# TikTok Ads Manager
# User Playbook

**TikTok** for Business

# Overview

TikTok Ads Manager User Playbook is a holistic manual that helps you excel at TikTok Ads Manager platform. It'll show you how to start using TikTok Ads Manager, and how to create and manage your ads.

# Content

# Get Started

To start using TikTok Ads Manager, you need to create an **ad account** following the steps listed in the **Onboarding Guide**.

If you need to manage more than one ad account to promote your business on TikTok, we strongly recommend creating a **Business Center** where you can create and manage multiple ad accounts. For more information, please see **About Business Center**.

**The illustration below shows the process of getting started with TikTok Ads Manager.**

| Onboarding TT4B user sign up | → | Ad account registration | → | Get started to deliver ads |
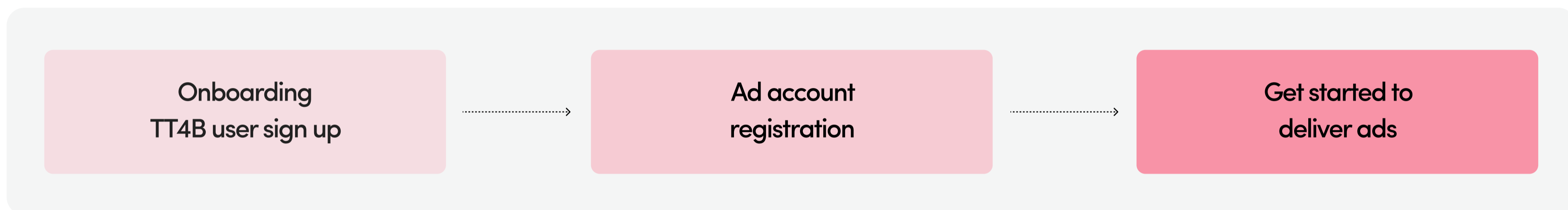
## TikTok Ads Manager Overview

There are four main tabs on TikTok Ads Manager:

**1**

**Dashboard**
Dashboard is the entry point to your TikTok Ads Manager account. It offers a summary of your ad performance and helps to identify potential problems.

**2**

**Campaign**
From Campaign, you can manage your Campaigns, Ad Groups, and Ads, and analyze their metrics at different stages of the process.

**3**

**Assets**
Assets is where you store and manage your ad resources, like apps, pixels, ad creatives (videos, images, Instant Forms, Playbale Ads, etc.), audiences, and comments.

**4**

**Reporting**
In Reporting, you can create, customize, and export reports based on multiple metrics.
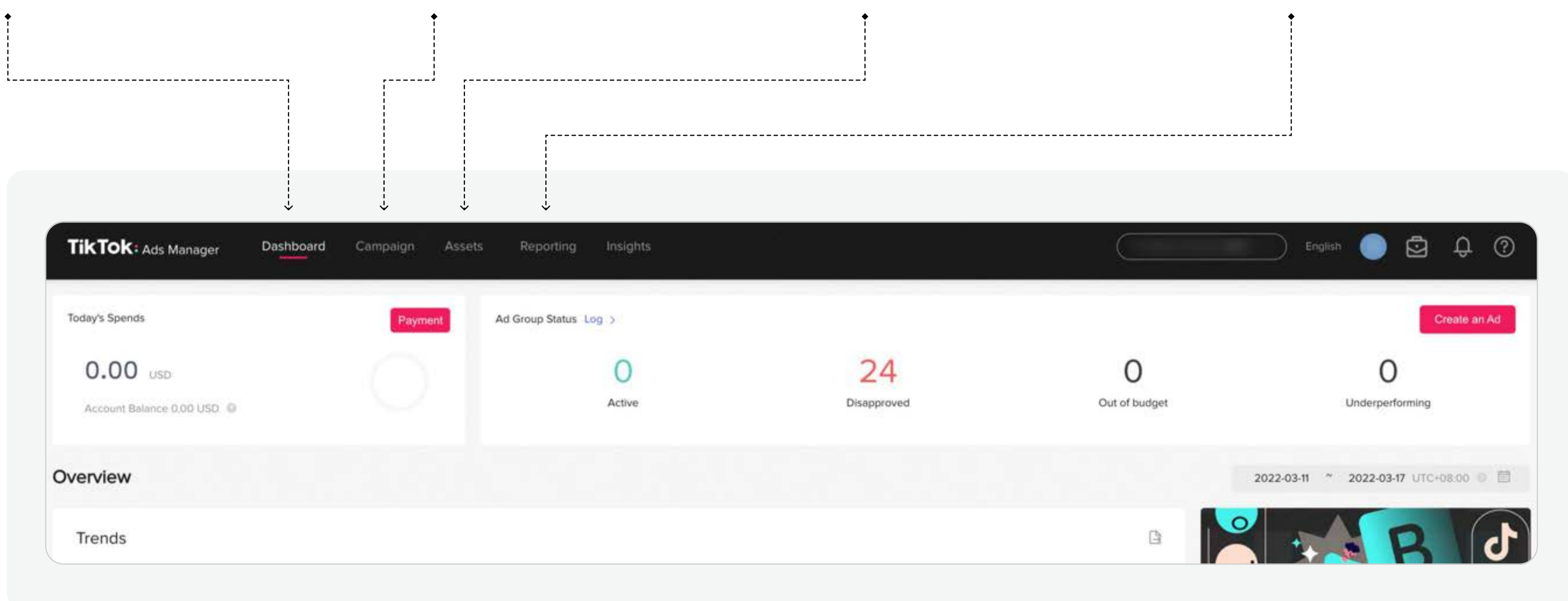
# 1 Dashboard

TikTok Ads Manager's **Dashboard** provides a visual overview of your ad account's performance. It includes the following modules:
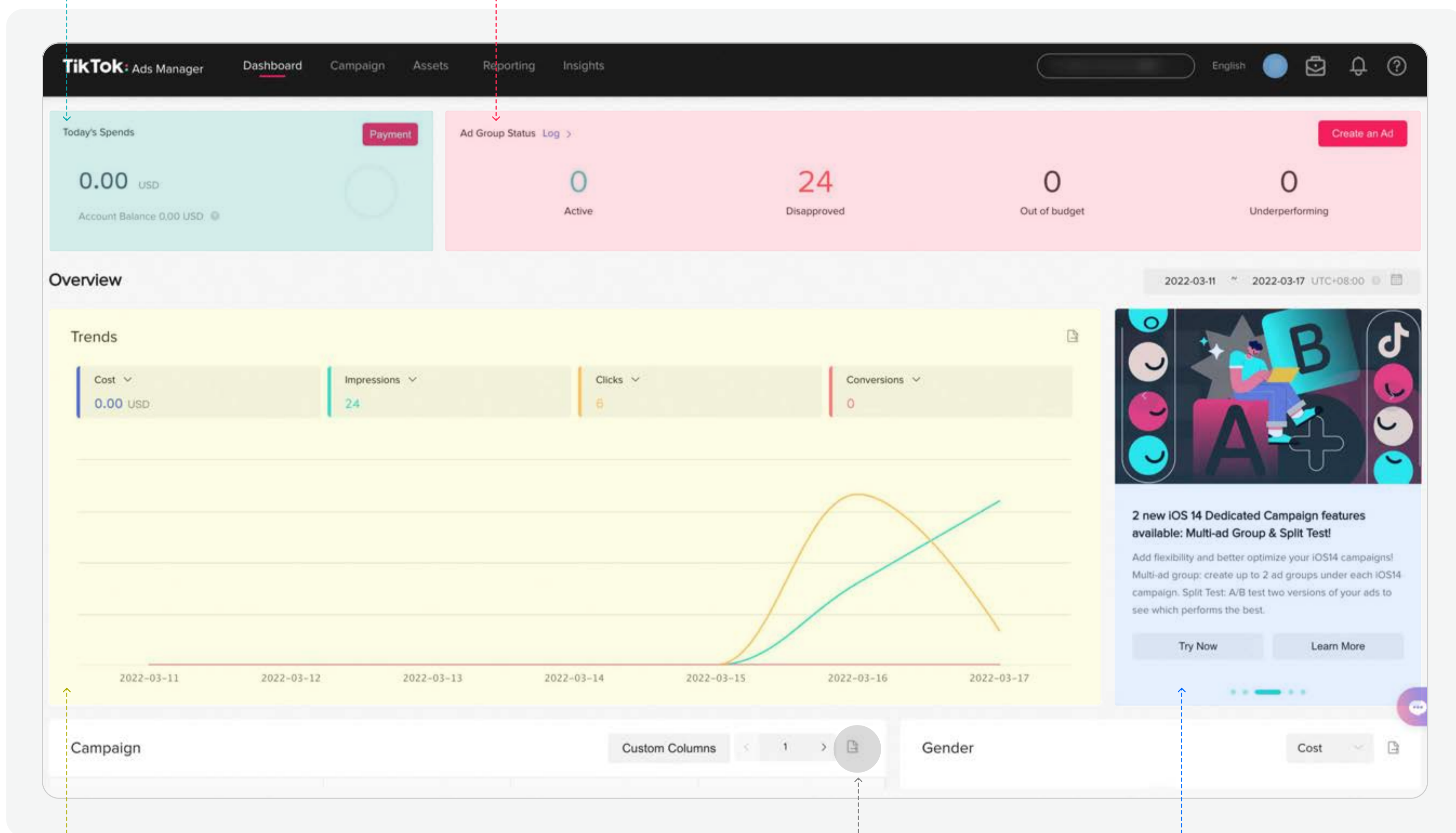
## 1 Payment

View your Account Balance and Today's Spends to make informed financial decisions about your ads.

## 2 Campaign Status

Monitor the current status of your campaigns, ad groups and ads, and see how many are Active, Disapproved, Out of Budget, or Underperforming. Click Log to access your account's Change Log.



## 3 Overview

Track the overall performance of your ad account by Trends, Campaigns, Gender, Placement, Operating System, and Dayparting. For each module, you can select which metrics you want to view within a specific date range.

## 4 Reports

Export the data for each chart on your Dashboard with one click.

## 5 Bulletin

Learn more about the TikTok Ads Manager's latest updates.

## Campaign Structure

TikTok Campaigns have three parts: a **Campaign**, an **Ad Group**, and an **Ad**. To publish an ad, you'll need to set up each of these elements. Campaigns can include multiple Ad Groups and Ad Groups can have multiple Ads.

**1. Campaign Level**

Starting a campaign is the first step in the ad creation process, where you choose your Advertising Objective. Select from Reach, Traffic, App Installs, Video Views, Lead Generation, Community Interaction, Conversions and Catalog Sales.

**2. Ad Group Level**

At the Ad Group Level, you will define your ad's Placement, set up Targeting, Budget and more.

**3. Ad Level**

At the Ad Level, you can customize your ad. Upload your own creative assets, or use our Creative Tools, like Video Template and Smart Video, to make ads in minutes. Then complete your ad with text, relevant URL, etc.

| Campaign | Ad Group | Ad |
|----------|----------|-----|
|          | Ad Group | Ad |
|          |          | Ad |
|          |          | Ad |
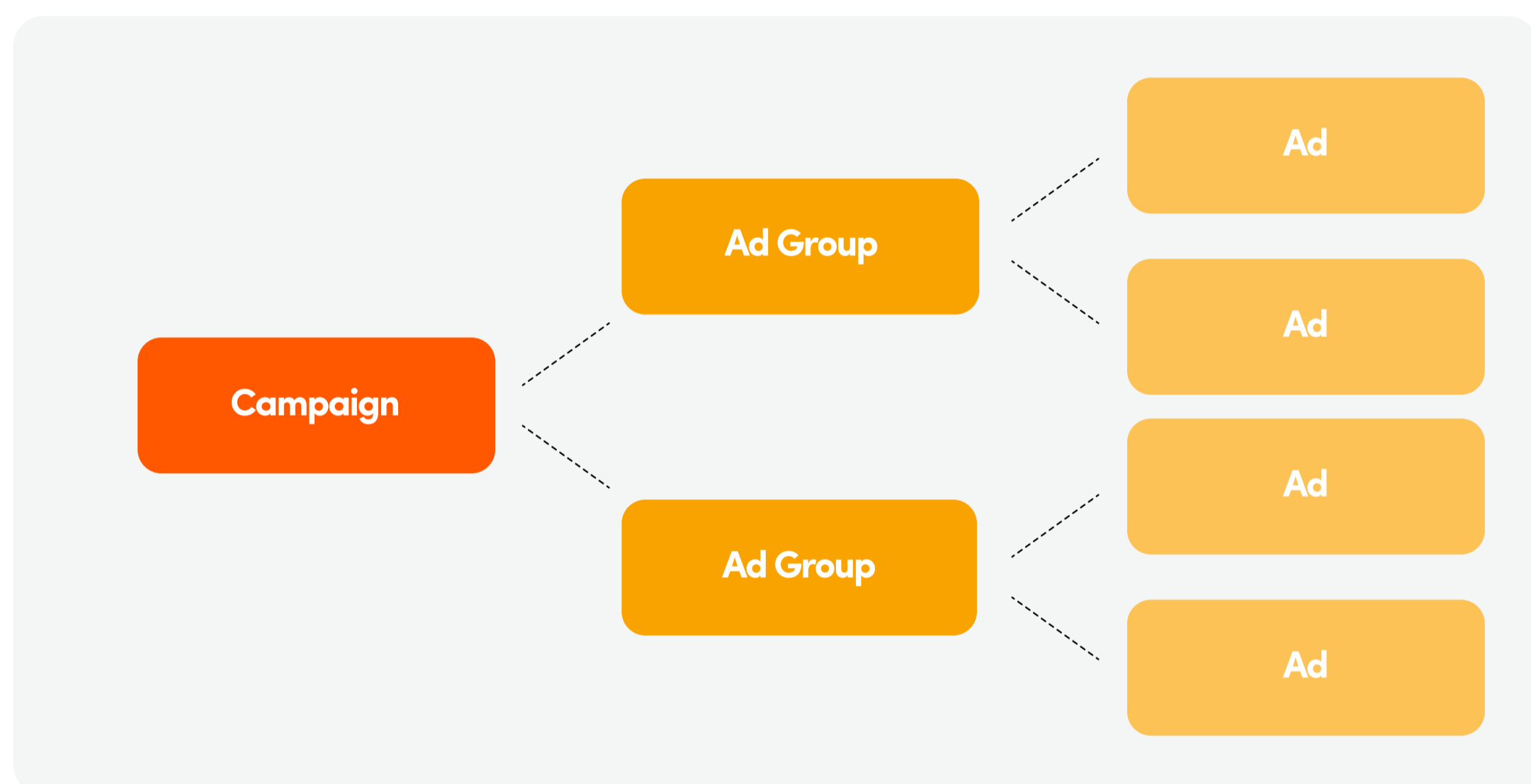
For more information about running effective campaigns, please see **Account Structure Best Practices**.

## Recommended Process

For an optimal campaign creation experience, we recommend using the following process to prepare and create your ads on TikTok Ads Manager.
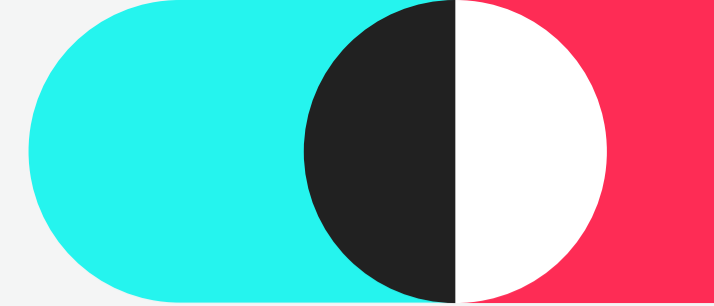
**Prepare Creatives** → **Create App/ Website Events** → **Create a Campaign** → **Create Ad Group** → **Create Ad**
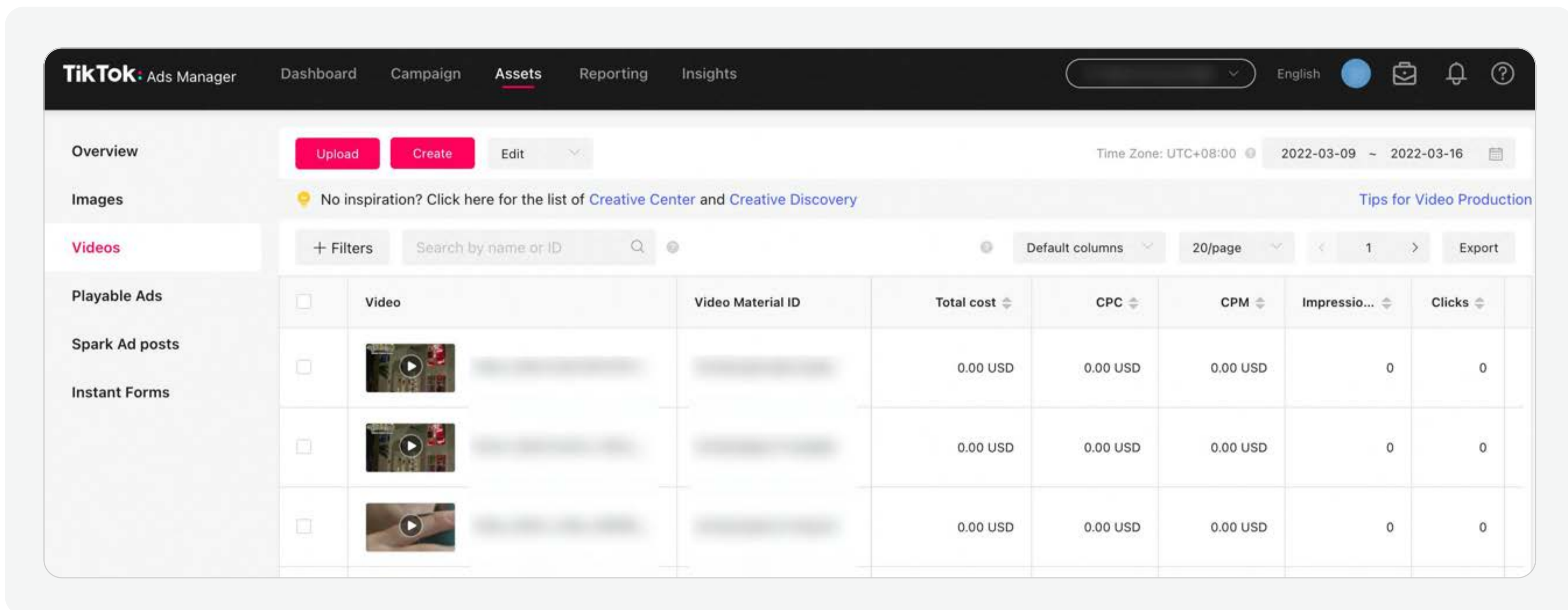
## Before Getting Started

Before creating a campaign on TikTok Ads Manager, we recommend that you:

**1** Prepare **Ad Creatives**
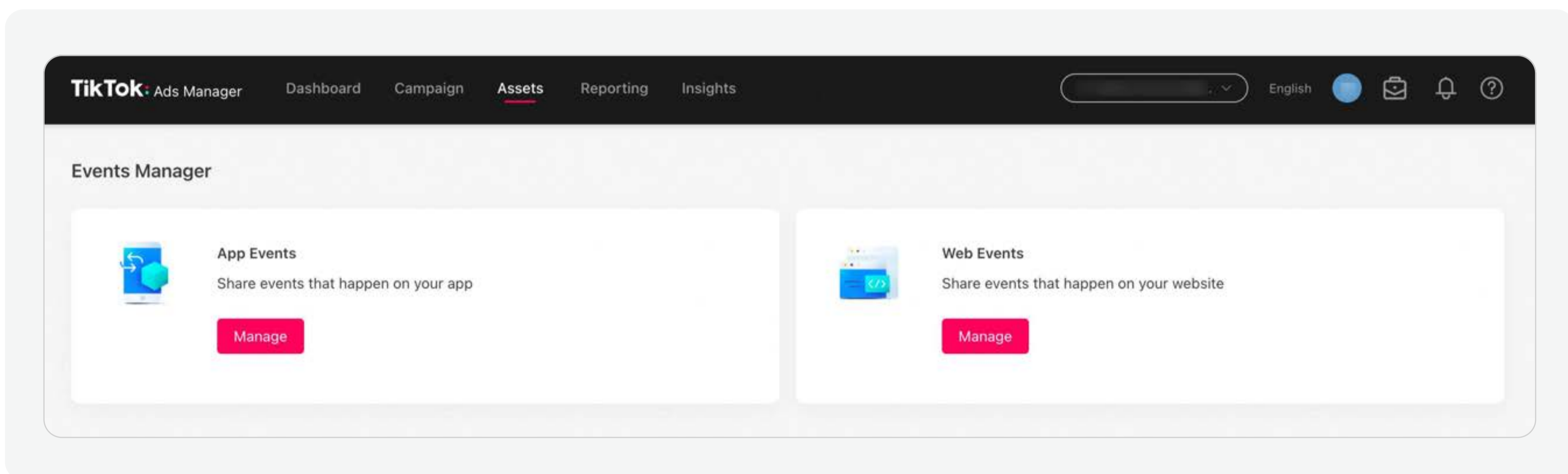like videos and images, that showcase your products or services.

