



 **TikTok**

TikTok Targeting Solutions

Global Business Marketing

Agenda

1

Overview of Targeting On TikTok



2

Solutions

Target Your Audience
Reach Intelligently
Test & Learn



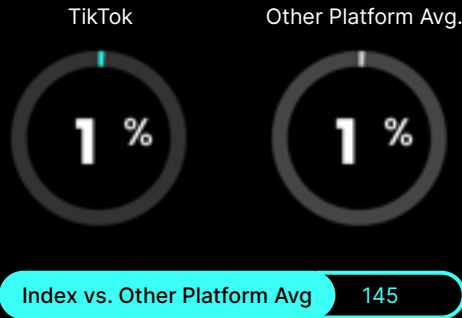
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Success stories

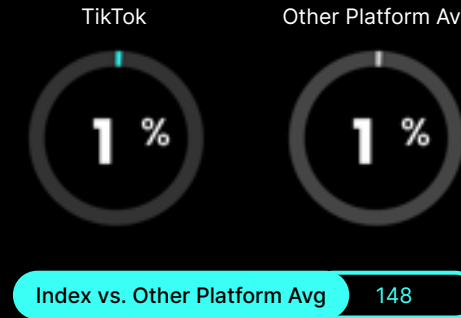


TikTok is for Everyone: Customer discovery is our super power

Discover new products and brands on the platform



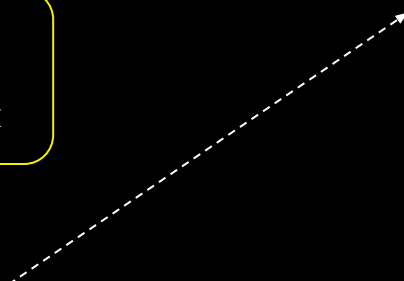
Discover something on the platform and immediately went out to buy it



Find your audience, and expand into new ones



Hot tip: too precise
targeting may actually
make you miss your mark



You never know who you will discover, and who will discover you

#swiftie



#foodtok



Who's looking for you  Who you're looking for



It starts with our huge & diverse audience

With **1 billion** people around the world

And we meet those audiences **across the consumer journey** to where they are



Discovery

15% of new customers **discovered on TikTok first**¹



Engagement

1 in 2 audiences who use TikTok for purchasing decisions **engage with brands post purchase**³



ROI

70% increase in Paid Media **ROAS**⁵



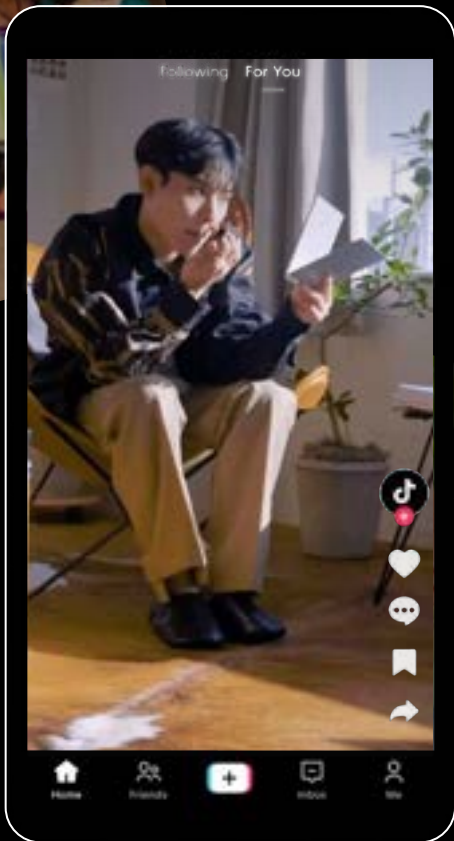
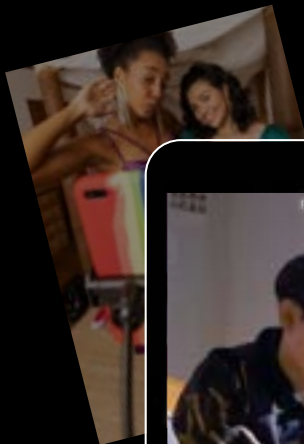
Brand Recall

