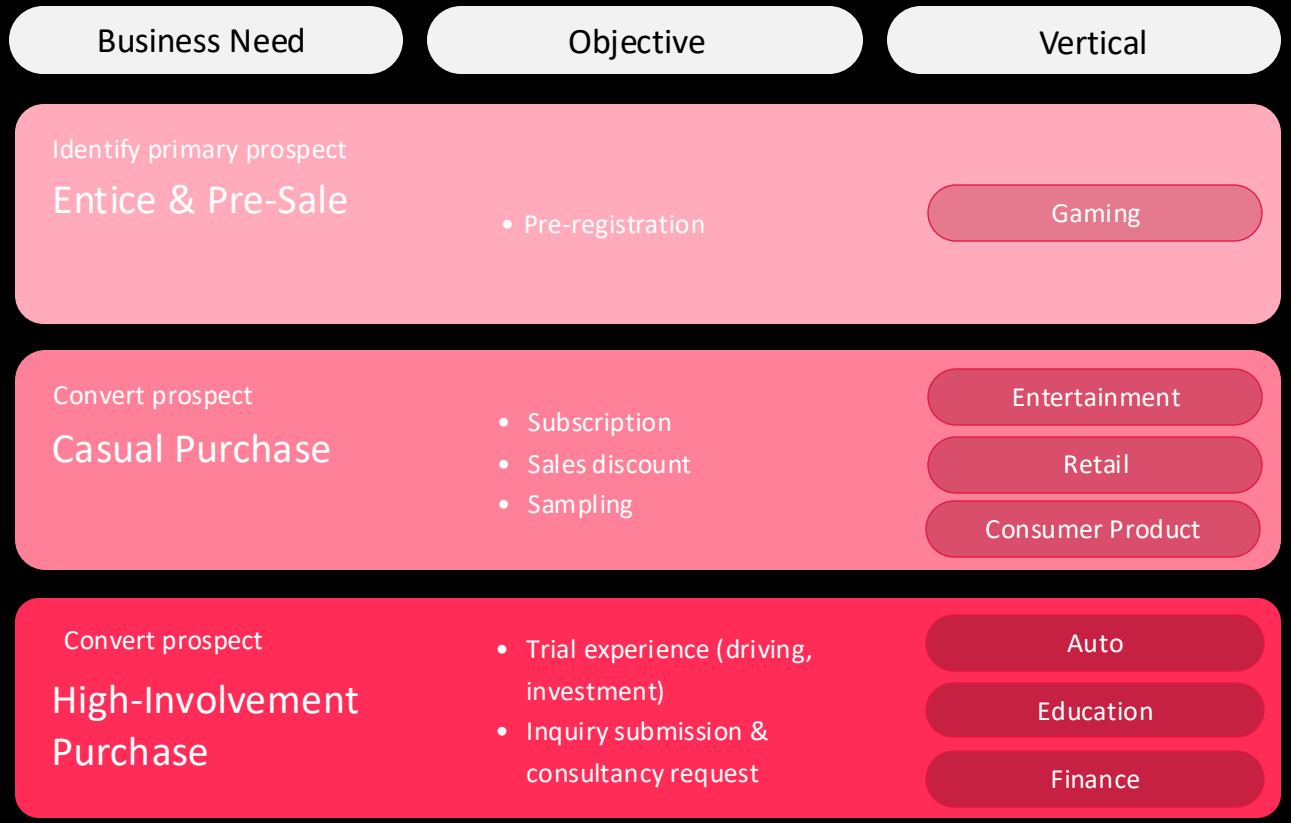
Adaptable and impactful

Attract prospects and accelerate leads across a variety of objectives and verticals.



Note: Customized forms and messages vary by industries and the sales stages. The stated cases are for reference.

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Beauty

The beauty industry is growing world wide and valued to be worth 784B USD in 2025

Sampling remains an important part of the path to purchase equation. In Euromonitor International's Annual Survey on Personal Appearances, free samples was the fourth biggest influencer for purchasing beauty products

Due to health and safety, instore testers and samples are now limited, so brands need to find new ways to provide samples to consumers.

Lead Gen ads provide advertisers with the opportunity to engage their audience, with a specific focus on sampling, in order to be front of mind for consumers when deciding on their next beauty purchase

Source: 1. https://commonthreadco.com/blogs/coachs-corner/beauty-industry-cosmetics-marketing-ecommerce 2. https://blog.euromonitor.com/sampling-in-beauty-how-sampling-became-profitable/

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Audience:

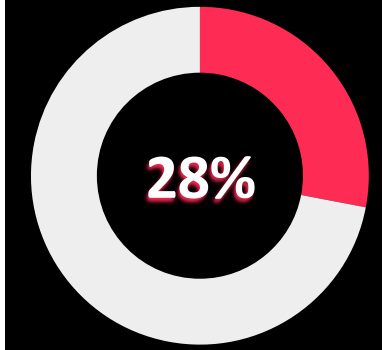
Beauty & Lead Generation

Sampling

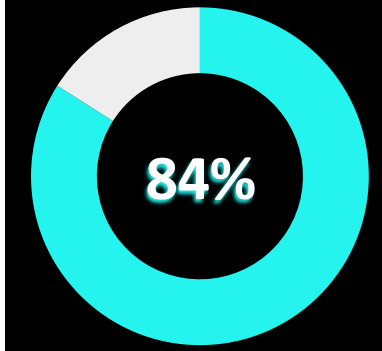
35.7% of TikTok users who have purchased a beauty product in the last month*(Q4,Q3 2020) have **discovered the brand** through product samples and trials. **76% more likely** compared to other social media channels. And they don't have to leave the app.

Discovery

43.5% of TikTok users who have purchased a beauty product in the last month*(Q4,Q3 2020) **discover** brands though **ads seen on social media**



TikTok users are 28% more likely to be interested in beauty/cosmetics*



Of TikTok users in the EU have purchased beauty and personal care products in the last 3 months

Source: GWI EU5 audience, Q4,Q3 2020 (*based on other social media channels)

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Use Cases:

Beauty/Retail & Lead Generation

1. Sampling
2. Subscribe to monthly services
3. Drive to store (set up a dynamic landing page)
4. Newsletter opt in
5. Follow up on branding campaigns to gather customer feedback
6. Host a competition
7. Discount code for signing up

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LEAD GENERATION

Nina Ricci drove trial amongst their target audience

NINA RICCI
PARIS

RESULTS

41.85%
CVR

83%
Lower CPL

SOLUTION

In-Feed

Auction

Lead Generation

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Automotive

As is the case with many high involvement purchases, the automotive path to purchase is long, often spread across multiple months.