**2** Set up **Event Tracking**
for your app/website to measure ad performance.
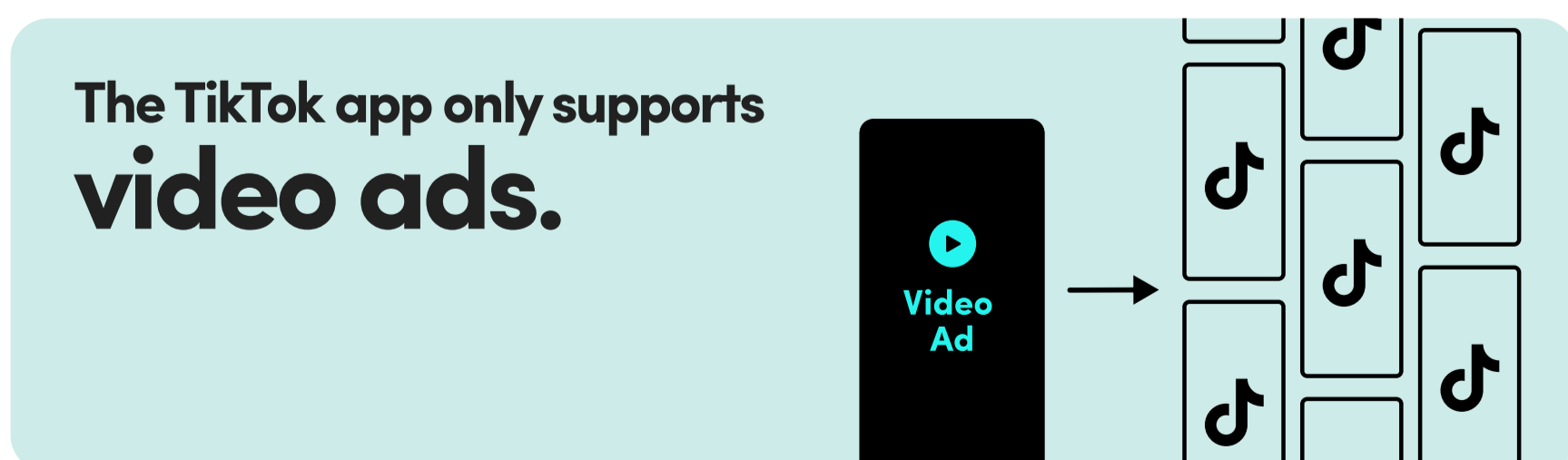
Entry Point for Creatives: Assets — Creatives



Entry Point for Creatives: Assets — Events



## Ad Formats

You can create ads on TikTok Ads Management using Videos or Images.

The TikTok app only supports **video ads.**

See **Video Ads Specifications** and **Image Ads Specification** for more details.

## Understanding Ad Review

When you publish a campaign, each ad is reviewed to ensure compliance with our Advertising Policies. We'll check each ad before it starts running to ensure that the creative elements comply with **"TikTok Advertising Policies – Ad Creatives & Landing Page,"** and that the promoted products/services are aligned with our **"TikTok Advertising Policies – Industry Entry."**

# Create Campaign
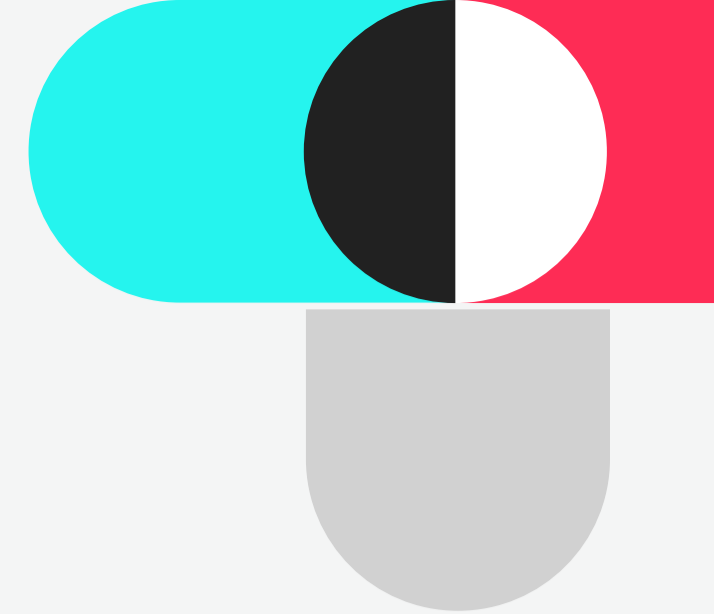
## Once you're ready to create a campaign on TikTok Ads Manager:



Click **Create** on the Campaign tab.

Or click **Create an Ad** on the Dashboard.
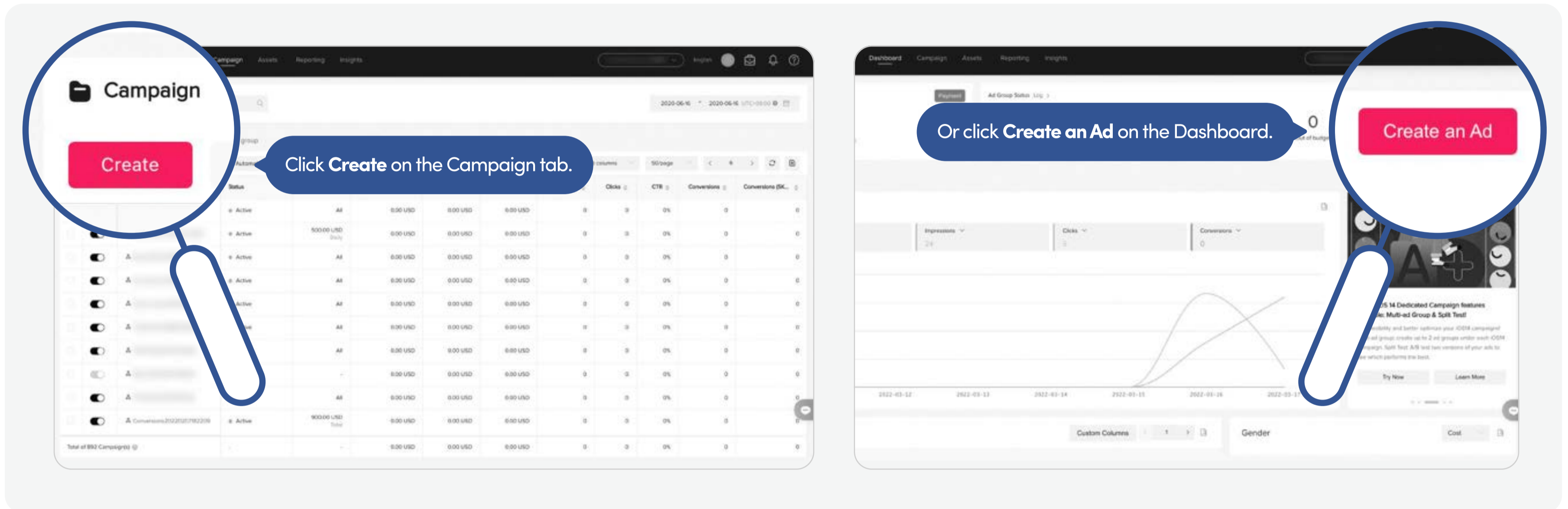
To build a campaign, you will need to select an **Advertising Objective** and define the campaign **Settings**.

**1** From the **Campaign Creation** page, choose an Advertising Objective for the campaign based on your business goal. You can choose from:

**Reach**
to show your ad to the maximum number of people.

**Traffic**
to send more people to a destination on your website or app.

**Lead Generation**
to collect leads for your business or brand.

**Conversions**
to drive valuable actions on your website.

**App Installs**
to get more people to install your app.

**Video Views**
to get more people to view your video content.

**Catalog Sales***
to deliver personalized product ads to the most relevant audience.

**Community Interaction**
to get more page follows or profile visits.



***** Only available for managed accounts based in launched markets can create Dynamic Showcase Ads. For more information, please contact your sales representative.
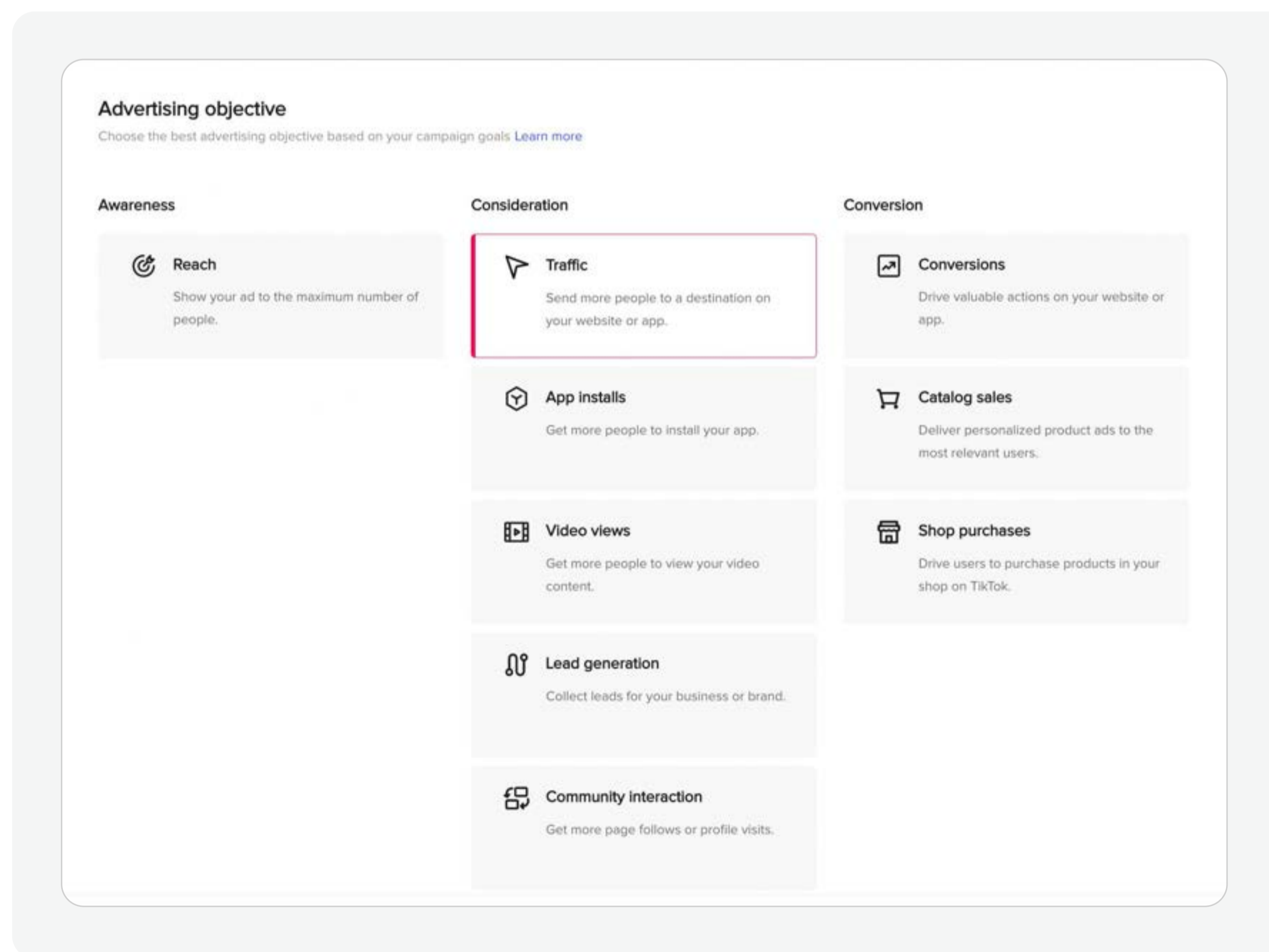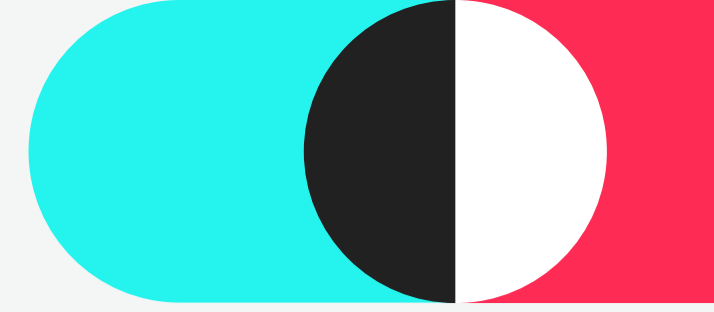
**2** Next, define your campaign **Settings:**

**Campaign Name:**

Give your campaign a unique name.

**Split Test:**

Enable this feature if you want to test different Ad Group variables, and understand which strategies give you the best results. For more information, see **"About Split Testing."**

**Campaign Budget Optimization:**

Enable this feature if you want to apply a single set of budget optimizations to all the ad groups that belong to your campaign rather than setting them up individually. For more information, see **"Campaign Budget Optimization."**

**Campaign Budget:**

This is the total amount your Ad Groups can use before reaching the spending limit. You can choose from:
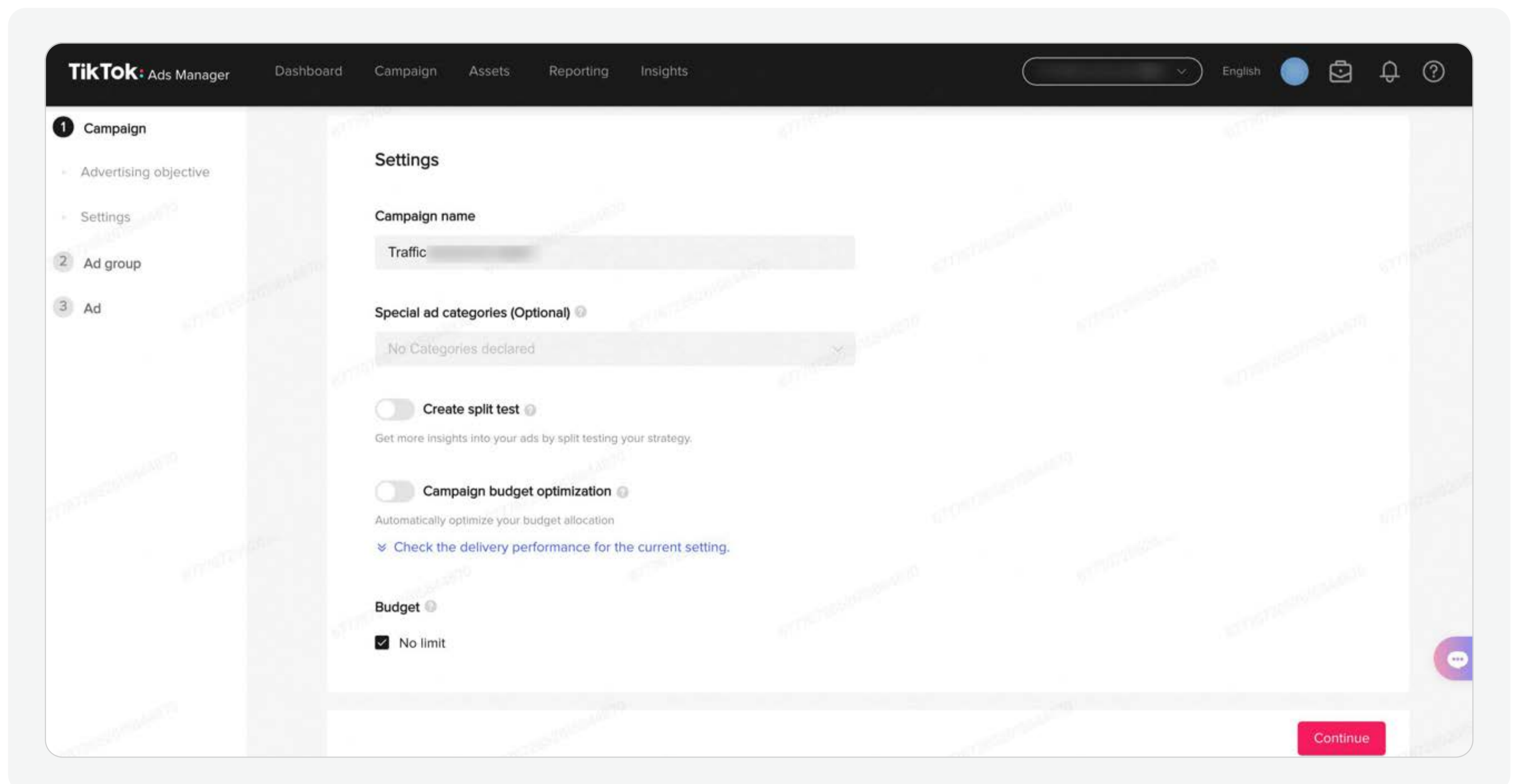
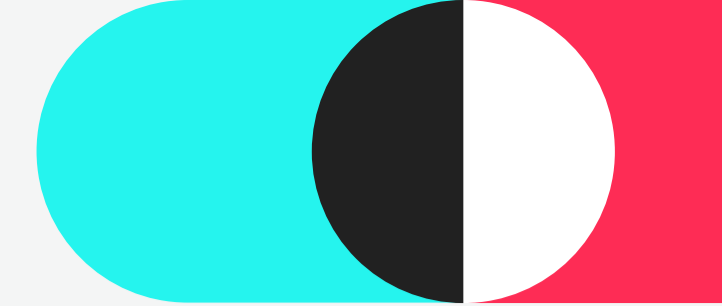| **No Limit** | **Lifetime budget** | **Daily budget** |
|---|---|---|
| no restrictions on how much the campaign can spend. | the maximum amount you are willing to spend during the **entire period** you run an ad. | the maximum amount you are willing to spend on a campaign **per day**. |



📄 **Note:** Both Daily and Lifetime budgets must exceed $50.

For more information, see **"About Budget."**

# After starting a Campaign, you will need to set up an Ad Group by filling out the following fields.

**1** **Ad Group Name**

Ad Group names will be auto-generated by our system, but you can also choose to insert your own Ad Group name for easier campaign tracking.

📄 **Note:** Each Ad Group name within a Campaign must be unique.
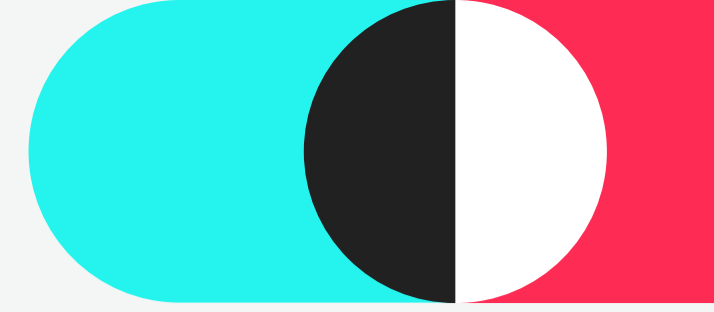
**2** **Promotion Type**

Depending on your campaign objective, you can choose from two Promotional Types: **App** and **Website**. For Catalog Sales advertising objective, you can also select **Catalog** and **Product Set**.

For more information, see **"How to Create Dynamic Showcase Ads."**

- **iOS 14 Dedicated Campaign:** When creating a Dedicated Campaign, you should select the app you want to promote, and enable the **Deliver the App for iOS14+** toggle.
- For more information, see **"iOS 14 Impact & Guidance Overview."**

Watch **the video** to see how to create iOS 14 Dedicated Campaigns on TikTok Ads Manager.

We suggest selecting **Automatic Placement** so that your ads can benefit from automated optimization to reach more people and drive more traffic to your app or website.

### 3 Placements

When creating an Ad Group, you can choose where you want your ads to appear.

**Placement Type**

Automatic placement: We will optimize ad delivery across all placements supported by TikTok Ads Manager.

See Automatic Placement and Select Placement for more details.

Select Placement: You can choose from:

- TikTok
- News Feed App Series
- Pangle

To learn more, see Placements and Available Locations.

**Block List (Pangle)**

Block List is a function that prevents your ads from appearing on certain media platforms to ensure your brand's safety. However, this will decrease the ads' reach. See Block List for more information.

**User Comment:**

When enabled, the **User Comment** feature allows people on TikTok to engage with your ads, helping improve ad performance. We **recommend** always having **User Comment** turned on.

