TikTok for Business

Introducing

Scaling up with Lead Generation on TikTok

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SHEESH!

Scaling up your Lead Gen strategy

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Bonus Content

- Test & Learn Strategy
- Ad Policy

101: 'Getting Started' Playbook

Published

- Why Lead Gen on TikTok
- Creative 101
- Measurement 101
- Full Funnel Strategy 101
- Case Studies

Coming Soon!

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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**

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TikTok Lead Generation ads drive action

After viewing a Lead Generation ad on TikTok

57% are likely to purchase from the advertised brand

69% felt like the ad catches their attention"

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

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
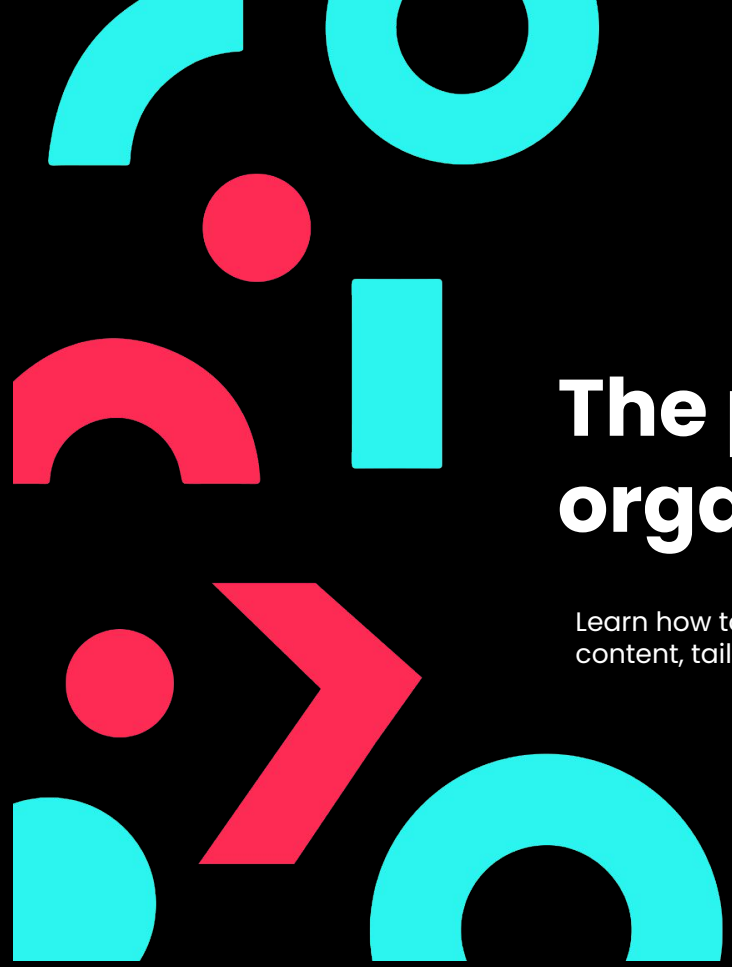
The perfect partnership: organic and paid

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

- Lift in ad performance
- Content selection made easy
- Increase ad efficiency with audience retargeting

Paid Peaks
Branded Solutions

- Scale Content
- Deliver large campaigns
- Reach targeted audience
- Convert new audiences into paying customers

Some organic presence is better than _none_

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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.

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.

*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.***

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

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

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Scaling up your success with Lead Generation

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

Creative

Measurement

Full Funnel

Bonus Content

Test / Learn Strategy

Ad Policy

❶ Creative

Scaling up your Creative strategy

301: 'Optimizing' Playbook

201: 'Scaling Up' Playbook

101: 'Getting Started' Playbook

Published

- Getting started with TikTok Creative
- Spark Ads
- Tactical Creative Tips for getting started

TikTok Creative Tools
- Ideation
  - Creative Center
- Production
  - CapCut
  - Spark Ads
  - TTCX
  - TTMP
- Optimization
  - Smart Fix
- Evaluation
  - Creative Diagnosis

Coming Soon!

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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

