Introducing

Scaling up with Lead Generation on TikTok
Table of Contents

01 Recap of ‘Getting Started with Lead Gen’ playbook

02 Organic and Paid Partnership

03 Leveling up with Lead Generation
   3a Creative Guidance
   3b Measurement
   3c Full-Funnel Strategy

Bonus Content

04 Deploying a Test and Learn Strategy

05 Ad Policy
Scaling up your Lead Gen strategy

101: ‘Getting Started’ Playbook
- Why Lead Gen on TikTok
- Creative 101
- Measurement 101
- Full Funnel Strategy 101
- Case Studies

201: ‘Scaling Up’ Playbook
- Organic + Paid Strategy
- Creative 201
- Measurement 201
- Full Funnel Strategy 201

Bonus Content
- Test & Learn Strategy
- Ad Policy

301: ‘Optimizing’ Playbook

Coming Soon!

Published
Recap of the ‘Getting Started with Lead Gen’ Playbook

In the last installment, we discussed the TikTok user base, what is happening in your industry, and the basics of TikTok Ads Manager (TTAM) to make winning Lead Gen ads on our platform.
TikTok is a Premium, Full Screen, Sound On, Immersive, Engaging, Mobile app, Video Platform Video Platform

A TikTok Lead Generation ad drive action

After viewing a Lead Generation ad on TikTok are likely to purchase from the advertised brand 57%

felt like the ad catches their attention 69%

agreed they are more enjoyable than similar ads they’ve seen on other platforms 55%

Source: TikTok Marketing Science Global Shopping Ad Products study 2022 conducted by Material
Creating a foundation for success with Lead Generation

In the ‘Getting Started’ playbook, we introduced the three key elements to deploying a successful Lead Generation strategy on TikTok.

**Creative**

83% find TikTok First Ads to be creative.* Ensure you have the right Creative best practices in place to maximize performance.

**Measurement**

Whether you care about lead volume, lead quality, or ultimately, the final conversion, it’s important to keep in mind which metrics matter most to your media spend decisions and how to calculate these metrics.

**Full Funnel**

Investing in a full-funnel approach pays off in the long run. How? Higher brand awareness and recall can increase user interest and make them more likely to convert lower into the funnel.

*Source: TikTok Marketing Science Global Creative First Study 2022 conducted by Ipsos
Need a refresher? ask your representative for our ‘Getting Started with Lead Generation’ Playbook TODAY!
...NOW...

Let’s level you up
The perfect partnership: organic and paid

Learn how to create a cohesive strategy for your paid and organic content, tailored to your business goals.
The Harmonious Relationship of Organic and Paid Ads

**Organic Beat**
*Business Account*
- Reach new audiences
- Strengthen presence on TikTok
- Build trust with loyal communities
- Have fun with storytelling

**Paid Peaks**
*Branded Solutions*
- Lift in ad performance
- Content selection made easy
- Increase ad efficiency with audience retargeting
- Scale Content
- Deliver large campaigns
- Reach targeted audience
- Convert new audiences into paying customers

10

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Some organic presence is better than none

64% of TikTok audience say they would **purchase a brand** after seeing **organic content & a paid ad** from that brand*

Our internal data analysis** shows that:

- Conversion performance is positively correlated with follower reach, so it is recommended to build a brand presence on TikTok for long-term success.

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**Sample Tactics**

1. **Grow your follower base**
   Build up your Business Account presence organically or run paid Spark Ads under the ‘Community Interaction’ objective.

2. **Create Custom Audience**
   Set up a [Business Account Audience](#) and wait for the audience size to accumulate to at least **1,000 unique users**

3. **Retarget for future campaigns**
   Include your Business Account Audience in targeting selections for better conversion efficiency in future.

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*TikTok Marketing Science US Organic + Paid Study 2021 conducted by Neurons;  
**Data source: Internal data study June 2022
Planning your organic content strategy
Here are some tips to help you get started

**Posting Frequency**

- Avg. posting frequency of verified Business Accounts on TikTok is **2.8 posts per week.**
- The top 100 brands with the highest engagement rates post an avg. of **4.2 posts per week.**

**Content Suggestions**

- Behind the scenes
- Vlog
- Explained
- Facts
- How-to
- Transition
- Challenge
- Music/Dancing
- Tell a story
- Reactions
- Questions
- Teasers
- Fan submissions
- Review
- Talk
- Re-Edit
- And more!

*Source: TikTok internal data, verified Business Accounts, Mar 2022

**Get the most out of your content:** Boost your best performing organic content as a Spark Ad in your next Lead Generation campaign.
Scaling up your success with Lead Generation

We'll build upon your foundational strategies across the three key elements of Lead Generation on TikTok:

1. **Creative**
2. **Measurement**
3. **Full Funnel**

**Bonus Content**

- Test / Learn Strategy
- Ad Policy
Scaling up your Creative strategy

101: ‘Getting Started’ Playbook
- Getting started with TikTok Creative
- Spark Ads
- Tactical Creative Tips for getting started

201: ‘Scaling Up’ Playbook
- TikTok Creative Tools
  - Ideation
    - Creative Center
  - Production
    - CapCut
    - Spark Ads
    - TTCX
    - TTMP
  - Optimization
    - Smart Fix
  - Evaluation
    - Creative Diagnosis

301: ‘Optimizing’ Playbook

Coming Soon!

101: ‘Getting Started’ Playbook (Published)

201: ‘Scaling Up’ Playbook

301: ‘Optimizing’ Playbook

Playing Soon!
To really step up your creative game & to get your performance to the next level:

Keep it top of mind that TikTok First is key.

Our solutions help your creative be different without making it difficult.

It's Unmistakable  Creates Connection  Builds Brand Love  Drives Performance
We’ve got solutions to support you at every step of your creative journey

1. Ideation
2. Production
3. Optimization
4. Evaluation
Creative Center

Your next creative idea starts here.

