



# TikTok Bootcamp: **Grow**



# Let's meet!



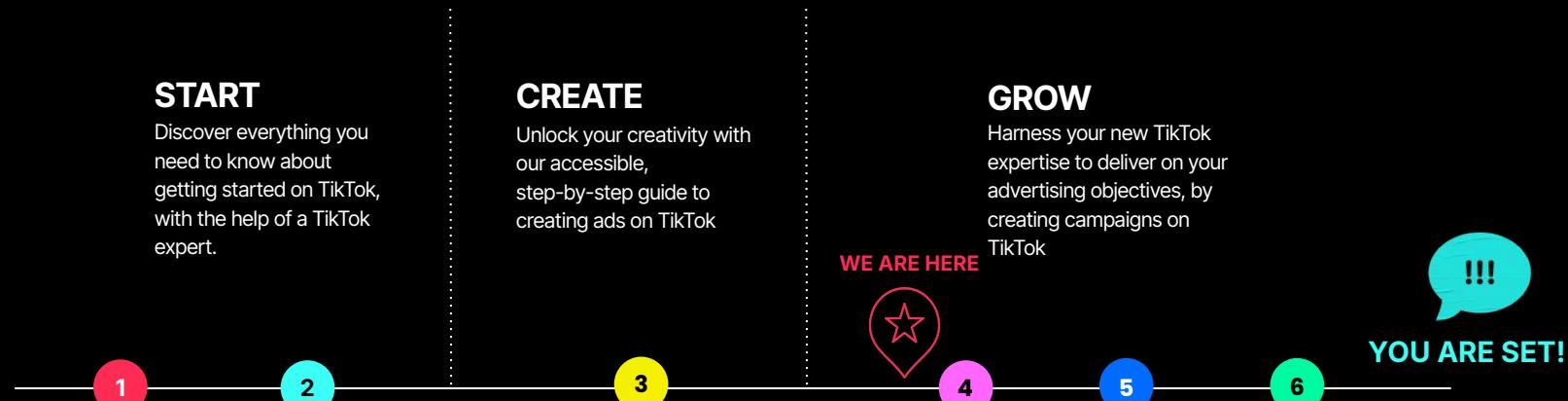
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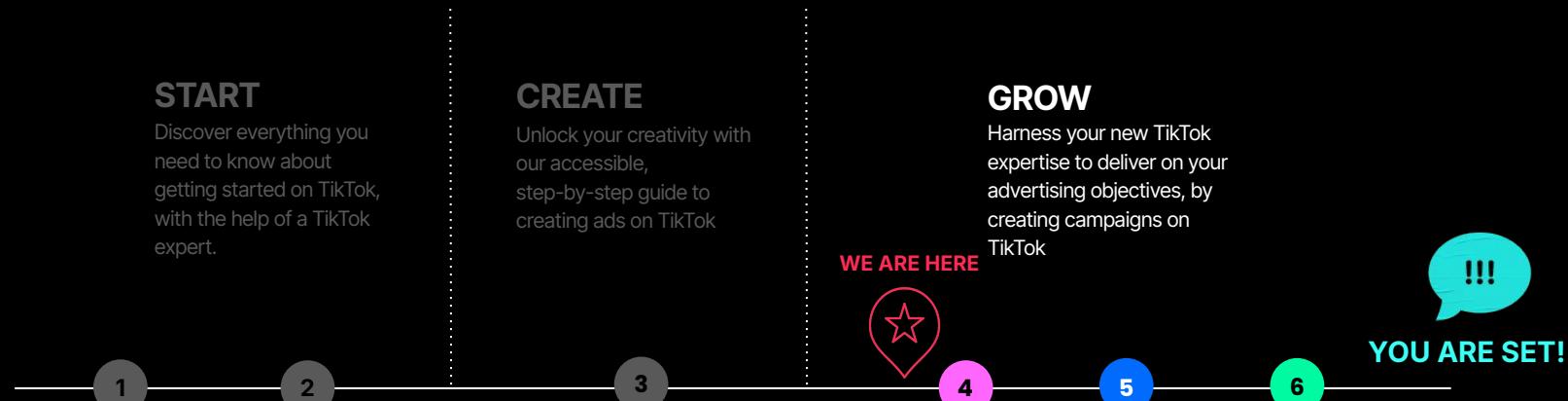
# TikTok Bootcamp



1:1 support from TikTok  
Educational resources  
Exclusive perks & incentives



# TikTok Bootcamp



1:1 support from TikTok  
Educational resources  
Exclusive perks & incentives

# Let's recap our last session



1

## Why is creative important?

Our recommendation system prioritizes content itself—not a person's following. That means anyone and any business can get discovered and seen by millions. TikTok is a playground for your creativity!



2

## Creative best practice

Don't forget our 6 tips for creative success: Say it Direct; See it fast; Show it off; Shoot it simply; Sub it; Send 'em off. Embrace different storytelling formats, and make your life easier with our suite of creative tools.

# Table of Contents

- 01** [How to find your audience and uncover a new one](#)
- 02** [How to bid on your audience](#)
- 03** [How to set-up and launch your first campaign on TikTok](#)
- 04** [Reach your objectives with our advertising solutions](#)
- 05** [Drive demand and generate sales](#)
- 06** [Your H2 media plan](#)
- 07** [Maximise your budget](#)
- 08** [How to measure success](#)





# Section 1:

## How to find your audience and uncover a new one



# TikTok provides the opportunity for SMBs to attract a new audience



Reasons to learn more  
about TikTok:

**54%**

To reach a new audience<sup>1</sup>

**38%**

Access to a super engaged user base<sup>1</sup>

TikTok users are **3x** more likely to  
engage with a brand online, create a  
post, etc.<sup>2</sup>



Source: (1) TikTok Marketing Science Global SMB Journey Research 2023, conducted by GoodQues  
(2) TikTok Marketing Science US Path to Purchase Part 2 Research 2022 conducted by Material



# TikTok Targeting:

## Power your conversation with customers

01

**Grow your business**

02

**Customer engagements**

03

**Understand and refine**





Connect Audiences

# Find, build, retarget, and scale your audience. With Targeting Solutions

01

## Demographic, Interest & Behavior Targeting

Wide ranging options to tap into active and engaged TikTok audiences based on their on-platform behavior, interests & demographic



02

## Custom Audiences & Re-Engagement

Target existing audiences by uploading customer files or re-engage audiences from previous campaign interactions



03

## Smart Targeting Solutions

Discover new audiences, expand existing audiences or fully automate targeting with TikTok's smart targeting solutions





Demographic, Interest & Behavior Targeting

# Tap into active and engaged TikTok audiences

→ Demographic & Device Targeting

[Learn more](#)

→ Interest Targeting

[Learn more](#)

→ Behavior Targeting

[Learn more](#)

The screenshot shows the 'Interests & Behaviors' targeting options. It includes a search bar labeled 'Search interests' and a list of categories: Sports & Outdoors, Pets, News & Entertainment, Food & Beverage, Financial Services, Appliances, Baby, Kids & Maternity, and Household Products. A summary on the right indicates an audience size of 73,543,000-89,887,000 for people interested in Sports & Outdoors.



## Custom Audiences & Re-Engagement

**Target existing audiences or re-engage audiences from previous campaign interactions**

→ Customer File

[Learn more](#)

→ Web Activity & Retargeting

[Learn more](#)

Create a Custom Audience

Select an audience type

<b>Customer File</b> Upload a customer file to match your customers with people on our platform. The matches will be used to create an audience.	<b>Engagement</b> Create a list of people who saw, clicked, or engaged with your content.
<b>App Activity</b> Create a list of people who downloaded your app, or took specific actions, such as making a purchase.	<b>Website Traffic</b> Use TikTok Pixel to create a list of people who visited or took specific actions on your website.
<b>Challenge</b> Create a list of people who engaged with a Hashtag Challenge or branded effect. This audience can't be used in campaigns for <b>Special Ad Categories</b> under Exclude mode.	<b>Premium Audience</b> Create a list of people using the Premium Audience traits provided by the system. This audience can't be used in campaigns for <b>Special Ad Categories</b> under Exclude mode.
<b>Lead Generation</b> Create a list of people who viewed or submitted an instant form in a lead generation ad.	<b>Business Account</b> Create a list of people who followed or interacted with your Business Account on TikTok.

Custom File

Engagement

App Activity

Website Traffic

Premium Audience

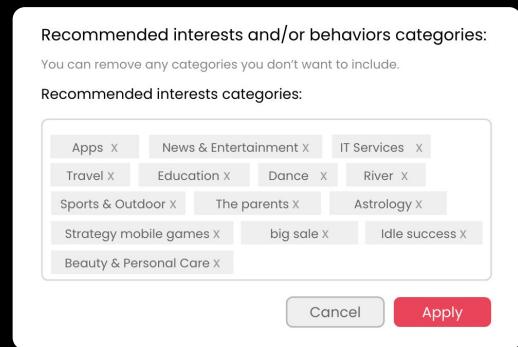
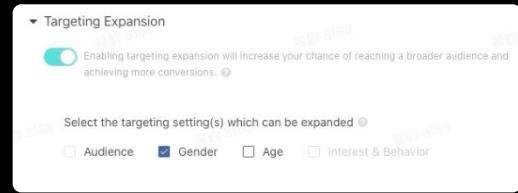
Lead Generation

Business Account

## Smart Targeting Solutions

# Discover new audiences with TikTok's smart targeting solutions

- Targeting Expansion
- Targeting Recommendation



# Section 2: How to bid on your audience



# Understanding the learning phase

Our machine learning system typically needs to pass at least 50 conversions to begin stabilizing ad delivery.