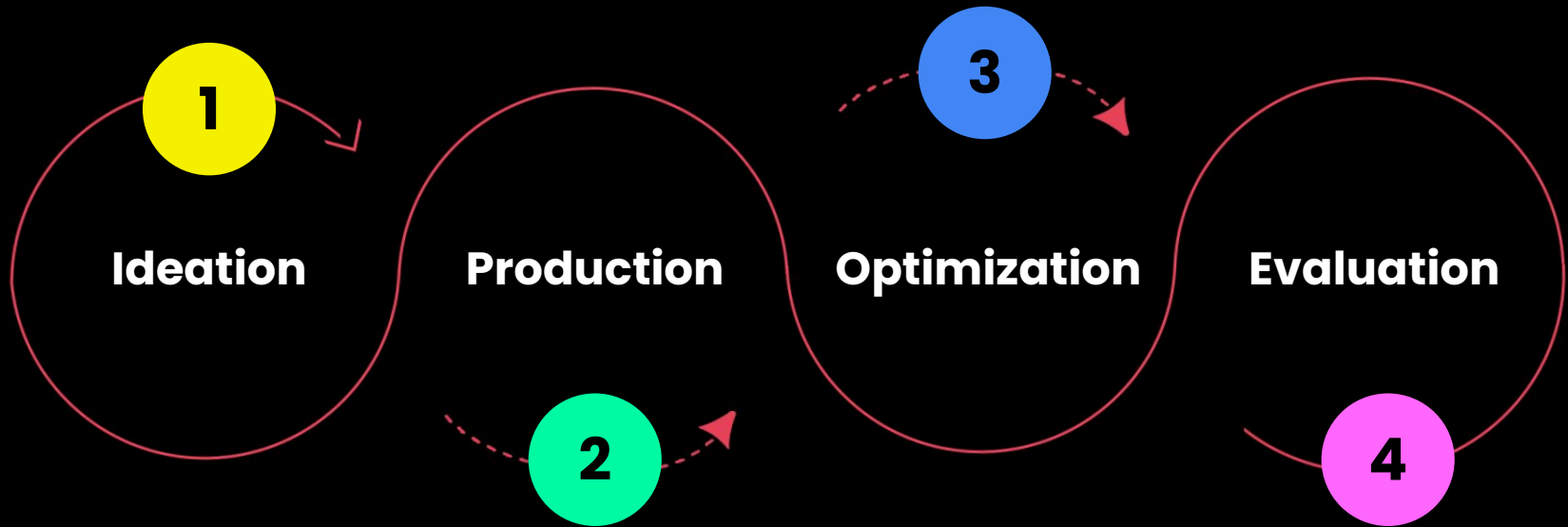Our solutions help your creative be different without making it difficult

It's Unmistakable

Creates Connection

Builds Brand Love

Drives Performance

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We've got solutions to support you at every step of your creative journey

1 Ideation

2 Production

3 Optimization

4 Evaluation

Ideation **Creative Center**

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

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Ideation **Creative Center**

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

Production   CapCut

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

Mobile
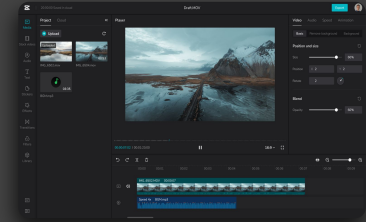
Desktop
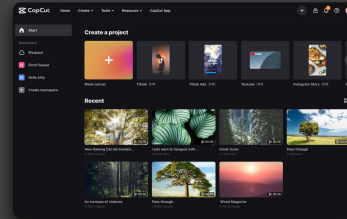
Web
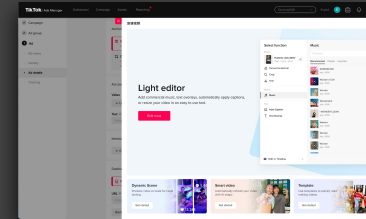
TikTok Ads Manager

Production **CapCut**

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.

Production **CapCut**

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).

Production

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.

Community Connection

Organic Content Delivery

Greater Authenticity

Production

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

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Production

TTCM: TikTok Creator Marketplace

Performance-driven creator content 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.

Seamlessly work with creators

Creator Collaborations your way

Partner with creators to deliver performance

Optimization

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.

Evaluation

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

301: 'Optimizing' Playbook

Coming Soon!

201: 'Scaling Up' Playbook

- Pixel Deep-Dive
- Full Funnel Events Deep-Dive
- Audience Lists
  - Custom Audiences
  - Lookalike Audiences

101: 'Getting Started' Playbook

Published

- Key Lead Gen Metrics
- Lead Gen Measurement solutions
- Intro to Full Funnel Events

[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

TikTok: Ads Manager

Optimization location

New

Website   Instant form
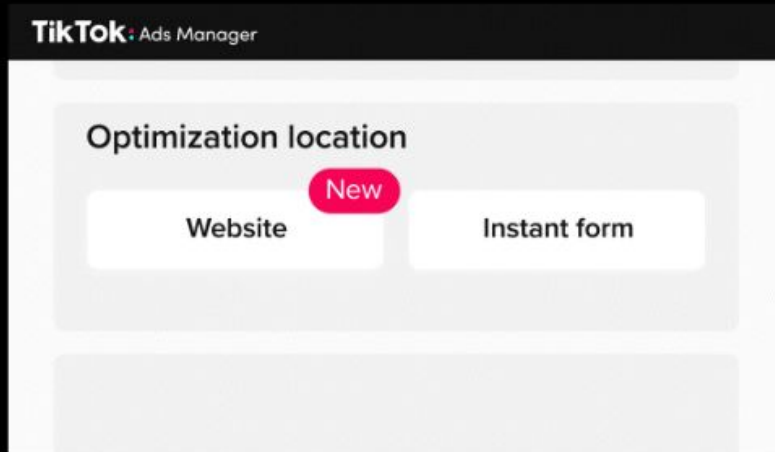
Pixel & Events Deep-Dive

Before advancing your Lead Gen strategy, ensure that you have your campaign <u>fundamentals</u> 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.

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.

Why is the TikTok Pixel important to Lead Gen?

High performance, personalized ads require safe and reliable data connections.