Creative Center is a free, public-facing home of an ever-growing suite of global creative resources, designed to inspire and assist advertisers in developing quality and effective TikTok ads.

Inspiration
Trends
Top Products
Commercial Music Library
Building made-for-TikTok assets through

Creative inspiration

- visit Top Ads on Creative Center to get inspired how other brands in their region and category developed high-performing creatives

- visit Trends to search for popular organic trends (hashtags, songs, videos and creators) to tap into or develop content around

Creative guidance

- visit Top Products to find trending products by vertical and insights for identifying the right product

- visit Keyword Insights for ideas around ad copy development by browsing popular and top-performing keywords

- visit Creative Insights to understand which elements in a creative make the difference
CapCut

Video editing made easy for you.

CapCut is a free, all-in-one video editor that empowers anyone to create incredible video ads for TikTok - regardless of video editing experience or expertise.

Increase creative capability
Production & collaboration efficiency
Improve campaign performance & ROI
Make the most effective ads, easily and efficiently.

1. Simple Drag & Drop Video Editor
Trim, crop and change the speed of your video clips. Add visual elements including text, overlays, stickers and effects. Vivify your videos with music and voiceover with voice effects. The drag & drop UX and UI design allows you to edit with ease all in an intuitive timeline format.

2. Library—Full of Business Templates
Repurpose your existing media assets with our 200+ ready made business templates approved for commercial use.
Make the most effective ads, easily and efficiently.

3. TikTok-Styled Elements for Commercial Use

640k+ commercially licensed music & sounds, 700+ text fonts & templates, 3600+ stickers and other TikTok elements, all cleared for commercial use, to empower you during the ad creation journey.

4. Smart Features Help with Quick Creation

Auto-adjust aspect ratios, add auto-captions and smart voiceover (text-to-speech), edit green screen, and generate script from keywords (ad script).
Spark content you love

Leverage your published organic content as your ad creatives with a Spark Ad. Spark Ads allow advertisers to tap into authenticity by boosting organic content from a business account or a creator.
TTCX: TikTok Creative Exchange

Meet your match in creative production.

TikTok Creative Exchange is a one-stop shop that enables fast, scalable video production and delivers large volumes of high-performing ad creatives specifically designed for TikTok.

- Leading creative experts
- Seamless collaboration
- Quality & efficiency at scale
As the official platform for branded content collaborations on TikTok, TikTok Creator Marketplace (TTCM) connects brands and agencies with over 800,000 qualified creators around the world.
Smart Fix

Auto-fixes. Fewer rejects.

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

1. Ad analysis and notification
System analyses uploaded ad information and notifies advertisers of potential ad review issues.

2. One-click fix or manual edit
Advertisers can resolve detected issues with a single click or direct them to video editor for more control over editing process.
Creative Diagnosis

Troubleshoot your underperforming ads.

Creative Diagnosis are a suite of features on TikTok Ads Manager aim to help advertisers to quickly diagnose and solve creative-related issues.

1. Keyframe analysis
Leverage on keyframe analysis to identify the exact moments audiences are clicking / converting / dropping.

2. Industry benchmarks
With the new Industry Ranking filter, you can see how your videos perform in comparison to leading videos within the same industry.

3. Video comparison analysis
With the video group and keyframe comparison features, you can create video groups and compare them in aggregate or by key frame.
2 Measurement
Scaling up your Measurement strategy

101: ‘Getting Started’ Playbook
- Key Lead Gen Metrics
- Lead Gen Measurement solutions
- Intro to Full Funnel Events

201: ‘Scaling Up’ Playbook
- Pixel Deep-Dive
- Full Funnel Events Deep-Dive
- Audience Lists
  - Custom Audiences
  - Lookalike Audiences

301: ‘Optimizing’ Playbook

Coming Soon!

Published
**Product Update!** Where to find Web Lead Generation

**Simpler, Easier, and Better**

We’re making it easier than ever to build your Lead Generation campaigns. In our new simplified workflow, you can choose between TikTok’s Native Instant Form or your own website form under the ‘Lead Generation’ Objective

What’s new in 2023?

→ **Consolidated Native and Website Form selections**, so you can select the right form type in one campaign objective - Lead Generation

→ **Full Suite of External Actions for website forms** including - Submit Form, Complete Registration, Click Button, View Content, Contact, Search, Subscribe, and Add to Wishlist
Before advancing your Lead Gen strategy, ensure that you have your campaign fundamentals established including a safe, secure, and reliable data connection with the TikTok Pixel.
What is a Pixel Event?
A Pixel event is an action a website visitor takes to achieve a business goal. Events can result from paid or organic actions and are important in building marketing audiences, optimizing ad delivery, and measuring campaign performance.

Who should set up Pixel events?
Advertisers using the TikTok Web Lead Generation solution should setup Pixel events. While not required, Native Lead Generation advertisers could benefit from additional audience insights if using Pixel events.

How many events should I set up?
It’s recommended to setup 3+ Pixel events across the funnel, regardless of which funnel stage you’re optimizing for. The more available, the better the ad delivery platform can optimize performance.

Why is the TikTok Pixel important to Lead Gen?
High performance, personalized ads require safe and reliable data connections.

TikTok Pixel
The TikTok Pixel can be installed on your website to establish a safe, reliable data connection with TikTok. Once installed, this allows your website visitor events to be shared with TikTok via a browser, like when someone submits a form on your website.

Measure
Measure results and understand how campaigns are performing.

Optimize
Conversion signals fuel our algorithm to find users most likely to convert.

Target
Build audiences for retargeting and drive users down the funnel.
Why do I need a Pixel? The TikTok Pixel is a safe, reliable, and foundational measurement solution needed to deploy a Web Lead Generation strategy that optimizes for the customer actions you care about. See the steps for TikTok Pixel setup below.