Changing certain elements within your ad campaign can slow the learning phase, so it's best to leave alone or adjust minimally.

50 conversions



Early phase



Middle phase



Learning phase Passed

Delivery system stabilized

During this learning phase, avoid:

- Expanding or contracting your targeting pool
- Changing the creative/video
- Changing the URL
- Significant changes in bid or budget



# Section 3:

## How to set-up and launch your first ad campaign on TikTok

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# Campaign solutions for web marketers like you

**01** Traffic Campaign

**02** Web Conversion

**03** Product Sales (VSA)

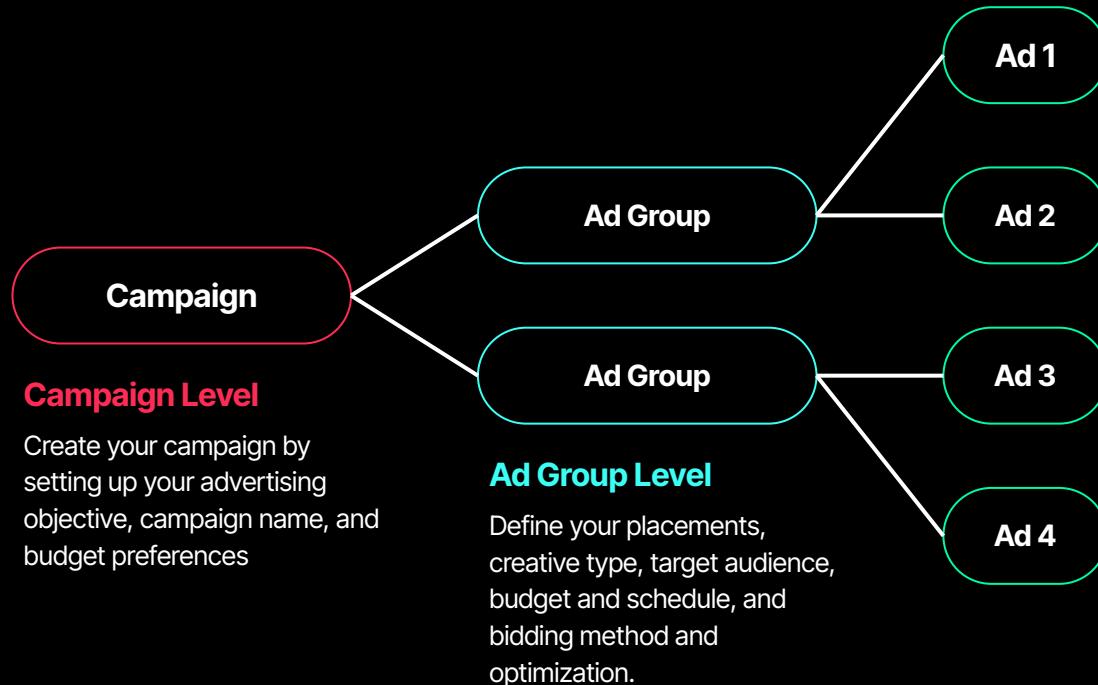
# Campaign solutions for web marketers like you

04 App Promotion  
Campaign

05 Lead Generation



# TikTok Campaign Structure



## Ad Level

Upload your video and images, or design eye-catching ads in minutes using the creative tools.

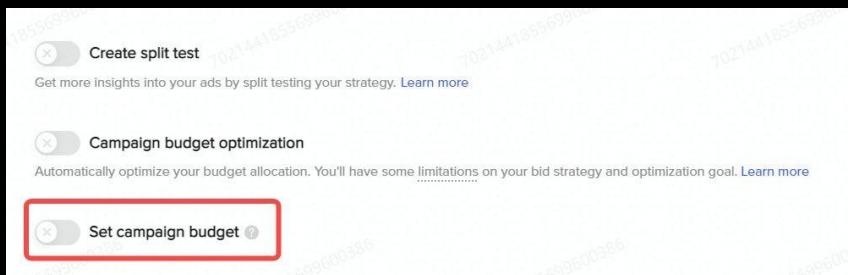
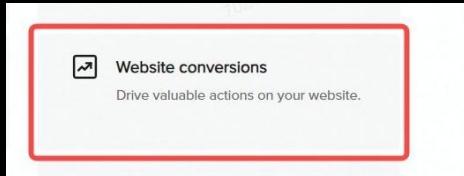


## Run your first campaign

Start setting up your first campaign in TikTok Ads Manager by clicking on “**Create an Ad**” on your dashboard.

### CAMPAIGN LEVEL

- Select the “**Website conversions**” objective
- Turn off “**Set Campaign Budget**”  
*(You'll use daily ad group budgets for more control)*



## Run your first campaign

### AD GROUP LEVEL

- Select "**Website**" and your **Pixel**
- Choose "**TikTok**" under "**Select Placement**"
- Choose your **Targeting**
- Choose "**Maximum delivery**" as your bid strategy



## Run your first campaign

### AD GROUP LEVEL



#### Set a daily ad group budget

*What your ideal budget is will depend a lot on your individual business goals, what your target CPA is etc.*

*(eg: if you have a target CPA, we'd recommend that your daily ad group budget be 20x that target CPA)*

Budget & Schedule

Budget

Daily budget 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 more than 350.00 USD per calendar week. Learn more

Schedule

Set start time to run ad group continuously



#### Pro tip: Daily Ad Group Budget

- Daily Ad Group Budget is the maximum amount you will allow your ad group to spend per day
- Start with at least €30 daily ad group budget if optimizing for upper/mid funnel objectives, or €50 daily ad group budget if optimizing for lower funnel objectives

## Run your first campaign

### AD LEVEL



#### Select identity to use your account to run Spark Ads\*\*

*Spark Ads allow you to use organic content from your or a creator's TikTok Account as your ad video. Identity determines how the ad will show up. See more details [here](#).*



#### Select the organic post you'd like to use as your ad or upload your new video



#### Fill in your ad's Text and URL

*This is what your ad will say and link to on TikTok*



#### Select "Dynamic" for Call to action



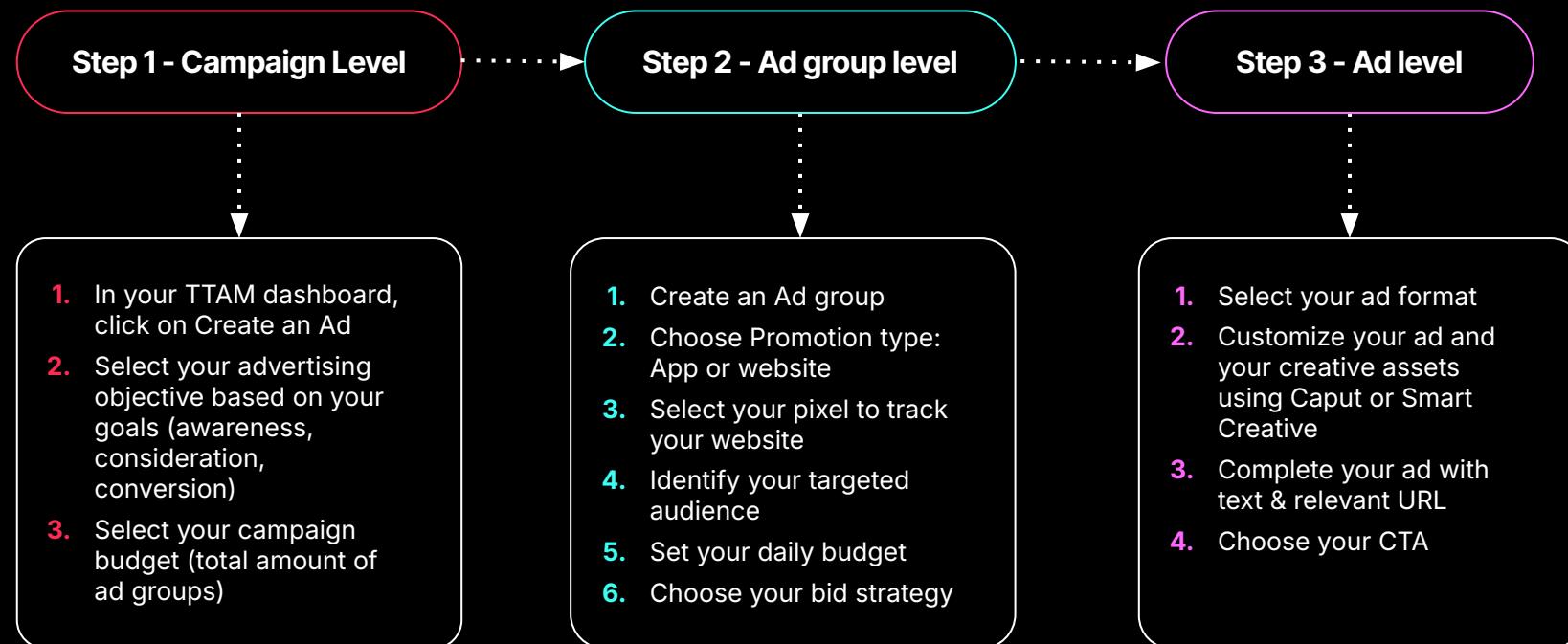
#### Click "**Submit**" to send your first campaign for review!