And with the industries long awaited shift to digital, being accelerated by covid-19*, the number of touchpoints consumers are exposed to is rapidly increasing.

Lead Gen ads provide advertisers with the opportunity to engage with Automotive intenders throughout the (complex) path to purchase, ensuring that they remain top of mind, when customers are ready to buy.

*2/3rds of consumers view digital experiences as good alternatives to visiting physical dealerships

Source: Global AutoPulse, June 2020, Global average across US, BR, DE, UK, IT, FR, ES, JP.

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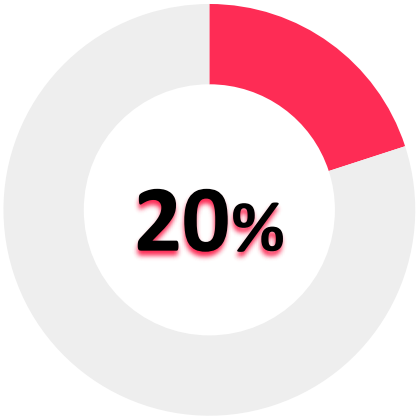
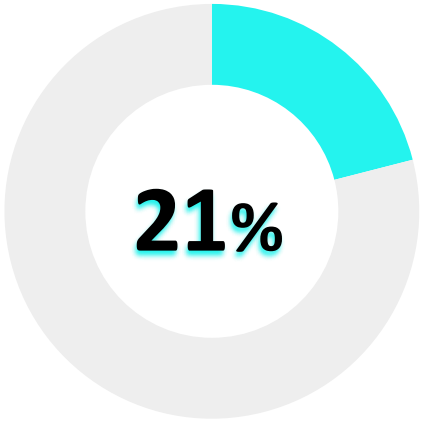
Audience:

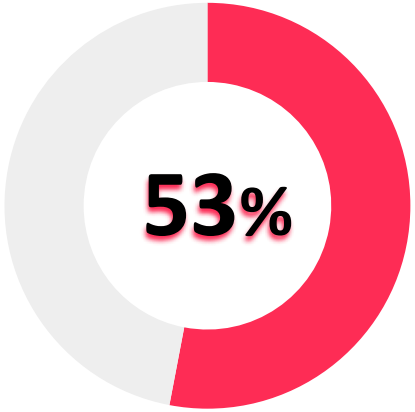
Automotive & Lead Generation



TikTok users **have purchased a car** in the last 3-6months.



TikTok users are **planning to purchase a car** in the next 3-6months.



TikTok regularly **drive a car**.

Source: GWI TikTok Users Q1, 2021, UK, DE, IT, FR, ES, SE, DK

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Use Cases:

Automotive & Lead Generation

1. Gather leads for test drive bookings
2. Book service appointments and check ups
3. Event & Launch sign ups
4. Newsletter opt in
5. Follow up on branding campaigns to gather customer feedback / build deeper connection
6. Host a competition