**Step 1: Confirm Website**
To use the TikTok Pixel, you’ll need to have a website and the ability to edit the website’s code / theme.

**Step 2: Create Pixel**
Sign into your TikTok business account and go to Ads Manager > Assets > Events to create your Pixel. Here, you’ll need to select whether you’ll manually install the code and whether you’ll use the TikTok Event Builder to set up web events.

**Pro Tip:** We recommend using one Pixel code per website, so if you already have a Pixel code on your website, you can skip steps 1 - 3.

**Step 3: Install Pixel**
You can do this manually or via 3rd party. For manual installation, refer to this guide.

**Step 4: Verify Installation with TikTok Pixel Helper**
Download the TikTok Pixel Helper chrome extension to verify your Pixel is setup correctly. See here for more info on the TikTok Pixel Helper.

**Step 5: Create Events**
Now that your Pixel is setup correctly, identify the website actions that are meaningful to your business to begin tracking user completion of these actions to inform the Lead Gen model.

1) Identify the website actions that are meaningful to your business.
2) Create Pixel Events to begin tracking user completion of these actions to inform the Lead Gen model.

Start your Campaign
**Map the pixel events that matter most to your business**

We recommend you set up 3+ pixel events across the funnel. Why? It’s a virtuous cycle; the more you fuel our system with reliable data, the better it becomes at generating audience lists, retargeting, insights, and conversion for you business.

It’s worth noting that TikTok has built world-class security protocols for protecting information shared by businesses. We work with outside partners to continuously test, validate and enhance our security infrastructure. Data shared by both the TikTok Pixel and Events API is sent to TikTok’s servers via Hypertext Transfer Protocol Secure (HTTPS), a secure way of sending data between a web browser and web server. Learn more about our safety, security, and privacy measures here.

**Exercise:** Map the steps that a customer may take on your website to convert with the appropriate TikTok event types and set these up in TikTok Events Manager, on your website via custom code, or in your MMP. See example below.

<table>
<thead>
<tr>
<th>Funnel Stage</th>
<th>Website Action</th>
<th>TikTok Pixel Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>User views content on my website</td>
<td>View Content</td>
</tr>
<tr>
<td>Consideration</td>
<td>User contacts me</td>
<td>Contact</td>
</tr>
<tr>
<td>Conversion</td>
<td>User submits a form on my website</td>
<td>Submit Form</td>
</tr>
</tbody>
</table>
Common Pixel Events for **Web Lead Generation**

Need some inspiration? Here are common Pixel events that TikTok Lead Gen advertisers use.

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>View Content</td>
<td>When a visitor views a specific page. TikTok recommends tracking pages important to your business such as product comparison, announcement, or release pages.</td>
</tr>
<tr>
<td>Search</td>
<td>When a visitor searches on your website.</td>
</tr>
<tr>
<td>Contact</td>
<td>When a visitor contacts you.</td>
</tr>
<tr>
<td>Click Button</td>
<td>When a visitor clicks a button. TikTok recommends tracking website buttons important to your business, such as social media buttons.</td>
</tr>
<tr>
<td>Add to Wishlist</td>
<td>When a visitor adds items to their wishlist.</td>
</tr>
<tr>
<td>Complete Registration</td>
<td>When a visitor signs up for something, such as account registration.</td>
</tr>
<tr>
<td>Subscribe</td>
<td>When a visitor subscribes to your website including follows, content, or paid subscriptions.</td>
</tr>
<tr>
<td>Submit Form</td>
<td>When a visitor submits a form.</td>
</tr>
</tbody>
</table>
As you level up your Lead Gen strategy, retargeting will become a critical tool in leveraging your unique audience insights and optimizing your ROI.

Custom audiences and lookalike audiences are two key retargeting tools to get familiar with.
Using TikTok Custom Audiences

Custom Audiences is an ad targeting option that lets you find people who already know or have engaged with your business. Use your own audience lists or audience’s from your TikTok ads.

Audience Types:

01 Customer File
Upload a customer file to match your customers with people on our platform. The matches will be used to create an audience.

02 Engagement
Create a list of people who saw, clicked, or engaged with your content.

03 Business Account
Create a list of people who followed or interacted with your Business Account on TikTok.

04 Website Traffic
Use TikTok Pixel to create a list of people who visited or took specific actions on your website.

05 Lead Generation
Create a list of people who viewed or submitted an instant form in a lead generation ad.

06 More types are available on TTAM...

What can I use them for?

Inclusion
use custom audiences for retargeting purpose & continue to activate your customers on TikTok.

Exclusion
use audience as a suppression list to minimize media waste on converted customers.

Lookalike (LAL)
use audience to build lookalike audience to find similar users on TikTok with efficient media spend.
Using TikTok Look alike (LaL) and Custom Audiences to Supercharge your campaigns!

Campaign Lifecycle

**Cold Start**
Use customer file custom segment (with prospecting data) for the cold start so that you can be confident of who you are targeting

**Mature Phase**
Use engagement from the campaign, layer on LAL in a second campaign to increase reach

**Refresh Phase**
Use customer file custom segment with data of converted users to run loyalty / retention campaigns.

- **Campaign 1** (customer file - prospecting audience)
- **Campaign 2** (LAL - engagement audience)
- **Campaign 3** (custom file - loyalty audience)
3 Full-Funnel
Scaling up your Full Funnel strategy

101: ‘Getting Started’ Playbook
- Importance of Full Funnel
- 101 Media Plan
- 101 Blueprint for Full Funnel Campaign

201: ‘Scaling Up’ Playbook
- 201 Media Plan
- 101 Blueprint for Full Funnel Campaign
- Activation Calendars

301: ‘Optimizing’ Playbook
Coming Soon!