# Let's recap!

Checklist **before** running your first campaign





What comes next?

## Ad Review



All ads go through a review process after you click "Submit" to ensure all paid promoted content is both **safe and engaging** for our community.

You will receive a notification once your ads have been approved and published—most ads are reviewed within 24 hours.

*See [here](#) for more details on the ad review process.*



# Some top level ad policy do's and don'ts



- Regularly take a look at our TikTok Community Guidelines, Terms of Service and ad policy articles on the TikTok Help Center
- Direct users to a functioning website or webpage of the advertised product or service.
- Create ad images and videos that are legible and of a high resolution
- If your ads ever do get rejected, edit and submit them again for re-review
- Placing the TikTok logo in your content without TikTok's permission (this includes phrasing such as: 'TikTok Bestseller')
- Making exaggerated claims or promises in your content (e.g: showing wrinkles 'disappearing' after using a cream)
- Posting ads with mismatching or inconsistent information on the promotion, price, discounts etc. (e.g: ad says 50% off sale but website says 30% off sale)
- Using unlicensed copyrighted audio





# Section 4

# Reach your objectives

TikTok advertising solutions



# Achieving your goals with **Spark** **Ads**



Spark Ads available for the following ad objectives

Reach

Traffic

**Community Interaction**  
(Spark Ads only)

Video Views

Lead Generation

Web Conversions

App Promotion

Product Sales

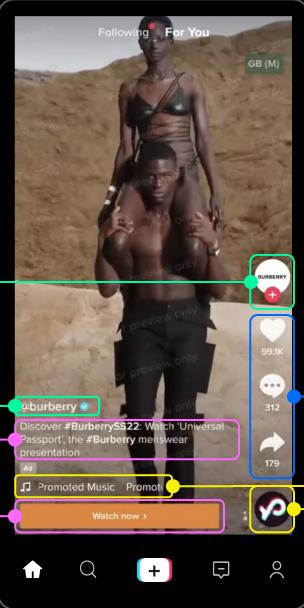


# Spark Ads

vs

# Non-Spark Ads

(In Feed Video)



- Linked to organic account
- Leverage content from your or a creators' accounts
- Higher engagement rate
- Increase followers & organic presence

**Account  
Page**

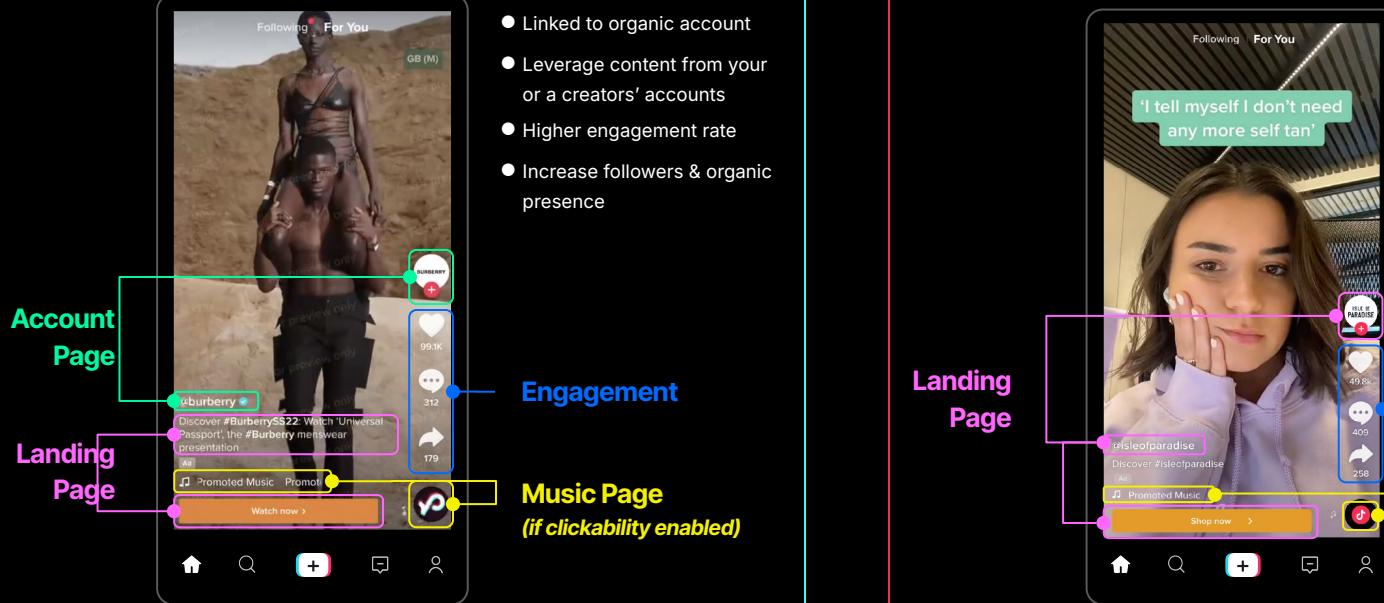
**Landing  
Page**

**Engagement**

**Music Page  
(if clickability enabled)**

**Landing  
Page**

- Not linked to organic account
- Use creative tools available in TTAM



**Engagement**

**Music disc & name  
not clickable**  
*Only shows as 'Promoted  
Music'*

# Two ways to find creative

## 1 Creator Content

Collaborate with TikTok creators

## 2 Brand Content

Boost TikTok posts under your own brand account



# Two ways to launch creative

## 1 New Content

Create/Upload a new video from TikTok Ads Manager

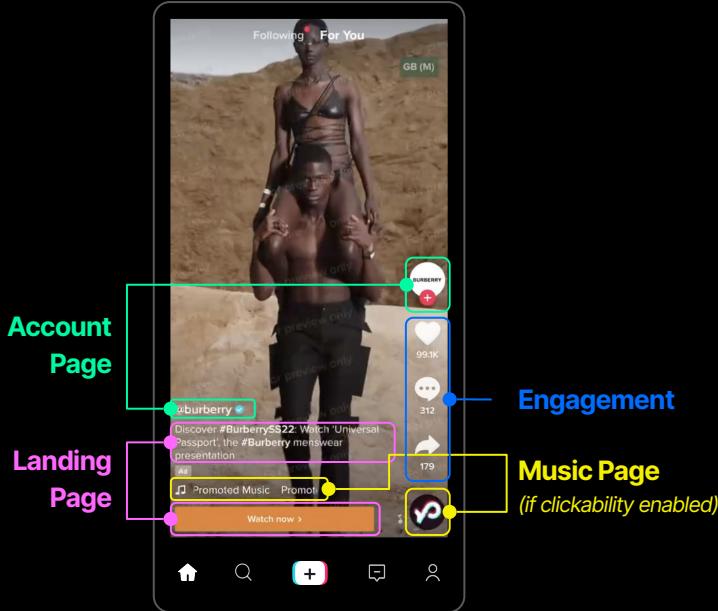
## 2 Existing Content

Use existing TikTok posts already published under your TikTok Business Account or a creator's account.

# Spark Ad Specifications

- Aspect ratio of uploaded videos is normally **less than 2.2** (e.g. 16:9 =  $16/9 = 1.7778$ ), no other restrictions on resolution, bitrate, file size
- Video format of uploaded videos is normally **.mp4 or .mov**
- Video duration: **max 3min**

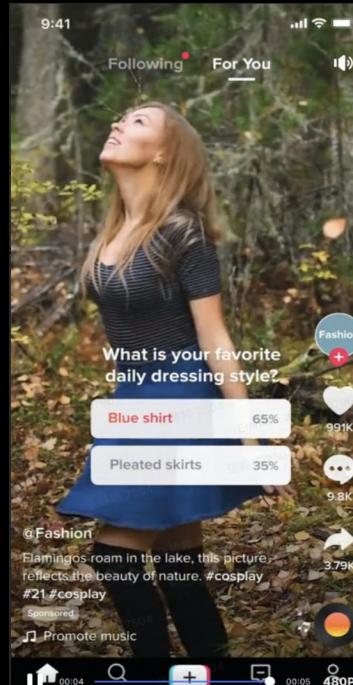
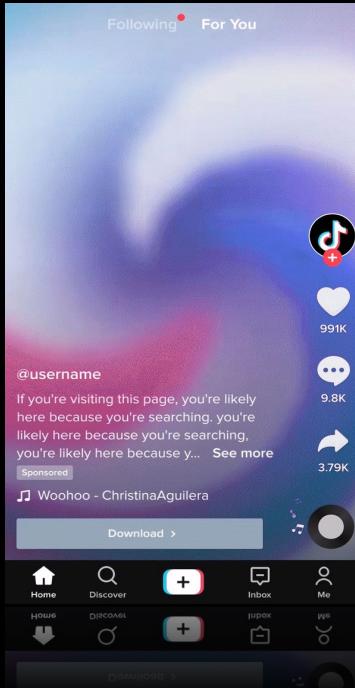
## In Feed Spark Ads



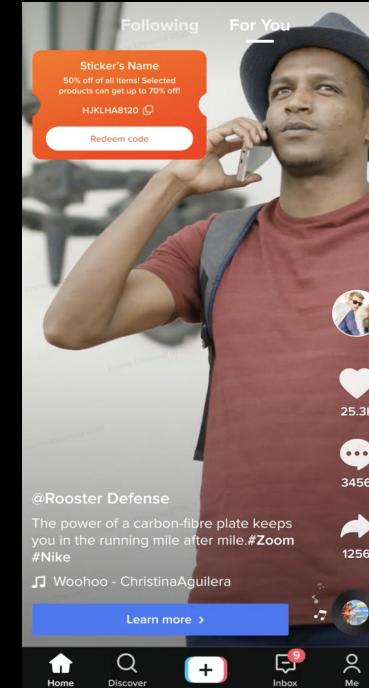
# Engage your audience with these add-ons

Voting Sticker

Display Card



Gift Code Sticker



Countdown Sticker





**Build your  
community on  
TikTok**

**Community Interaction**

## Consideration

1

# Community Interaction

### What is it?

Your brand is just getting started on TikTok and you want to build an engaged community and nurture relationships with your communities on TikTok

### How does it work?

Use In-Feed Video Auction campaign to drive profile visits and follows

### Why use it?

- **Grow** your TikTok community
- **Drive** brand exploration and traffic to your client's profile page
- **Build** a community of loyal fans and future customers

SHARE  
↗





## Case study

# Underdays



UNDERDAYS

**Increasing followers and brand awareness through Spark Ads**

Explainer

Underdays had experienced great early growth and wanted to build on this success by **increasing its number of TikTok followers and boosting their brand awareness** among UK-based people between the ages of 18-34.