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LEAD GENERATION

Hyundai drove test drives

RESULTS

37%
Qualification Rate

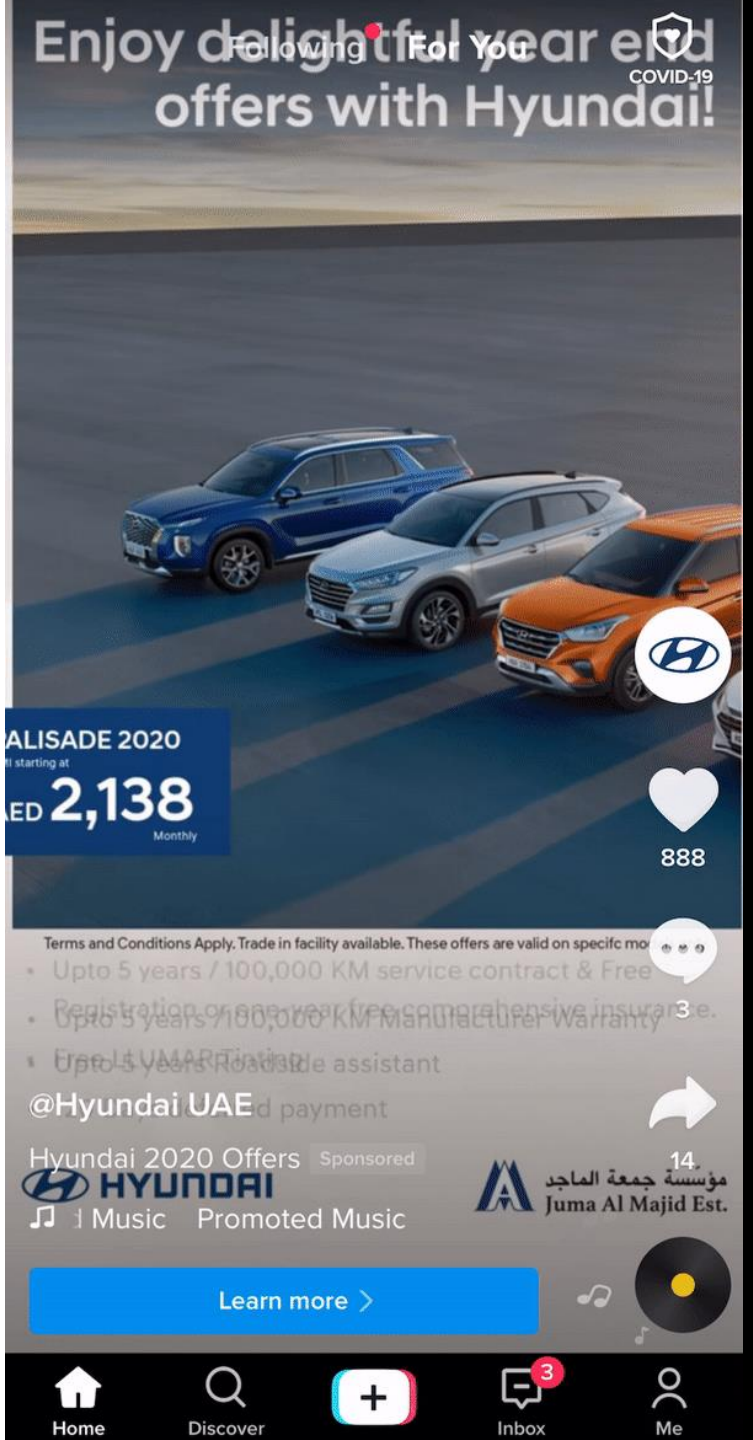
76%
Lower CPL vs forecast

SOLUTION

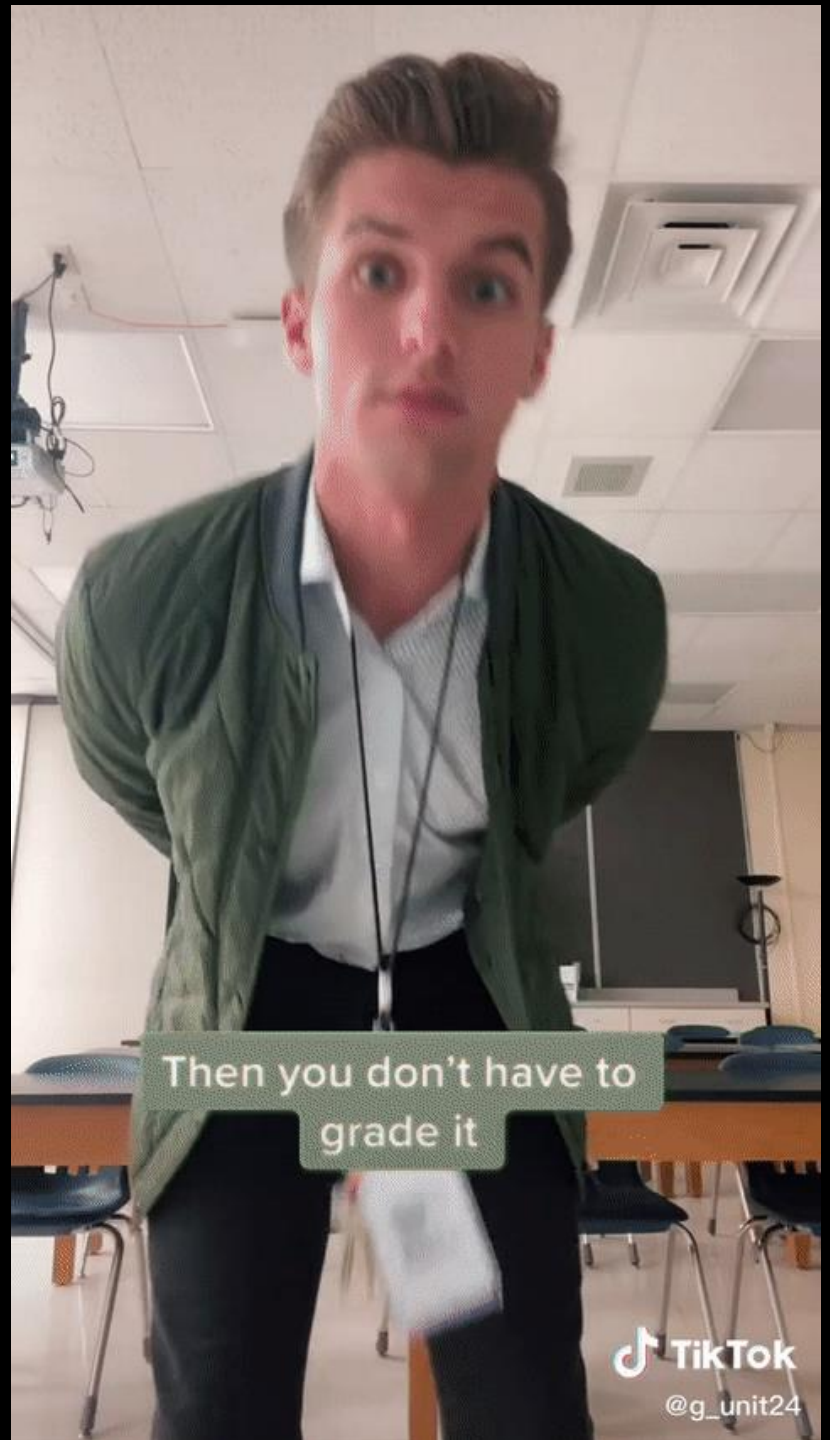
In-Feed

Auction

Lead Generation



Education



Online learning has seen significant growth over the last decade and Covid 19 has accelerated the online learning space, with it now becoming more centric in peoples lives: From online courses to learn new skills, language courses to learn a new language, through to university, open university and college, education plays a big role in people lives and there is now a huge demand for people to learn online.

Language apps, virtual tutoring, video conferencing and online learning software also increases the accessibility to online learning

Open University saw a 15% rise in students due to the pandemic, with people looking to upskill, reskill through distance learning (that has now become much more accessible)

Source: https://www.walesonline.co.uk/news/uk-news/open-university-online-course-sign-20532603

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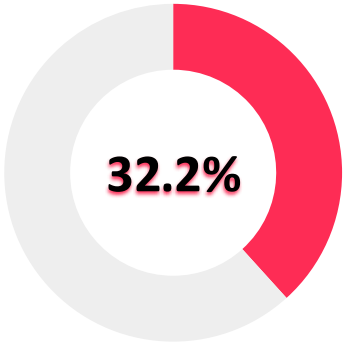
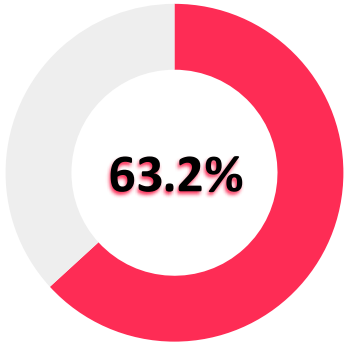
Audience:

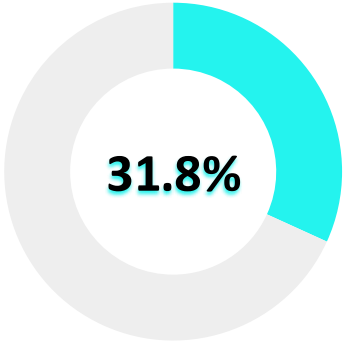
Education & Lead Generation



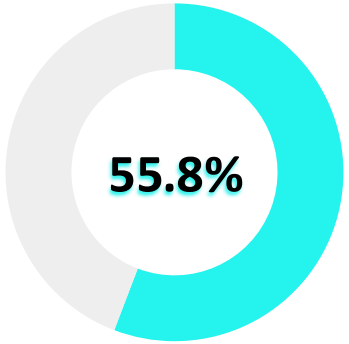
Of TikTok users are very interested in enrolling on an online course1



Of TikTok users say that learning a new skill is important to them2



Have spent more time using online learning platforms, as a result of the corona virus pandemic1



More likely to have used an education website or app in the last month*

Source: GWI EU5 audience, Q1, 2020 and Q4, 2019 2, GWI EU5 audience, Q1, 2021 and Q4, 2020 (*based on other social media channels)

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Use Cases:

Education & Lead Generation

1. Course Subscriptions
2. Registering interest
3. Newsletter opt in
4. Course information and enquiries
5. Open Day registration

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Case Study Pending

Title goes here add campaign objective

Insert brand logo here

RESULTS

XXM	XX%	XX%
Add text	Add text	Add text

SOLUTION

TopView

In-Feed Video

Insert campaign video here

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Financial Services

Many financial services purchases are high involvement, often requiring a level of consultation/reengagement throughout the path to purchase.

Lead Gen ads provide a simple solution for financial services brands to gain those all important, qualified leads.

And with mobile finance usage surging in 2020, building a digital connection with potential customers has never been more important.

Source: The Mobile Finance Report 2020 by Adjust

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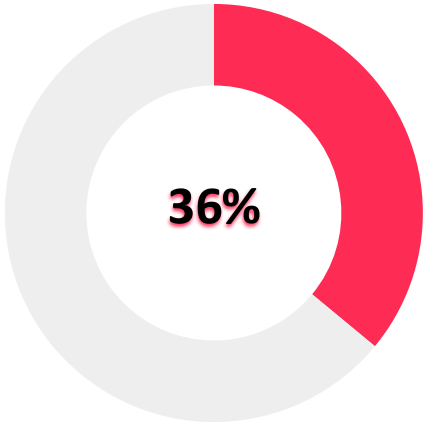
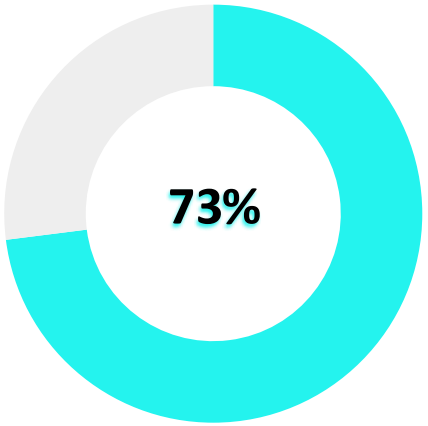
Audience:

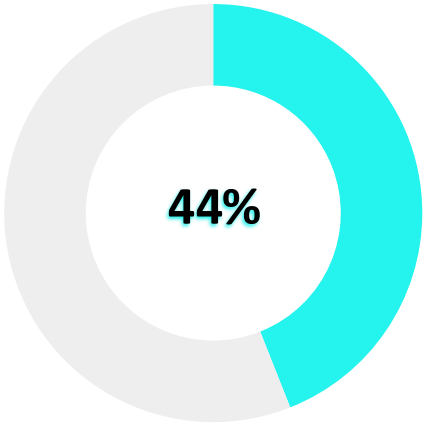
Financial Services



More likely to have used financial investment tool in the last month. (15% total)



More likely to have taken out a loan in the last month. (9% total)



Of TikTok Users list managing finances as an important reason for using the internet

Source: GWI TikTok Users Q1, 2021, UK, DE, IT, FR, ES, SE, DK

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Use Cases:

Financial Services

1. Credit Card / Bank Account Sign Ups
2. Loan / Mortgage Applications
3. Request a Quote
4. Consultation Bookings
5. Newsletter opt in
6. Follow up on branding campaigns to gather customer feedback / build deeper connection

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LEAD GENERATION

KTC generated more sales leads

RESULTS

14%

Lower CPL than expected

4%

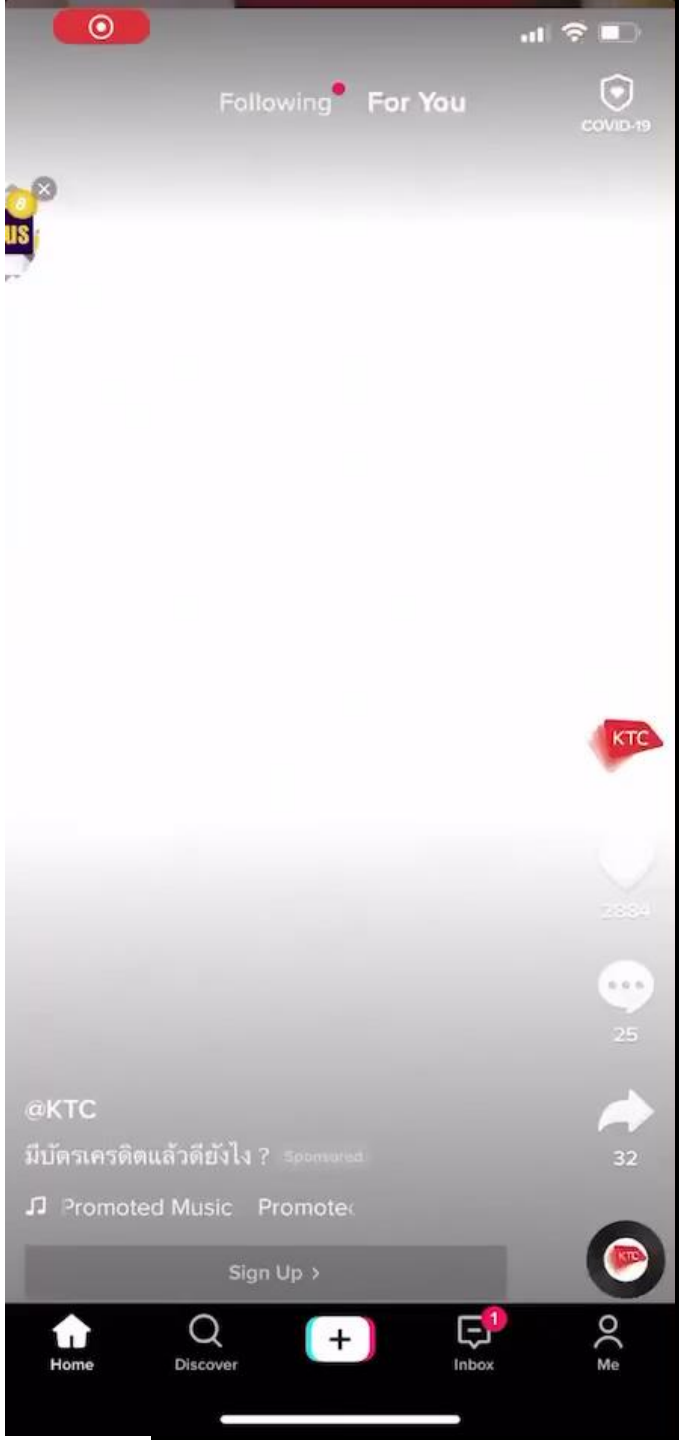
Approval rate among gathered leads from target base of 25+ y/o's