Published
Acquiring customers through lead generation is a full-funnel process and TikTok can help along the way.

1. **Brand Awareness**
   Reach users on TikTok and add educate them on your business solution.

2. **Prospecting**
   Qualify if your leads are potential customers.

3. **Nurturing**
   Once you’ve qualified your leads, begin to bring them down the funnel through relationship building.

4. **Optimize**
   Convert your leads with the intended action and optimize your campaigns based on your previous learnings.
Here is how your strategy will mature over time

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### 101

**Business Goal**: Focus on Brand Awareness and Prospecting

**Objective**: Video Views and Lead Generation
- Optimize for video views and lead volume

**Primary KPIs**:
- Video View Objective
- Lead Generation
- Auto-targeting
- Lowest Cost

**Key Products**:
- Video View Objective
- Lead Generation
- Auto-targeting
- Lowest Cost

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### 201

**Business Goal**: Focus on Lead Nurturing

**Objective**: Lead Generation
- Optimize for lead conversion

**Primary KPIs**:
- CPL + CPQL
  - CPQL not measured on TTAM

**Key Products**:
- Video View Objective
- Lead Generation
- Auto-Targeting
- Retargeting
- Lowest Cost

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### 301

**Business Goal**: Focus on Lead Quality and Optimizing

**Objective**: Lead Generation focused on Lead Quality Optimization
- Optimize for high-quality leads

**Primary KPIs**:
- Video View Objective
- Lead Generation
- Auto-Targeting
- Retargeting
- Lead Quality Optimization
- Lowest Cost

**Key Products**:
- Video View Objective
- Lead Generation
- Auto-Targeting
- Retargeting
- Lead Quality Optimization
- Lowest Cost

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**Full-Funnel**

See [Getting Started Playbook](#)

Level up in our future playbook
Introduce Lead Nurturing into your Full Funnel strategy

In the ‘Getting Started’ Playbook, we introduced a simple approach to full funnel – Video Views to drive awareness and Lead Generation (broad targeting) to begin prospecting. Next, we’ll layer on Lead Generation (retargeting) to nurture prospects and move them down the funnel.

Don’t have the budget to run Video Views? Try building brand awareness with organic content on your TikTok Business Account.

Note: This is a directional example. Allotted percentages can differ depending on your specific use case.
Utilize **Lead Generation with Broad Targeting AND Retargeting** to maximize lead volume

- Start with **Video Views to increase awareness** in your brand and help lower the barrier to users submitting information when seeing a lead generation ad campaign.
- Next, a **Lead Generation campaign with broad targeting** settings will allow your campaign to reach as many potential leads as possible, improving your ability to build custom and lookalike audience lists for retargeting in the process.
- **Hone in on users primed to convert by leveraging the custom and lookalike audiences** you’ve built with a Lead Generation retargeting campaign.

Refer to the audience slides in the measurement section of this deck to learn more about building **Custom and Lookalike audiences** for retargeting.
## 201 Blueprint: A Prospecting and Nurturing Lead Generation strategy

### Solutions
- 101: Auto Targeting
- 101: Broad targeting with Targeting Expansion
- 201: Custom Audiences
- 201: Lookalike audiences

### Strategies
- Build upon your broad targeting Lead Gen strategy with retargeting leveraging lookalike or custom audiences to target users more likely to convert
- Continue to use Lowest Cost Bidding and Campaign Budget Optimization as you layer on retargeting
- Refine your creative strategy by developing content you know works for your audience
- If using Web Lead Gen, ensure you have the right optimization events to reflect your latest campaign strategy

### Targeting
- 101: Auto Targeting
- 101: Broad targeting with Targeting Expansion
- 201: Custom Audiences
- 201: Lookalike audiences

### Bidding Strategies
- Lowest Cost Bidding
- Campaign Budget Optimization (with >1 ad group)

### Creative
- Video Templates
- Smart Video

### Measurement
- 101: Pixel
- 101: CRM Integration (Native Lead Gen)

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When building your ad groups, **add around 3-5 creatives within each group.** Too few ads (1) will limit the ad delivery of the ad group and too many (10) will limit the exploration of the ads.

**Try using auto-targeting to expand your reach even further.** Lead Gen advertisers who use auto-targeting see a 26% decrease in CPA.¹

¹Auto Targeting is not recommended for clients who need to exclude custom audiences. ¹ Source: TikTok Lead Generation & Auto Targeting Study 2022
Activation Calendar
An always-engaged strategy doesn’t replace your tentpole activations—it supercharges their impact.

Kick off the year strong by targeting users during tax season for services and solutions.

Ramp up on lead gen during the holidays to target high-spending users for your financial solutions.

Enter H2 by targeting students at the start of the school year who are in the interest of new financial solutions.

An always-engaged strategy doesn’t replace your tentpole activations—it supercharges their impact.
An always-engaged strategy doesn’t replace your tentpole activations—it supercharges their impact.

Kick off the year strong and ramp up lead generation spending in Q1 to build a healthy pipeline of qualified leads.

Transition into H2 with targeted Lead Gen efforts to sustain you through the final months of the fiscal year.

For non-B2B advertisers, use the holiday season to promote offers and promotions that can boost your lead count.

An always-engaged strategy doesn’t replace your tentpole activations—it supercharges their impact.
An always-engaged strategy doesn’t replace your tentpole activations—it supercharges their impact.

Leverage the fiscal quarters of the year by starting off strong when budgets and hiring increases, leveraging Lead Gen to gain leads on those hiring and needing to reach candidates.

Continue with Lead Gen campaigns with each quarter as hiring managers look to fill roles, hire interns and other seasonal employees.
An always-engaged strategy doesn’t replace your tentpole activations—it supercharges their impact.