Solution

Underdays amplified its engaging content through **Spark Ads** with the **Community Interaction objective** and **Follower Optimisation**. This was a straightforward setup in TikTok Ads Manager that involved selecting their optimisation goal, entering their budget, and selecting the TikTok Posts to use in their ads.

## Key results

**£0.88**

Cost Per Follower

**10.4%**

average view-through rate

**200%**

higher average watch time than other platforms

See the full case study [here](#).



Promote your  
business and  
send traffic  
to your site

Focused View

Traffic

## Consideration

2

# Focused View

### What is it?

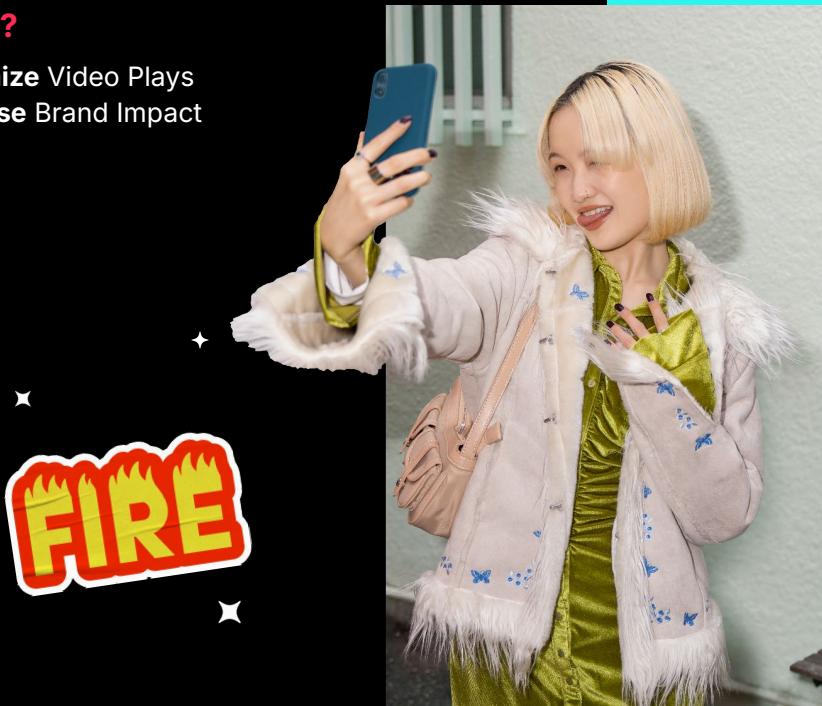
Focused View is the evolution of the video view objective on TikTok which allows you to drive brand impact by optimizing for both video views and interactions.

### How does it work?

The Focused View objective will deliver ads to users who are most likely to actively engage with an ad—by viewing it for more than 6s OR by interacting with the video (whichever comes first).

### Why use it?

- **Maximize** Video Plays
- **Increase** Brand Impact



# 3 Traffic

### What is it?

A campaign objective that sends more quality traffic to a destination on your website, blog post, app install page etc..

### How does it work?

Campaign performance is measured on Clicks and Click-through rate and optimizes ad delivery for sending people to your website.

### Why use it?

**Drive** quality traffic to your landing page without the need of a pixel





# Drive sales and generate leads

**App Promotion**

**Lead Generation**

**Web Conversions**

**Video Shopping Ads**

## Conversion

1

# App Promotion

### What is it?

A campaign objective that encompasses both App Install and App Retargeting. The campaign objective also has specific functionalities for app marketers, such as promoting in-app events, such as Purchase, Subscribe, Achieve Level, etc...

### How does it work?

In-app Event

Install with In-app Event

### Why use it?

As the global app market matures, marketers are having to think beyond the install event to maximize user LTV and ROI. This change means finding new users who will not only install but go on to trigger specific, valuable in-app event, all while controlling costs.

YES



## Case study



# KTAYKIT



Serving up amazing campaign results  
thanks to Spark Ads

Explainer

KTAYKIT wanted to reach new customers in an authentic way and boost the number of **app downloads**.

The brand's ideal customers were men and women of all ages that valued high-quality fast food.

Solution

KTAYKIT used **Spark Ads** as its main ad format. This ensured that all views, comments, shares, likes, and followers gained during the promotion were **attributed to its organic posts**. KTAYKIT also utilised the App Installs Objective which drives more people to install a business's app by linking them directly to the app store page.

## Key results

**323%**

increase in conversions

**66%**

decrease in CPA

**35%**

increase in CTR

See the full case study [here](#).

## Conversion

2

# Lead Generation

### What is it?

Lead Gen allows brand to seamlessly capture leads for their business. Advertisers can capture leads natively on TikTok or on their landing pages.

### How does it work?

Native lead gen

Web lead gen

### Advertiser Need

High involvement Purchase

Offline Convert

Online Convert

Casual Purchase

### Vertical

Education

Healthcare

Pro & Local Services

Financial Services

Real Estate

Auto

Retail

Entertainment



## Case study



# askpaul

askpaul™  
#MoneyMadeEasy

Boosting brand awareness  
and first-party data

Explainer

Askpaul needed to increase its **email subscriptions** while also **boosting brand awareness**. But how do you capture the attention of people on TikTok and turn them from viewers into email subscribers?

Solution

Askpaul used **Custom Identity and In-Feed Ads** to create targeted content that was engaging, informative, and felt native to TikTok. Its team created a video that focused on important personal finance advice and paired it with a lighthearted track to increase leads.

## Key results

400%

Increase in  
email database

49%

Reduction in CPC vs.  
previous campaign

27%

Conversion rate  
in email sign-ups

See the full case  
study [here](#).

3

# Web Conversions

## What is it?

A campaign objective that drives users to take valuable actions on your website.

## How does it work?

The Website Conversions objective learns what types of visitors are more likely to convert.

## Why use it?

The Website Conversions advertising objective enables you to:

- **Drive traffic to your website** and track these actions with your pixel
- **Optimize ad delivery against conversion events** on your website, such as Add-to-Cart or Complete Payment
- **Leverage the TikTok Pixel, Events Web API, and Advanced Matching** to optimize ad delivery and track performance





3

## Web Conversions

### Start with **Add to Cart** events for better results

If you're just starting out, you need to **teach the system** what types of visitors are **more likely to convert** throughout the user journey with a mid-funnel goal like Add to Cart.

Once the system understands your ideal audience, you can focus on Complete Payment goals.



3

## Web Conversions

Monitor how many **Add to Cart conversions** you get in **week 1**:

AT LEAST 1 ADD TO CART CONVERSION



**Start New Ad Group:  
Complete Payment**

The system has initial insights into what types of visitors are more likely to convert. You can start optimizing for Complete Payment while collecting more Add to Cart insights, too.

0 ADD TO CART CONVERSIONS



**Start New Ad Group:  
View Content**

The system may need more time to nurture your audiences. Once you hit 100 View Contents, you're ready to move onto Complete Payment.



### Pro tip:

Keep your Add to Cart ad group on to drive continuous conversion volume and to let the system learn!

4

## Video Shopping Ads with catalog

Videos that fit seamlessly into the For You page.

Activate the purchasing power of the TikTok community with Video Shopping Ads, TikTok's e-commerce advertising solution to supercharge sales on your website. Powered by your product catalog, Video Shopping Ads offers tailored product recommendations on the For You page and multiple placements to boost product sales.

### Why use it?

- Personalized recommendations to users based on interactions
- Fully automated, smart functionalities including creative automation and dynamic product landing pages
- Optimized delivery strategies to drive maximized impact



## Case study



# Lucy & Yak



## Making sales go XL with Video Shopping Ads

[Lucy & Yak](#) was founded in 2014 by Lucy Greenwood and Chris Renwick.

### Explainer

Growing sales and the diverse community of Yakkers on TikTok in a way that feels authentic to the brand and increases its awareness.

### Solution

Using Video Shopping Ads that take users from the For You feed straight to checkout. The videos featured the clothes on sale and tagged them on interactive product cards. With trending tunes and real people, the ads were authentic and optimised with split testing.

### Products used

Video Shopping Ads with Catalog, Add to cart events

## Key results

**1.9 k**

Completed payments

**10x**

Return on Ad spend

**£2.26**

Cost per acquisition

See the full case study [here](#).