8% increase in brand recall as a result of advertising on TikTok²



Conversions

97% of TikTok campaign contributed to **incremental TV tune-ins**⁴



The best way to let TikTok do the work for you: **Broad Targeting**

For best results we recommend relying on the power of TikTok and targeting broadly. By artificially limiting targeting you can leave out unique audiences that are interested in and want to take action with your brand. Consider the largest audience size as you test and learn to see what works best for your campaign.

We offer multiple solutions and tools to help refine your audience where needed.

What is broad targeting?

Broad targeting can be described as setting the minimum number of firmly-required targeting constraints.

Rule of Thumb



With broad targeting, when in doubt, do not restrict your targeting settings.

Only limit your targeting, if your product is absolutely not suitable for a certain segment.



Broad Targeting does not mean all audiences

Broad targeting means that our ad models have more freedom to optimally determine the right users to see your ads based on their potential to convert

Narrow Targeting:



**Limited ability to efficiently optimize ad delivery.*

Broad Targeting:



**More freedom to efficiently optimize ad delivery.*

The benefits of Broad Targeting

On average, “Fairly Broad Audiences” on TTAM out perform narrower audiences.

Advertisers should validate that they outperform broad targeting and then test more advanced targeting strategies.



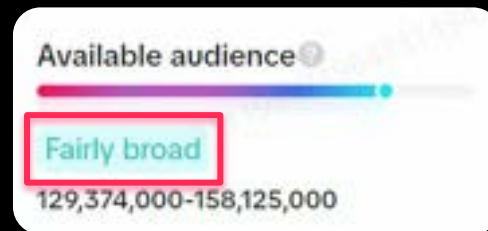
“Fairly Broad” Audiences in TTAM compared to all others:

**Lower
Cost Per Action**

**Higher
Conversion Rate**

-15%

+20%



TikTok Targeting: Power Your Performance

Target Your Audience

Our unique relationship with audiences means we can help connect you to your customers whoever they are, whatever they like, and whatever else makes them unique.

Demo

Custom

Interest & Behaviors

Retarget

Device

Reach Intelligently

Leverage TikTok's intelligent solutions to reach your audience.

Smart Targeting

Lookalike

Test & Learn

Create a test plan to create scalable and repeatable successful campaigns and learn what works for you.

Test & Learn

Target Audience



Target Your Audience

Demo

Interests &
Behaviors

Device

Custom

Retarget

Target your audiences based on their demo

Reach your audiences based on their demographic information.



Demographic

Define your ideal marketing persona using aggregated demographic information, including:

- Age
- Gender
- Language
- Location
- Spending power



Location

Define your ideal marketing persona using location information:

- Country/region
- State/province
- Designated Market Area (DMA)
- City
- Zip Code



Target your audiences based on what makes them tick



Interests

Reach audiences based on their interests in a wide range of content categories and keywords, including

- Games
- Automobile
- News & entertainment
- Financial services
- Beauty/Personal Care
- ...and more



Behaviors

Reach audiences based on their recent behaviors and interaction with video content, including:

Video related actions in past 15 days, covering:

- Video completion, Like, Comment and Share

Hashtag interactions:

- Views of videos with certain hashtags

Creator follow actions, covering:

- Following types of creators, viewed types of creator profile page in past 30 days



Find your audience from what they want to what's in their hand



Core Operating System (OS)

Target users based on their core OS:

- **Android**
- **iOS**



Device, Carrier, OS Model

Ensures brands reach audiences in relevant environments, including:

- **Device model**
- **Device price**
- **Connection type**
- **Carriers**



Target Your Audience

Demo

Interests &
Behaviors

Device

Custom

Retarget

Create your custom audiences

Reach **new** and **existing** prospects with **Custom Audiences**, by connecting your **Website**, **App** or other customer data sources.