SOLUTION

In-Feed

Auction

Lead Generation



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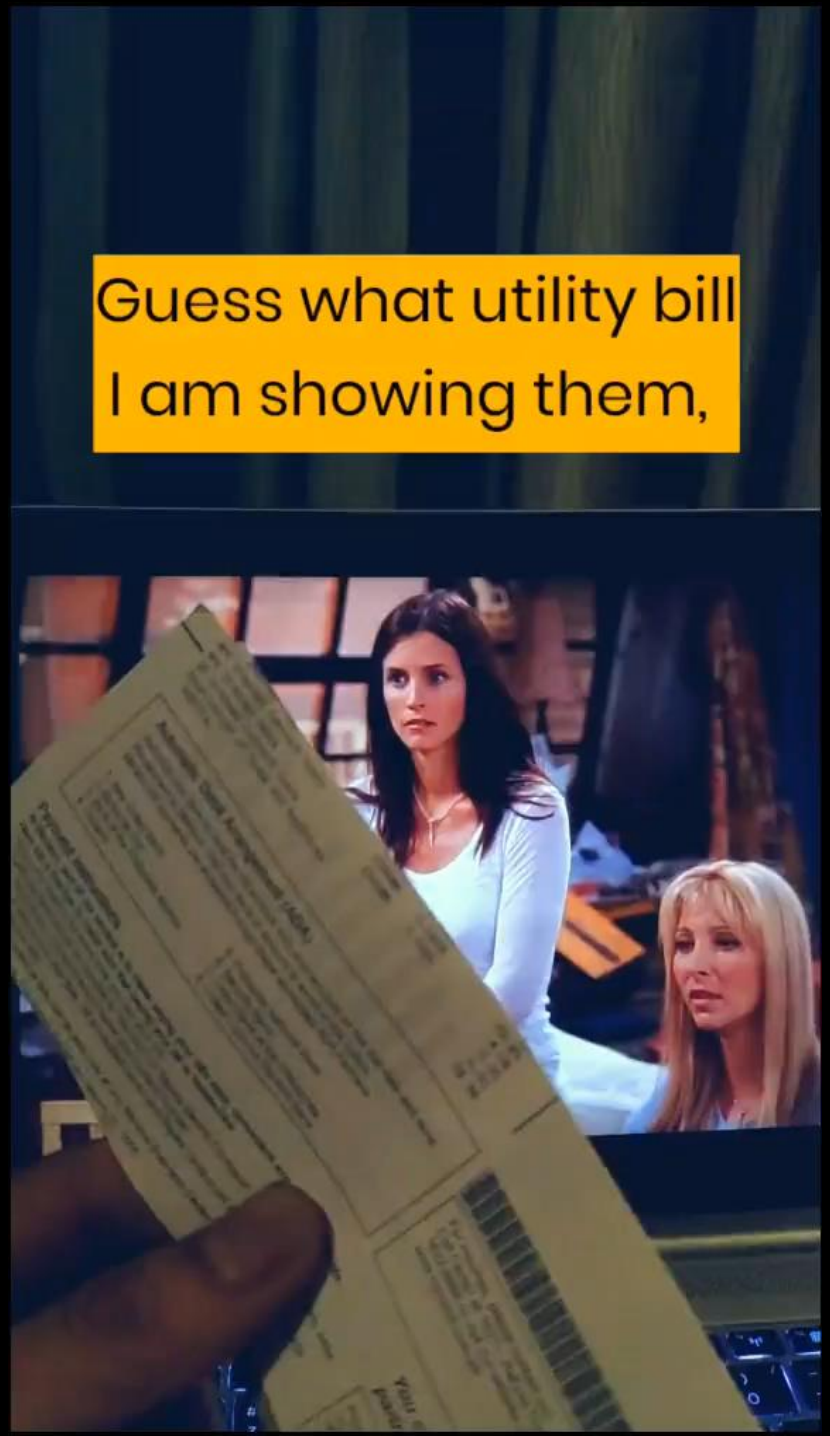
Utilities



Sustainability is key for utilities, and has been accelerated by COVID-19

As consumer behaviour changes, and they become more conscious of the environment, this creates a sense of curiosity in the services they are using, which can lead to switching supplies

44% of consumers in a EY survey said that COVID-19 has made them more aware of sustainability and environmental issues

42%of under 35s likely to pay a premium for sustainable home energy.