# Our advertising solutions for eCommerce businesses

**Product sales**

**Video Shopping Ads with TikTok Shop**

**Live Shopping Ads**



# ENTER TikTok Shop

SHARE



# Shoptainment: The Convergence of Content + Commerce

01

Shoptainment on TikTok, is where **content** and **commerce** converge to deliver results for sellers.

02

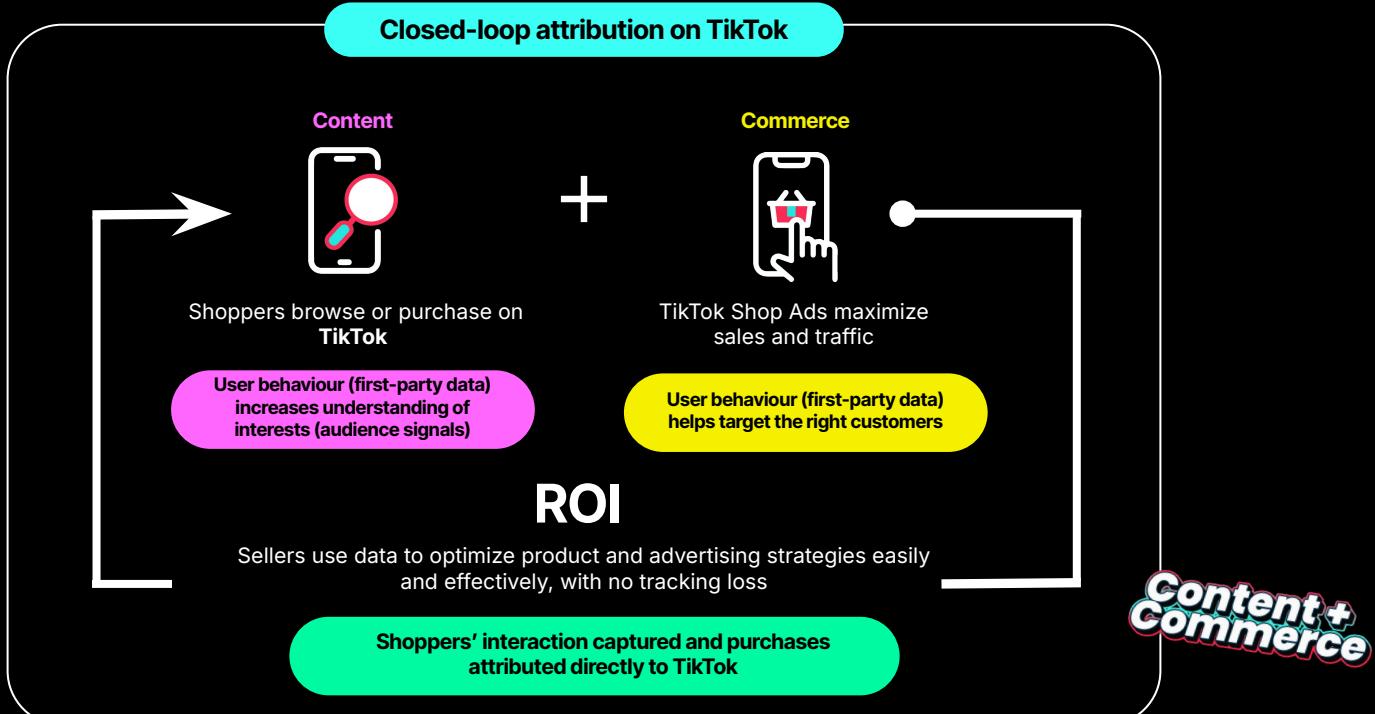
TikTok Shop and Shop Ads work better together and **strengthens organic GMV**.

03

Generate engaging content, expand **reach** with ads & creators and **optimize** for conversion with platform campaigns and Shop Ads (Video Shopping Ads, LIVE Shopping Ads, Product Shopping Ads).



# The convergence of Content + Commerce makes closed-loop ROI measurement more effective



# SMB see positive results after using TikTok Shop



## SMBs agree that TikTok Shop...

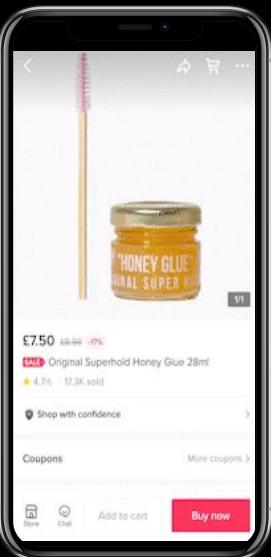
Among SMBs who have used TikTok shop



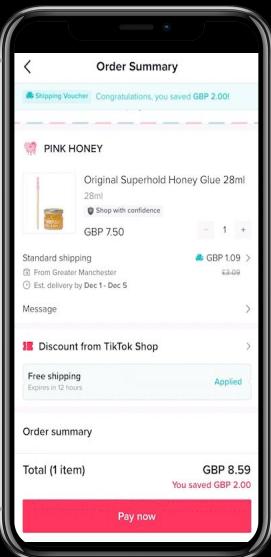
# From your FYP to your basket... in a few simple taps!



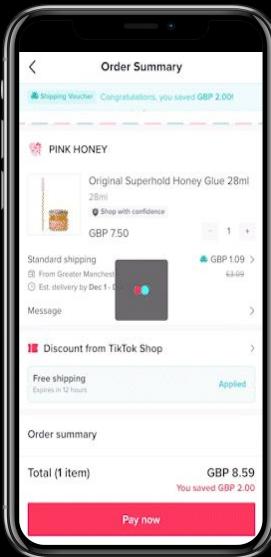
Browse shoppable content through videos and livestreams



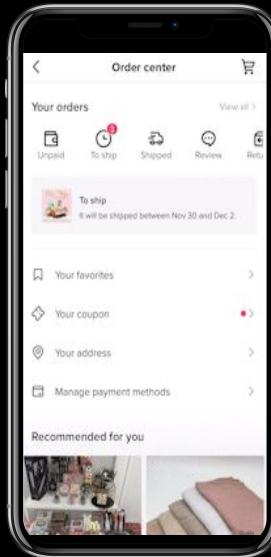
Explore product description & information, reviews and coupons available



Check out in just a few taps



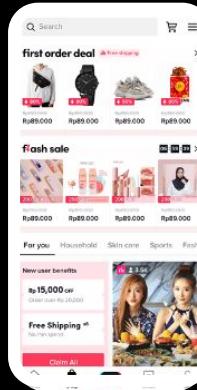
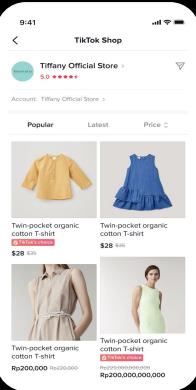
Receive your order confirmation



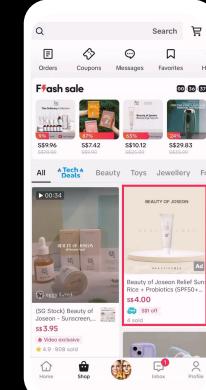
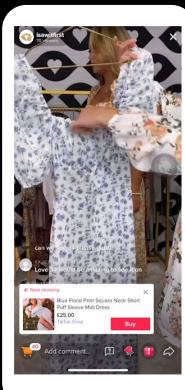
Check your order and keep track of shipment

# Native shopping experiences that encourage users to browse and buy

## Organic Formats



## Shopping Ads Paid Format



Videos with Product Links

Store Page

LIVE Shopping

Shopping Center

Live Shopping Ads

Video Shopping Ads

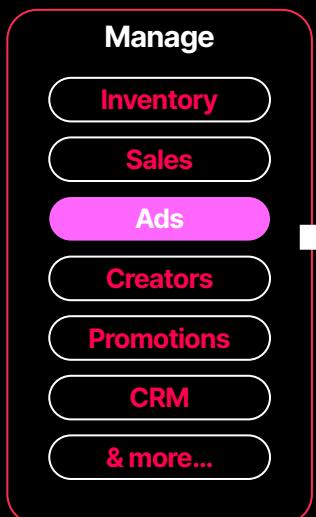
Product Shopping Ads



# One simple solution to fuel your growth

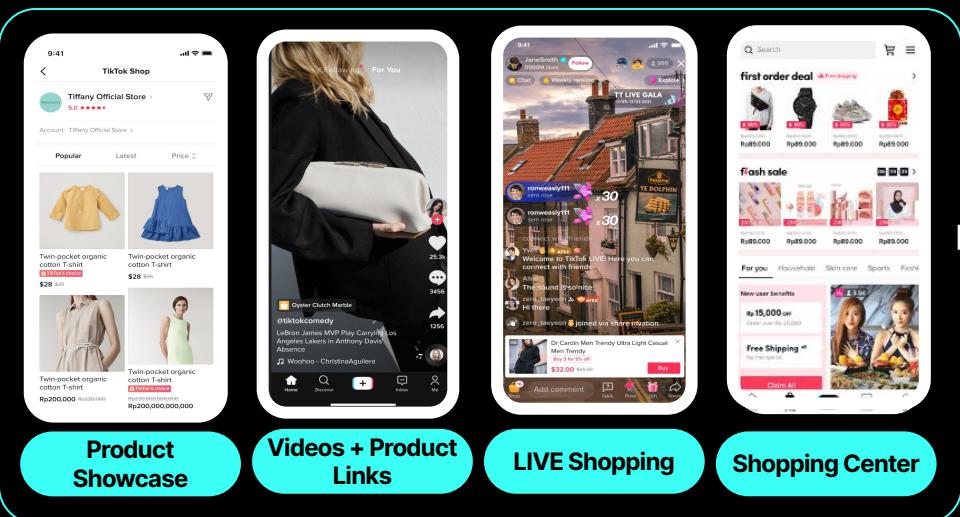
## STEP 1

### SET UP TIKTOK SHOP ON SELLER CENTER



## STEP 2

### SELL ON TIKTOK



## STEP 3

### BOOST VIA TIKTOK SHOP ADS

- Video Shopping Ads
- LIVE Shopping Ads
- Product Shopping Ads
- One-click on Seller Center