**Video Download**

When enabled, the Video Download allows people on TikTok to download your video ads.
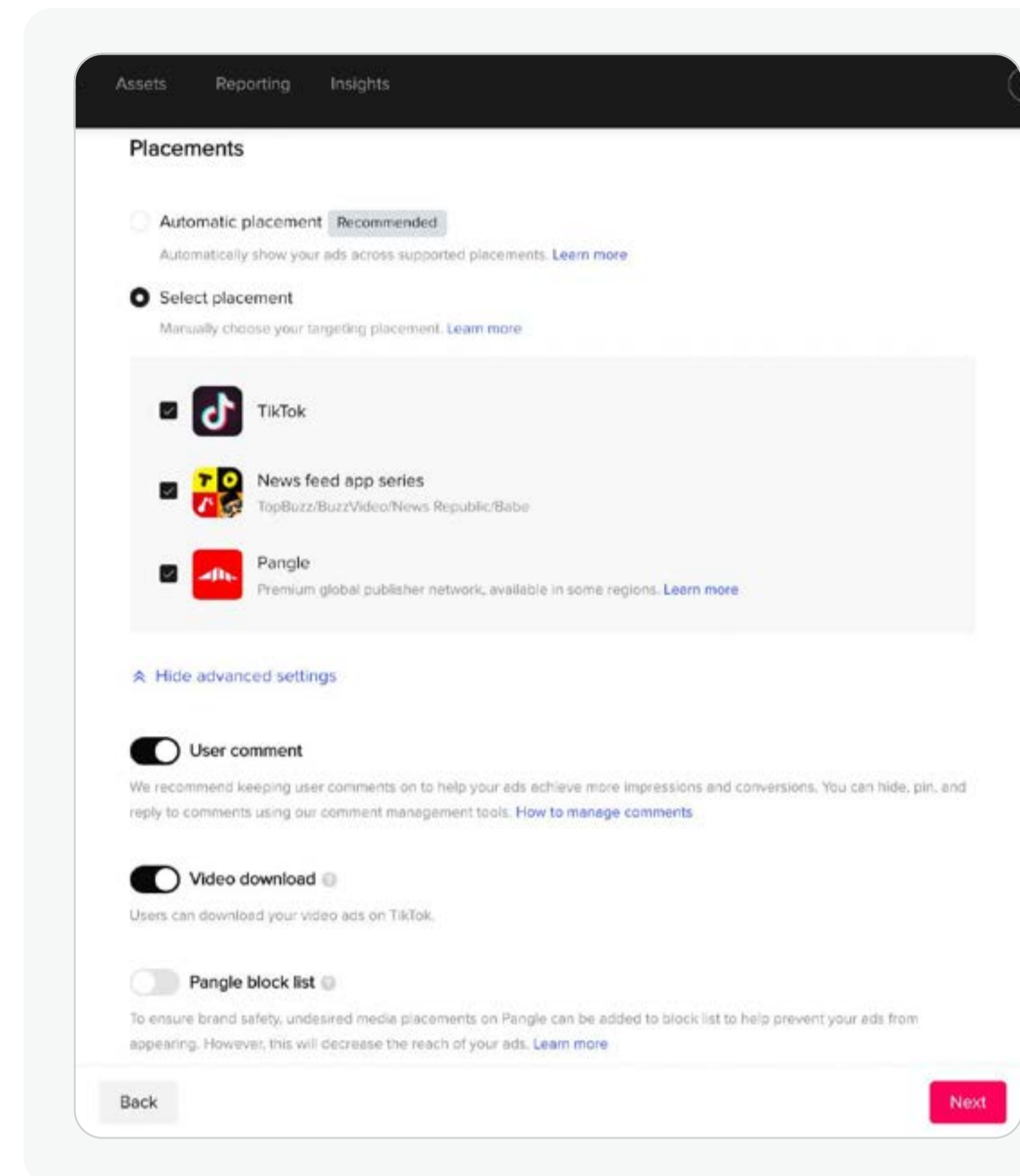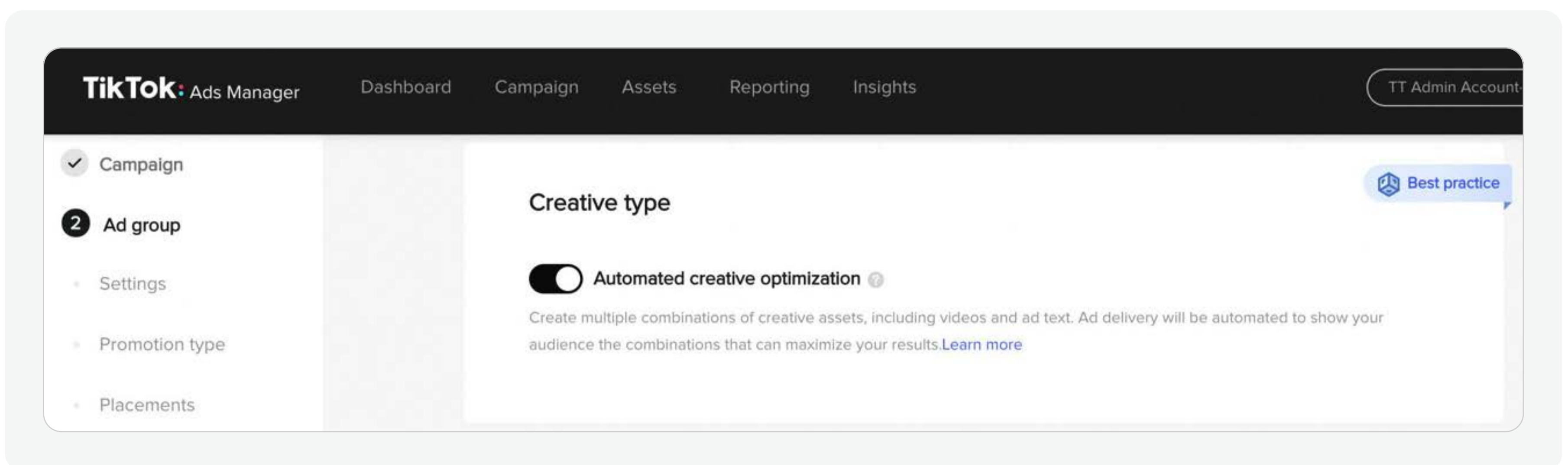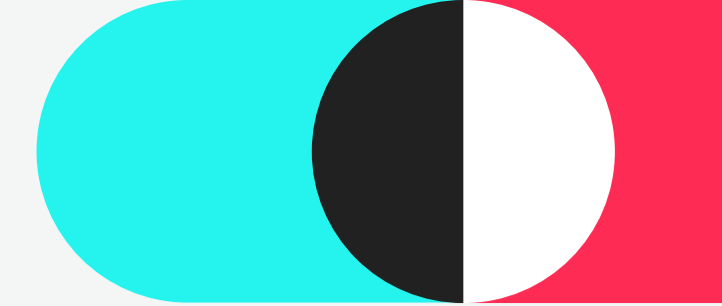
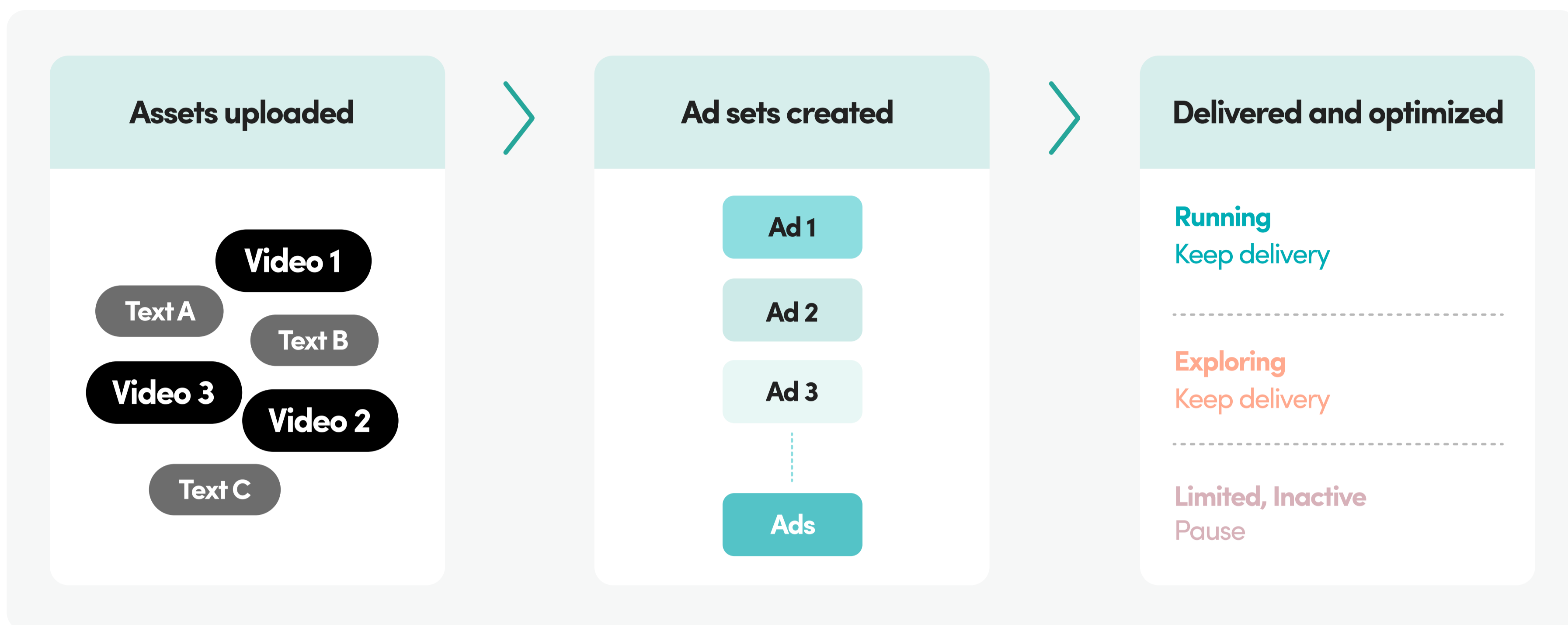**Note:** Placement can't be changed after an Ad Group is created.

### 4 Creative Type

Automated Creative Optimization (ACO): With ACO, the system will generate different versions of your ad based on your creative assets (images, videos and ad text). The system will test these combinations and deliver the highest-performing combinations of ad creative to help maximize ad performance.

Below is the flow cart of ACO process.

### Assets uploaded

Video 1
Text A
Text B
Video 3
Video 2
Text C

### Ad sets created

Ad 1
Ad 2
Ad 3
Ads

### Delivered and optimized

**Running**
Keep delivery

**Exploring**
Keep delivery

**Limited, Inactive**
Pause

For best practices and additional information about using ACO, see **"Automated Creative Optimization."**

## 5 Targeting

TikTok Ads Manager provides various **Targeting Options**
to reach the audience that you want to show your ads to.
These options include:

**Demographics:**

Location,
Gender,
Age,
Languages.

**Audience:**

- Include: Create a Lookalike or Custom Audience
(**Customer File**, **Engagement**, **App Activity**,
**Website Traffic**, **Lead Generation Audience**).
- Exclude: Exclude Lookalike or Custom Audiences.

**Interests & Behaviours:**

- **Interest Targeting:** Deliver ads to people
based on their **interests**.
- **Behaviour Targeting:** Deliver ads to people
based on their recent in-app **behaviours**,
like previous interactions with videos, creators,
hashtages.

**Targeting Recommendation:**

Provides you with recommended **Interests or
Behavior** targeting categories which are likely to
contribute to your objectives. The recommendations
are based on the performance of your previous ads
and similar Ad Groups from other advertisers on
TikTok Ads Manager. For more information, see
**"Targeting Recommendation."**

**Targeting Expansion:**

When enabled, Targeting Expansion will broaden
your targeting settings when the system predicts
it will be hard to deliver ads based on your initial
targeting selections. This feature helps to increase
your chance of reaching a larger audience and
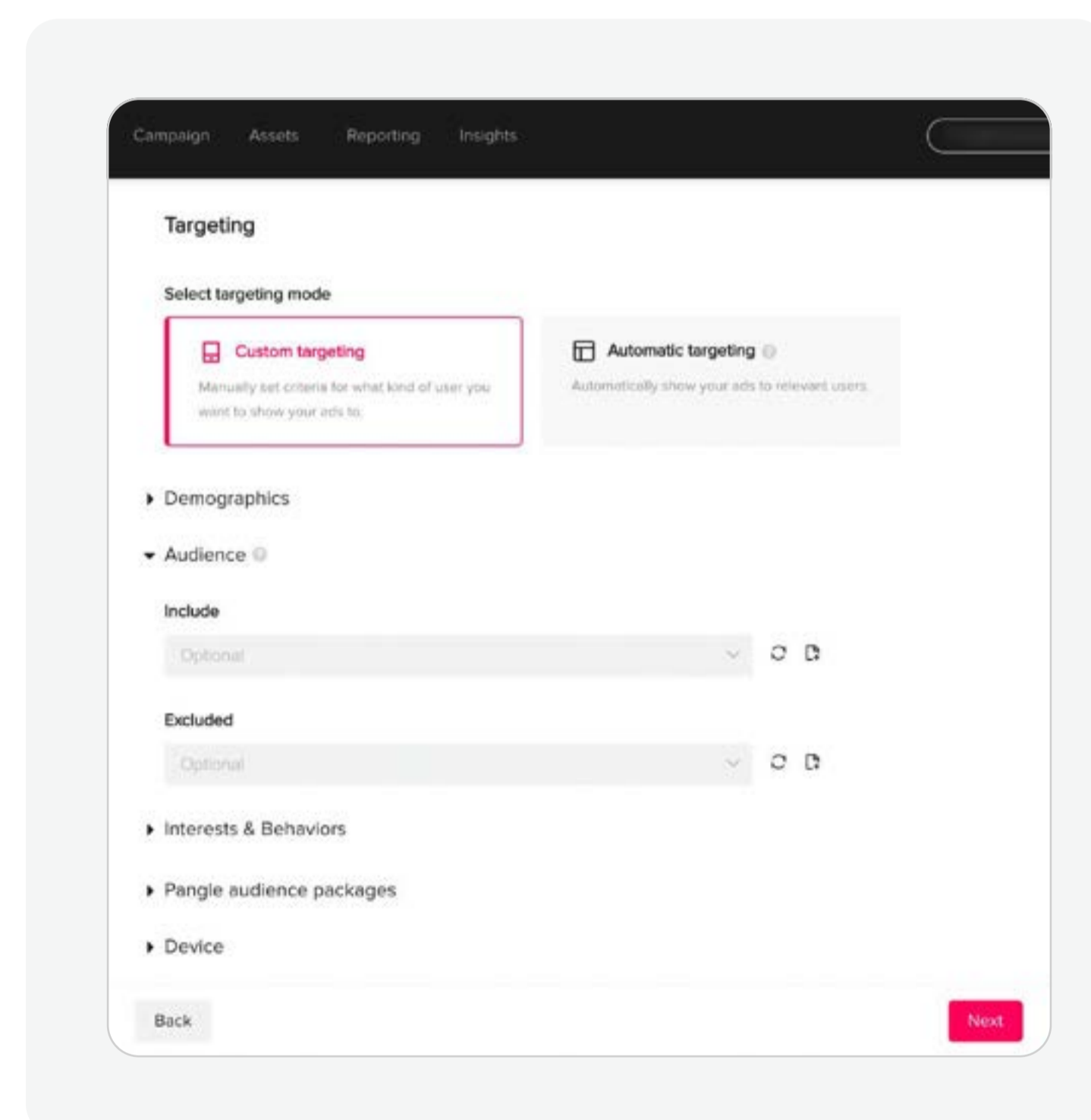achieving more conversions.

**Device:**

This option lets you deliver ads based on a
customer's device's  Operating system, OS
versions, Device model, Connection type,
Carrier, and Device price.

**Note:** Our Smart System will evaluate a person's in-app
activity which is used to determine their overall interests.
While Behavior is determined by a person's actual in-app
behavior from the last 7 to 14 days.
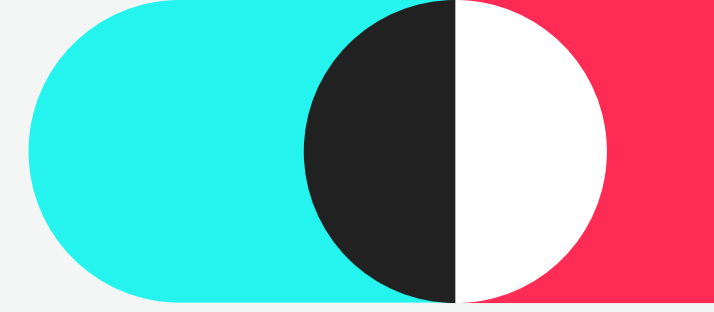
## 6   Budget & Schedule

**Budget:**

Minimum spend for Daily and Lifetime ad group budgets is $20.

📄 **Note:** Dayparting time zone is based on your account's time zone.

**Schedule:**

Set the time for your ads to run. You can choose a date range or continuously run the ads after a selected start date or when they are approved.

**Dayparting:**

Dayparting allows you to deliver your ads during a specific time of the day.

## 7   Bidding & Optimization

**Optimization Goal:**

The Optimization Goal feature helps to find people who will perform a certain action, such as click your ad or visit your profile. Optimization Goals on TikTok Ads Manager include Conversion, Click, Reach, Video Views, Leads, Profile Visit, Follow, Install and Intelligent App Event Optimization (IAEO).

📄 **Note:** Optimization goal options will depend on your Advertising Objective.

**Bid Strategy & Billing Event:**

- Bid Strategy will determine how the system manages your Cost Per Result, as well as how it spends the budget, and delivers ads.
- Billing event will determine when you pay for your ad.
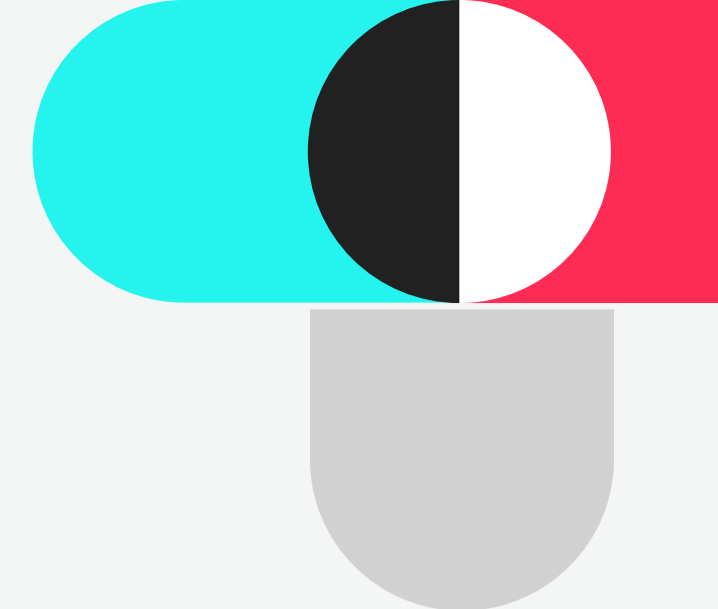
**Delivery Type:**

- Standard delivery: With standard delivery, your budget will be spent as evenly as possible within your ad delivery period.
- Accelerated delivery: With accelerated delivery, your budget will be spent based on getting as many results as possible in the shortest time frame.
- To learn more, see **"Delivery Type."**

For more information about effective bidding, see **"Bidding Best Practices."**

| Bidding Strategy | What the Bid Represents | Best For | Billing Event |
|---|---|---|---|
| **Bid Cap** | A maximum amount the system will spend to achieve a result. | Keeping your average cost per result lower than your bid. | CPC, CPV, CPM |
| **Cost Cap** | The average amount the system will spend to achieve a result. | Keeping your average cost around or lower than your bid, regardless of your budget. | oCPM |
| **Lowest Cost** | There is no bid, instead the system will try to generate as many results as possible given the ad group's budget. | Spending your budget fully and getting the maximum possible results. | CPC, CPV, CPM, oCPM |

For more information, see **"Bidding Strategies."**
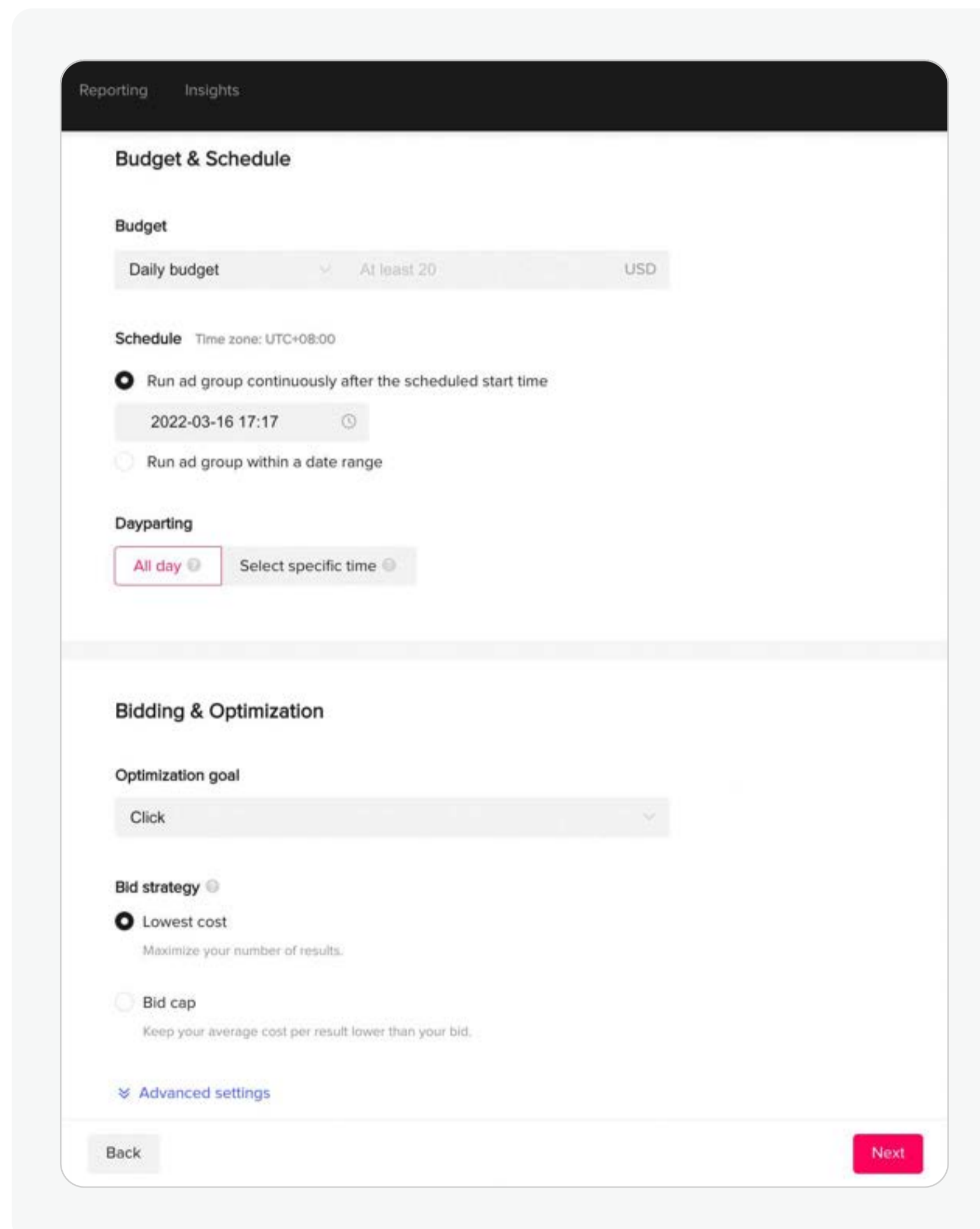
# Create Ad

**Creating ads on TikTok Ads Manager is easy – upload your own videos or images, design eye-catching ads with our free Creative Tools, or transform TikTok posts into ads.**

**On TikTok Ads Manager, you can create:**

Spark Ads: With Spark Ads, you can turn TikTok posts into ads – either your own, or authorized posts by other creators. For more information about creating Spark Ads and post authorization, see **"Spark Ads."**

Non-Spark Ads: Regular in-feed video ads.