62% of consumers are more likely to purchase a product or service that is sustainable

12% switched supplier in the past five years for sustainability-related reasons

Source: https://www.ey.com/en_uk/power-utilities/consumers-hold-the-key-to-a-greener-future

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Market Strategy:

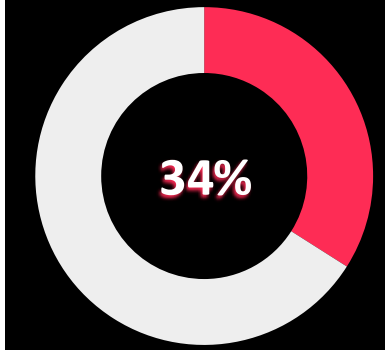
Utilities & Lead Generation

Educational Context

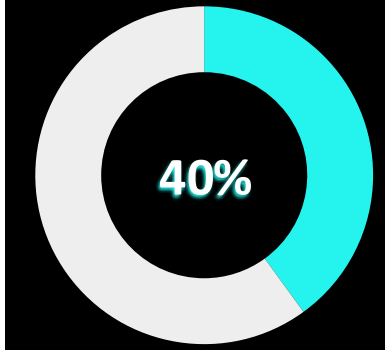
33% of respondents saying that they lack relevant information when choosing a sustainable electricity or gas supplier. That's why creating educational content is so useful for renewable energy lead generation[1]

Switching Supplier

In the 2020 consumer survey by OfGem, comparison sites continue to the most popular method of switching/comparing. (82%)



More likely to have opened an online account for utility and bills in the past month[2]



Say that companies being more sustainable and eco friendly has become more important to them due to the pandemic[3]

Source: GWI EU5 audience, Q4,Q3 2020 (*based on other social media channels)

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Use Cases:

Utilities & Lead Generation

1. Quotes
2. Newsletter opt in
3. Comparisons
4. User sign up (discount codes)
5. Loyalty Programs
6. Employee Sourcing

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LEAD GENERATION

Floorwash achieved 10x ROAS with Lead Generation

RESULTS

10X
Return on ad spend

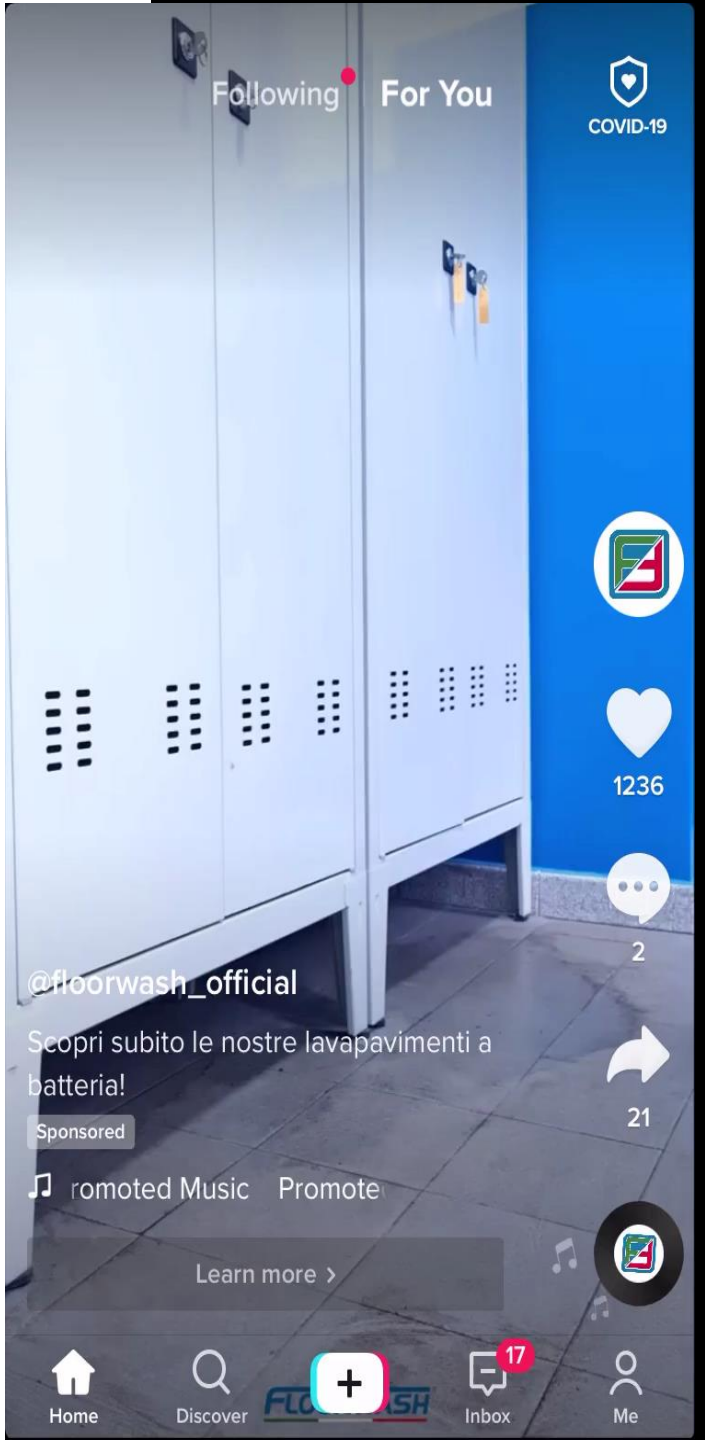
615k+
Reach

SOLUTION

In-Feed

Auction

Lead Generation



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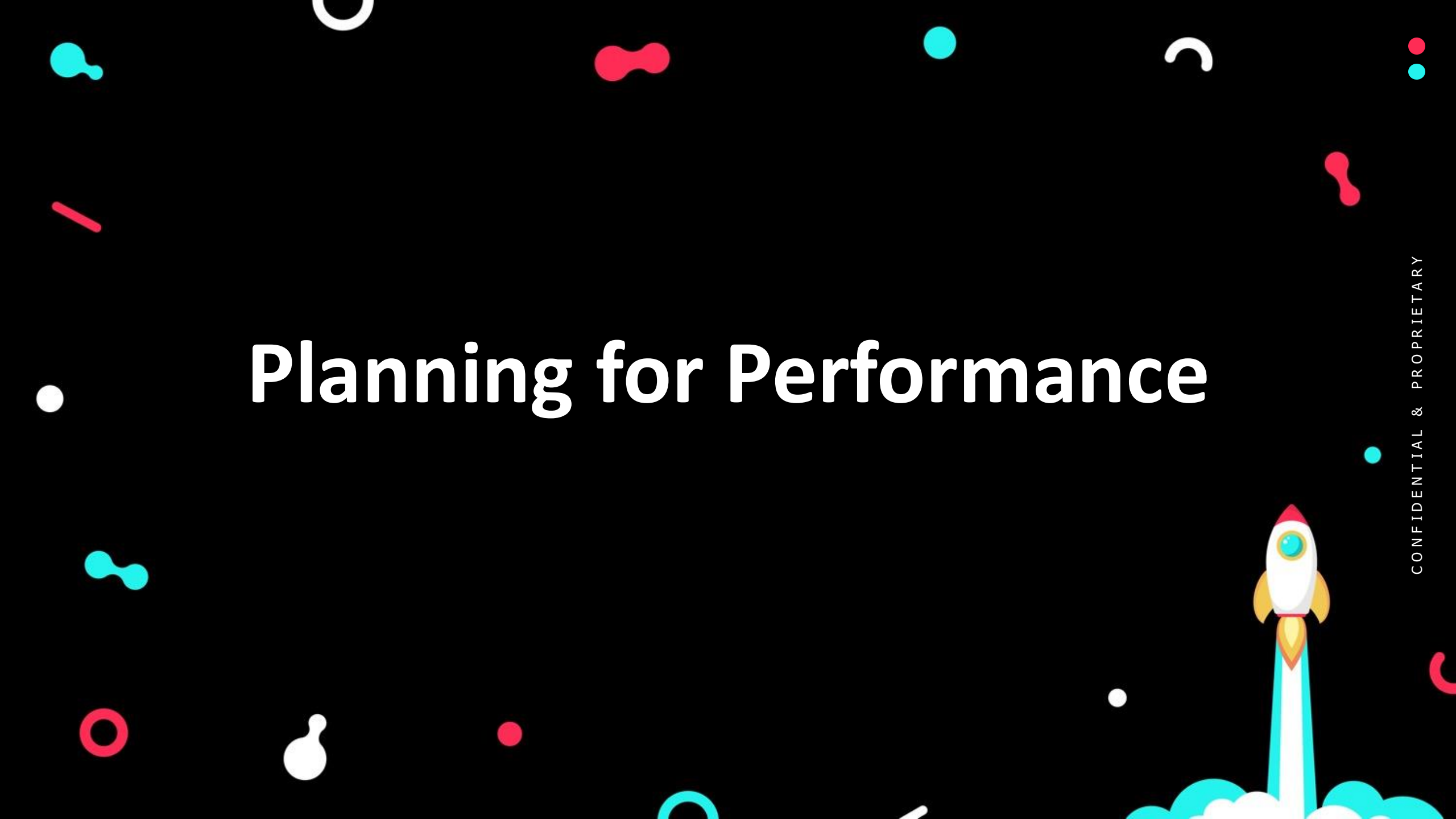
Planning for Performance



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First things first:

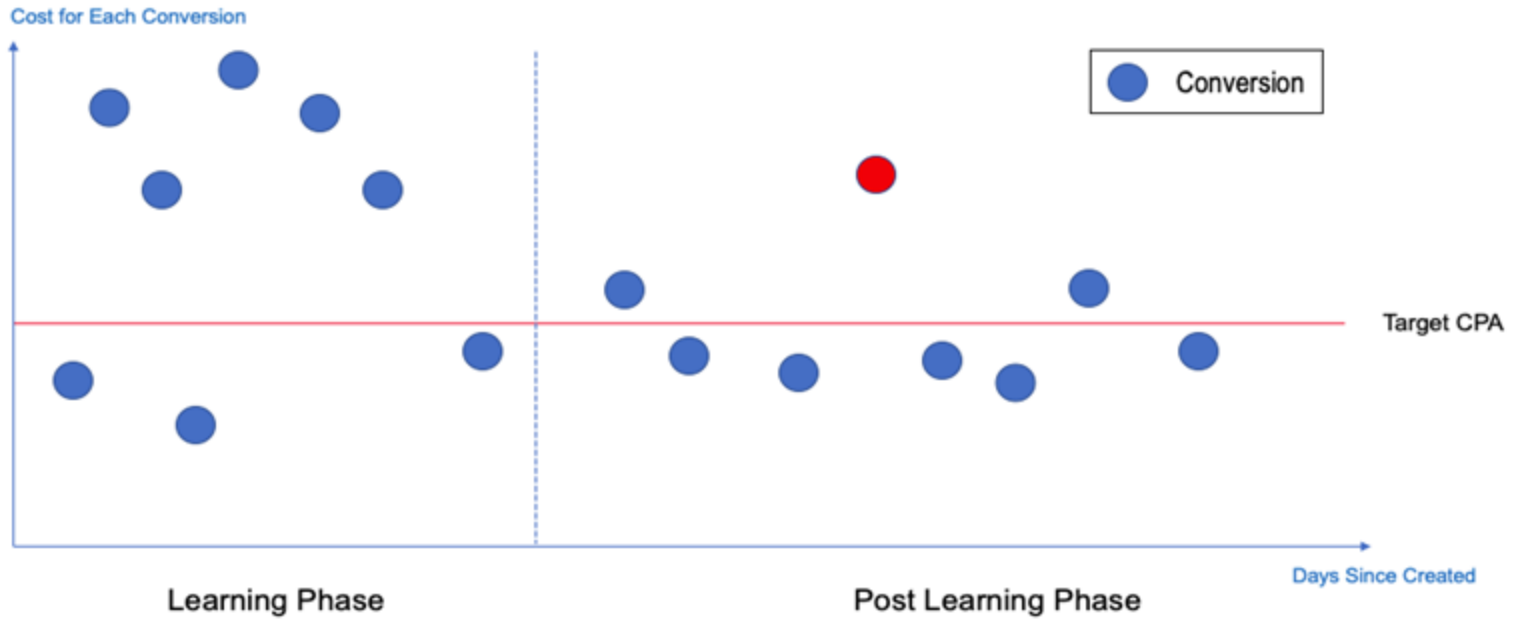
Be patient! Get over the Learning Curve

50 conversions

7-10 days

10 days = 20 conversion+

Avoid making changes to your campaign during the learning phase



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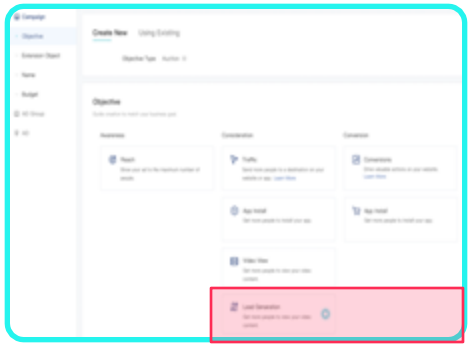
Simple and customizable implementation

Objective

Set 'Lead Generation' as objective



TikTok Ads Manager -> Campaign -> Objective -> Lead Generation

Bidding

Fine-tune bidding strategy via optimization goal and targeting

- ❑ Bidding at CPL (cost per lead)
- ❑ Optimization goal: Leads
- ❑ Billing: oCPM
- ❑ Targeting*
  - ❑ Location
  - ❑ 18+ age targeting

Instant Form

Create an instant form to customize your objective

Create instant form with bespoke elements and privacy policy sessions

Leads

Track and manage your converted leads*

- ❑ Integrate the leads on TikTok via TikTok Custom API for immediate activation
- ❑ Manually export leads for up to 90 days.