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# Shoppable videos

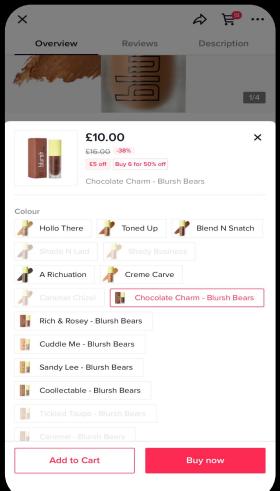
Showcase your products in an organic way



Shopping video served to you on your FYP



In just a tap, discover and shop products



Transaction in app, directly on TikTok



Add comment...

CONFIDENTIAL & PROPRIETARY



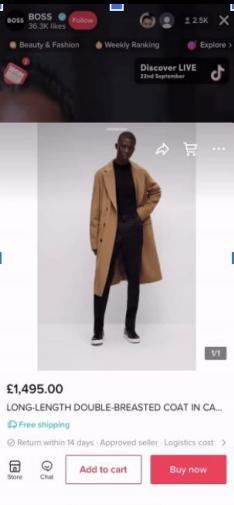
CONFIDENTIAL &amp; PROPRIETARY

# LIVE Shopping

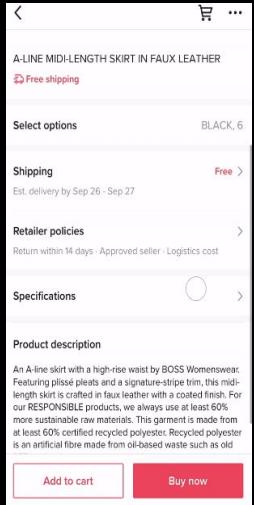
Connect in real time with your audience



Shopping feature activated on LIVE

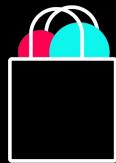


In just a tap, discover and shop products



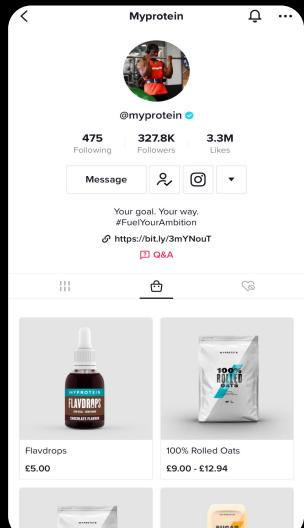
Transaction in app, directly on TikTok



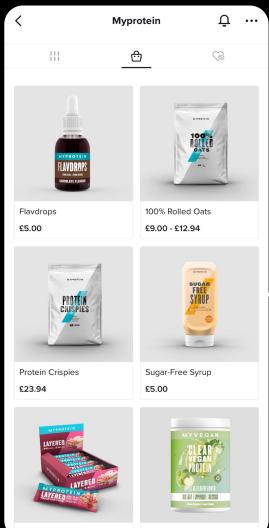


# Product Showcase

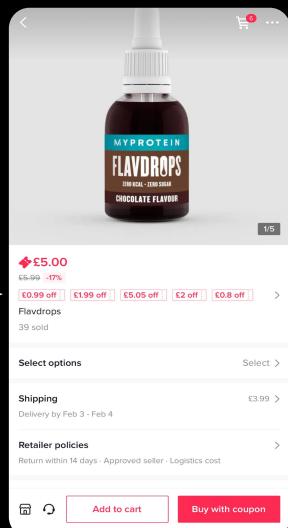
Your shop on your profile



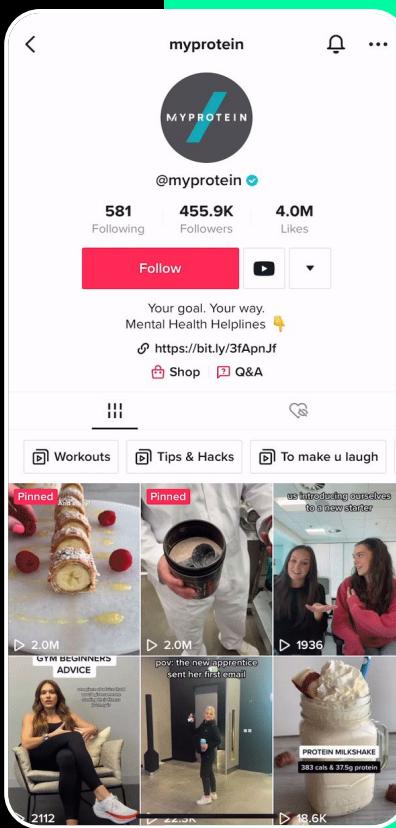
Your products on your profile page



In just a tap, discover and shop products



Transaction in app,  
directly on TikTok



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# TikTok Shop Shopping Center as the always-on growth engine for your business

## Benefits



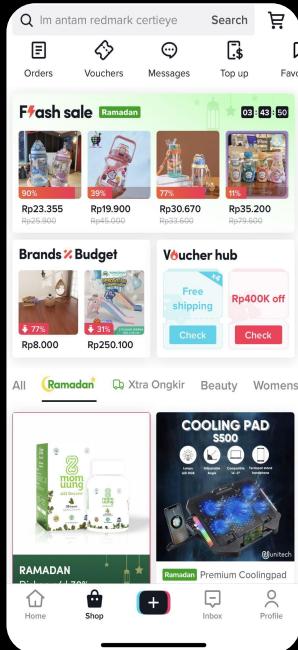
Strategically positioned to attract users with strong purchase intent.



User-friendly features to facilitate an active shopping experience.



Allows sellers to start on TikTok Shop by mirroring SKU



**Users with high purchase intent come to shop all year round**

A centralized commerce solution that allows users to **discover products, convert & build loyalty**

**90%**

TikTok Shop Shopping Center GMV growth, first half of 2023



## Case study



# Glow Hub

glow  
hub

## Going from viral to sold-out with TikTok Shop campaigns

### Explainer

Glow Hub had already run successful TikTok ad campaigns in the past, whose main objectives were Community Interaction and Website Conversions. This time, the business was looking into different ways to build the brand on TikTok, sell more products, and improve ROAS.

### Solution

Glow Hub trialled a campaign focused on TikTok shop. The TikTok team helped it set up Conversion Ads, review its target audiences, and use our Shop Affiliate program to source creators. Hosting weekly LIVE Shopping events drove trust and built hype around its products.

## Key results

**1806%**

Increase in complete payments YoY

**92%**

Decrease in CPA YoY

**1236%**

Return on ad spend (ROAS)

See the full case study [here](#).



## Case study

# P.Louise



## Highlighting products with Video Shopping Ads via TikTok Shop and Spark Ads

### Explainer

P. Louise's TikTok channel boasts over 2M followers, and showcases products and local influencers' tutorials. They came to TikTok looking to boost orders, ROAS, and website conversions.

### Solution

Utilising Spark Ads and Video Shopping Ads via TikTok Shop helped streamline the user journey for purchasing. A/B tests favored single product links, shaping content focus. Spark Ads were used to showcase best-selling products and brand content, reflecting P. Louise's artistic and boundary-pushing approach. Tutorials were used to empower customers by demonstrating the products potential.

## Key results

**-50%**

Increase in complete payments YoY

**+10k**

Decrease in CPA YoY

**20.8**

Return on ad spend (ROAS)

See the full case study [here](#).

