

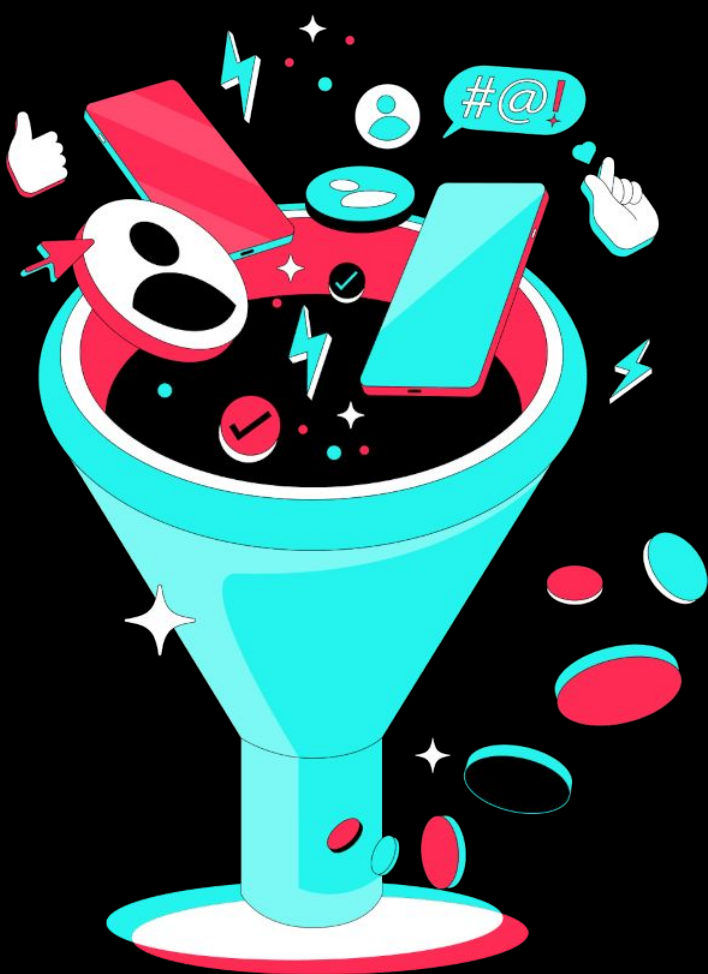


TikTok Smart+ Cost Cap ✨

Predictable CPA.

Maximum Performance.

Unlock stable and efficient results with Cost Cap bidding strategy for Smart+.



What is Cost Cap?

Cost Cap is a powerful bidding strategy that allows you to set a target average cost per acquisition (CPA) for your campaigns. Simply tell Smart+ how much you're willing to pay for a result, and our AI will automatically optimize your bids in real-time to achieve that goal, helping you secure the maximum number of conversions at or below your target cost.

More Impact, Less Effort with Smart+

Tired of volatile ad costs and fluctuating CPAs that make it hard to plan your budget? We get it. That's why we built Cost Cap—an intelligent bidding strategy designed to give you control and predictability, ensuring you get the most value out of every dollar spent.

Predictable CPA

Set your desired Cost per Action and let our system deliver performance. Say goodbye to performance surprises and hello to consistent, predictable returns.

Enhance Budget Efficiency

Stop overpaying for conversions. Cost Cap directs your budget only to the most efficient opportunities, automatically avoiding expensive auctions to eliminate waste.

Simplify Campaign Management

Stop wasting time with manual bid adjustments. Set your Cost Cap once and free up your time to focus on strategy, creative, and growing your business.



Drive more efficient results with every dollar. Try Cost Cap today and take control of your ad spend.

Visit our [Help Center](#) to know more about Cost Cap

TikTok Smart+ Cost Cap

Cost Cap Best Practices



Budget:

Look at your campaign's average Cost Per Action (CPA) over the last 7 days.

1. If historical CPA is $\leq \$20$: Set daily budget to **≈ 10 times CPA.**
2. If historical CPA is $> \$20$: Set daily budget to **≈ 5 times CPA.**

Budget and schedule

Budget

Daily

USD

Budget is required

Example: your last 7 days CPA is \$50. Your budget should be at least \$250 ($\50×5)

Bid:

For best results, use it on campaigns with more than 10 conversions (>10) in the past 7 days.

How to Set Your Bid: Start by setting your *target CPA equal to your campaign's average CPA over the last 7 days.*

A realistic bid based on recent data gives our system the best chance to learn quickly and deliver efficiently.

Set target CPA

Enter a value

USD/Conversion

Set a bid price

Learning Phase:

Before 25 conversion or 7 days, do not make major adjustments to Smart+ campaigns:

- **Let campaigns** run for all the duration of learning phase
- **Do not pause the campaign**
- **Maintain the same budget**
- **Maintain the same bid**
- **Maintain the same targeting settings**

Campaign	On/off	Name	Status	Budget	Total cost	Impressions	CVR	CTR	Result
You have 100 draft ads									
		Creative sets group name	Active limited optimization needed	33.00 USD Daily	25	25	32	37%	Reach
		Materials name	Active limited optimization needed	33.00 USD Daily	25	25	32	37%	Reach
		Materials name	Active limited optimization needed	33.00 USD Daily	25	25	32	37%	Reach
		Materials name	Active limited optimization needed	33.00 USD Daily	25	25	32	37%	Reach
		Materials name	Active limited optimization needed	33.00 USD Daily	25	25	32	37%	Reach
		Creative sets group name	Active limited optimization needed	33.00 USD Daily	25	25	32	37%	Reach
		Materials name	Active limited optimization needed	33.00 USD Daily	25	25	32	37%	Reach
Total of 201 ads				33.00 USD	25	25	32	37%	Reach

Creative:

- **Quantity:** upload **at least 6 creative videos** for Smart+ Campaigns
- **Quality:** include **outperforming creatives from past 28 days**, from previous campaigns if any
 - Look for creatives that have accumulated ≥ 10 conversions and \leq average daily CPA in the account