Note:

- TikTok owned pixel embedded in Lead Generation by default, tracking assorted conversion events of the sales process.
- All of the full-launch targeting capabilities are available for Lead Generation.

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Utilise Lead Gen audiences

Exclude Submitters

Exclude users whoever submitted the form to avoid overwhelm them with brand's messages

Retarget the Engaged

Drive viewers/submitters

- to the product page to know more with **Traffic** objective
- or go further on the conversion funnel with **Conversion** objective (e.g. add-to-cart etc..)

Find More Prospects

Find more users who are more likely to view/submit with **Lookalike** on previous viewers/submitters

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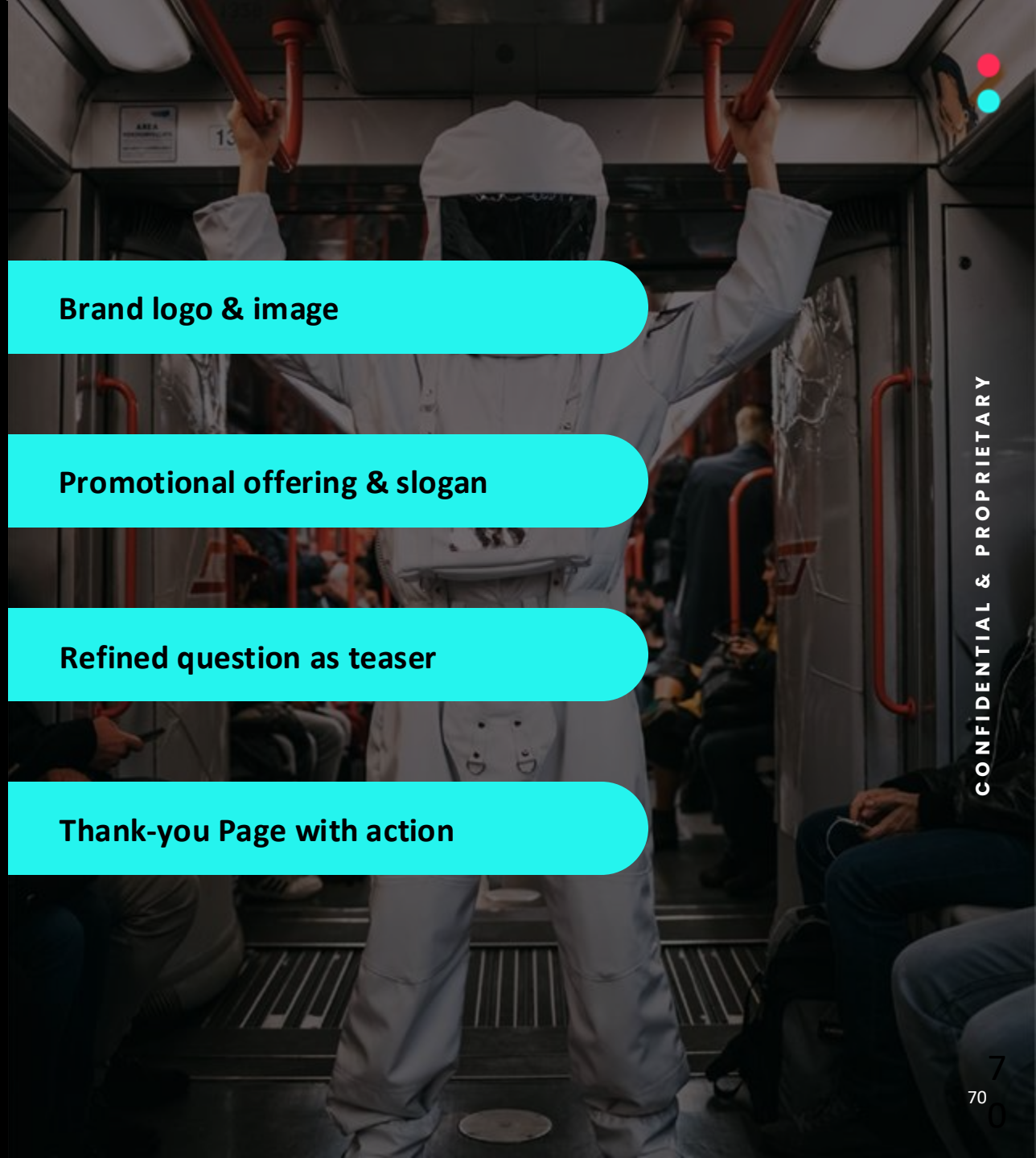
Tips for crafting instant form

- Add pictures of your product or service in both the header and footer.
- Highlight promotional offerings and slogans to generate interest among prospects and entice them to fill out the instant form.
- We support a max. 10 questions in the form, but recommended using no more than 6.
- Add a call-to-action button in the Thank-you Page so that the users can learn more about your product or service.



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Appendix

TikTok: For Business

LEAD GENERATION

Dermanostic drove leads

RESULTS

80%
Reduction in cost per lead

1k+
Newsletter Sign Ups

SOLUTION

In-Feed

Auction

Lead Generation

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LEAD GENERATION

Einfach Immo gene leads to its website

Did not use TikTok Lead Gen Ads

einfach.immo

RESULTS

95%
Reduction in cost per lead

289
Leads Generated

SOLUTION

In-Feed

Auction

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CAMPAIGN AIM

Title goes here add campaign objective

Insert brand logo here

RESULTS

XXM
Add text

XX%
Add text

XX%
Add text

SOLUTION

TopView

In-Feed Video

Insert campaign video here

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Icon Library

TopView

Creator Activation

Hashtag Challenge

Branded Effect

In-Feed Video

Collection Ads

Lead Generation

Dynamic Product Ads

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