# Key Takeaways



01

## Steps to run Video Shopping Ads

- Go to Ads Manager, select Product Sales objective with TikTok Shop product source
- Select Video Shopping Ads
- Publish ad with existing TikTok post or uploaded video

02

## Steps to run LIVE Shopping Ads

- Go to Ads Manager, select Product Sales objective with TikTok Shop product source
- Select LIVE Shopping Ads
- Publish ad before livestream begins

03

## Steps to run Product Shopping Ads

- Go to Ads Manager, select Product Sales objective with TikTok Shop product source
- Select Product Shopping Ads
- Publish ad

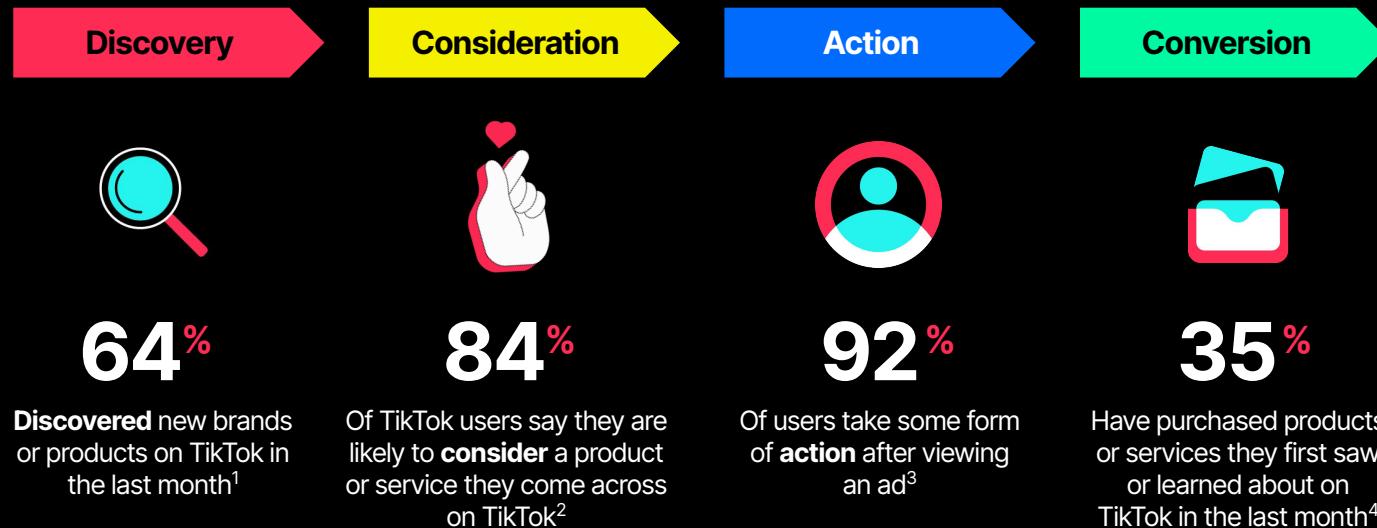
**TikTok** for Business

# Section 5: Drive demand and generate sales





# TikTok performs across the SMB purchasing journey



## Sources:

1. TikTok Marketing Science EUI Global Retail Path to Purchase Study 2023 conducted by Material. vs FB, IG, YT & Snapchat average of 57%

2. TikTok Marketing Science EUI Global Retail Path to Purchase Study 2023 conducted by Material.

3. TikTok Marketing Science Global Time Well Spent Study (Global Study) Conducted by Kantar 2021

4. TikTok Marketing Science EUI Global Retail Path to Purchase Study 2023 conducted by Material. vs FB, IG, YT & Snapchat average: 34%

**Adopt a **full funnel** strategy to promote your business, drive demand and generate sales**



**Prospecting**  
Create future demand



**Prospecting**  
Drive sales



**Brand Growth**

# SMBs have found full-funnel success on TikTok



\*manifesting\*

- Awareness • 48% Increased brand awareness
- Engagement • 39% Boosted engagement with target audiences
- Perceptions • 46% Improved brand relevance
- Consideration • 36% Increased website traffic
- Action • 46% Boosted sales



## Phase 1: Build awareness with an always-on brand base

Build your branding base and enable any business decision maker to discover your solutions

## Phase 2: Maintain momentum that performs and unlocks off-platform actions

Unlock growth via dedicated solutions to generate consideration and generate leads



Phase 1

# Build awareness of your brand

## Give your brand voice a megaphone

Reach decision makers at scale by leveraging In-Feed Ads with the **Reach Objective**. You can also tap into the **Community Interaction Objective** to increase followers and viewership of your content.

## Spotlight customer and community voices and engagement

Let decision makers hear from more than just you. Boost relevant content from creators, customers, and everyday users by leveraging **Spark Ads** to promote **TikTok-first content** within the For You feed.

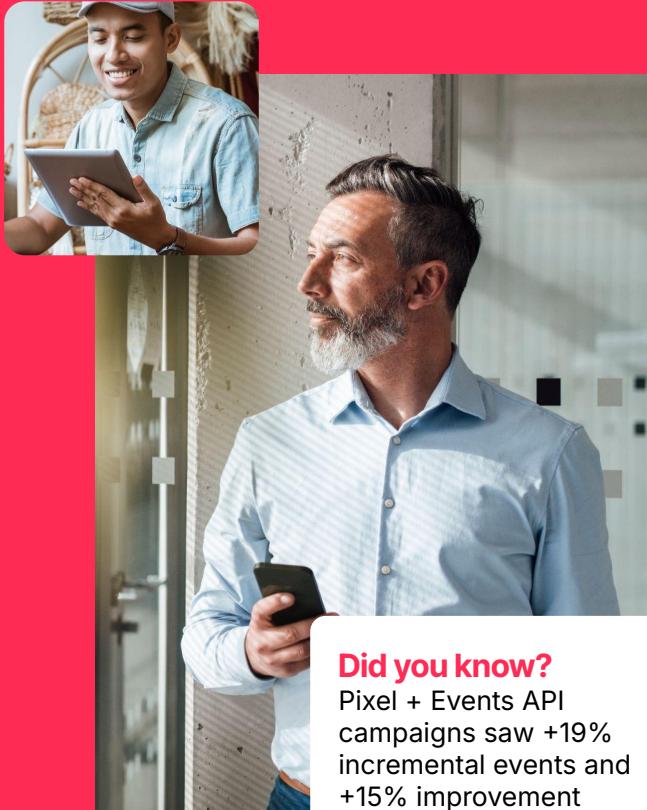
## Drive consideration of prospective buyers

Further drive consideration and brand impact by showing your ads to users who are engaged and paying attention. Use **In-Feed Ads** with the **Focused View Objective**.



Phase 2

# Maintain momentum and unlock off platform actions



## Did you know?

Pixel + Events API campaigns saw +19% incremental events and +15% improvement on CPA.<sup>1</sup>

## Phase 2

**Drive traffic  
& trial to  
help buyers  
find the  
right fit**



### Drive eyes to resources with **Traffic Campaigns**

To drive decision-makers to specific resources you have such as whitepapers, blogs, or instructional videos, set up **In-Feed Ads with the Traffic Objective**.

### Drive valuable action on your site with **Web Conversion Campaigns**

Set up In-Feed Ads with the **Web Conversion Objective** drive interactions directly on your website like product detail page views, FAQs, or trial and account creations.

## Phase 2

# Generate sign ups and high quality leads

To grow your customer base with high quality leads, run **Lead Generation Ads**. Lead Generation Ads show up on the FYP and prompt users to click on a CTA to share their information based on your objective, like:

- Conference sign ups
- Webinars
- Training & development programs
- CRM growth
- Sale call requests





# Section 6: Your H2 media plan



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# Section 7:

## Maximise your budget

# 5 budget tips to consider

## When you get started

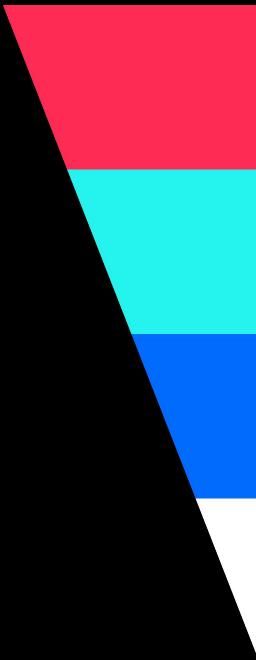
- 1 We recommend \$30 daily minimum per one ad group, over 30 days

## When you optimize your campaigns

- 1 For Conversion campaigns such as "Add to Cart" and/or "View Content", do not make any targeting, bid, or budget changes before achieving 50 conversions (learning phase)
- 2 Post learning phase, keep your budget within a 50% range of your previous budget
- 3 Post learning phase, keep your bid within a 20% range of your previous bid
- 4 Allow 2 days between making targeting, bid, or budget changes for the campaign to adjust

# Get the most out of your budget with **WEB** optimization solutions

NEED



- 1 **Click optimization** finds users who will click on your ads
- 2 **Landing Page View optimization** finds users who will land on your website
- 3 **Conversion optimization** finds users who are likely to take actions on your website
- 4 **Value-based optimization** finds the highest value users

# Get the most out of your budget with APP optimization solutions



- 1 **Install optimization** finds users who will install the app
- 2 **In-app optimization** finds users who will take specific in-app actions
- 3 **Value-based optimization** finds the highest value users

# Section 8: How to measure success

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# Measurement guidance for a full funnel strategy

Objective	Stage of Funnel	Business goals	Metrics
Reach	Awareness	Show your ads with the maximum number of impressions	CPM
Video View	Consideration	Get more views and engagement for your video ads.	CPM CTR
Lead Generation	Consideration	Collect leads for your business or brand.	CPL
Traffic	Consideration	Send more people to a URL on your website or app.	CTR CPC
Community interaction	Consideration	Get more followers or profile visits on your business account.	CPM CTR
App Promotion / web conversions	Conversion	Drive valuable actions on your website or app (installs or in-app engagement)	CPA
Product sales	Conversion	Drive purchase of products sold online	CPI ROAS

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Measure, Test & Learn

# Make informed marketing decisions with testing & reporting tools

**01** Split Test

**02** Reporting on TikTok Ads Manager

**03** Attribution Manager

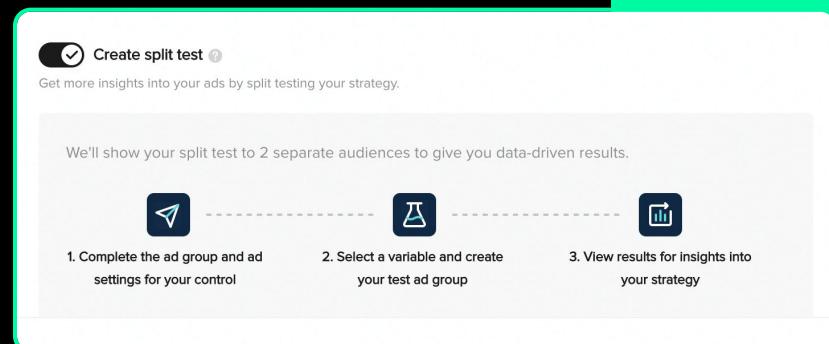
## Split Test

# Testing what works made easy. With Split Test

Split test allows you to compare two different versions of ad groups, testing one of the following variables: Targeting, Bidding & Optimization, and Creative.