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.

Pixel Setup

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

Step 5: Create Events
Now that your Pixel is setup correctly,
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

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 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.

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.

SHEESH!

The most common events for Lead Gen advertisers include: **Submit Form, Complete Registration, Click Button, View Content, Contact, Search, Subscribe, and Add to Wishlist**

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.

Funnel Stage	Website Action	TikTok Pixel Event
Awareness Generate interest in your business	User views content on my website	**View Content**
Consideration Get people to think about your product / service	User contacts me	**Contact**
Conversion Encourage action	User submits a form on my website	**Submit Form**
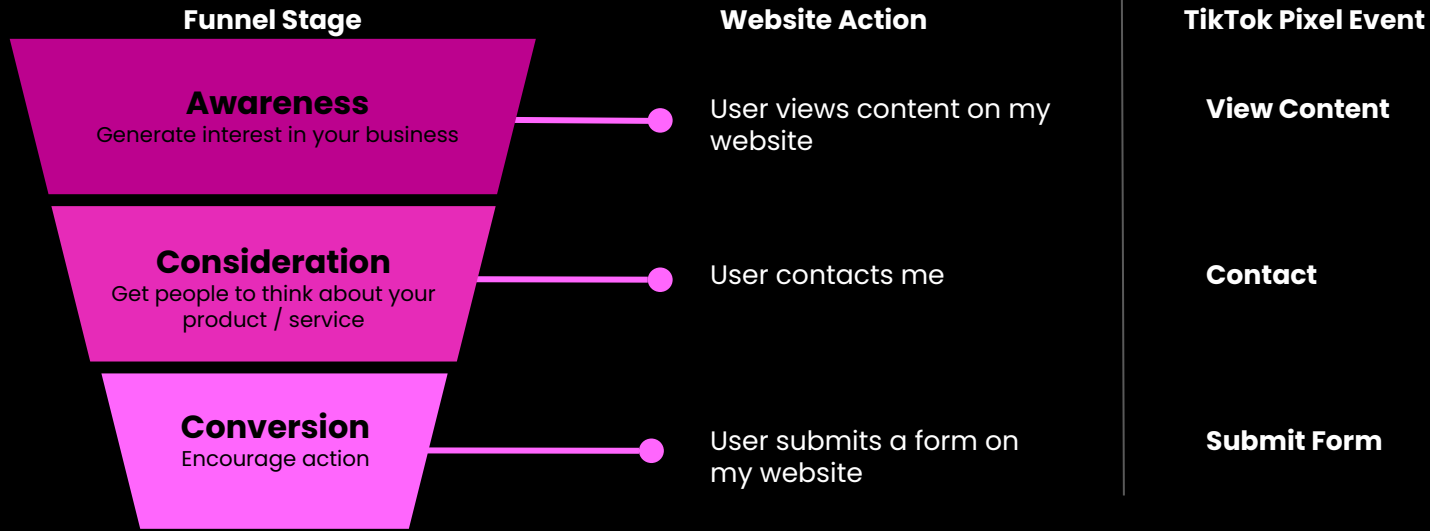
Common Pixel Events for Web Lead Generation

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

Interest

AWARENESS

View Content — *When a visitor views a specific page. TikTok recommends tracking pages important to your business such as product comparison, announcement, or release pages.*

Search — *When a visitor searches on your website.*

CONSIDERATION

Contact — *When a visitor contacts you.*

Click Button — *When a visitor clicks a button. TikTok recommends tracking website buttons important to your business, such as social media buttons.*

Add to Wishlist — *When a visitor adds an items to their wishlist.*

Intent

CONVERSION

Complete Registration — *When a visitor signs up for something, such as account registration.*

Subscribe — *When a visitor subscribes to your website including follows, content, or paid subscriptions.*

Submit Form — *When a visitor submits a form.*

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Advancing your audience strategy

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.

What can I use them for?

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...**

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!

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Refresh Phase

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

Mature Phase

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

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

Campaign 3 *(custom file - loyalty audience)*

Campaign 2 *(LAL - engagement audience)*

Campaign 1 *(customer file - prospecting audience)*

Campaign Lifecycle

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❸ Full-Funnel

Scaling up your Full Funnel strategy

301: 'Optimizing' Playbook

201: 'Scaling Up' Playbook

101: 'Getting Started' Playbook

Published

- Importance of Full Funnel
- 101 Media Plan
- 101 Blueprint for Full Funnel Campaign

- 201 Media Plan
- 101 Blueprint for Full Funnel Campaign
- Activation Calendars

Coming Soon!

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 you business solution.

2 Prospecting

Qualify if your leads are potential customers

4 Optimize

Convert your leads with the intended action and optimize your campaigns based off your previous learnings.

3 Nurturing

Once you've qualified your leads, begin to bring them down the funnel through relationship building

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Here is how your strategy will mature over time

	101	**201**	**301**
Business Goal	Focus on Brand Awareness and Prospecting	Focus on Lead Nurturing	Focus on Lead Quality and Optimizing
Objective	Video Views and Lead Generation Optimize for video views and volume	Lead Generation Optimize for lead conversion	Lead Generation focused on Lead Quality Optimization Optimize for the highest quality leads
Primary KPIs		CPL + CPQL (CPQL not measured on TTAM)	
Key Products	• Video View Objective • Lead Generation • Auto-targeting • Lowest Cost	• Video View Objective • Lead Generation • Auto-Targeting • Retargeting • Lowest Cost	• Video View Objective • Lead Generation • Auto-Targeting • Retargeting • Lead Quality Optimization • Lowest Cost

See **Getting Started Playbook**

Level up in our future playbook

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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.

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Share Of Budget Spent

101

YOU ARE HERE

301

Prospecting
Lead Generation (Broad Targeting/auto-targeting)

Brand Awareness
Video View

Nurturing
Lead Generation (Retargeting)

Prospecting
Lead Generation (Broad Targeting/auto-targeting)

Brand Awareness
Video View

Nurturing
Lead Generation (Retargeting)

Prospecting
Lead Generation (Broad Targeting/auto-targeting)

Brand Awareness
Video View

Optimizing
Lead Generation (Lead Quality Optimization)

Nurturing
Lead Generation (Retargeting)

Prospecting
Lead Generation (Broad Targeting/auto-targeting)

Brand Awareness
Video View

Optimizing
Lead Generation (Lead Quality Optimization)

Nurturing
Lead Generation (Retargeting)

Prospecting
Lead Generation (Broad Targeting/auto-targeting)

Brand Awareness
Video View

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

Lead Generation Lifecycle

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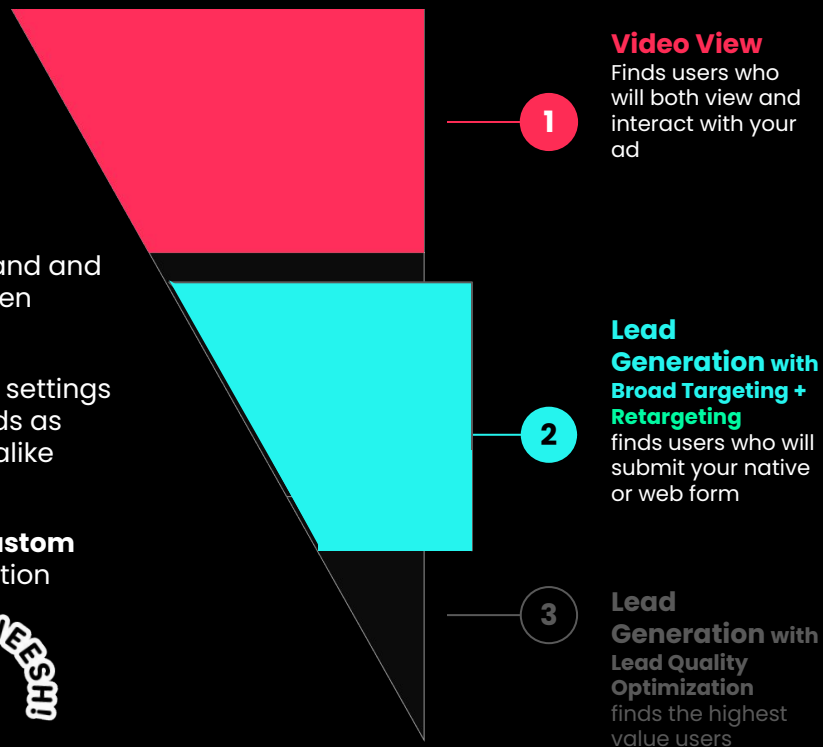
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Utilize **Lead Generation** with Broad Targeting **AND** **Retargeting** to maximize lead volume

- 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.

SHEESH!

1 **Video View**
Finds users who will both view and interact with your ad

2 **Lead Generation** with **Broad Targeting + Retargeting** finds users who will submit your native or web form

3 **Lead Generation** with **Lead Quality Optimization** finds the highest value users

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201 Blueprint: A Prospecting and Nurturing Lead Generation strategy

	Targeting	**Bidding Strategies**	**Creative**	**Measurement**
Solutions	• 101: Auto Targeting • 101: Broad targeting with Targeting Expansion • 201: Custom Audiences • 201: Lookalike audiences	• Lowest Cost Bidding • Campaign Budget Optimization (with >1 ad group)	• Video Templates • Smart Video	• 101: Pixel • 101: CRM Integration (Native Lead Gen)
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

NICE

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]

[1] Auto Targeting is not recommended for clients who need to exclude custom audiences.
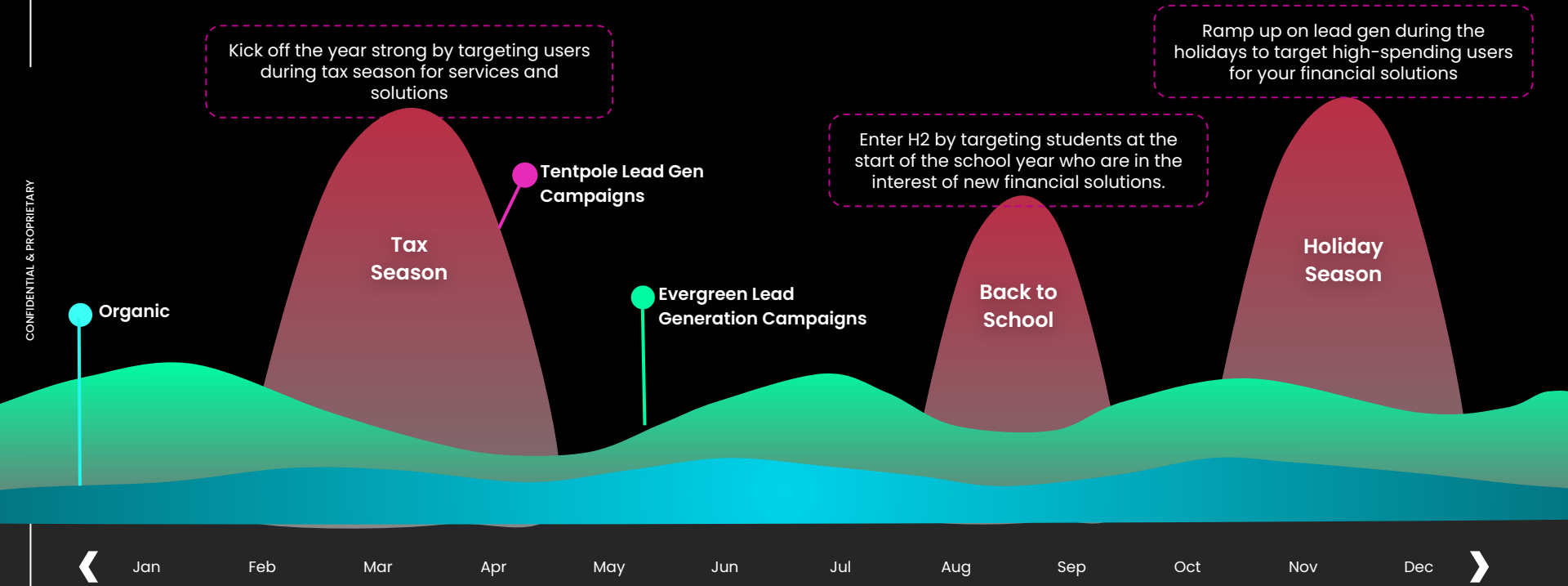[1] Source: TikTok Lead Generation & Auto Targeting Study 2022

201

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.

Tentpole Lead Gen Campaigns

Tax Season

Evergreen Lead Generation Campaigns

Back to School

Holiday Season

Organic

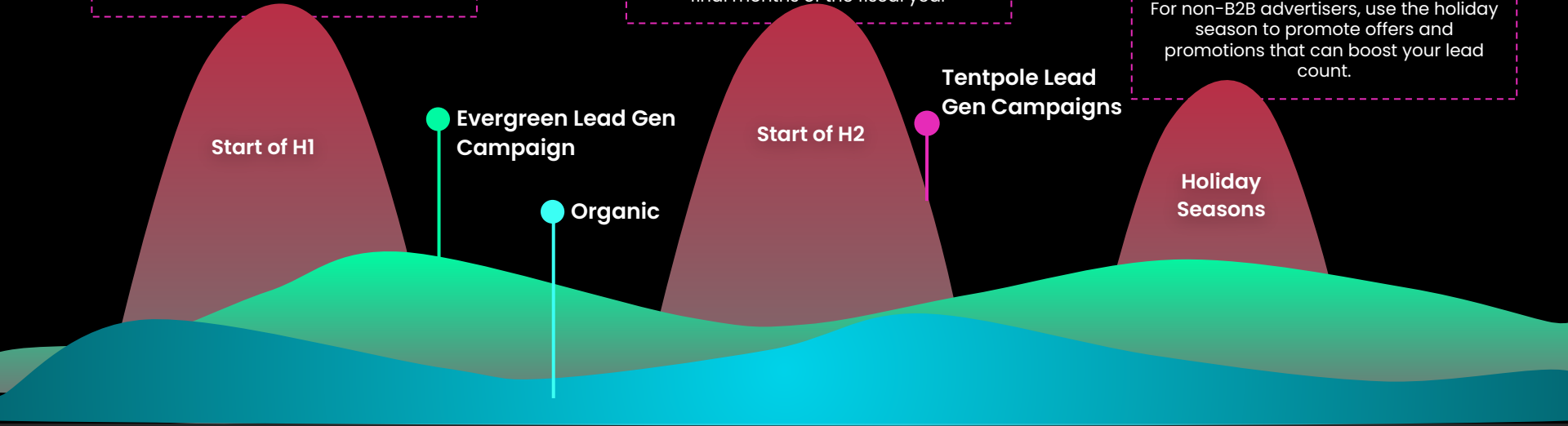Jan　Feb　Mar　Apr　May　Jun　Jul　Aug　Sep　Oct　Nov　Dec

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.

Start of H1

Evergreen Lead Gen Campaign

Organic

Start of H2

Tentpole Lead Gen Campaigns

Holiday Seasons

Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sep   Oct   Nov   Dec
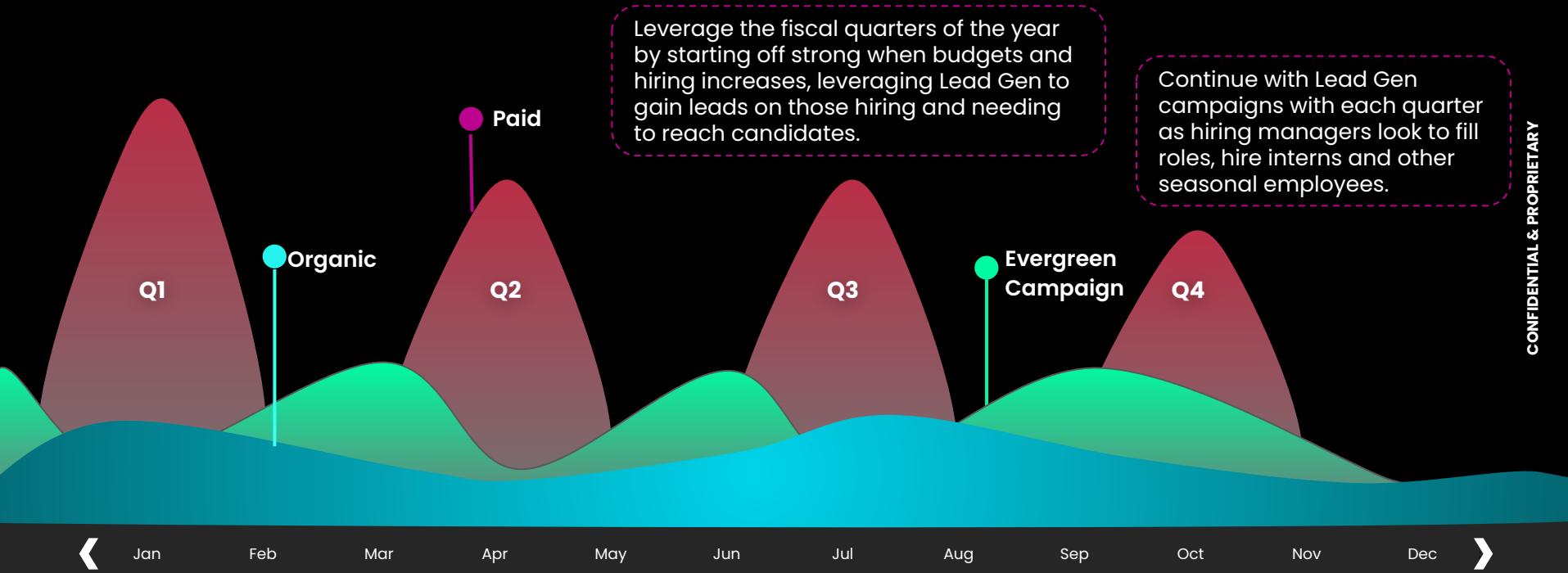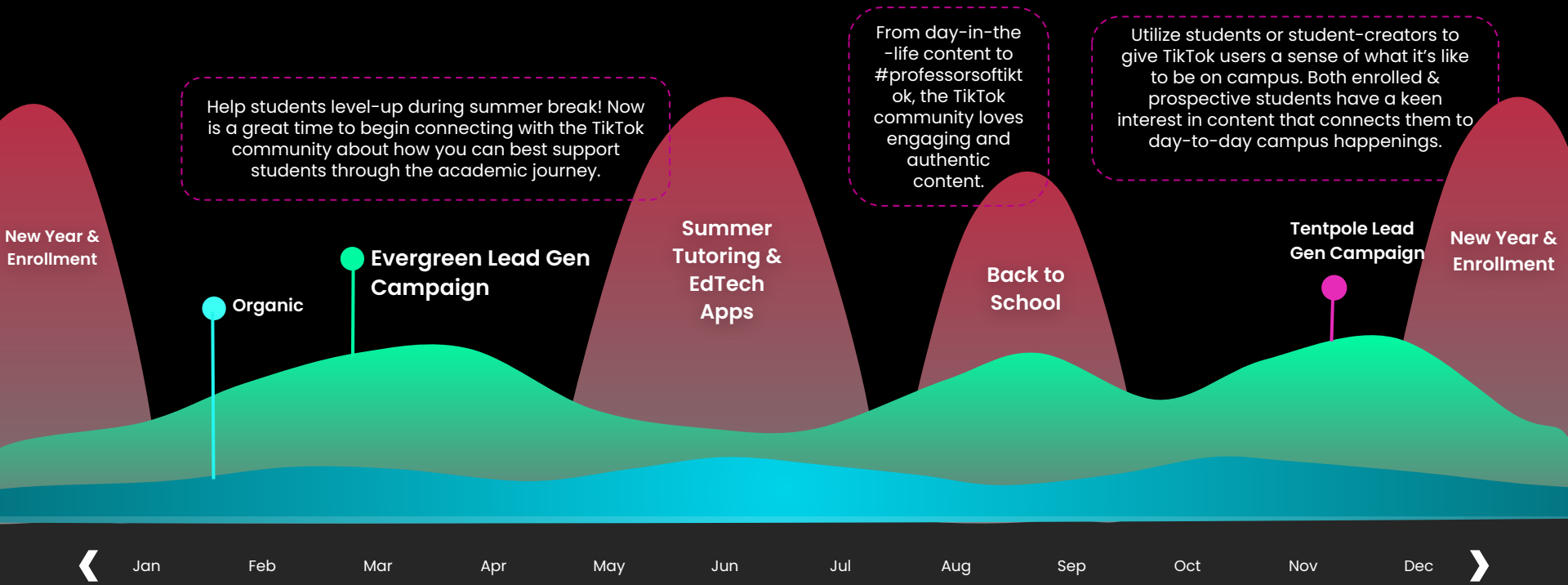
An **always-engaged** strategy doesn't replace your tentpole activations—it **supercharges** their impact.

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.

● Paid

● Organic

Q1

Q2

Q3

● Evergreen Campaign

Q4

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❮ Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sep   Oct   Nov   Dec ❯

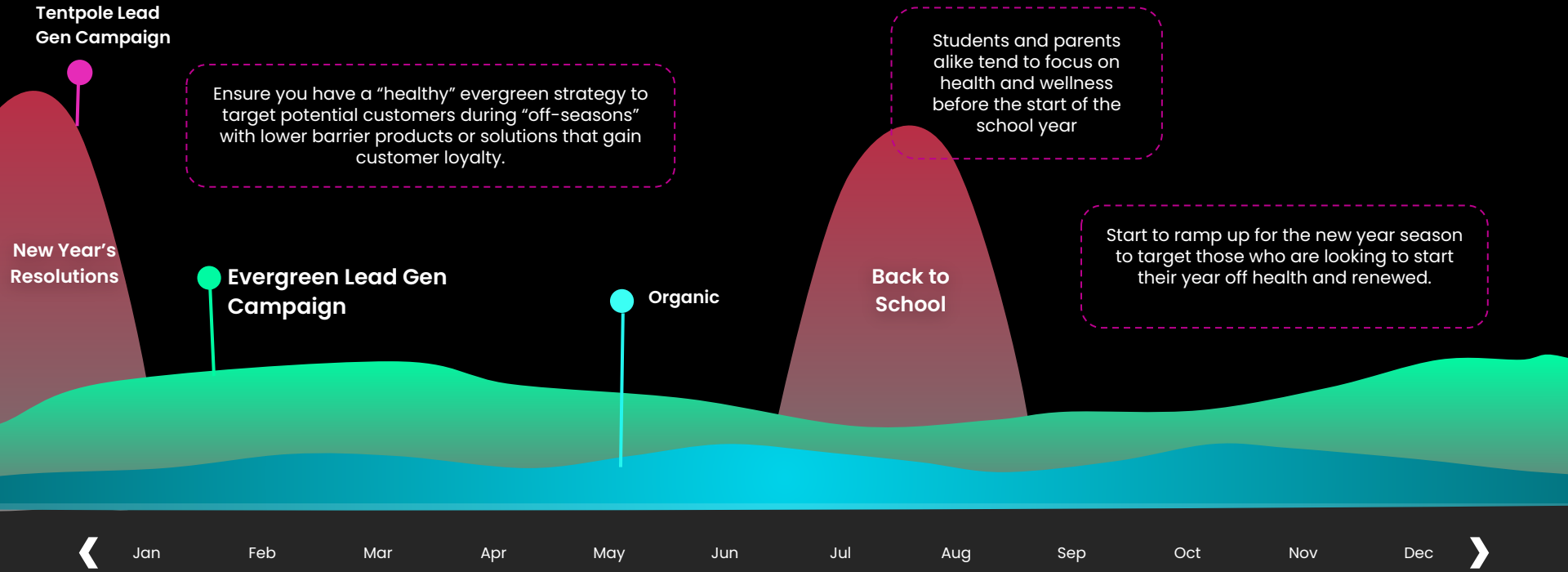# An **always-engaged** strategy doesn't replace your tentpole activations—it **supercharges** their impact.

New Year & Enrollment

Organic

Evergreen Lead Gen Campaign

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.

Summer Tutoring & EdTech Apps

From day-in-the-life content to #professorsoftiktok, 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.

Back to School

Tentpole Lead Gen Campaign

New Year & Enrollment

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |

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.

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

New Year's Resolutions

Evergreen Lead Gen Campaign

Organic

Back to School

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

Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sep   Oct   Nov   Dec

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Bonus Content

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 campa 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

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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.
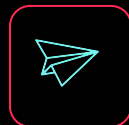
01
Complete the ad group and ad settings for your control

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

Estimated Conversion Rates

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?

Other ML Elements

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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 TlkTok campaign strategy

Test	Creative A vs. Creative B
Goal	Determine whether Creative A or Creative B delivers a higher ROI
Key KPI	View-through-rate
Control Group	Creative A video with selfie-style testimonial
Test Group	Creative B with 'behind the scenes' content
Constants	Targeting Ad Format Ad Copy & CTA Bidding Type Optimization Goal Budget

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, 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

Bonus Content

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.

Housing
Rentals or sales of houses, apartments or other properties & rental listing services.

Employment
Jobs or employment opportunities, job listing services, job search services.

Credit
Credit, loans, long-term financing or other opportunities related to credit and lending.

Settings

Campaign name

Test Campaign

Special ad categories (Optional)

No Categories declared

Housing
Ads for the sale or rental of houses, apartments, and other properties, or for sale and rental listing services.

Employment
Ads for jobs or employment opportunities, or for job listings and job search services.

Credit
Ads for credit card offers, loans, long-term financing, or other opportunities related to credit and lending.

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

Restricted

Allowed

Not allowed

Allowed on a limited basis (e.g. age restriction, certification, etc.)

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.

Try TikTok Academy

Scan to Enroll!

Want to learn more about Prohibited & Restricted Ad Policies on your own time?

Completed

Prohibited & Restricted Ad Policies

Completed

Understanding our Ad Review Process

Ad Policy TikToks

Follow us! **@tiktokadpolicy**

Like 🤍   Share ➤   Comment 💬

Scan to Follow!

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 should ensure they carefully review the TikTok Advertising Guidelines in full.

Case Studies

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.

2.4 M
Impressions

$20.60
Average CPL

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
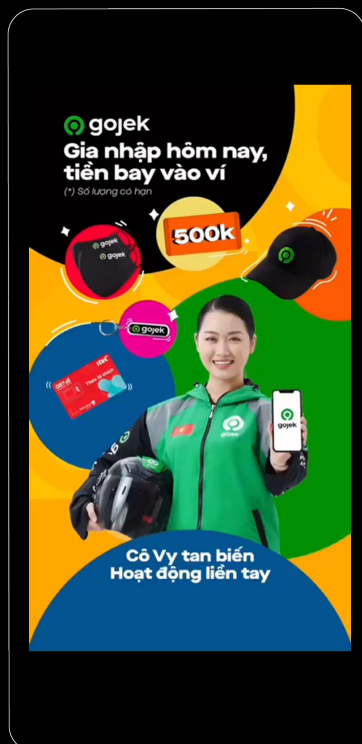
47%
Lower CPL

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%
Lower CPL than KPI goal

16%
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 Programing. 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**

62.51%

Lower CPL

(lower comparing to the lead campaign using external URL)

35.33%

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.
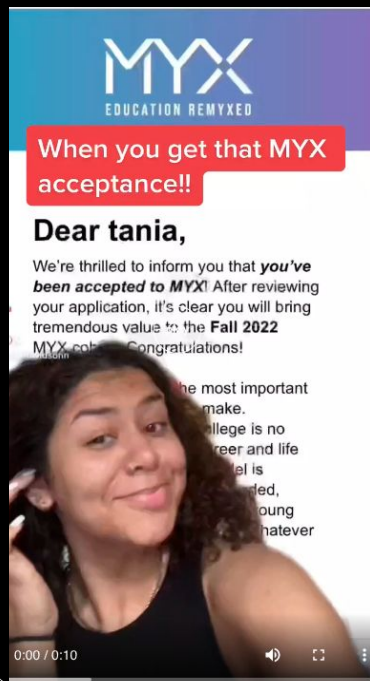
57%
Higher in lead volume vs. without DC

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.

97%
Lower CPL

2.3M
2-second video-views

SMB

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, oversees 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.

88%
Lower CPA

80%
Lower CPC

2.1%
Conversion Rate

Auto
Success Stories

Finance

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**

81

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.

60%
Lower CPM

The Lead Generation ads resulted in a 60% reduction in cost-per-thousand (CPM).

80%
Lower CPL

This campaign saw 80% reduction in cost per lead.

1K+
Leads Collected

Dermanostic received more than 1,000 newsletter signups.

Details: https://www.tiktok.com/business/en-US/inspiration/dermanostic-328

DA Surgery utilized Lead Generation to drive higher consultations

Lead Generation Campaign

DA Plastic Surgery is plastic surgery clinic Korea who 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 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.
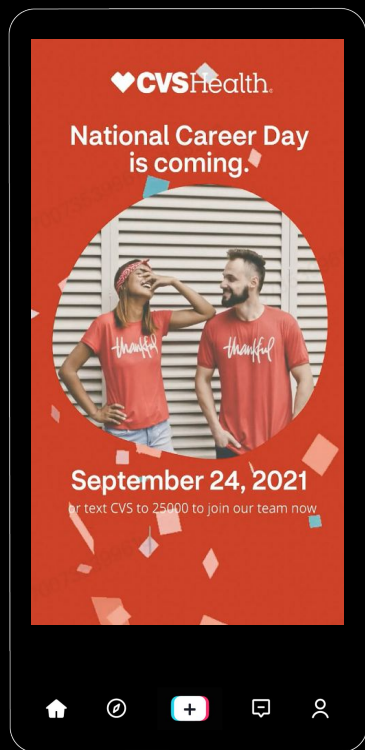
14%
Lower CPL

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.

2.4 M
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

Issue	Recommended Solution
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 intent 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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