Help students level-up during summer break! Now is a great time to begin connecting with the TikTok community about how you can best support students through the academic journey.

From day-in-the-life content to #professorsoftikt, the TikTok community loves engaging and authentic content.

Utilize students or student-creators to give TikTok users a sense of what it’s like to be on campus. Both enrolled & prospective students have a keen interest in content that connects them to day-to-day campus happenings.

Help students level-up during summer break! Now is a great time to begin connecting with the TikTok community about how you can best support students through the academic journey.

From day-in-the-life content to #professorsoftikt, the TikTok community loves engaging and authentic content.

Utilize students or student-creators to give TikTok users a sense of what it’s like to be on campus. Both enrolled & prospective students have a keen interest in content that connects them to day-to-day campus happenings.
An always-engaged strategy doesn’t replace your tentpole activations—it supercharges their impact.

Tentpole Lead Gen Campaign

Ensure you have a “healthy” evergreen strategy to target potential customers during “off-seasons” with lower barrier products or solutions that gain customer loyalty.

New Year’s Resolutions

Students and parents alike tend to focus on health and wellness before the start of the school year.

Evergreen Lead Gen Campaign

Start to ramp up for the new year season to target those who are looking to start their year off health and renewed.

Back to School

Organic

Students and parents alike tend to focus on health and wellness before the start of the school year.
Deploying a Test & Learn Strategy

Whether you’re exploring which Lead Gen solution is right for you or optimizing campaign details with the TikTok Split Test tool, a test & learn approach to campaign optimizations is a data-driven strategy that can’t be beat.
What is Split Test?

Split Test is the best way to set up a scientific test to determine which ad strategies work the best.

Commonly referred to as **A/B testing**, Split Test is a tool available on TikTok Ads Manager where you can test two different ad groups and see which one performs better, helping you optimally scale your spend.

The Split Test toggle can be found on the campaign settings page.

Create split test

Get more insights into your ads by split testing your strategy.

We’ll show your split test to 2 separate audiences to give you data-driven results.

01 Complete the ad group and ad settings for your control

02 Select a variable and create your test ad group

03 View results for insights into your strategy
REMEMBER Factors Included in Auction

Before you begin a Split Test, refresh your memory on what goes into the auction engine.

**Creative Activity**
- The most important element in our system.
- Past performance on similar ads.
- Creative History

**User Characteristics**
- Conversion history
- Click history
- Interaction with similar ads

**Account History**
- Previous campaign/account performance. *Not as important as the other elements but still considered.*

**Market Factors**
- Do people in the targeting pool interact with similar content/ads?
- How do other ads within this category perform in the market?

**Estimated Conversion Rates**

**Other ML Elements**
What does a basic Split Test strategy look like?

1. **Define test goal and KPIs**
   What key metrics are you optimizing for with TikTok lead ads (i.e. CPL, CPQL, CPAL, View-through-rate)

2. **Develop your hypothesis**
   What do you expect the outcome to be?

3. **Create testing methodology**
   In this case, you can use TikTok’s Split Test Feature (A/B Test). It’s important to keep as many variables constant as possible, outside of the variable you are testing.

4. **Run test**
   The time in which the test should run is often influenced by how long it will take to get to statistical significance.

5. **Refine your campaign strategy based on findings**
   Each test should get you closer to identifying your ideal TikTok campaign strategy

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**Test & Learn Strategy**

<table>
<thead>
<tr>
<th>Test</th>
<th>Creative A vs. Creative B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal</td>
<td>Determine whether Creative A or Creative B delivers a higher ROI</td>
</tr>
<tr>
<td>Key KPI</td>
<td>View-through-rate</td>
</tr>
<tr>
<td>Control Group</td>
<td>Creative A video with selfie-style testimonial</td>
</tr>
<tr>
<td>Test Group</td>
<td>Creative B with ‘behind the scenes’ content</td>
</tr>
</tbody>
</table>

**Constants**
- Targeting
- Ad Format
- Ad Copy & CTA
- Bidding Type
- Optimization Goal
- Budget

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What can you test with the Split Test feature?

Go beyond what’s ‘best practice’ to further uncover what works best for your business.

Other elements you can Split Test

- **Audience Combo** (e.g., broad vs. interest/behavior/hashtag)
- **Ad Format** (e.g., Spark vs. Diversion)
- **Bidding Strategy** (e.g., Lowest Cost vs. Cost Cap)
- **Creative Styles** (e.g., Creator vs. Commercial)
- **Campaign Structure** (e.g., Single-AG vs. Segmented by ad type)
- **Targeting Option** (e.g., BAU vs. BAU + Targeting Expansion)
- **Bid Amount** (e.g., $5 vs. $15)
Key solutions and considerations across the funnel

Deep-dive into the must-know Lead Gen product updates and campaign features that will help you achieve success
Ad Policy

North America

These slides are meant to provide a basic introduction of TikTok’s Advertising Guidelines. They do not substitute the actual Advertising Guidelines. Advertisers should ensure they carefully review the TikTok Advertising Guidelines in full.
Special Ads Toggle

The Special Ads Category Toggle allows advertisers to designate when they are creating a campaign in the categories of Housing, Employment or Credit.

In conjunction with our Anti-Discrimination Ad Policy, this tool helps advertisers with their responsibility to not discriminate unlawfully by removing select ad targeting options.

How do I turn on the Toggle?
The Special Ads Category Toggle is selected in Settings when setting up a new Campaign in TikTok Ads Manager.