[Learn more](#)

Turn on 'Create split test' toggle at campaign creation:



# Reporting on TikTok Ads Manager

## Connect the dots and analyze impact. With Reporting

All-in-one reporting section displays your custom report, inspirations of trends and top ads, key metrics of video asset, Brand Lift Studies results, and audience information.

The screenshot shows the TikTok Ads Manager dashboard. At the top, there are tabs for Dashboard, Campaign, Assets, and Reporting. The Reporting tab is highlighted with a red border. On the left, a sidebar shows the hierarchy: Campaign (selected), Ad group (2), Settings, App, and Placements. Below the sidebar, the Ad group name is "Ad group 20220823" and the Buying type is "Standard". A red arrow points from the "Reporting" tab at the top to the "Custom Reports" button at the bottom. The Reporting section on the right contains five buttons: Custom Reports, Video Insights, Creative Inspirations, Brand Lift Study, and Audience Insights. Each button has a small circular icon with a dot in the top right corner.

TikTok Ads Manager

Campaign

② Ad group

- Settings
- App
- Placements

Ad group name: Ad group 20220823

Buying type: Standard

Reporting

- Custom Reports
- Video Insights
- Creative Inspirations
- Brand Lift Study
- Audience Insights

Custom Reports

Video Insights

Creative Inspirations

Brand Lift Study

Audience Insights

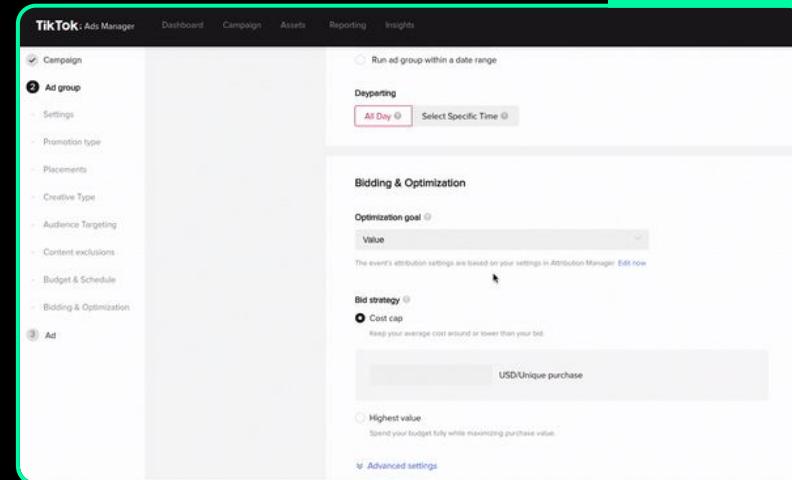
## Attribution Manager

# Fuel measurement with flexible attribution window

TikTok Attribution Manager enables customizable attribution windows on TikTok Ads Manager.

[Learn more](#)

Choose attribution windows for various types of events:





**Remove this  
slide before  
client  
presentation.**



## **Interaction - Demo Reporting in TTAM**

# Time to set up your first campaign!



- 01** Set up a campaign
- 02** Choose your audience & budget
- 03** Measurement & reporting
- 04** Build your media plan



# Q&A!



SHARE



THANK  
YOU!

THANK YOU

TikTok

Follow our  
TikTok channel  
dedicated to SMBs  
in the UK



@tiktoksmallbusiness\_uki





Remove this  
slide before  
client  
presentation.



## Case studies

## Case study



# Lancel



Becoming a trend among the young community on TikTok through creative advertising and a relatable brand ambassador.

Since 1876, Lancel has believed in meaningful and generous design, which shares value with the accessories that accompany, simplify, and add style to our daily lives.

### Explainer

In order to connect with a younger audience, Lancel wanted a solution that would boost its awareness and reach on TikTok.

### Solution

Lancel used Top Feed Ads for Reach & Frequency campaigns targeted at 18-34 year olds. This was coupled with engaging creative that featured its new brand ambassador, Lili Reinhart.

### Products used

Top Feed Ads, Reach & Frequency

## Key results

**1.5M**  
reach

**3.3M**  
video views

**€0.07**  
Cost per 6-second view

See the full case study [here](#).

## Case study



# CarPlanner



**Test driving multiple approaches to advertising on TikTok**

Founded in 2015, [CarPlanner](#) is an online automotive marketplace that generates leads for major car manufacturers around the world.

### Explainer

CarPlanner wanted to generate qualified leads for its client, Fiat. Its secondary objective was to increase its own brand presence on TikTok, and raise awareness for Fiat.

### Solution

The Italian brand ran two campaigns simultaneously, with three sets of objectives – Automatic Targeting, Automatic Targeting with dynamic creatives, and remarketing with target Custom Audiences. It also ran a/b testing with its creative to see which performed best.

### Products used

Display Cards, Automatic Targeting, Custom Audiences

## Key results

**13M**  
Impressions

**2.8X**  
More Leads

**35%**  
Increase In Engagement

See the full case study [here](#).

## Case study



# Mous



All the way up! How Mous built a very strong case on TikTok

Founded in 2014, **Mous** is a tech-accessories brand known for its phone cases, screen protectors, wireless chargers, and bags.

### Explainer

Coinciding with the Samsung Galaxy S23 launch day, Mous wanted to show and sell their S23 phone cases to a wider audience— all through a TikTok campaign.

### Solution

Mous used Spark Ads and tested five different creative executions for this promotion to see which performed best. The campaign focused on product acquisition and on prospecting audiences by excluding retargeting lists.

### Products used

Spark Ads

## Key results

**25%**

Conversion Rate Increase

**2X**

More Clicks

**108%**

Revenue Increase

See the full case study [here](#).

## Case study



# Blue Banana



## Boosting winter sales with Shopping Ads

Clothing brand **Blue Banana** was founded in 2016 by Nacho Rivera & Juan Fernández Estrada. They were looking to turn winter sports fans into customers.

### Explainer

With over **400k followers** on **TikTok**, Blue Banana wanted to boost its winter sales and attract new customers.

### Solution

Blue Banana trialled **TikTok's Shopping Ads** with Catalog. This solution not only secured a generous return on ad spend, but also increased the engagement with its organic content by **30%**.

### Products used

Shopping Ads with Catalog

## Key results

**9.45**

Return on ad spend

**20k**

more TikTok followers

**6.98€**

Cost per conversion

See the full case study [here](#).

## Case study



TikTok  
@halawkakaw

# Halaw Kakaw



## Growing a loyal community with Spark Ads

After struggling to find their favourite candy in Kuwait, brothers Ahmed & Khairy Alsskaf founded [Halaw Kakaw](#).

### Explainer

The confectionery retailer needed to increase daily sales and knew that building its community in Kuwait through engaging content and hopping on trends would hit the sweet spot.

### Solution

Food entertainment can be tricky, but Halaw Kakaw successfully delivered snackable content by always checking the Discovery Page and making sure it followed all the relevant TikTok trends.

### Products used

Spark Ads, Trending sounds, Native content

## Key results

**81K**

New Customers  
In 10 Months

**KWD 1K+**

Daily Sales Increase

**60X**

More Orders Daily

See the full case study [here](#).

## Case study



# Bostani



## Boosting Eid sales with In-Feed Ads

Bostani Chocolatier is a Belgian chocolate company that gained a loyal following in Belgium and France. They expanded their operations to the Middle East, particularly in Saudi Arabia, where they built a production facility and showrooms in various cities. The company positions itself as a symbol of excellence, luxury, and enthusiasm.

### Explainer

During Ramadan, Bostani Chocolatier encountered difficulties in converting their TikTok campaign efforts into successful conversions.

### Solution

The campaign deployed In Feed Video Ads and used TikTok's targeting capabilities to reach the millennial demographic in Saudi Arabia and the Gulf region. While split tests were run to compare results and optimise performance

## Key results

**15%**

increase in web traffic

**20%**

growth in sales

**35%**

increase follower base

See the full case study [here](#).

## Case study



# Hama

**hama**

Finding the perfect campaign accessory:  
Spark Ads

Founded in 1923, Germany-based **Hama** is a global success at selling accessories for phones, TVs, audio, computers, and more.

Explainer

Hama wanted to boost its reach, impressions, and interactions on TikTok while staying true to its authentic and approachable nature. So, it teamed up with Adslab to turn its products' USPs into creative themes and hooks for a new audience.

Solution

Hama used formats such as "Day in the life" videos, animations, and content creator posts to attract its new audience. These organic posts were used for Spark Ads and tested to find the best combination. Now they're a major part of Hama's online marketing strategy.

Products used

Spark Ads

## Key results

**12m+**  
Impressions

**€1.09**  
Cost Per Mile

**186.4k**  
Video Plays To 75%

See the full case study [here](#).