**To create an ad:**

**1  Name your ad**

Input your Ad Name to distinguish ads within an ad group. The ad name is only used for reference and won't be a part of your ad.

**2  Select Identity**

The Identity feature on TikTok Ads Manager lets you choose how you present your business in your ads.

- Turn off the **Use TikTok account to deliver Spark Ads** toggle to create Non-Spark ads. Then select a **Custom Identity** to represent your brand within the ad.
- Turn on the **Use TikTok account to deliver Spark Ads** toggle to use a TikTok account to create Spark Ads. Then select **Use account owned by you**, or **Use other authorized account or post**. For more information, see **"About Identity."**
- Display Name and Profile Image will be autofilled for the selected identity.

📄 **Note:** The **Use TikTok account owned by** you feature is currently available to select accounts only.

**3  Provide Ad Details**

**Ad Format**

- **Single Video:** Create an ad with one video.
- **Single Image:** Create an ad with images.
- **Carousel Image:** Share up to 10 images and unique captions in a single ad. For more information, see **"Carousel Ads."**
- **Playable Ads:** Showcase a preview of your app before someone downloads it. For more information, see **"Playable Ads."**
- **Collection Ads:** Create an ad that leads to an Instant Gallery Page, where people can explore a curated collection of your products. For more information, see **"Collection Ads."**
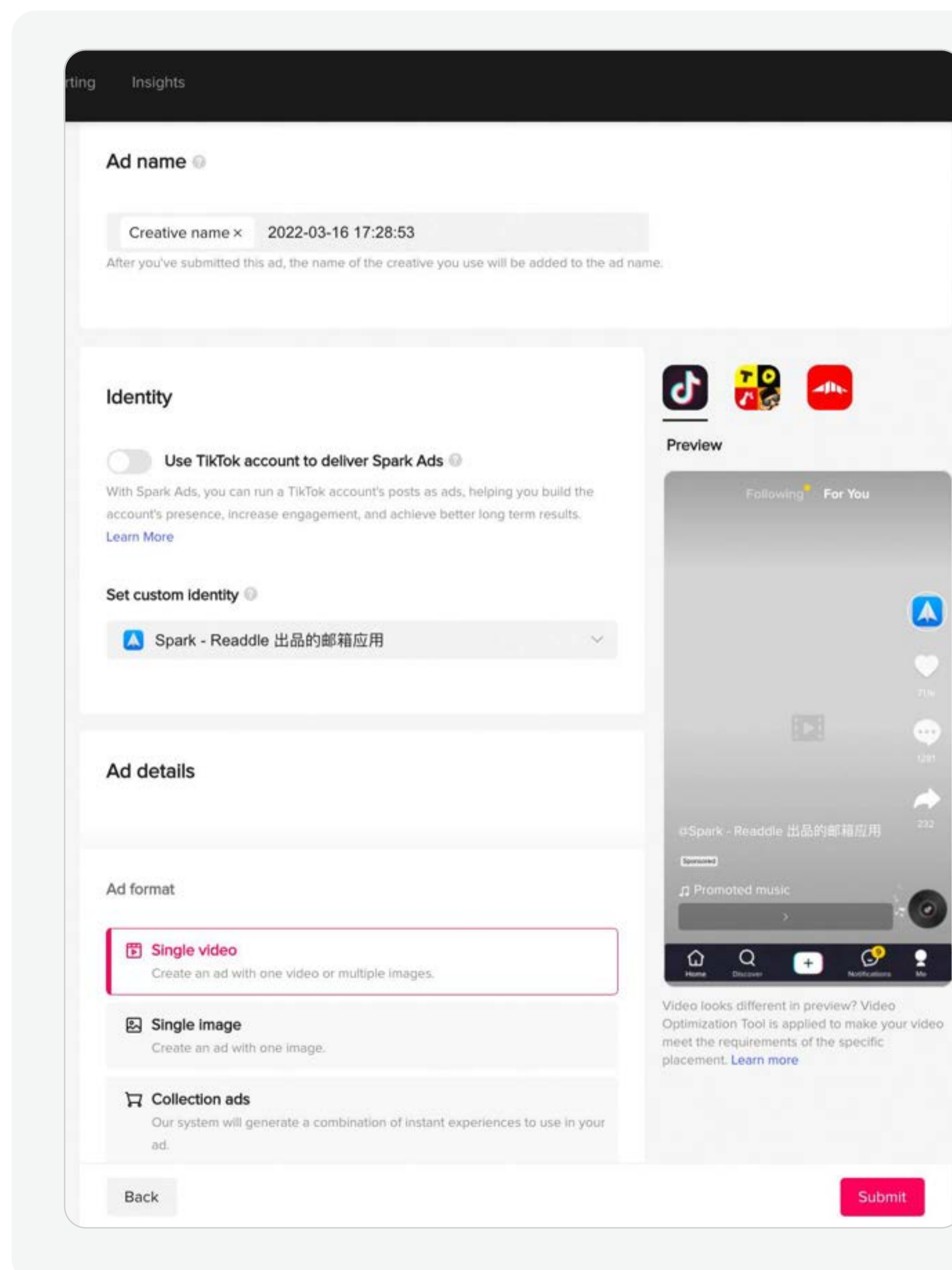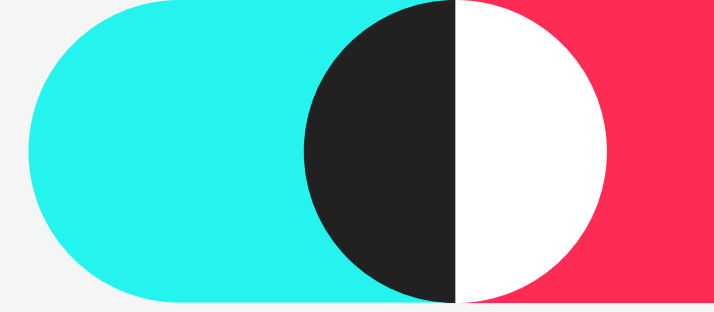
**Ad Creative**

For Non-Spark ads, there are three options for adding media to your ads:

- **+ Upload:** Upload media from your computer. After uploading, your videos will be automatically stored in your TikTok Ads Manager's Assets library.
- **+ From library:** Access media from your TikTok Ads Manager's Video library.
- **+ Create:** Use our Creative Tools, like **Video Template**, **Smart Video**, **TikTok Video Editor** and **Smart Video Soundtrack** to create thumb-stopping ads in just a few clicks.

For Spark Ads, you can select a **TikTik Post** from your Video Library that you are authorized to use.

**Call to Action (CTA)**

Tell your audience what action you'd like them to take when they see your ad, like Learn More, Download, or Shop now. For a list of all the available CTAs, see "**Set Up an Ad**." There are two smart features available on TikTok Ads Manager to help optimize the click performance of your ad's CTA button: Recommended CTA and Dynamic CTA:

- **Recommended CTA:** Recommended CTA identifies the best CTA text to use in your ad – based on your account's industry, your past ad performance, and ads using similar objectives and settings.
- **Dynamic CTA:** Dynamic CTA can help improve your click through rates by displaying the most relevant Call to Action text to each person who sees your ad.

**Thumbnail**

For video format creatives, you can select a frame that will serve as your video ad cover.

**Text**

The ad text will appear as a part of your ad to tell your audience more about what you're promoting.

**Interactive add-ons**

Add a deeper level of engagement to your ads by adding a card or Premium Add-on (such as Gesture, Pop-out Showcase, Super Like) to your ad.

**Destination Page**

If you select Single Image or Single Video as your Ad Format, you can select from:

- **Website:** to direct the audience to the website you want to drive traffic to.
- **TikTok Instant Page:** Create a fast-loading in-app page on TikTok to give users a seamless and immersive way to learn more about your business.

If you select Collection Ads as your Ad Format, you need to:

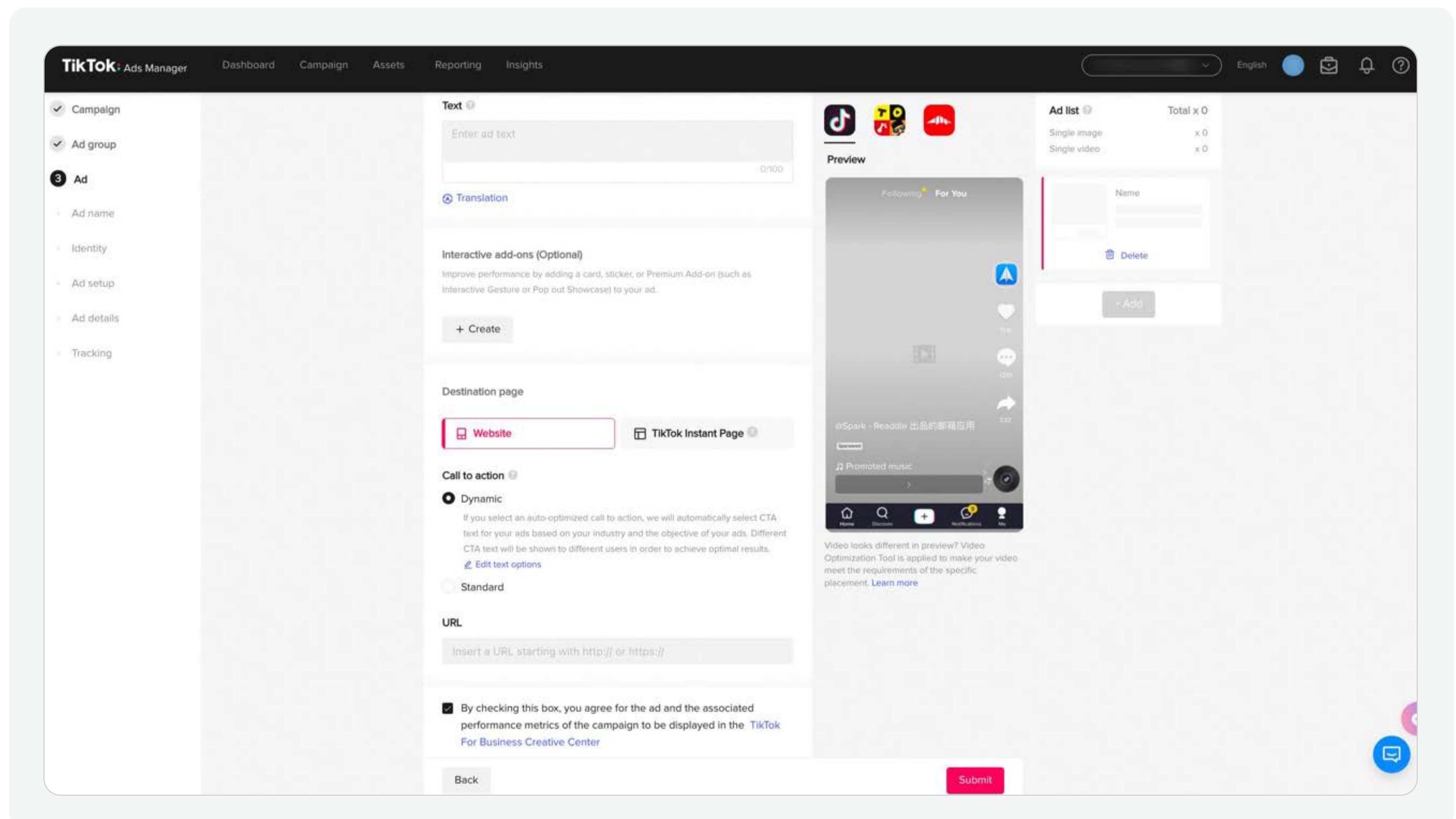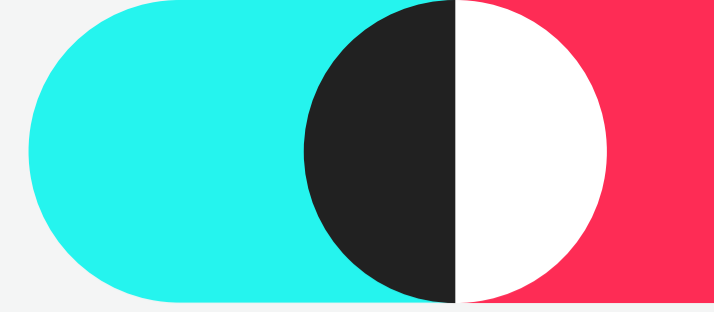- **Attach Experience:** Create a curated gallery of product cards.

**URL**

Enter URL of the landing page you want to drive traffic to.

## ACO

If you turned on ACO during your Ad Group creation, you can upload/create 30 videos, add five versions of ad texts, and three CTA buttton texts to generate 30*5=150 ads.

**4** **Preview Your Ad**    Once you've created your ad, you can see what it will look like in the selected Placement.

**5** **Tracking**    If at the Ad Group Level you selected an app or website to promote, the Tracking section will be autofilled. You can also add any third party tracking URLs to monitor ad performance. To learn more, see **TikTok Ads Manager Supported 3rd Party Measurement**.

**6** **Complete ad creation**
- Click **+Add** to create additional ads for your ad group, if needed.
- Click **Submit** to complete the ad creation, and send your ad for review.

## Pre-Auditing

Pre-Auditing provides automatic verification during the ad creation process. Throughout the process, the system will detect elements that are likely to cause rejection or affect ad performance; and provide suggestions for improvement before you submit your ad for review. Pre-Auditing can help you improve your ad approval rate, implement TikTok ads best practices, and launch your campaigns faster.

- **During ad creation:** Selective models can be triggered during ad creation (e.g. insulting text, exaggerated text description, etc.).
- **Automatic Pre-Verification:** Whenever a system detects a problem,you will see a pop-up message with listed issues and suggested solutions.
- **Quick Optimization: Quick Optimization** can solve a variety of issues with your creative, including missing music, or unsuitable media size or layout. You can also use this tool to enhance your videos with extra visual effects. Quick Optimization warnings will be triggered if:
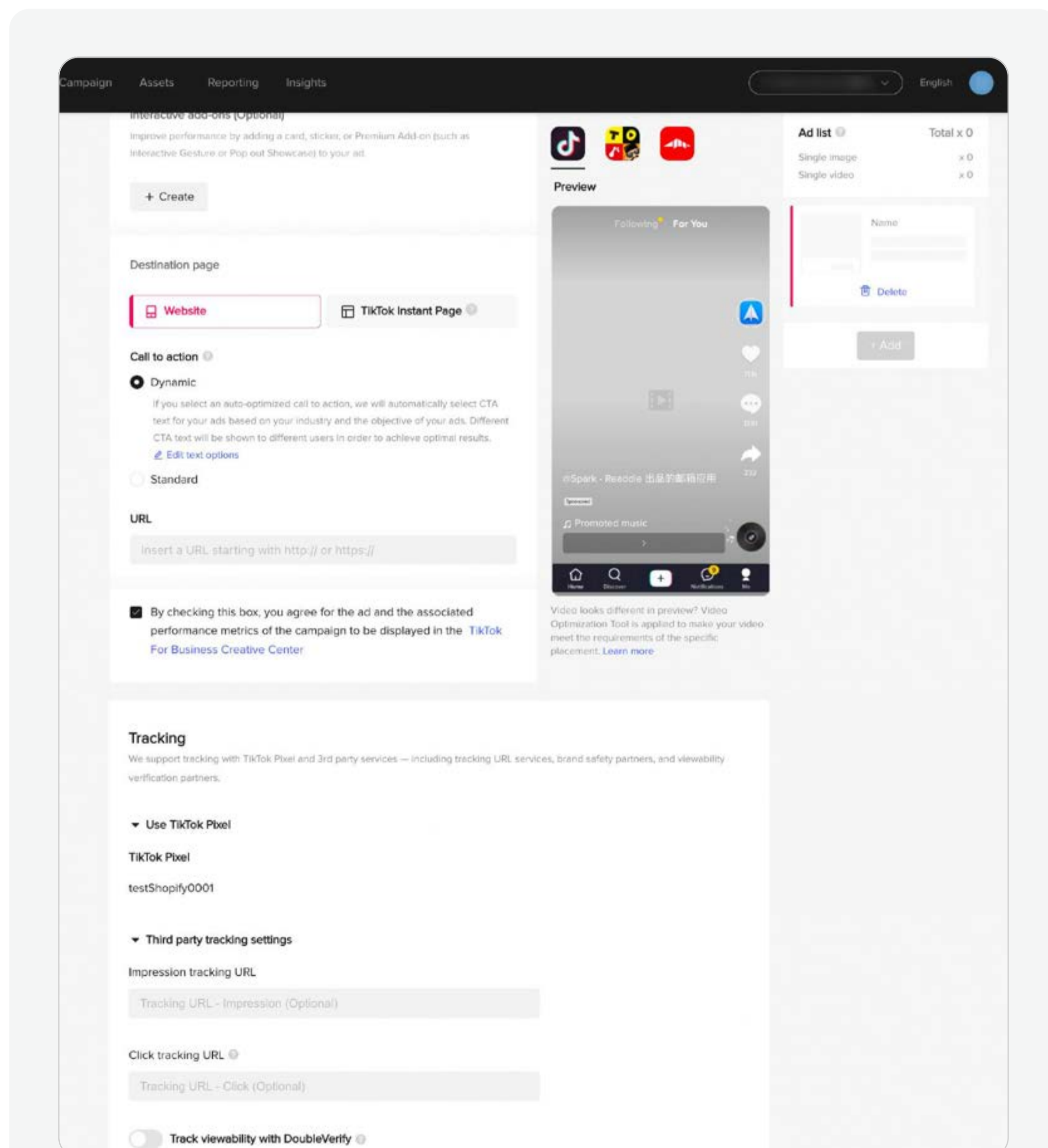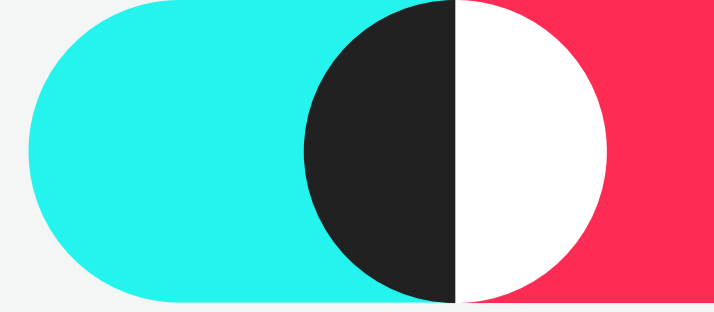
- **Quick Optimization:** [Quick Optimization](#) can solve a variety of issues with your creative, including missing music, or unsuitable media size or layout. You can also use this tool to enhance your videos with extra visual effects. Quick Optimization warnings will be triggered if:

  - Audio quality or audio volume is low;
  - Video length is longer than 60s or shorter than 5s;
  - Video quality is low due to excessive blank space.