Advertisers can choose select Housing, Employment, or Credit based on the category that their campaign falls into.
Industry Categorization

In adherence to various laws and cultures, some products and services are categorised differently. At TikTok, we categorise these industries as one of the following:

- **Prohibited**: Not allowed
- **Restricted**: Allowed on a limited basis (e.g. age restriction, certification, etc.)
- **Allowed**: Allowed (Ad Review process still applies)

Disclaimer: These slides are meant to provide a simplified introduction to TikTok’s Advertising Guidelines. They are not a substitute for the actual Advertising Guidelines. Advertisers are solely responsible for full compliance with the TikTok Advertising Guidelines.
Prohibited & Restricted (NA)

While there are regional variations as it pertains to restricted industries, some of the industries that are prohibited worldwide include but are not limited:

- Animals, animal parts, or products
- Adult sexual products, services, and entertainment
- Drugs and paraphernalia
- Weaponry & weapon parts

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Do you Want MORE?
The Advertiser Policy Training Program offers clients an opportunity to learn about Ad Policies beyond the Business Help Center. Here’s how it works:

1. Ad review metrics are reviewed at the beginning of each month to identify candidates for training.

2. MI Training teams will partner with sales reps to schedule a training. Trainings are offered in 1:1, webinar, or closed door/in person formats. Choose what training format works best for your needs!

3. After gaining mutual alignment, the sales teams will schedule the training with their client(s).

4. The MI Training team will facilitate a training customized to specific client needs and issues.

5. The MI Training team will continuously monitor the client’s ad review metrics for improvement.
Want to learn more about Prohibited & Restricted Ad Policies on your own time?

Scan to Enroll!
Ad Policy TikToks

Follow us! @tiktokadpolicy

Like ❤️   Share   Comment

Scan to Follow!

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Services
Success Stories
CVS Health partners with Recruitics to increase lead volume through TikTok Lead Gen campaign

**Lead Generation Campaign**
CVS Health, a national retailer, has an ongoing need to staff for a variety of roles. Accelerating hiring efforts for hard to fill roles was a key objective heading into their busy season.

**Solution and Performance**
With the help of their Recruitment Marketing Agency, Recruitics, CVS Health launched TikTok lead generation campaigns. The authentic content in the creative spoke to their key audience with a hiring message and encouraged them to fill out an instant form to express their interest.

![TikTok Ad Image]

- **Impressions**: 2.4M
- **Average CPL**: $20.60
Helping delivery app Zapp reach a whole new audience in the Netherlands

Lead Generation Campaign
To attract the next generation of delivery riders, Zapp leveraged TikTok for a lead generation campaign that would engage a brand new audience in the Netherlands using one of our top ad solutions.

Solution and Performance
The Zapp ads appeared across the Netherlands TikTok community’s For You Feed, and featuring enticing footage detailing the benefits of becoming a Zapp rider. A ‘Learn more’ call to action generated a form that invited people to specify the city they’d like to apply for. The campaign included user generated content, which gave an authentic feel and tied seamless into the user experience.

171% Lead Increase
Delivered 171% more leads than the other channels used to advertise job openings

47% Lower CPL
These leads came at a 47% reduction in Cost Per Lead

90% Lower CPC
Cost Per Clicks were 90% lower on TikTok when compared to other avenues

Details: https://www.tiktokforbusinesseurope.com/inspiration/zapp
Gojek Vietnam Generated Leads with cost efficient scale

**Lead Generation Campaign**

Gojek Vietnam wanted to get quality leads from Tiktok and collaborated closely to launched Lead Generation Ads to drive riders to sign up on Tiktok platform.

**Solution and Performance**

The Gojek Vietnam team, tested the Lead Generation Ads Objective targeting Hanoi. The creative centered around the benefits which riders get when they sign up. Gojek Vietnam team produced 2 creatives, 1 which is 23 seconds long and another 30 seconds long. They added the benefits in the first 3 seconds on the 30 second long video and it drove a higher CVR (23% - 28%). Users who click after 2 seconds video view (click / 2 sec video views) is also higher ~ 2.5%.

54% 16%

Lower CPL than KPI goal Lower Cost 1000 Impression

*Compared to Lead Gen campaign benchmark in Vietnam from August 2021 – November 2021*
Pés Sem Dor achieved a 19% lower CPQL with Spark Ads and TikTok Lead Generation

Lead Generation Campaign

Pés Sem Dor, the largest company in the field of custom-made orthopedic insoles in Brazil, turned to TikTok to achieve a huge business objective - developing a new source of traffic to generate qualified leads.

Solution and Performance

A novice to the TikTok platform, the brand’s first mission was to develop creative that would resonate with their organic users. They started by building content around TikTok trends and inviting creators to share their experience with Pés Sem Dor insoles. With this creative strategy, the brand was able to grow their organic following. Pés Sem Dor deployed a creative best practice by maintaining a repository of refreshed creative, which they then used to run Lead Generation campaigns using Spark Ads. And, this focus on authentic creative proved successful. The company generated qualified leads at a cost 19% below the average of other traffic sources, achieved more than 6.4M impressions and about 3.6K interest forms in the month of March 2022 alone.

19% Lower CPQL
3.6K Conversions
Education

Success Stories
Berlitz continues to leverage TikTok Lead Generation to acquire users at lower CPL

Lead Generation Campaign
Berlitz is a Mexico based language education school that offers high quality courses in order to support the students to learn a new language.

Solution and Performance
Receiving 6M+ impressions and 24K+ clicks across all ads, the creative clearly resonated with prospective students on TikTok. In addition, the university learned that TikTok is a new channel for crafting tailored content, community engagement, and job seekers interested in learning about a college’s degree offerings.

25%
Lower CPL
Delivered 171% more leads than the other channels used to advertise job openings

1.5K+
Leads Collected
These leads came at a 47% reduction in Cost Per Lead
Kenzie got a great results of its Developer Program by using TikTok Lead Generation

Lead Generation Campaign
Kenzie did a TikTok Lead Generation campaign to capture interested users on join the free online course about Programming. The campaign targeted users interested in Tech and Education content and in the age range of 18 – 34 years-old.