Customer File

- Mobile Ad ID (IDFA/GAID)
- Phone (Beta)
- Email (Beta)



Audience Integration

Audience integration with selected partners

(including 1st party and 3rd party data management platforms - closed Beta)



App Activity

- Install
- Complete Registration
- Search
- Add to Cart
- Place an Order
- ...and more



Website Traffic

- Add to Cart
- Place an Order
- Download
- Submit Form
- ...and more

Target Your Audience

Demo

Interests &
Behaviors

Device

Custom

Retarget

Engage existing audiences and drive results

Target audiences who have viewed or engaged with your TikTok Business Account, Instant Page, App Profile Page, reservation and auction ads campaigns.



Business Account

People who followed your TikTok Business Account, or interacted with your Business Account or its content.



Engagement

People who saw, clicked or engaged with your content, including engagement with TikTok Instant Page or App Profile Page (Beta).



Lead Generation

People who viewed or submitted an instant form in a Lead Generation ad.



Challenge

People who engaged with a Hashtag Challenge or Branded Effect (Beta).

Reach Intelligently



Reach Intelligently

Smart Interests

+

=

Smart Audience

Web Conversion Ads
with Smart Targeting
Enabled:

Allow TikTok to
expand on these
variables when we
have confidence
that it will improve
ad performance

-5%

Lower Cost per Action

Smart Targeting Logic

Launch

Ad is launched - we use your exact ad settings with no expansion.

Observe

We observe your ad to determine: Are there users outside your Targeting audience that are likely to convert? Is your ad's performance dropping off?

Expand

If we have confidence that we can improve ad performance, we expand targeting to include users that we believe are likely to engage with your ad.

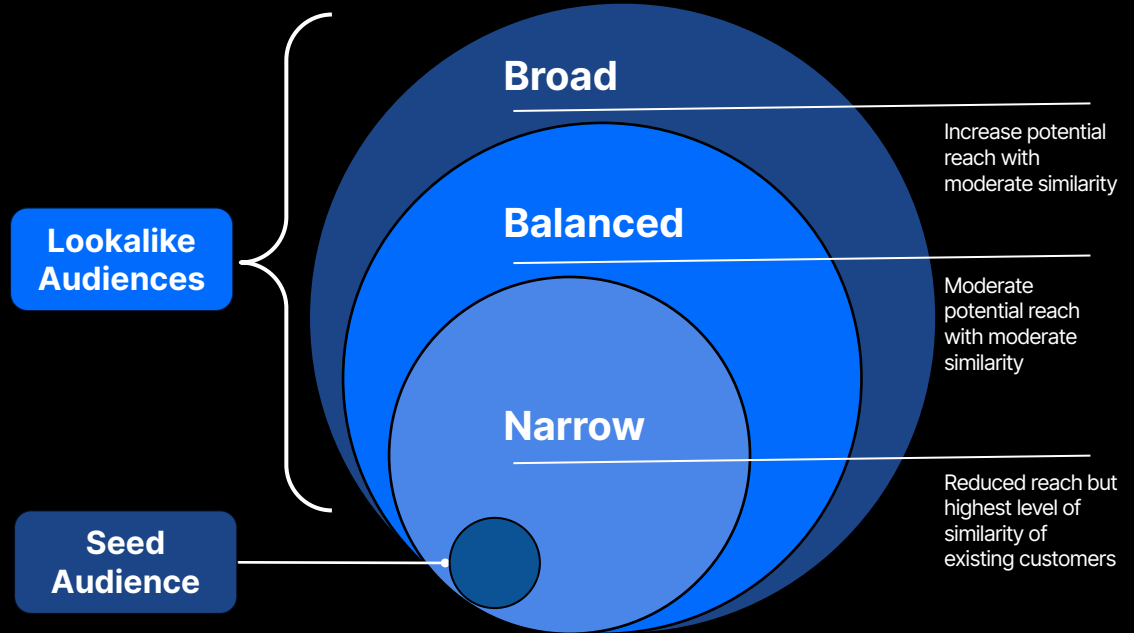
Note: We only expand on the targeting variables you enable

Grow your consumer base with lookalike audiences

use your data to scale your reach intelligently



TikTok's audience data management platform enables brands to build **flexible & scalable** targeting capabilities to re-engage existing customers and attract new ones.



We recommend a 2 week flight with 50 conversions per week for each ad group.

Create a **test plan** and create **scalable** and **repeatable** campaigns and **learn** what works for you

Easily set up scientific A/B tests for variables like creative, audience, and optimization among ad groups.

Examples

Smart Audience

Hypothesis:
Does enabling Smart Audience improve ad performance?

Smart Interest & Behaviors

Hypothesis:
Does enabling Smart Interest & Behavior improve ad performance?

High Spending Power

Hypothesis:
Using High Spending Power will yield a better Return on Ad Spend (ROAS) than without.

Custom or Lookalike

Hypothesis:
Does leveraging Audiences outperform my current targeting approach?



Key Takeaways

1

Find new or existing audiences

Engage with customers and target those who have shown interest in your campaigns with TikTok's targeting suite.

2

Reach the right people

Leverage data to engage with customers. Reach and scale with TikTok's expansion and engagement tools.

3

Test and learn

Test different hypothesis to see what works best for you.



Success Stories



Success Stories

Broad Targeting

Bardi Smart Home

Consumer Electronics / Indonesia

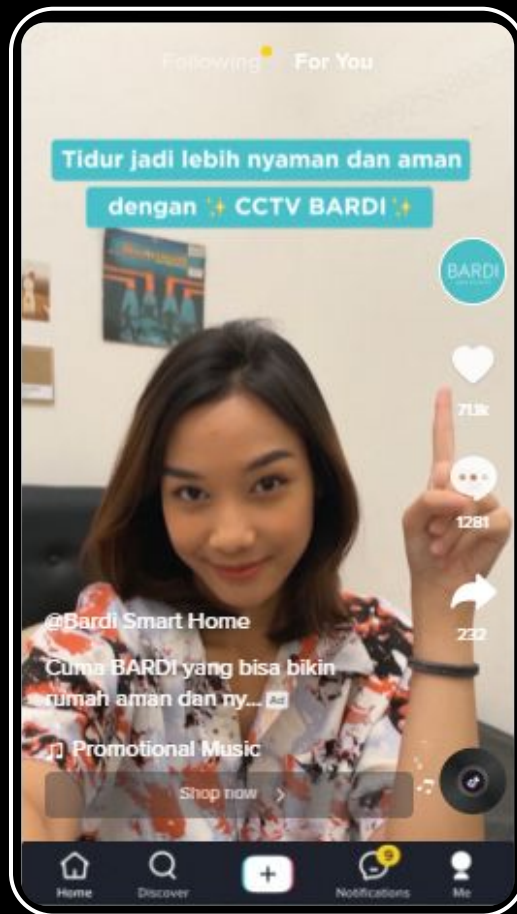
The Objective

Always looking for new opportunities to improve their marketing efforts, BARDI Smart Home chose to test out the Broad Targeting feature on TikTok Ads Manager to drive Traffic to their website, boost sales of their products, and reduce the need for manual optimization.

Using Broad Targeting

The campaign delivered strong results. It created a surge of visitation to their eCommerce partner landing pages, with 160k clicks, as well as increasing product awareness & consideration with their potential customers.

The Automatic Targeting strategy delivered



In-Feed Ads using Automatic Targeting

The Results

356IDR

Cost Per Click

40%

CPC below target

Success Stories

Broad Targeting

OKXE

E-Commerce / Vietnam

The Objective

OKXE are always looking for new opportunities to improve their marketing efforts, and chose to test out Broad Targeting on TikTok Ads Manager to drive Install performance and reduce the need for manual optimization.

Using Broad Targeting

The campaign grew OKXE's customer base. It created 10,400 new installs of the app, as well as delivering 36,500 clicks, at a Cost Per Install that was 6% below their target overall.

The Broad Targeting strategy delivered



In-Feed Ads using Automatic Targeting

The Results

5.6K VND

Cost Per Install

7%

CPI below target

Success Stories

High Spending Power

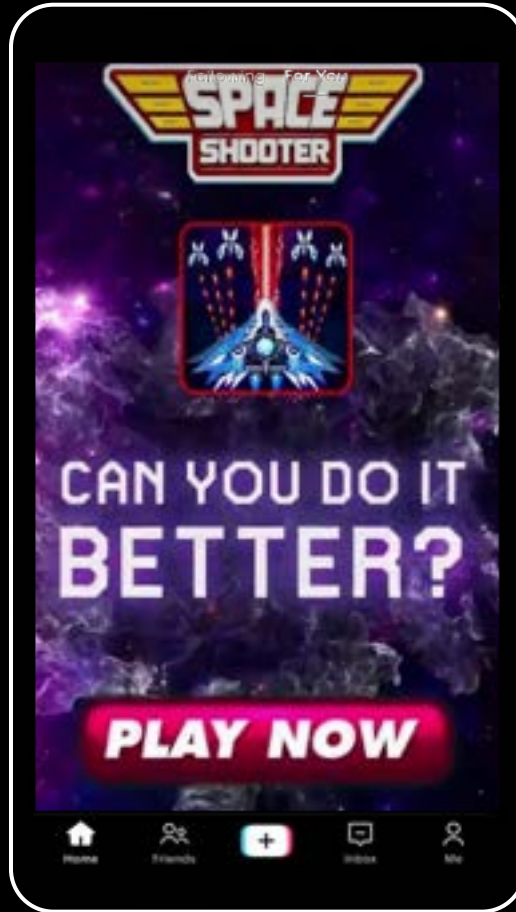
Rocket Studio

Video Games

The Objective

Space Shooter, developed by Rocket Studio, is an immersive casual shooting game that delivers top-notch visuals and gameplay. Our aim with this test is to determine whether High Spending Power (HSP) targeting will enhance the performance of Android Multi Conversion AEO Purchase campaign.

The hypothesis is that users who have a history of purchasing from a gaming app will likely be more comfortable in making purchases in other mobile games. The combination of High Spending Power targeting and Multi Conversion AEO resulted in higher D7 ROAS and lower cost per purchase.



The Results

+27.34%

Higher D7 ROAS
(compared to
non-HSP Ad Group)

-.49%

CPI below target
(compared to
non-HSP Ad Group)

Success Stories

High Spending Power

Funtap

Video Games / Vietnam

Success Story

Ever Song is a MMORPG game publisher based in Vietnam. In May 2023, they ran App Event Optimization (AEO) Campaigns with **High Spending Power targeting for the Ever Song**, their MMORPG game title. Their goal was to achieve efficient results such as lower cost per purchase and higher Return on Ad Spend rate, targeting mobile gamers in Vietnam.

Funtap ran Android AEO campaign optimizing towards Purchase **and leveraged High Spending Power Targeting (HSP)**. This targeting option empowered them to **reach audience who have a history of purchases specific to gaming**. As a result, the audience will be more likely to take in-app actions for purchases, thereby resulting in efficient campaign performance such as **lower Cost per Purchase** and higher **Return on Ads Spend**



The Results

-12%

Cost Per Purchase

+22%

In Purchase Rate

+12x

Increase in ROAS

**: Compared with AEO ad group that did not use High Spending Power Targeting (Split Test enabled).*

Follow

Tawan

Food And Beverage / Thailand

Challenge

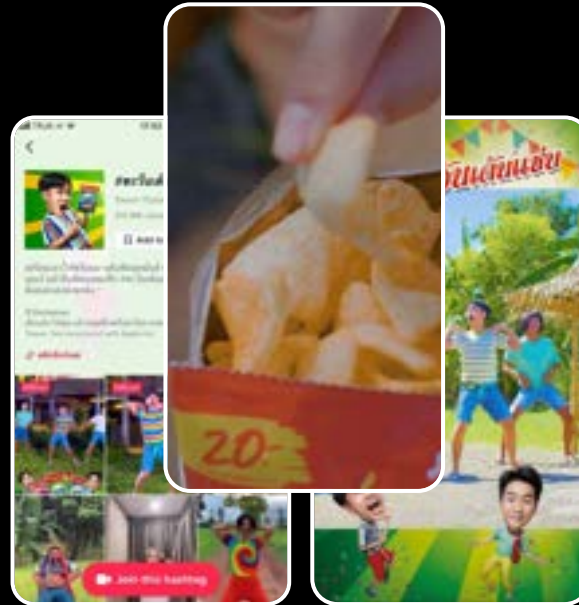
Build on the Hashtag Challenge Hype

Tawan, a brand of savory snacks, launched a Branded Hashtag Challenge in conjunction with other high-impact ads such as Topview and One Day Max In-feed Ads to drive mass awareness in the first three days.

Tawan **retargeted engaged users to help sustain the campaign** and increase product consideration. In order to generate insights for the campaign, the brand focused on incremental testing and joined the Test with TikTok program to set up structured A/B tests related to audience targeting.

Challenge Retargeting outperformed a broadly targeted ad group in a Split Test

Video Views



Hashtag Challenge

TopView/ODM

The Results

+10%
VTR

-20%
CPV

Success Stories

Broad Targeting

The Athlete's Foot

Retail / Australia

Challenge

Connect Campaigns into one story

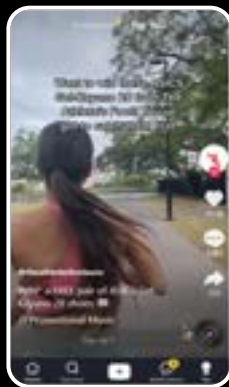


Reservation (Race)



Engagement

Viewed, clicked, or engaged with content

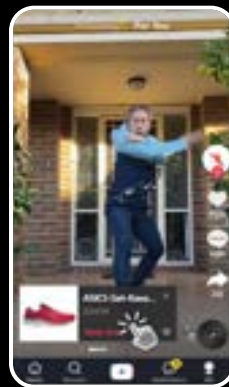


Lead Generation (Finish Line)



Lead Gen

Viewed or submitted a Lead Generation form



Dynamic Showcase Ads

The Results

Reservation Engagement retargeting delivered strong lead generation results.

5,550

Leads

-50%

CPL

Lead Generation retargeting audiences delivered strong sales results

+9.9%

Sales (YoY)

Success Stories

Broad Targeting

Masomo Games

Gaming / Android

The Objective

Broad Targeting to lift game players' purchase ROA

To find higher value users, Masomo Games participated a beta test for **Broad Targeting** with their Android campaigns. After the experiment period, Broad Targeting delivered solid results towards their key campaign objectives.

Using Broad Targeting

"Thanks to broad targeting, our D7 purchase ROAS has increased significantly compared to traditional gender-based broad targeting. We'll increase the number of Broad Targeted campaigns for our several games in various geographies."

—Sinem Demiroz | Performance Marketing Specialist

The Broad Targeting strategy delivered



In-Feed Ads using Automatic Targeting

The Results

36%

Higher Purchase ROAS

46%

Total Purchase Volume

15%

Higher Average Revenue Per User