# Ads Review
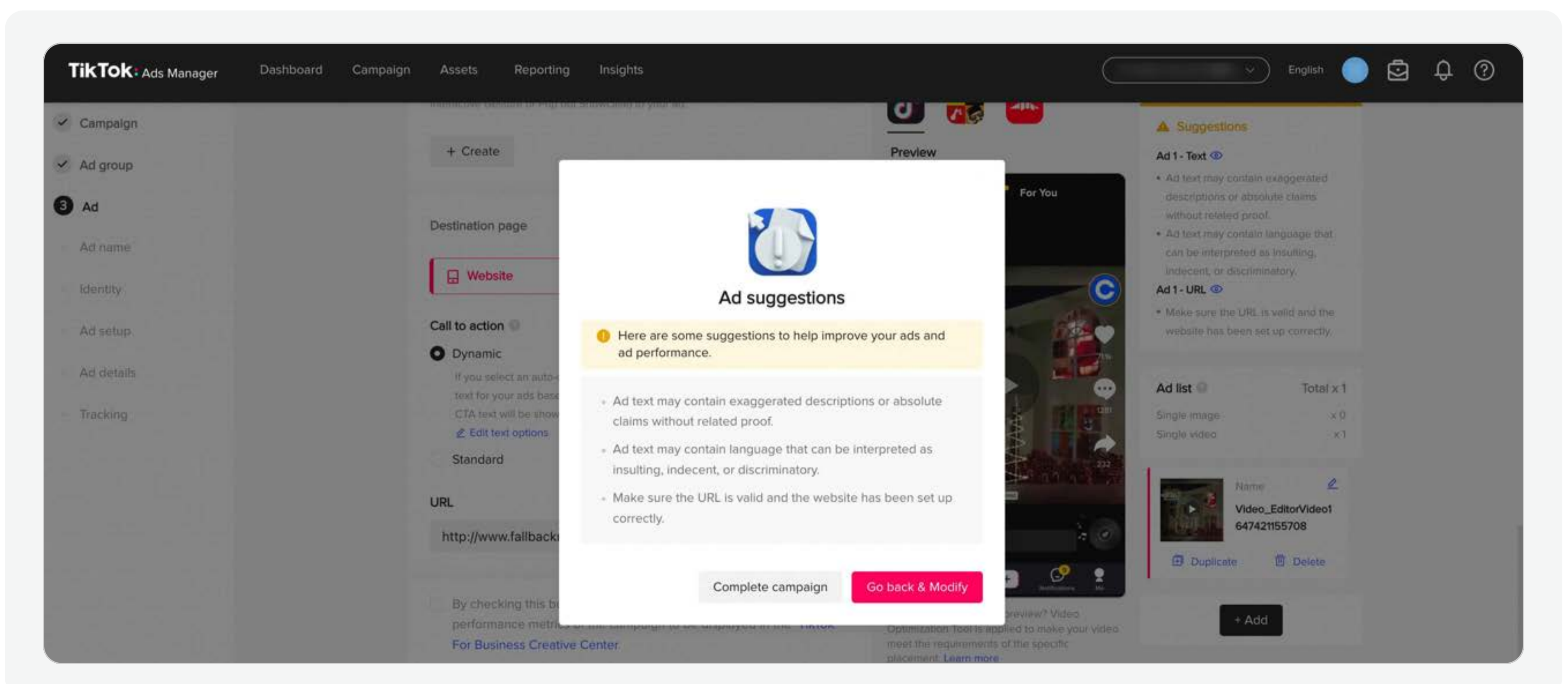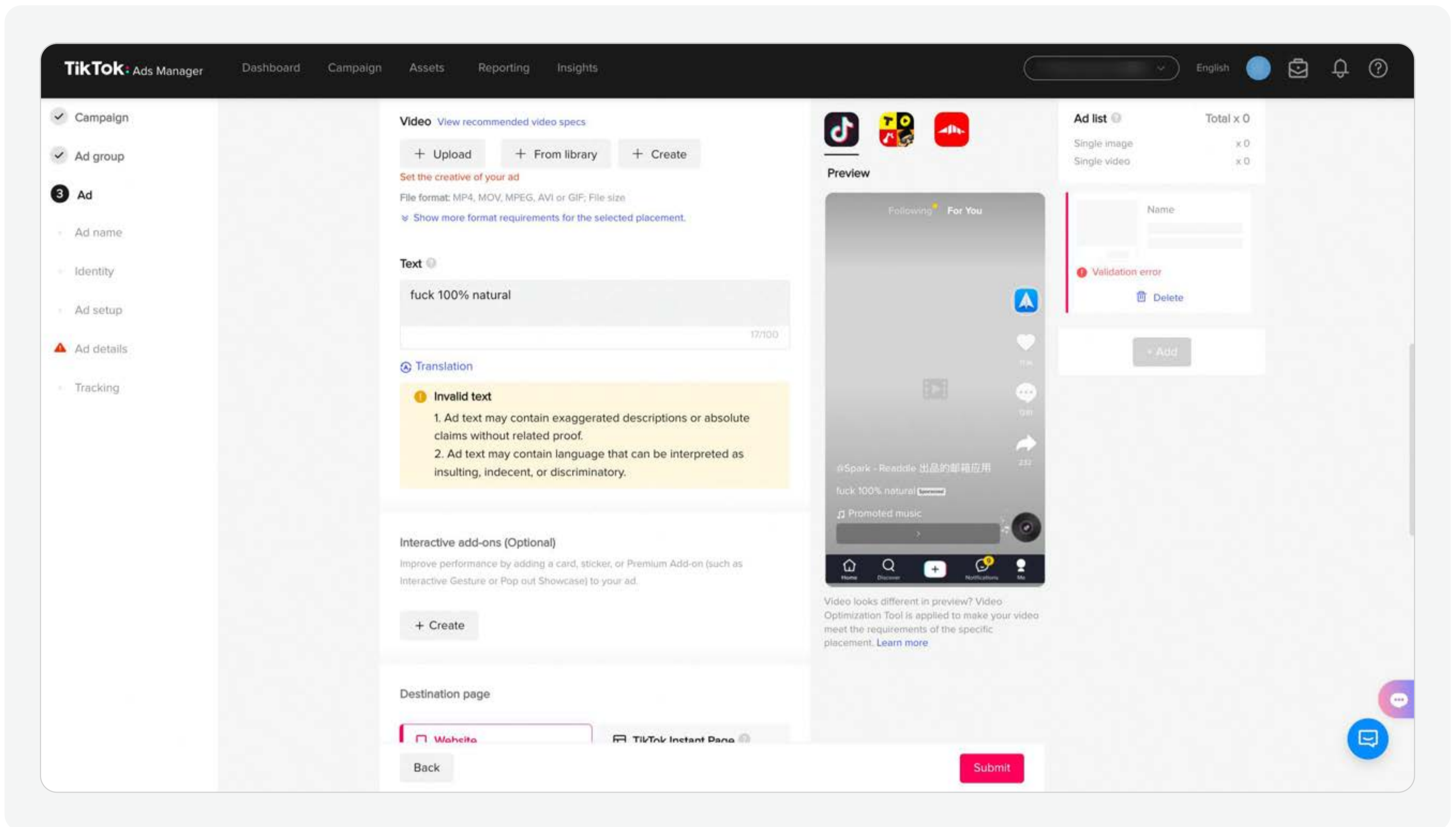
Before ads are published, they undergo a review process to ensure compliance with our Advertising Policies. Typically, most ads are reviewed within **24 hours**, although, in some cases the process may take longer.

**Note:** Changes to Targeting or Creative (images, videos, ad text, links, etc.) settings of previously approved Ads or Ad Groups will trigger a new review process.

For more information,
see **"Changes that Trigger Review Process."**

**1** **Checking Ads Status**

After ads go through the Review process, advertisers can check the "⚠" column in Ad Group/Ad list.

To check the status of your ads in review:
- Go to **Campaign** > **Ad Group** > **Status**.

Once your ads are reviewed, if your ads were rejected/ partially rejected, we'll provide suggestions on how to adjust them. To view the suggestions:
- Go to **Campaign** > **Ad Group/Ad** list.
- Click on the ⚠ icon.



For more information on the review status, see **"View Campaign, Ad group or Ad Status."**
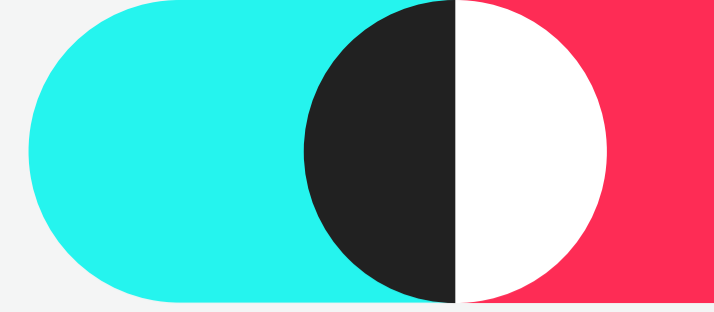
**2** **Appealing Rejected Ads with One-Click-Appeal**

**Before getting started:** The **One-Click-Appeal** feature is currently available to managed accounts only.

If your ads were rejected and you disagree with the results, you can appeal the decision using **One-Click-Appeal**. Submitting an appeal will trigger the entire Ad Group review again.

There are two ways that managed to access **One-Click Appeal**. To access **One-Click Appeal** from the Ad Group module:
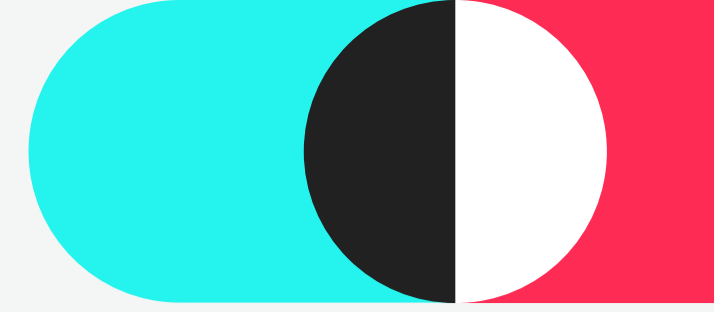- Go to **Campaign > Ad** Group.
- Click ⚠️ icon next to the Ad Group you want to appeal.
- Select **View More** to open the Suggestions window; then click **Appeal**.
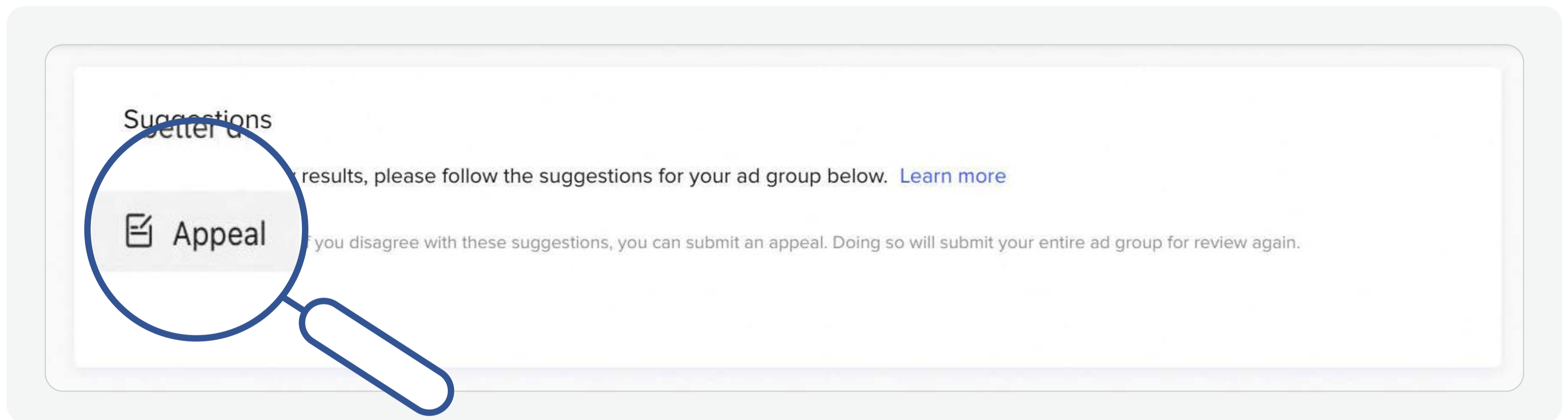


📄 **Note:** You can use One-Click-Appeal only once per Ad Group. If your appeal is rejected, you will need to edit your ads or create new ones. Managed accounts can contact Sales/CST for more information.
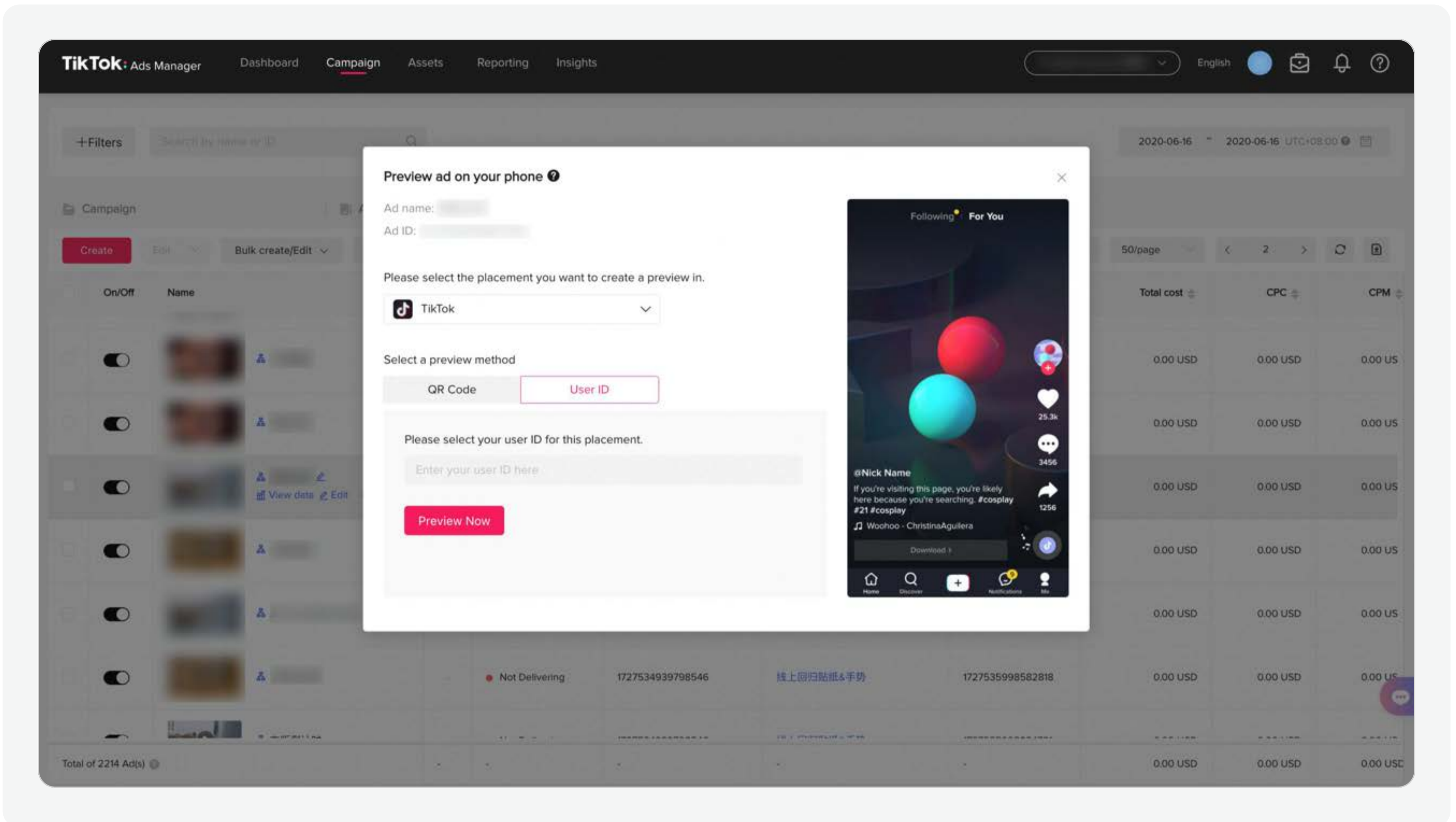
# Previewing your Ads

**Once an Ad Group is approved**, you can preview each ad on your mobile device in different formats across our family of apps for free.

**To preview your approved ad:**

**1**   Go to the **Campaign > Ad.**

**2**   Hover the mouse over the ad you want to preview, and click **Preview.**



**3**   From the pop-up window you can select:

**QR Code (Recommended)**

To preview an ad on TikTok, use the TikTok app to scan the QR code and preview your ad in-feed. What's more, the QR code can be shared with other people.

📄 **Note: Collection Ads** and **Dynamic Showcase Ads** currently don't support QR Code preview.
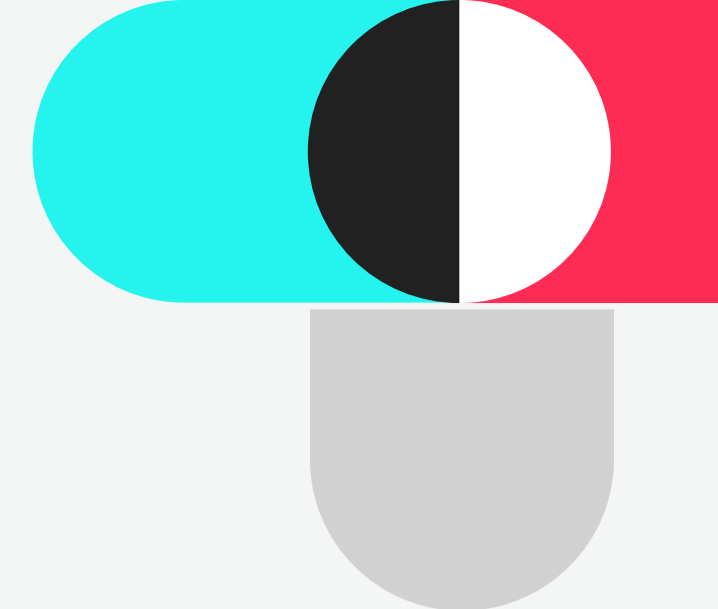
## User ID

Enter your User ID for the app you want to see your ad on, and it'll appear in your feed.

📄 **Note:** Available for TikTok and News Feed App Series.



For more information on the ad preview process, see **"How to Preview Ads."**

# Campaign Overview Tab

**Once you've created your ads, you can manage your Campaigns/Ad Groups/Ads from the Campaign tab.**

## Campaign List – Overview

The Campaign tab is where you can check on the status and performance of your Campaigns/Ad Groups/Ads. Here are some key functions to know:

**1    Search & Filter**

The **Search and Filter** features help you organize and manage your campaigns by being able to find and sort specific campaigns. TikTok Ads Manager supports a wide range of filters that can be customized and saved for future use. You can also locate your ads using "fuzzy search" to find ads based on keywords, numbers, and symbols.

**2    Basic Metrics**

The columns within Campaign/Ad Group/Ad tab display basic metrics at different levels. You can customize these columns by clicking on **Custom Columns**.
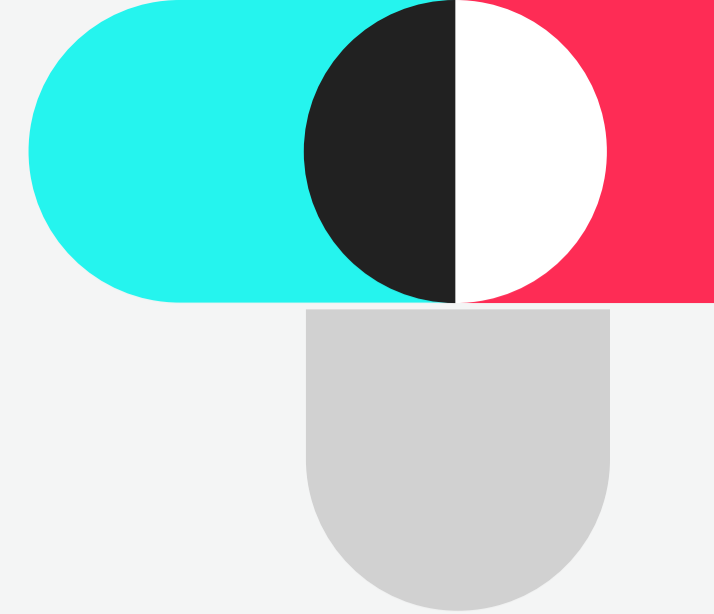
**3    View Data**

By clicking on the "**View Data**" button in Campaign/Ad Group/Ad list, advertisers can obtain a **Daily analysis** of chosen Campaign, Ad Group, and Ad as well as **Audience breakdown**. It shows metrics and trends at individual levels and provides insights on optimizing particular Campaign/ Ad Group/ Ad.

**4    Change Log**

Click the Log button to open **Change Log** for your Campaign/Ad Group/Ad. From here you can see the user operation history, and track changes that were made to Bidding & Optimization, Targeting, Budget and Status.

# Campaign Tab   Advanced Creation

## Campaign List – Creation

It's possible that you may need to create multiple ads at once. To do so, TikTok Ads Manager offers two solutions available from Campaign tab:

**1  Bulk Copy**

With the Bulk Copy feature you can copy a maximum of 10 Ad Groups/Ads. Once you click Confirm Bulk Copy, you can adjust ad settings, including Targeting, Budget & Schedule, Bidding & Optimization.

For more information, see **"Copy an Ad Group"** and **"Copy an Ad."**

**2  Bulk Import & Export**

TikTok Ads Manager also offers the Bulk Import & Export feature that allows you to manage hundreds of ads at once using an Excel (recommended) or CSV file. Bulk Import & Export supports a variety of campaign management scenarios, like creating, editing, and copying ads, and adding new creatives to ads.

For more information about this feature, see **"Bulk Import & Export."**
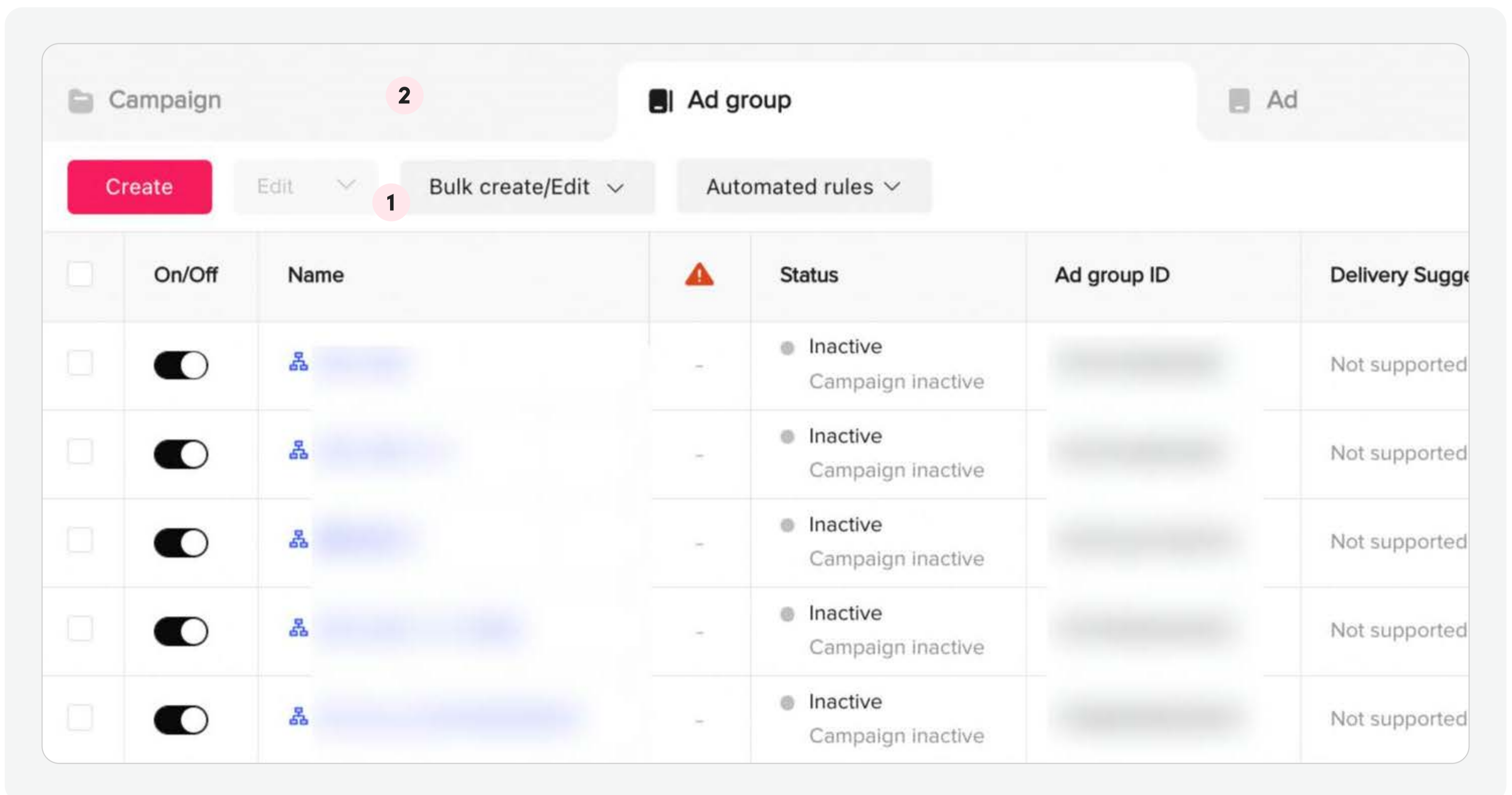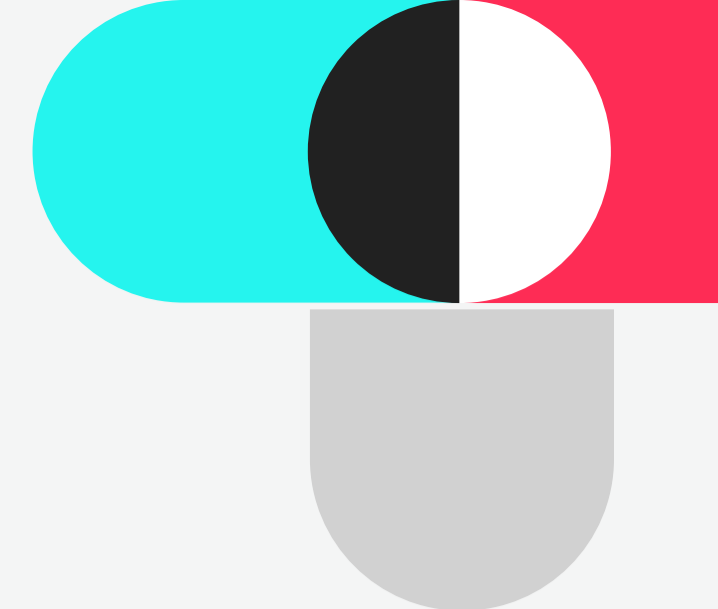
# Campaign Overview Tab

**Once you've created your ads, you can manage your Campaigns/Ad Groups/Ads from the Campaign tab.**

### Campaign list - Management

Campaign tab allows you to create campaigns and efficiently manage them. Within the Campaign tab you can:

**1** **Edit Campaigns Manually One-by-One**

- Go to **Campaign** > **Ad Group**.
- Hover the mouse over the **Ad Group** you want to adjust, and click **Edit**.

**2** **Edit In-list**

- Go to **Campaign** > **Ad Group.**
- Click on the **Pencil** icon to change Ad Group **Name** and **Budget**.

**3** **Bulk Edit Campaigns**

You can mass-edit **Status** (Campaigns/Ad groups/Ad) and **Budget & Bid** settings (Ad Group only) by selecting **multiple Ad Groups** and clicking **Edit**.

**4** **Set Automated Rules**

The Automated Rules feature allows you to continuously monitor your ads and make frequent adjustments based on rules you create. You can set conditions that dictate when the system should turn on/off your ads, change budget/bid, or send you notifications by email.

For more information, see **"About Automated Rules."**

**5** **Schedule Budget for the Next Day**

This feature enables you to schedule a budget for the next day at the **Ad Group Level**, providing a better budget and spend control.

📄 **Note:** The Automated Rules feature isn't available for iOS 14 Dedicated Campaigns and the Reach & Frequency Buying Type.

# 3  Assets

Assets are all the elements that you use to create, manage and measure your ads. On TikTok Ads Manager Assets include:

Events   Creatives   Audiences   Catalogs   Comments

---

**3  Assets   Events**

Measure the effectiveness your ads have on your website or app from TikTok Ads Manager's Events Manager. To access Events Manager:

Go to **Assets** > **Event**.

From here, you can set up your:

- **App Events** to share events that happen on your app.
- **Website Events** to share events that happen on your website.

## To Set Up App Event Tracking

Mobile app ads are great for driving installs and engagement with your app. To run App Installs campaigns, you must first create your app on TikTok Ads Manager and set up app attribution to track your in-app conversions with our measurement partners. For more information, see **"How to Set Up App Attribution in TikTok Ads Manager."**

## To Set Up Web Events

Share website visitor actions with TikTok using one of our web attribution solutions: **TikTok Pixel** or Events API. In doing so, you can drive more visitors to your website and optimize events or conversions. There are multiple ways to get started, such as installing a piece of code on your website, connecting your commerce platform, or connecting your tag manager.

For more information, see **"Get Started with a TikTok Pixel Partner."**
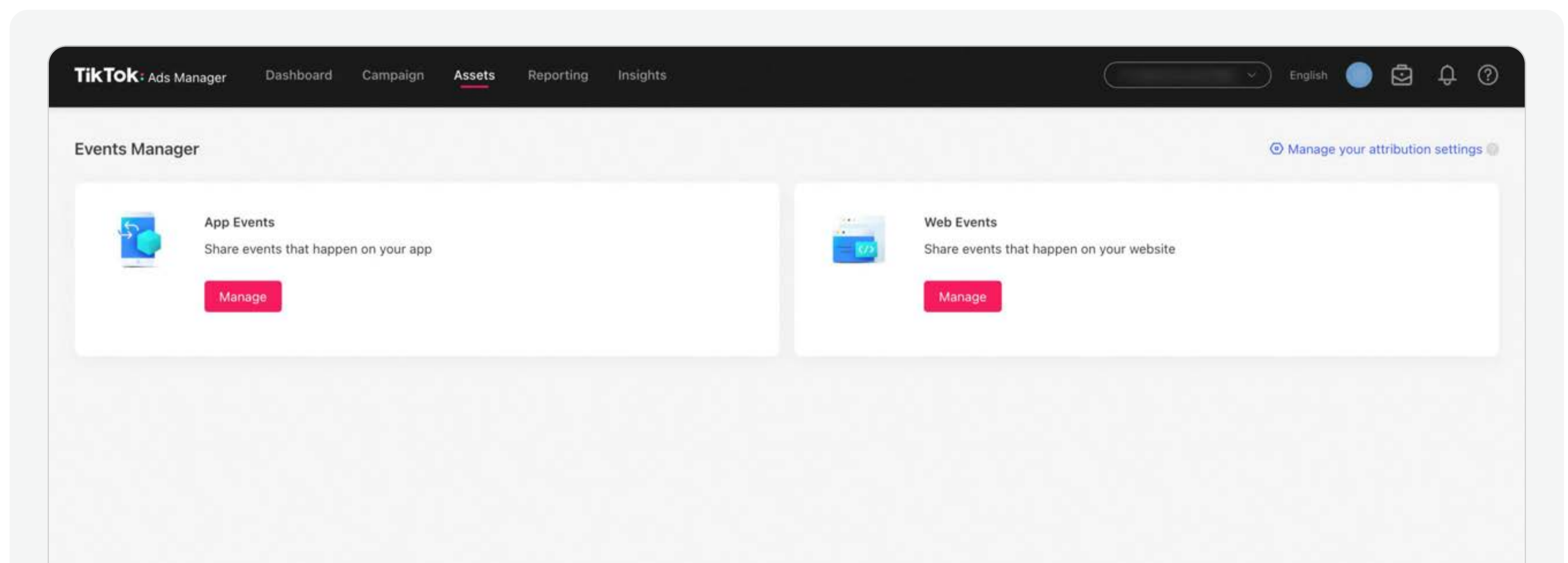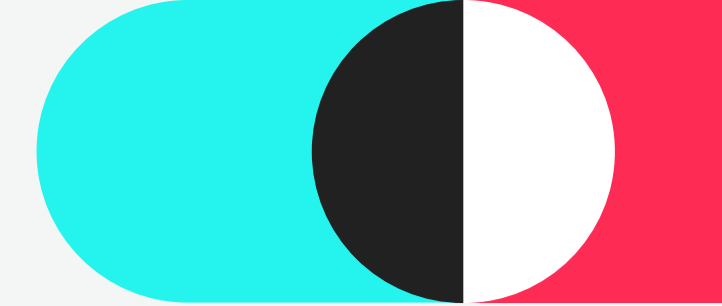
**Creative assets are the core of any ad. The Creative section under Assets is where you can store and manage your creatives: Images, Videos, Playable Ads, Spark Ads, and Instant Forms.**

**1** **Overview**

In the Overview tab, you can stay on top of creative performance, and expand top creative life-cycles by **data insights**, **creative rankings**, **optimization suggestions** provided. The Overview page will also inspire you with what is going viral on TikTok, by a more **native experience** of discovering trending hashtags and ads (powered by Creative Center).

**2** **Images & Videos**

In the Creative tab, you can access existing and add new media – Images and Videos. From here, you can:

- Upload creatives from your computer (maximum 20).
- Access creatives that were automatically saved during the ad creation process.
- Use Creative Tools to make new creatives.

- If you want to create a new video or edit an existing one, click **Create** and select a Creative Tool. Choose from:

- **Video Template:** Create a video ad by selecting a pre-made template and uploading your images, text, and logos.
- **Smart Video:** Upload one or multiple images and/or videos, and use artificial intelligence to instantly create videos.
- **Smart Video Soundtrack:** Select the best soundtrack to represent your brand out of thousands of high-quality copyrighted music for free.
- **TikTok Video Editor:** TikTok Ads Manager's web-based video editor that gives you access to a suite of TikTok style editing features.
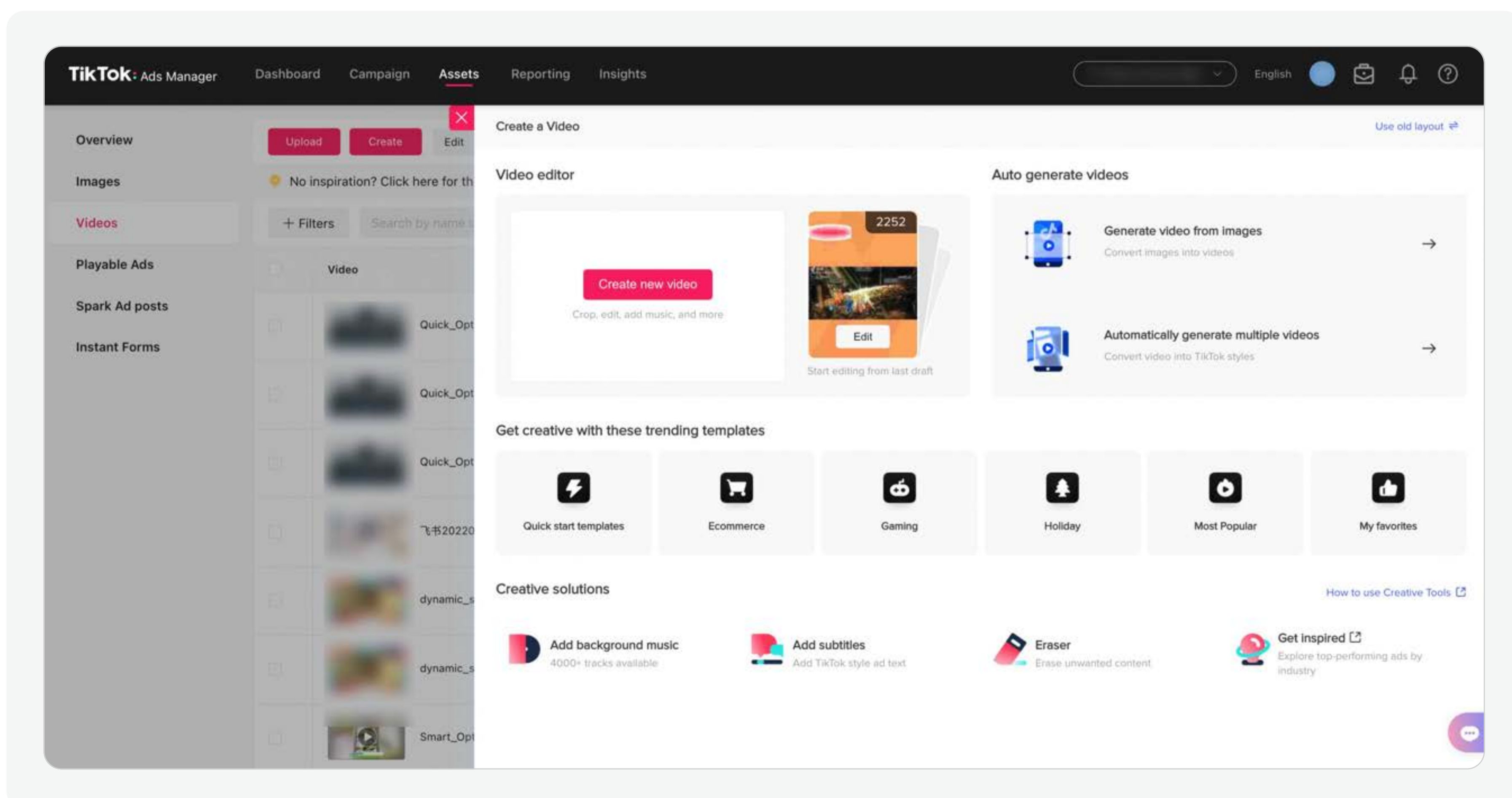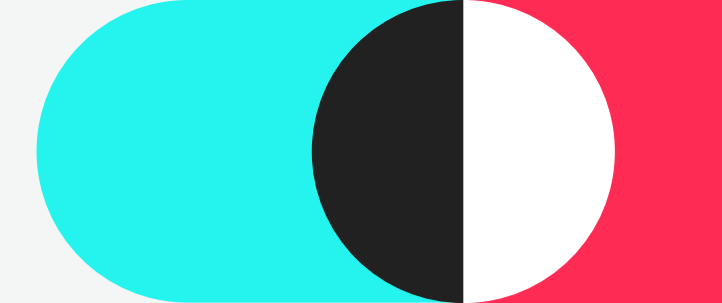
You can manage your **Videos/Images** directly from the Creative tab.

