Lead Generation on TikTok

Simply and effectively capture qualified leads, optimize ad spend, and reach an engaged audience with TikTok Lead Generation, so you can focus on what matters most - applying your expertise to building a unique digital strategy for your clients.



Reach New Audiences

With customizable, intuitive, and effective form formats and destinations, TikTok Lead Generation ensures you're well positioned to unlock new leads for your clients highlighting your value as an agency partner well-versed in cutting-edge platforms.

Generate qualified leads

57% of TikTok users are likely to purchase from an advertised brand after viewing a Lead Generation ad on the platform¹. And, TikTok is investing in new lead quality optimization tools and integration opportunities to further improve lead quality for our clients.

Deliver on client ROI expectations

Return on ad spend (ROAS) on TikTok is 2.9x higher than all other media for US clients.2 Take advantage of a highly engaged audience the TikTok community.

Lead Generation across industries

TikTok's Lead Generation solutions were built to fit a variety of industry needs. Below are a few examples of how you can integrate TikTok Lead Generation into your clients' full-funnel campaign strategies.

- Find B2B leads
- Build newsletter list
- Promote course subscriptions
- Generate quotes
- Sign up for test drives
- Send discount codes/giveaways

Three key elements to boost a TikTok **Lead Generation strategy**

With engaging and authentic creative, robust measurement optimizing towards your clients' campaign goals, and a full-funnel approach to ensure potential customers are moving through the sales funnel, you'll be well on your way to a successful ad strategy with TikTok!

Element 1

Campaign Creative Tips

Implement these six secrets with your clients' creative to help you decode TikTok's creative potential.



TikTok first

Create content authentic to TikTok & For on platform trend You Page.



Trends

Apply your brand to to connect with wider users.



Production

Use the space wisely: fill the screen but don't overlap with the UI.



Structure

Create content structures that add value and drive effectiveness.



Stimulation

Grab users attention with editing techniques.



Sound

Start with sound. What role does it play in the content? How is it additive?

Best Practice:

93-5 is the magic number. When building ad groups, add around 3-5 creatives within the 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. Once creative fatigue begins to occur (which tends to occur after 5-7 days), we recommend uploading new creatives to refresh your ad group.

Element 2

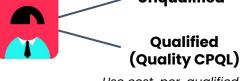
CPL or CPA)

Data Connections & Measurement

Before setting up a Lead Generation campaign, it's important to determine which metrics matter most to your client, based on what stage of the lead-to-sale journey they're optimizing for.



Metric calculated by the advertiser Unqualified



Use cost-per-qualified-lead (CPQL) If your client is optimizing for lead quality

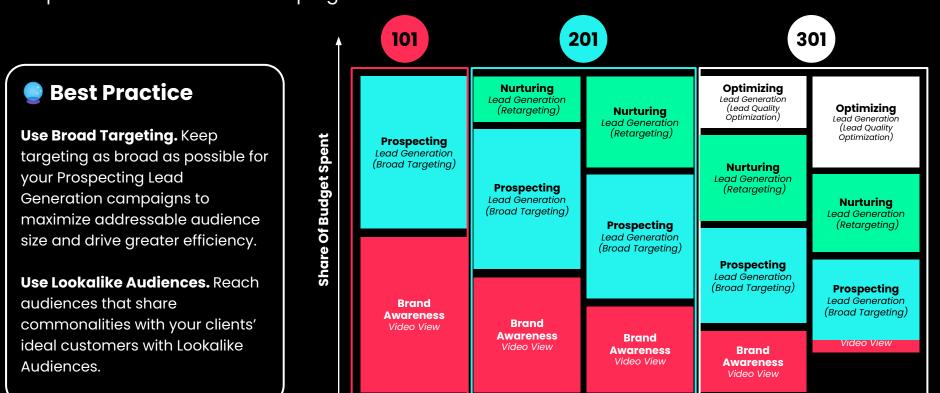


(CPAL) If your client is optimizing for **paying customers** from your lead generation campaigns

More on Lead Generation and Web Conversions. See additional solutions for Lead Generation reporting - Pixel Setup and CRM **Integration** options.

Full Funnel Strategy

We know driving conversions is often the #1 priority for your Lead Generation clients. However, it's important to highlight the benefits of diversifying a media budget across the marketing funnel, since a full-funnel strategy can help generate a consistent pipeline of potential leads to complement lower-funnel campaigns.



Lead Generation Lifecycle

Lead Generation Solution Set

Consider implementing the following campaign features and settings when building a Lead Generation campaign for your client to be set up for success from the start.

	Targeting	Performance	Creative	Measurement
Solutions	Broad targeting	 Lowest Cost Bidding Campaign Budget Optimization (with >1 ad group) 	Video TemplatesSmart Video	PixelCRM Integration (Native Lead Generation)
Strategies	Test a variety of broad interest targeting	Focus first on upper funnel optimization goals (video views and lead volume)	 Improve creative using Creative Tools Refresh creative every 7 days to avoid creative fatigue Take this time to experiment and learn what types of creative engage your audience 	 Keep track of essential data and signals for future optimization and scale for global launch Integrate your CRM to ensure your leads seamlessly and quickly reach your salesforce

Best Practices

Keep these best practices in mind when setting up and optimizing your clients' Lead Generation campaigns.



Bidding and Budgeting

- **Set budget at a minimum of 10x the expected CPA.** As you're getting started, use a Lowest Cost bidding strategy with a daily budget set at a minimum 10x your client's expected CPL.
- To best scale spend, increase budget at a maximum of 50% per day. If you're looking to increase budget by more than that, increase budget over the course of a few days.
- **Optimize total spend with Campaign Budget Optimization.** If you're working with multiple ad groups in a campaign, we recommend using Campaign Budget Optimization to easily and automatically optimize overall spend.

Data Connections

Integrate your client's CRM with TikTok so you can seamlessly and efficiently manage leads from their Lead Generation campaigns. This ensures the highest rate of contactability possible and streamlines efforts for sales teams.

Resources

Looking to learn more about TikTok Lead Generation or share resources with your clients? Check out some helpful assets below.

- <u>Lead Generation TikTok Academy</u>: Dive into how TikTok can help you find your next customer in this in-depth course on driving leads on the platform
- Getting Started with Lead Generation: Explore this all-in-one guide for getting started with Lead Generation on TikTok
- <u>Scaling up with Lead Generation</u>: Take your client's lead generation campaign to the next level with this campaign optimization guide