

# Smart + Catalog Ads

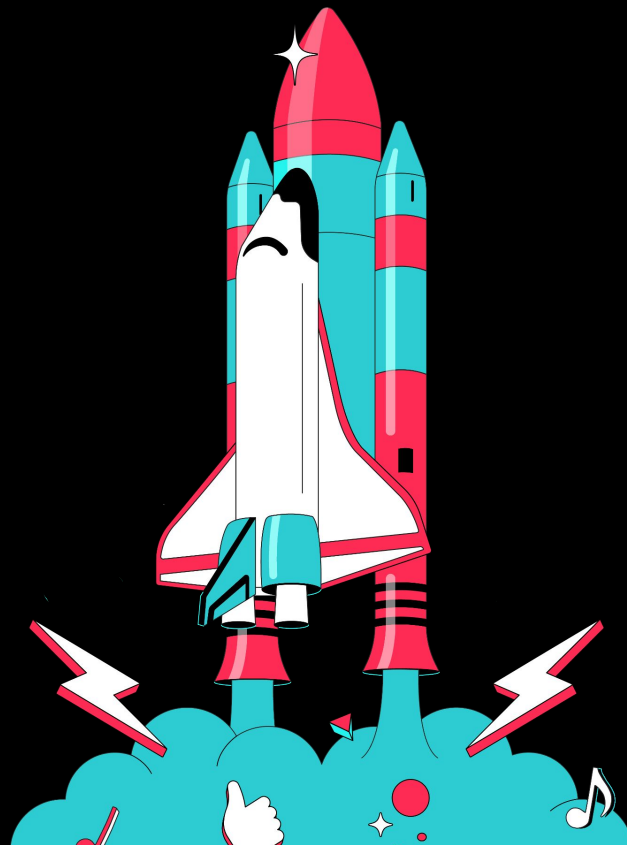


Are you a **brand** trying to increase your sales on TikTok?



# Maximize sales with **Smart+** Catalog ads

Automatically reach the right shoppers with the right products. With Smart+ automation and your catalog, you can **leverage powerful AI targeting to refine your campaign delivery and supercharge your results.**





**Smart+ Catalog Ads are an ad solution that uses images, videos and product information from your Catalog to create personalized ads.**

You can use Catalog Ads to **reach new and existing audiences and personalize product recommendations** based on their interests and behaviors. By combining catalog campaigns with Smart+, your campaign is powered by AI automations to achieve your performance goals.

***Your catalog is important.***

**56%**



Advertisers that feature product-focused videos in their Catalog Ads see a **56% higher ROAS compared to brand-focused.**

**Smart+ Campaigns use AI to run your campaigns in line with your performance objectives, optimizing your campaign targeting and putting your brand ahead of the rest.**



#### **Return on creative**

Let your catalog automatically power your performance with personalized recommendations on the FYP.

**+16 %**

**Higher Return on Ad Spend**  
when using catalog-powered creative assets compared to traditional video alone

#### **Return on investment**

Delivering more returns for ecommerce businesses by automatically reaching new and existing customers.

**36 %**

**CPA Improvement**  
vs manually created campaigns

#### **Return on effort**

Deliver sales where it matters - on your website and app - with less input, in one single campaign.

**35 %**

**Faster campaign creation using Smart+**  
vs manual campaign.



**Smart+ Catalog Ads**  
**delivers stronger**  
**performance and time**  
**savings** so your teams can  
focus on what matters most...

*Advertisers have seen*

**-36%**  
**CPA**

**improvement Leveraging**  
**Smart+** compared to  
Manual Catalog Ad  
Campaigns.

Source: TikTok Internal Data from Catalog Ads Closed Beta testing, 2025.

**17%**

**CPA Improvement**  
when using Smart+  
Catalog Ads versus  
Smart+ Web

**Stronger ROAS**  
when using Smart+  
Catalog Ads versus  
Smart+ Web

**1.23x**

**+27%**

**Lift in CTR** with  
Smart+ catalog Ads  
versus Smart+ Web

Source: TikTok for Business [Case Study](#), 2025.

# How does **Smart+** automation work?

## Set up your campaign

Choose your set-up with a simple one-page flow

## Smart+ auto creates several ad groups on the backend

Based on your campaign parameters

## Smart+ auto optimizes creative at scale

Invests in the best performing ads and pauses poor performers

## Reporting and measurement

Analyse insights and scale campaigns accordingly





# The upgraded Smart+ experience

What's changing. What's new?



# You spoke. We **upgraded.**

FROM

Multiple buying flows can be **confusing**

Full automation **doesn't work for all advertisers**

Smart+ campaign structure is too **rigid**

Limited and siloed campaign operations are **time inefficient**

TO

**One unified buying flow** with the ability to tailor settings to **full/partial automation, or full manual.**

Empower advertisers choose their **preferred automation settings** per module.

**A more flexible campaign structure**, with a more sophisticated targeting, budget and creative approach.

**Deeper creative insights** and **streamlined ad operations** in a unified view.

# Unlock a brand new Experience

## Modular Upgrades

### Structure

1 Campaign, Multiple Ad Groups, Multiple Asset Groups

### Budget

CBO or non-CBO; daily or lifetime budget

### