



3 Steps to Advance Performance

Looking beyond your first Performance Campaign on TikTok

With over **1B+** monthly global users, TikTok drives massive engagement; Australian TikTok users are **1.5x** more likely to immediately buy something they discovered on platform, compared with other digital platforms.¹ Harness this engagement and take your performance campaigns further on TikTok with the 3 steps to advance performance: **Design, Optimise, Measure.**



Design



Lay your foundations

Build your **signal infrastructure** to enable optimisation and measurement of your ads. This includes **Events API**, pixel, and parameters. Think of signals as the GPS for your marketing journey; it helps you navigate the best route to reach your destination!

Optimise

SPC

Smart Performance Campaign

Use **Smart Performance Campaigns** to start your performance strategy or improve ongoing activity. Optimise bids to lowest cost or use Value Based Attribution to drive results.

Measure

CLS

Conversion Lift Study

Analyse the true incremental impact of your lower-funnel conversion campaigns. **CLS** can help suggest changes to your marketing mix strategy to drive incremental sales, and help understand which marketing activities drive the most incremental conversions.



Create to engage

Use creative elements to drive action and memorability. Remember to use the 3 V's of Performance Creative Effectiveness. They are **Value** (Use the **5 fundamentals**), **Volume** (Have 3 - 5 ads per ad group) and **Velocity** (refresh every 2 - 3 weeks).

VSA

Video Shopping Ads

Use **Video Shopping Ads** to unlock the next phase of your performance strategy. Take advantage of the catalog solution to showcase your products or services in another format and use the full power of automation.

PPS

Post Purchase Survey

Expand your business' view of your clients path to purchase and complement your attribution models by using **Post Purchase Surveys** to identify their first touch attribution channel.



Aim for Intent

Prospect new audiences and build custom audiences to drive improved performance results. Remember to **Go Broad** with your audience, improve long term campaign performance with **Lookalikes/Retargeting**, and explore **Interest Audiences** and/or build **Custom Audiences**.



Automatic Placements & Search Ads Toggle

Connect the missing points with **Automatic Placements** and use **Search Ads Toggle** as an extra boost to showcase your product / service in the search results on platform.

Brandformance

Go Full Funnel

Adopt a holistic approach to your marketing activity and measure the impact of your upper funnel activity on your performance campaigns by adding a **Brandformance test** to your measurement pipeline.