From here, you can Edit Video/Image name, Delete and Preview **Videos/Images**, as well as view media specifications, like **Video duration**, **Image resolution**, etc.
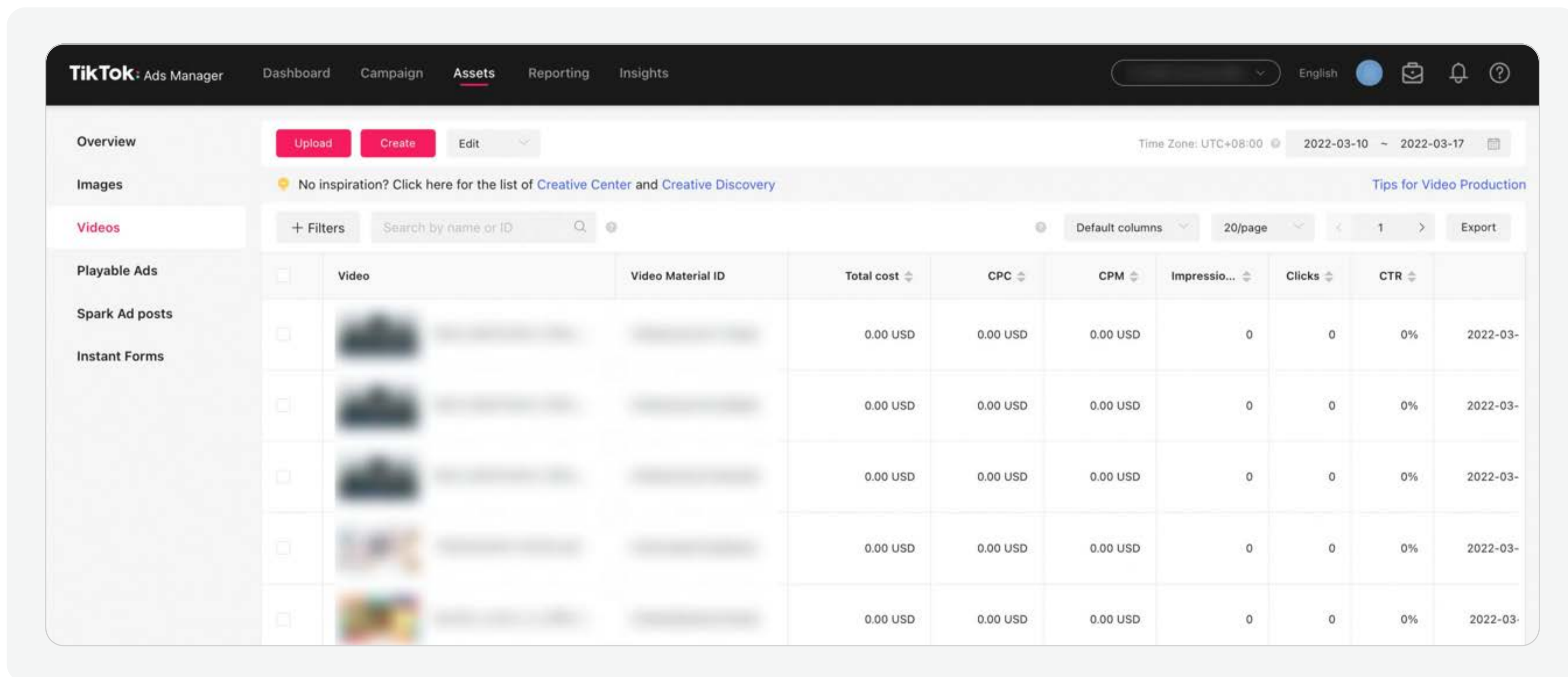


### 3  Playable Ads

The Playable Ads are interactive videos that allow you to showcase a preview of your app before someone downloads it. From here, you can Upload Playable Ads from your computer, Edit Playable Ad's name, Delete and Preview Playable Ads, as well as view Playable Ad's URL, Display Orientation, Performance data, etc. For more information, see **"Playable Ads."**

### 5  Instant Forms

When someone clicks the CTA on a **Lead Generation** ad, an **Instant Form** is pulled up. An Instant Form allows your customers to share their contact information, learn about your business, answer your questions, and schedule an appointment. Under the **Instant Forms** section of the Creative tab, you can **Download Lead Data**, and view an Instant Form's **Status** and **Modified date**.
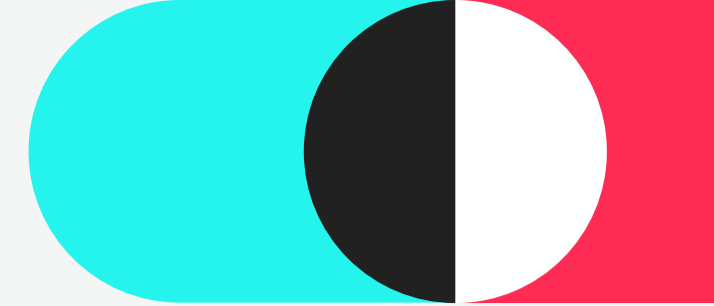
### 4  Spark Ad Posts

Spark Ads allow you to turn TikTok posts into ads – either your own, or authorized posts by other TikTok creators. In the **Spark Ads Posts** section of the Creative tab, you can view information about your Spark Ads' Authorization Status, Valid Dates, Authorization Period, etc. and **Apply for authorization.**
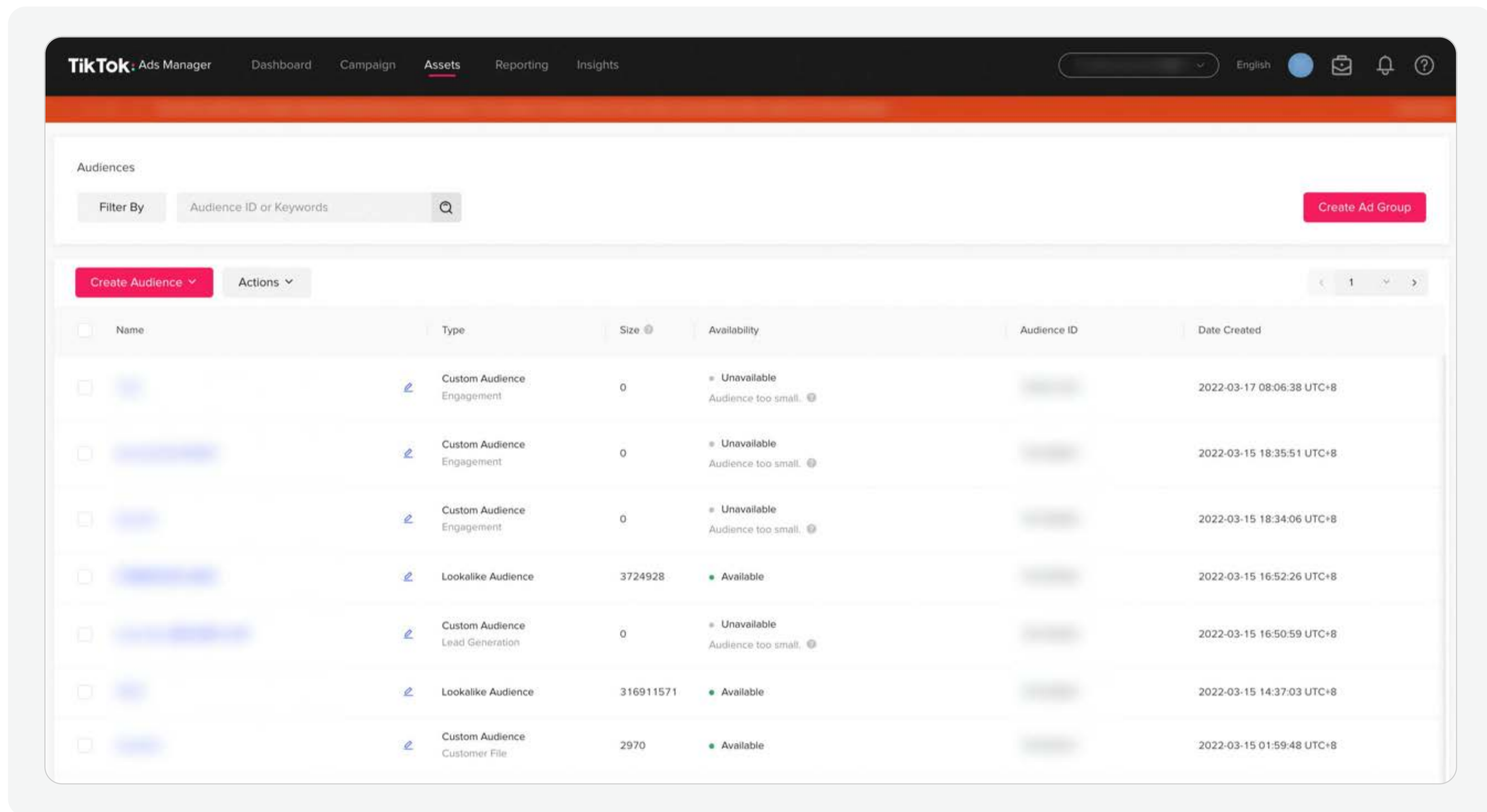
For more information, see **"Spark Ads."**

The **Audience** tab is where you can find and manage your audiences, and create new ones.

Here, you can create **Custom Audiences** to reach people who you've already interacted with through your ads, website, app, or Customer File; you can use **Lookalike Audiences** to reach new prospects that are similar to your existing customers. The **Audience** tab also allows you to view an audience's ID, Type, Size, Availability and Date Created.



## Audience Type

**Custom Audience:** You can create a Custom Audience using:

- **Customer File**
- **Engagement**
- **App Activity**
- **Website Traffic**
- **Lead Generation**

For more information, see **"Manage Custom Audience."**

**Lookalike Audience:** Lookalike Audience can help you find audience groups that share similarities with your existing customers. Lookalike Audiences are based on Custom Audiences, so before creating a Lookalike Audience, you need to upload a customer file or create a Custom Audience list.

For more details, see **"Create a Lookalike Audience."**
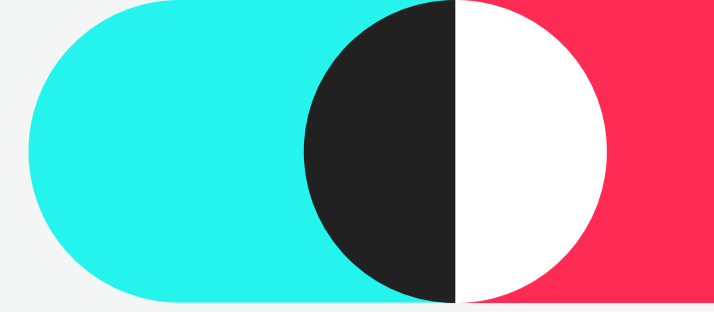
A catalog is an asset that allows you to store information about the products you want to promote on TikTok. Within the Catalog Asset section, you can create, manage and configure your catalogs.

For more information, see **"About Catalogs."**
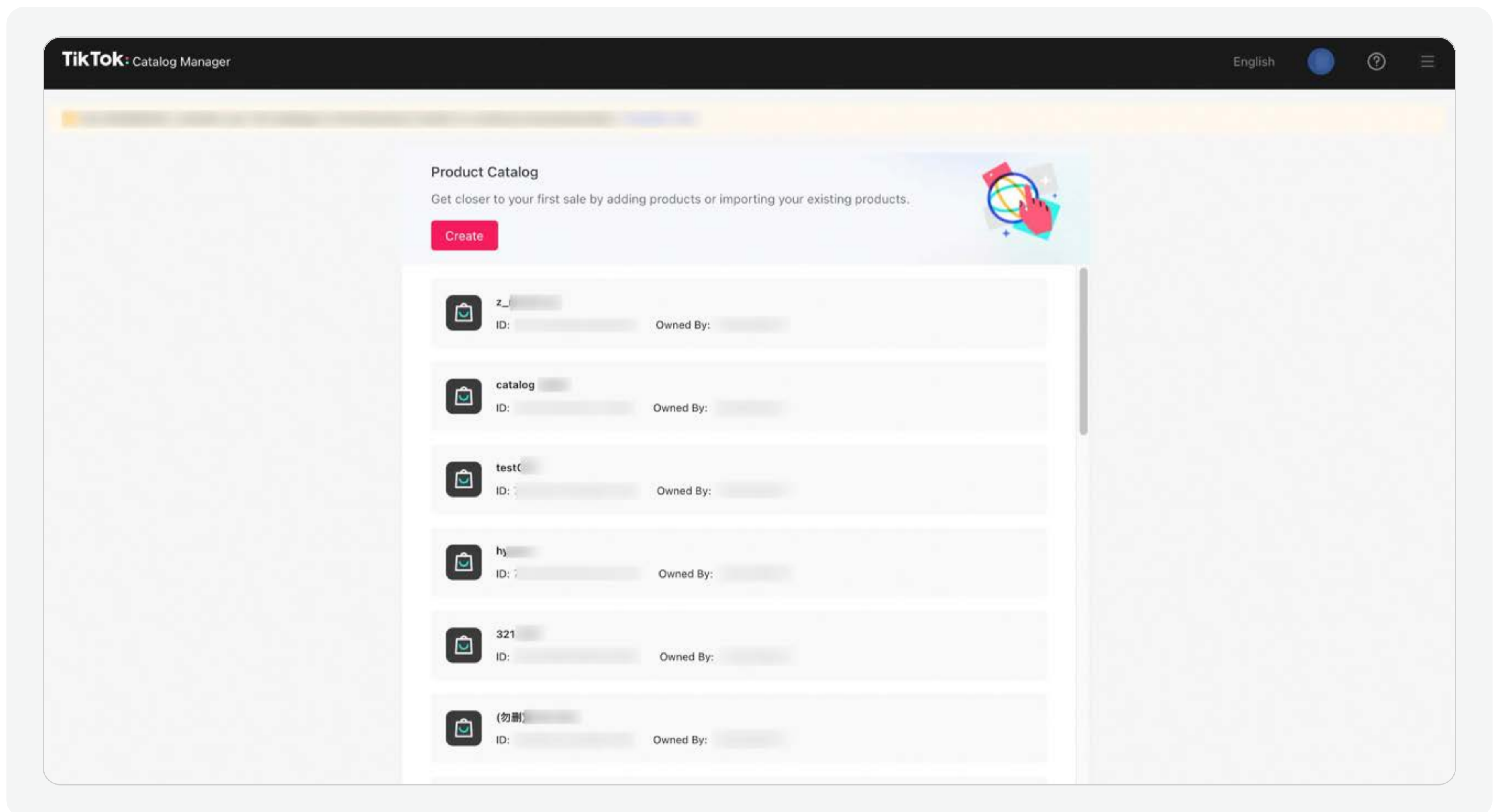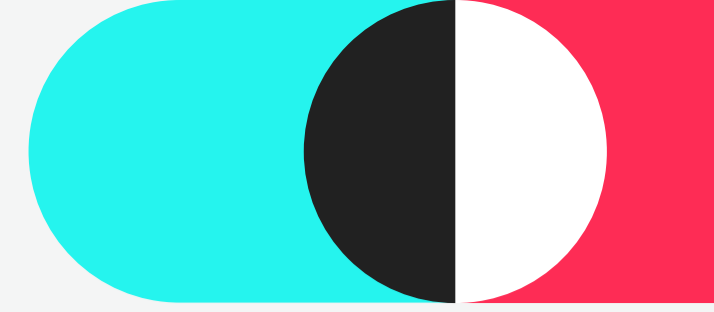
We encourage our advertisers to enable comments for their ads. But we also understand there might be brand safety concerns. Comment Management Tool is built to support advertisers to manage comments, release the concern, and acquire social listening analysis. They can view, download, hide, pin on top and reply comments, while maximizing the benefits brought by it.

Comment Management Tool is built to support advertisers to manage comments, release the concern, and acquire social listening analysis. They can view, download, hide, pin on top and reply comments, while maximizing the benefits brought by it.
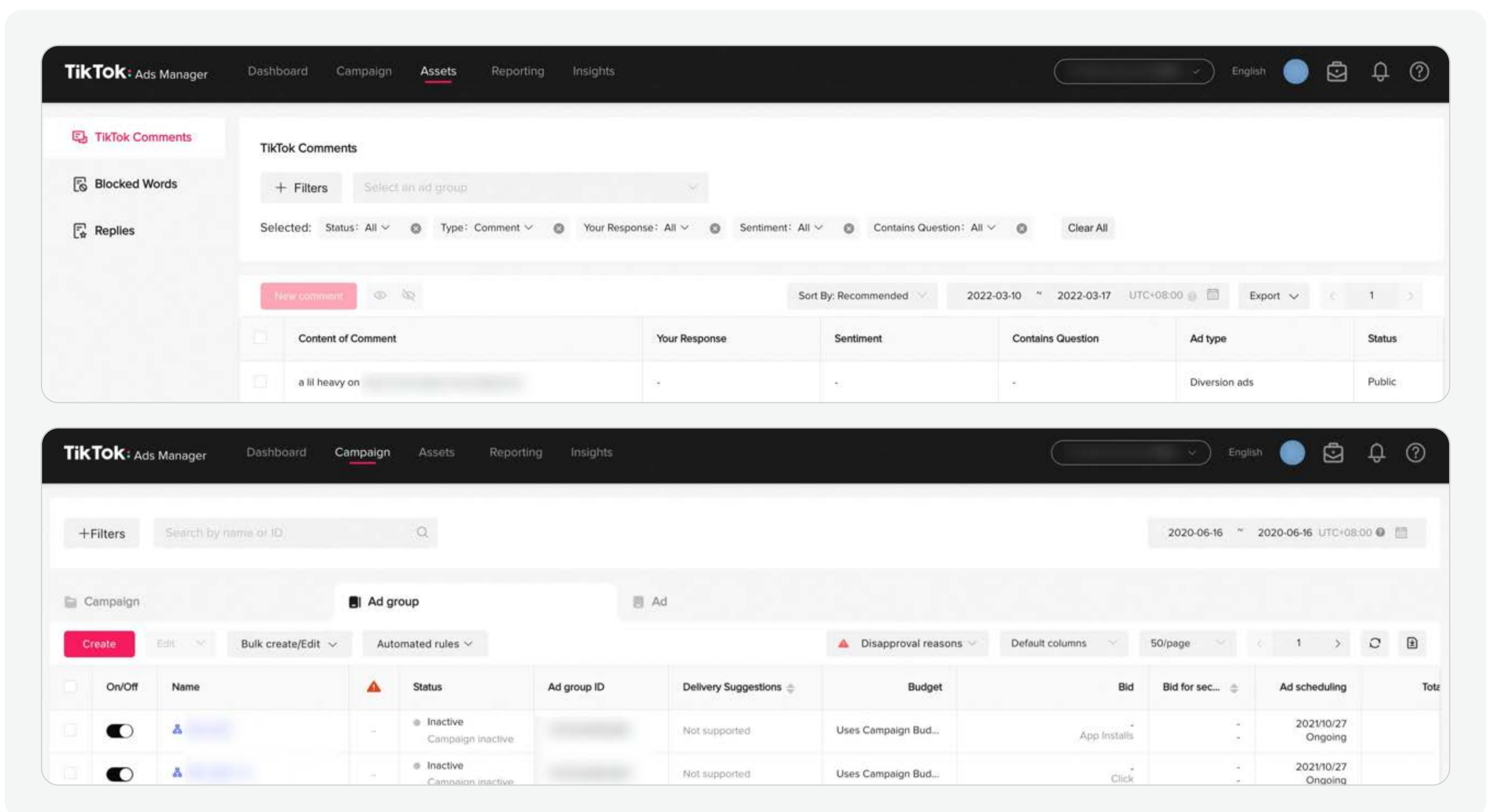
To access Comments, advertisers can either entry through Asset>Comments or Ad Group List under Campaign tab.



From here you can:

**1**  **View Comments**

View comments' details, such as Content, Replies, etc.

**2**  **Manage Comment Status**

You can choose to **Hide** or **Unhide** single/multiple comments to your ads.

**3**  **Reply to Comments**

Reply to people directly in the Comment tab and save Common Replies.

**4**  **Pin a Comment**

You can select and pin a comment to show up at the top of the comments feed.

**5**  **Block Words**

Block comments that contain specific words/phrases – to maintain brand safety.

**6**  **Export Comments (Comments and Blocked Words Page)**

To create comment reports for further analysis, choose a single comment or multiple comments, and click **Export**.

For more information, see **"Comment Management."**

# 4 Reporting

**To spot meaningful trends and improve ad performance, you can export large amounts of data from the Reporting section of TikTok Ads Manager.**

The **Reporting** tab allows you to create **Custom Reports** and reports from two templates: **Ad Group Performance** and **Ad Performance**.

**To Create a Report**

**1** Go to **Reporting** and click **Create**; then select **Custom Report** or a **Form Template**.
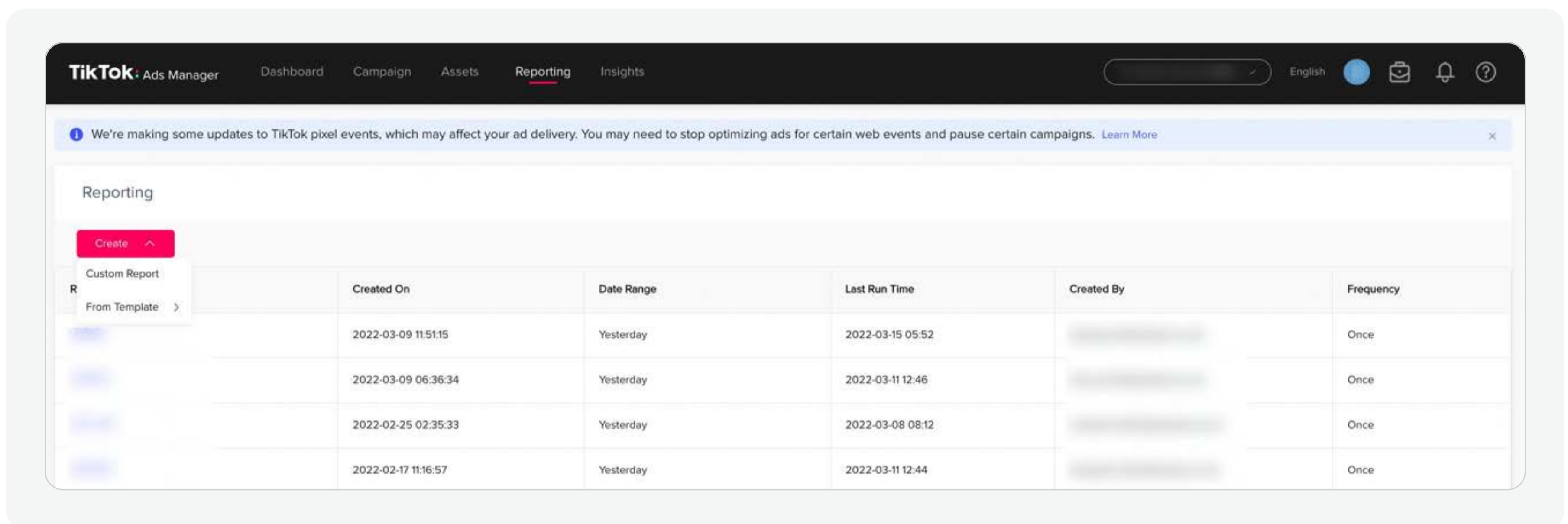


**2** Select the **Dimensions** and **Metrics** you want to include in your report.

- **Dimensions:** Campaigns, Ad groups, Ads, Placements, etc. Dimensions appear as rows in the report.
- **Metrics:** CPM, CPC, CTR and CVR. Metrics appear as columns in the report.