Solution and Performance
In 12 days, the Lead Generation Ads collected a great amount of leads with Cost per Lead (CPL) 62.51% lower than the lead campaign that drove users to their external URL. Furthermore, TikTok brought a CPL 35.33% cheaper than other Lead Ads among digital media players.

Lower CPL (lower comparing to the lead campaign using external URL)

Lower CPL (lower than lead ads at competitors)
Kenzie promoted their Zero to Code Marathon with TikTok Lead Generation

**Lead Generation Campaign**

Kenzie Academy is a professional school that offers high quality education in technology and programming landscape. Kenzie wanted to promote their programming content among those who aim to start their developer journey. Aiming to get quality leads, the school leveraged TikTok Lead Generation campaign, targeting users interested in Tech and Education content in the age range of 18 - 34 years-old.

**Solution and Performance**

Lead Generation Ads resulted in Cost per Lead (CPL) 47.65% lower than the web based form sign up campaigns. Furthermore, Kenzie witnessed a 63.6% lower CPL on TikTok compared to other platforms.

47.6% Lower CPL
(lower comparing to the lead campaign using external URL)

63.6% Lower CPL
(lower than lead ads at competitors)
Singapore Institute of Management optimizing lead generation for university recruitment

**Lead Generation Campaign**

For 3 weeks in May 2022, SIM leveraged on Lead Gen as an always-on strategy, to provide a seamless user journey to submit forms directly on Tiktok platform. SIM leveraged on TikTok’s large young adult audience pool and targeted ages 18-24, which is common age range for students that completed their pre-University education in Singapore. Thus, with a sufficient pool of target audience, SIM acquired quality leads through this campaign.

**Solution and Performance**

SIM leveraged on Lowest Cost bid to pass the learning phase quickly. In their DC, SIM attracted students that are interested in Social Sciences degrees. And in their creative, they leveraged on text overlays to highlight their popular Social Sciences degrees and list career opportunities to attract students for their 2022 degree programme application. In the Lead Gen form, SIM also attracted students to answer the questions in order to ‘Gain access to course brochures & video recordings’. In combination - the ad, DC and form was attention-grabbing and relatable to students. Overall, with Lead Gen and Display Card, they achieved +57% higher lead volume and -56.4% lower in CPL compared to without Display Card.

- **57%** Higher in lead volume vs. without DC
- **47%** Higher conversion rate of lead form vs. without DC
- **56%** Lower Cost Per Lead (CPL) vs. without DC
MYX reduced cost per lead by 97% using Lead Generation on TikTok

Lead Generation Campaign

MYX is a personalized, experiential, high-touch education program that helps students figure out their next step, and develop the plan, skills, and confidence necessary to pursue it. **MYX wanted to reach students between 18-24 years old to increase awareness about their program and drive registrations.**

Solution and Performance

For MYX, there was no better place than TikTok to target their 18-24 year-old demographic. MYX decided to **leverage Spark Ads** to expand the reach of existing student ambassadors’ content. By focusing on real-life student experiences and daily life snapshots at the MYX campus, they were able to reach millions of potential students with native, engaging and authentic content. As part of their strategy, MYX also focused on TikTok’s **advanced lead generation solutions** to drive registrations.

In less than 4 months, **MYX managed to lower their cost per lead by an astonishing 97%**. Their ads also got incredible exposure by gaining **2.3 million 2-second video-views**, all while driving thousands of new leads for their business. MYX was able to achieve these incredible results by optimizing their campaigns, adopting best practices, and testing new features.

<table>
<thead>
<tr>
<th>Lower CPL</th>
<th>2-second video-views</th>
</tr>
</thead>
<tbody>
<tr>
<td>97%</td>
<td>2.3M</td>
</tr>
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</table>
UAG School of Medicine achieved an 88% lower CPA with Lead Generation on TikTok

**Lead Generation Campaign**

UAG School of Medicine is a medical school in Latin America offering a rigorous, integrated, and innovative education model. The UAG school of medicine was interested in running their first lead generation campaign to build a pipeline of students interested in their medical school program.

**Solution and Performance**

With a target customer in mind, the school used **Age and Interest Targeting** to reach users 18–34 with interests in higher education, overseas education, and language training. From a creative messaging standpoint and to maintain authenticity, they highlighted real students talking about their school experience.

The school saw tremendous success with their campaign, resulting in a **2.1% conversion rate**, a total reach of **1.3M**, and a total of **1.21M video views**. Moreover, they saw **CPC lowered by 80%**, **CPM by 50%**, and **CPA by 88%** compared to their previous Lead Generation campaign. Based on this success, and to nurture and retarget potential leads, UAG School of Medicine plans to invest in a full-funnel strategy on the platform.

<table>
<thead>
<tr>
<th>88%</th>
<th>80%</th>
<th>2.1%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower CPA</td>
<td>Lower CPC</td>
<td>Conversion Rate</td>
</tr>
</tbody>
</table>
Auto

Success Stories
Trust Bank Indonesia collecting leads for new users to sign up for savings accounts

Lead Generation Campaign

JTrust Bank Indonesia is a bank under JTrust holding which operates from 2015 in Indonesia. As part of their #DancewithJTrust brand campaign in TikTok, they were also running Lead Generation solution to drive new users to open savings accounts.

Solution and Performance

To maximize audience exploration given this is the first Lead Generation campaign, client split the Ad Group between Broad targeting to target broad audience and Custom Audience targeting to retarget audience who has interacted with their brand ads before (HTC, Branded Effect, Brand premium) & also create a new similar prospect through Lookalike targeting.

They follow our best practice to use multiple creatives (5 creatives) in each Ad Group. They highlighted the main selling points right away from the beginning of the ads which was about “Getting ~7 USD if users submit the form and open saving account” combined with a catchy JTrust bank anthem. They powered up this strategy with Lowest Cost bid to maximise results.