  For more information, see **"All Metrics."**

- **For Custom Reports:** Once Dimensions and Metrics are selected, the data will auto populate on the screen. You can then rearrange their order by dragging Dimensions and Metrics up or down.
- **For Templates:** The most relevant Dimensions and Metrics will be displayed based on a selected template. You can add, delete, or modify the Dimensions and Metrics if needed.
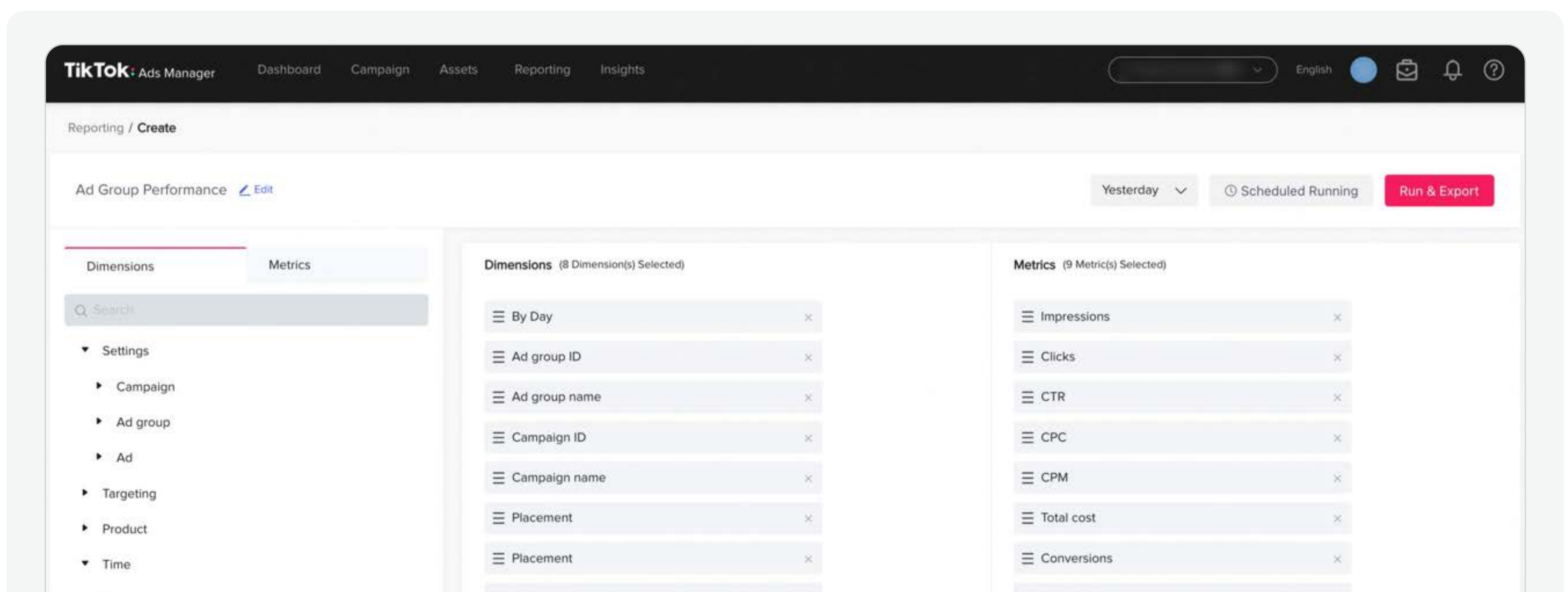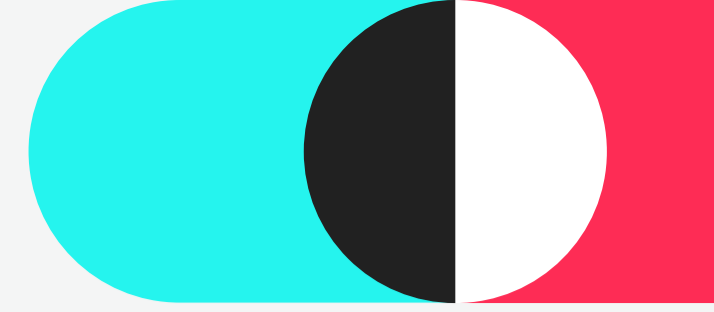
**3** Select the **time range** for the data you want to see.
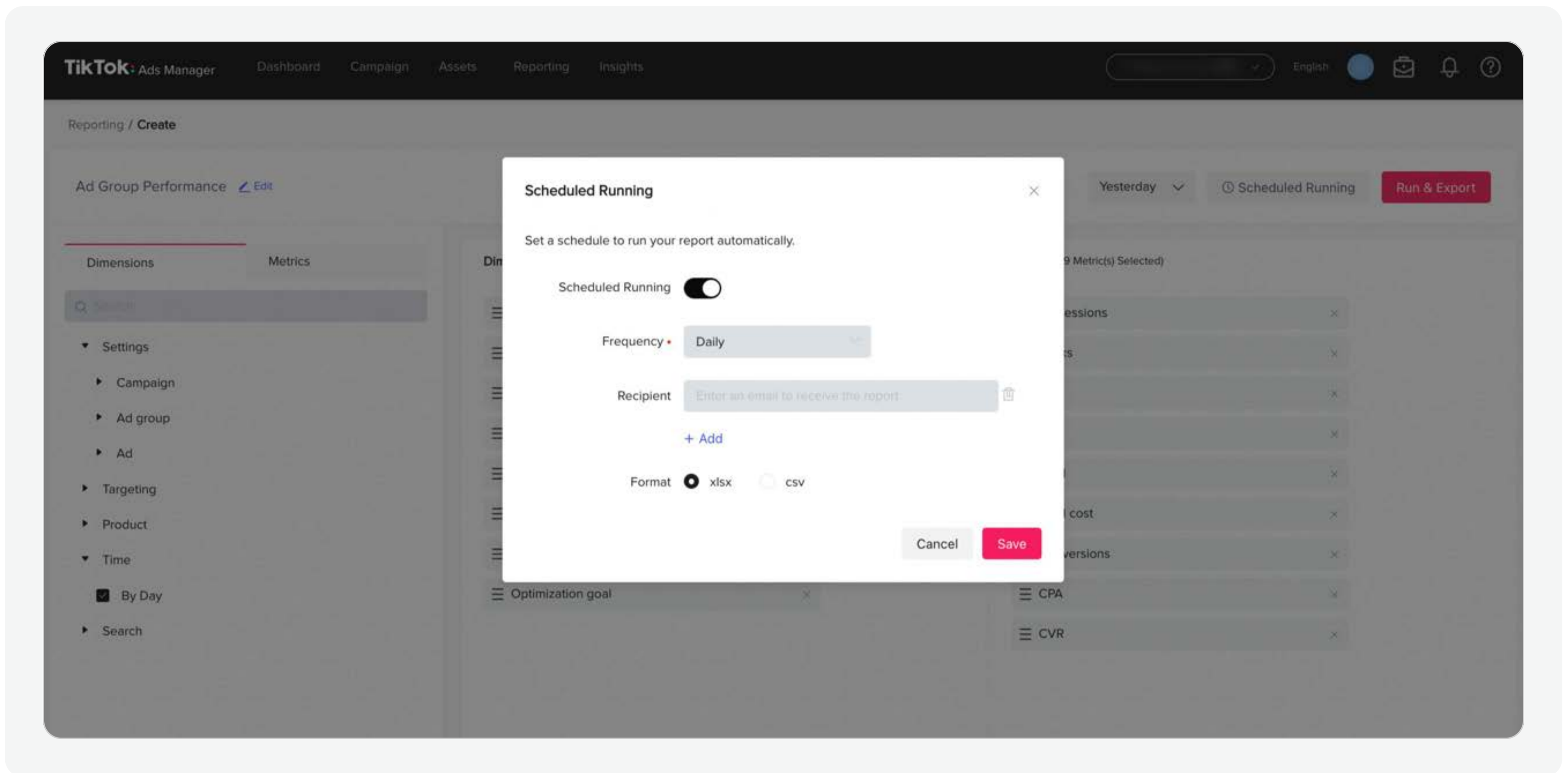


**4** Export Reports

There are two ways to export your reposrts:

**Manual Export**

Requires you to manually run and export reports.
To export a report mannually:

- Click **Run & Export** and select file format: **xlsx** or **csv**.

  📄 **Note:** There is a 5-6 hour delay in data.

**Automatic Export**

Allows you to schedule reports and have them delivered to you daily,
weekly or monthly by email. To receive scheduled reports automatically:

- Click **Scheduled Running** (highly recommended) and enable the **toggle**.
- Select **Frequency** and add **recipients** (up to 5 email addresses); then click **Save**.

For more information, see **"Create and Manage Reports."**

# Diagnosis and Optimization

After you start running ads, you can optimize your ads for better reach using TikTok Ads Manager's delivery optimization tools.

## Delivery Suggestion Tool

**Delivery Suggestion tool** provides performance-based diagnostic suggestions and step-by-step guidance to help you make adjustments and efficiently optimize campaigns. To Access Delivery Suggestion Tool, Managed accounts have two options to access Delivery Suggestion Tool:

**1** From **your Dashboard.**



**2** From **Campaign > Ad Group.**

# Delivery
# Suggestion Tool

**To Check Delivery Status**

After campaigns are live, TikTok Ads Manager helps you to continually evaluate how you can reach the most relevant audience. Delivery Status will depend on metrics, such as Costs, CPA, and Conversions:

- **Normal Performance:** Indicates no issues found, and no adjustments need to be made to your Ad Group.

- **Recommend to Optimize:** Provides **suggestions** to improve ad performance.

- **Recommend to Pause:** Provides a warning to pause a particular Ad Group so it doesn't compete with other Ad Groups.

# Delivery Suggestion Tool

## Suggestions

When our system indicates potential opportunities for improvement, it will display a suggestion with step-by-step instructions to optimize performance.
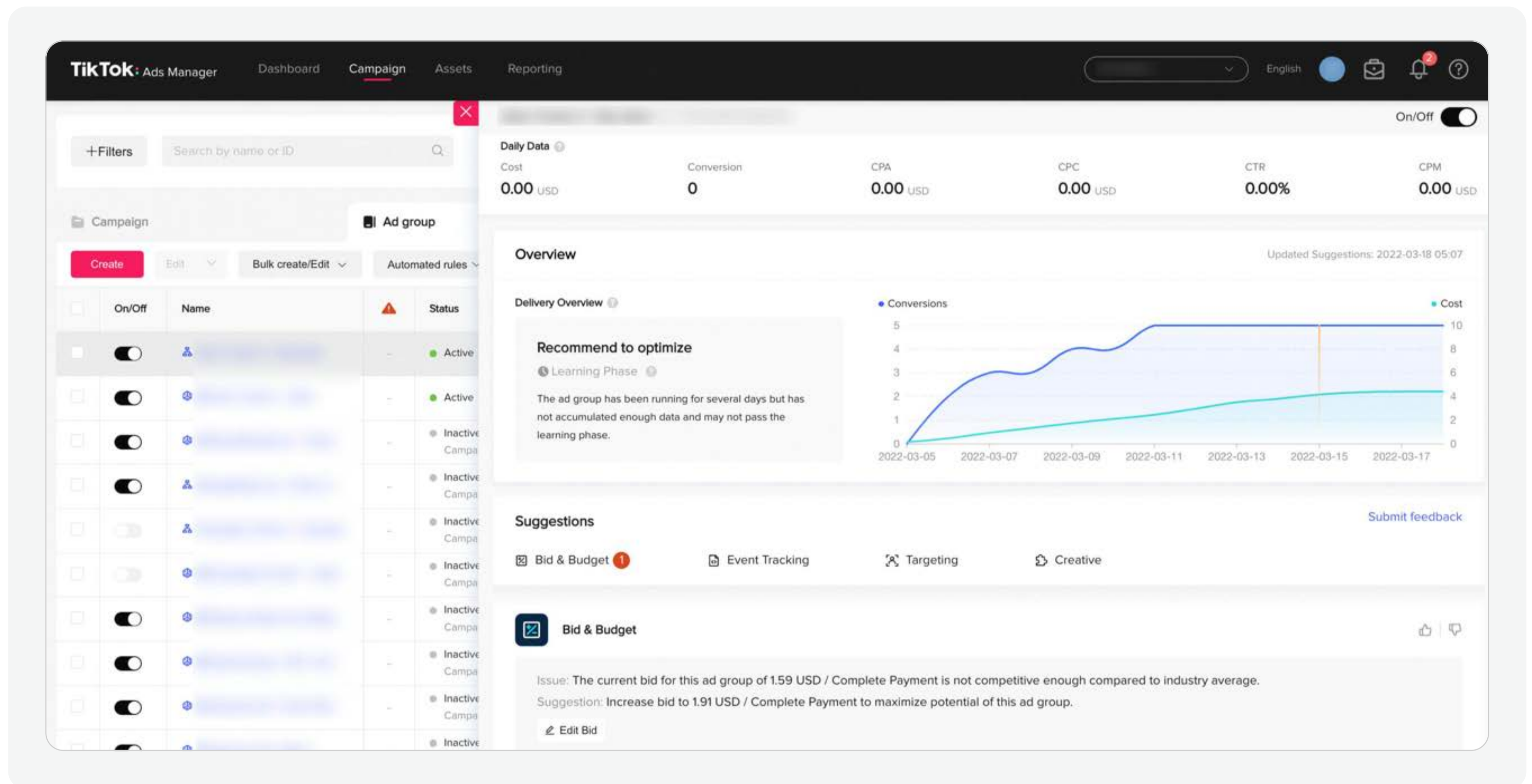


You will receive comprehensive suggestions about how to adjust your Targeting, Bid & Budget, Creatives and Event Tracking.

For more information, see **"Delivery Suggestion."**

| Category | Feature |
|----------|---------|
| Targeting | Targeting Expansion |
| Creative | Creative Optimization |
| Bid& Budget | Suggested Bid<br>Suggested Budget<br>Traffic Exploration<br>Switch to Lowest Cost |
| Event Tracking | Event Tracking Optimization |

# Campaign Optimization
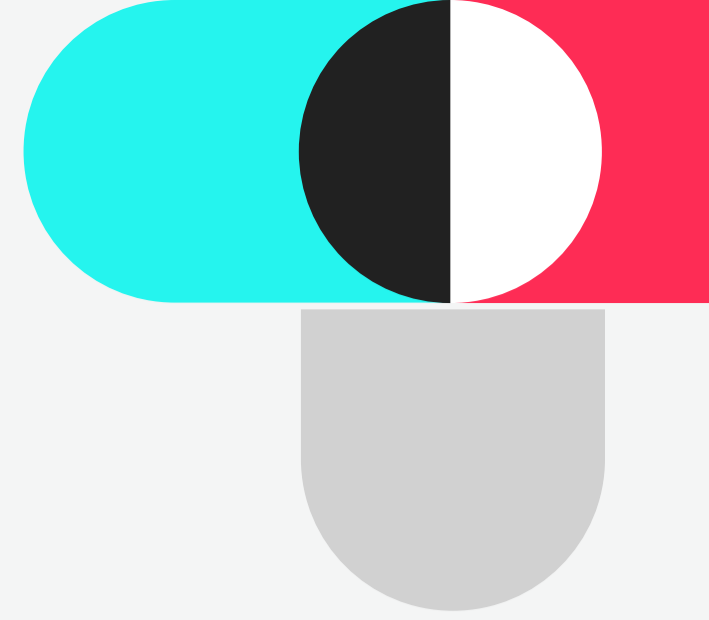
**Optimizing your campaign on TikTok Ads Manager requires some key considerations regarding budget, bidding, and creatives. Follow this checklist for effective campaign optimization and troubleshooting.**

### Budget

- At the Ad Group Level, we recommend selecting Daily Budget instead of Lifetime Budget.
- Aim for an initial Daily Budget of at least 50x your target CPA for App Install, 10x your target CPA for App Event Optimization, Value Optimization or Complete Payment, and 20x your target CPA for other external actions.
- For app ads: aim for an initial daily budget of at least 50x your target CPA for app install and 10x your target CPA for App Event Optimization or Value-Based Optimization.
- For web ads: aim for an initial daily budget of at least 50x your target CPA for Value-Based Optimization and other ad groups optimizing towards Complete Payment. For optimization events other than Complete Payment, aim for an initial daily budget of at least 20x your target CPA.
- When making changes to your Ad Group budget, allow at least 2 days for the Ad Group to adjust before making any further changes to it.

📄 **Note:** Learn more about **budget best practices**.

### Bidding

- Set your bid as your target CPA.
- Do not modify targeting/bid/budget/tracking more than once in two days.
- Allow at least two days for ad groups to adjust between making targeting/bid/budget/tracking changes.
- When changing your bid, stay within 20% of the current bid.

📄 **Note:** Learn more about **bidding best practices**.

### Creatives

- Update your creatives at least every 7 days to keep your ads fresh.
- Aim for diverse creatives. Avoid using the same or very similar creatives.
- Add new creatives to an existing Ad Group to extend its shelf life.
- If you have at least 10 ad creatives, try using **Automated Creative Optimization**.
- Try our creative tools such as **Smart Video** to efficiently design new creatives.
- Make sure your creatives meet our **video ad specifications** and **image ad specifications**.

📄 **Note:** Learn more about **bidding best practices**.

### oCPM (Optimized Cost Per Mille)

- Avoid editing your Ad Group elements (budget, bid, targeting, creative) until the Ad Group passes the **Learning Phase**.
- Keep changes to your Ad Group budget within a 30% range of the current budget. Keep changes to your bid within a 20% range of the current budget.

📄 **Note:** Learn more about all **bidding methods**.

### Troubleshooting

If your ad groups are receiving few or no impressions, check if:

- Ads are approved.
- Ad Groups and ads are active.
- Ads are scheduled according to your account's time zone.
- Your payment methods are properly configured.
- Your target audience is broad enough.
- Your **bid** is high enough.

# Troubleshootings & FAQs

## What is the maximum number of characters for Campaign Name/ Display Name/ Text?

There are different requirements for these fields.

| Field | Maximum Characters |
|---|---|
| Campaign/Ad Group/ Ad Name | Each needs to be unique and no more than **512** Latin characters and **256** Asian characters are allowed. |
| Display Name | 1-40 half-width Latin characters (0.5-20 full-width Asian characters) are allowed. |
| Text | • Customizable for Non-Spark Ads and not customizable for Spark Ads.<br>• For Non-Spark Ads, 1-100 Latin characters and 1-50 Asian characters are allowed. |

## What is the creation limit of Campaigns/ Ad Groups/ Ads per ad account?

**999** Campaigns, **999** Ad Groups per Campaign, and **20** Ads are allowed per ad account. If Automated Creative Optimization (ACO) is enabled during ad creation, 150 ads can be created (see details above).

| Campaign | 999 per ad account (doesn't include deleted campaigns). |
|---|---|
| Ad Group | 999 per Campaign (doesn't include deleted ad groups). |
| Ad | 20 per Ad Group (doesn't include deleted ads). |

## Why can't I choose a specific location when creating ads?

Available Placements and Locations are based on the country/region where the ad account was registered/created. The full list of Available Placements and Locations can be found **here**.

# Troubleshootings & FAQs

## Why was my account suspended?

Your account may have been suspended for one or more of the following reasons:
- We received a report or complaint on your account from users or other channels.
- There are problems with the creatives, qualifications or services provided by the ads.
- There are malicious behaviors or intent suspected during ad creation.
- If the advertisers tampers with the landing page after the ads starts to deliver.
- If your credit card has an abnormal charge on your account.
- If your account has a long outstanding balance that has not been paid - for most markets this begins at 90 days past due. For more detailed information, please contact your Account Manager.

## How can I start to optimize my campaign?

When ads start to deliver, they go into the **Learning Phase** during which our system continuously explores new customers to help the Ad Group reach the most relevant audience. TikTok Ads Manager will offer Delivery Suggestions and step-by-step guidance for campaign optimization and ad performance improvement.

## What are the Advertising Policies for different industries?

In adherence with varying laws and cultures, different countries where you target your ads might have different products and services that are prohibited for advertising. Please refer to the specific target country or territory in **this article** for more information.

**Note:** The list of countries and regions, as well as the Advertising Policies will be updated in accordance with local laws and requirements.