10.7K+ 36% Leads Collected Conversion Rate
Generali providing a seamless user journey to sign up for insurance products

**Lead Generation Campaign**

With the objective of targeting young adults and generating quality leads which will be contacted by their agents, Generali leveraged on TikTok’s large young adult audience base and targeted age 25-55+ to have a sufficient and quality pool of target audience.

**Solution and Performance**

They leveraged a blend of lowest cost and cost cap bidding in line with TikTok’s auction best practice to maintain optimum delivery efficiency by balancing scale and cost-effectiveness. For their creative, they featured a relevant KOL to educate audience about the importance of insurance and offer solutions by Generali using text overlays.

The creative is human-centric and relatable to younger audience interested in life insurance and investments. Overall, with Lead Gen, they achieved a high lead volume of 1.2K+ leads with 2.4% Conversion rate%.

1.2K+ Leads Collected 2.4% Conversion Rate
Health Care

Success Stories
Dermanostic using Lead Generation to drive newsletter subscriptions

**Lead Generation Campaign**

Dermanostic is an online, app-based dermatologist service based in Germany, connecting consumers with dermatologists in just 24 hours. It sought to use TikTok to strengthen its relationship with an existing follower base of 100,000, plus increase newsletter sign-ups in a cost-effective way.

**Solution and Performance**

Appearing as regular In-Feed Ads, sitting natively in the For You Feed, Lead Generation ads encourage the community to complete a short form – the basics being pre-filled – so brands can identify and harness potential loyal customers without sending them off-platform. The campaign was a resounding success, improving metrics across the board compared to other channels.

- **Lower CPM**: The Lead Generation ads resulted in a 60% reduction in cost-per-thousand (CPM).
- **Lower CPL**: This campaign saw 80% reduction in cost per lead.
- **Leads Collected**: Dermanostic received more than 1,000 newsletter signups.

DA Surgery utilized Lead Generation to drive higher consultations

Lead Generation Campaign
DA Plastic Surgery is a plastic surgery clinic in Korea that specializes in facial contouring, double jaw surgery, eye, rhinoplasty, and others. Surgery consultation is one of the important KPIs which could lead to conversion. Thus, they partnered with TikTok to run their first Lead Gen campaign to drive higher consultations to their clinic.

Solution and Performance
Since it was their first Lead Gen campaign, they used the Lowest Cost bid to maximize results faster. They split their targeting, Ad Group, and Ads based on Male and Female to showcase different creatives by Gender. In their ads, they focused on showcasing their top procedure such as Rhinoplasty to attract users better. They followed best practices to use 4-5 creatives per Ad Group and also customized each Instant Form to use the same picture they used on Ad Creative to decrease drop-off rate.

14% Lower CPL
2.8% Conversion Rate
140+ Forms submitted
CVS Health partners with Recruitics to increase lead volume through TikTok Lead Gen campaign

**Lead Generation Campaign**
CVS Health, a national retailer, has an ongoing need to staff for a variety of roles. Accelerating hiring efforts for hard to fill roles was a key objective heading into their busy season.

**Solution and Performance**
With the help of their Recruitment Marketing Agency, Recruitics, CVS Health launched TikTok lead generation campaigns. The authentic content in the creative spoke to their key audience with a hiring message and encouraged them to fill out an instant form to express their interest.

**2.4M Impressions**

**$20.60 Average CPL**
Appendix
Our Commitment to Security

At TikTok, creating a safe environment means we make decisions that prioritize the well-being of our community and limit the potential for online polarization or real world harm – even if those choices impact our short-term commercial success.

Data Security:
We’re committed to a process of continuous innovation and improvement in our user experience and safety controls. We take our responsibility to safeguard our community seriously, both in how we address potentially harmful content and how we protect against unauthorized access to user data.

Data Storage:
As a part of our work with Oracle for the past year, we’ve changed the default storage location of US user data. Now, 100% of US user traffic is being routed to Oracle Cloud Infrastructure.

Looking Forward:
We’re working closely with Oracle to develop a whole new generation of data controls that Oracle will audit and manage to give users even more peace of mind.

Our work is continuous and has no finish line.
# Troubleshooting pixel setup

Here are some common pixel issues you may face and how to address them.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Recommended Solution</th>
</tr>
</thead>
</table>
| I want to add a new pixel event with a different setup  
(specifically moving from Events Builder to Custom Code) | Insert the custom code for the new pixel event on your website as you normally would.  
                                                   |                                                                                                                                                 |
| I want to change an existing event’s setup  
(specifically moving from Events Builder to Custom Code) | Using Event Builder, clear all the rules under the existing pixel event. Next, insert the pixel event code into your website as you normally would. (note, it may take up to 12 hours for new events to show up) |
| I have more than one pixel code on my website.                  | We recommend using one pixel code per website. If you have multiple codes on your website, we recommend removing the duplicate code. You can start from scratch by deleting all code or if you’ve created multiple pixels in events manager, you can delete the pixels you don’t intend to use. |
Split Test Best Practice

**Budget**
- Use daily ad group budgets to allow for even delivery across both ad groups
- Ensure your budget and test duration shows that the Estimated Testing Power is "sufficient".

**Audience**
- Expand your audience to avoid an insufficient sample size since you are splitting the audience in half
- It needs to be large enough to deliver your full budget and achieve your goals.

**Test Duration**
- Run a split test for at least 7 days to obtain enough results.
  - If one of the ad groups requires a learning phase, recommend minimum of 14 days.
- 30 days is the max amount of days a split test can be run.

**Variable**
- There should be obvious differences between the two ad groups.
- This is to ensure they do not produce similar results so the system can determine a winning ad group.
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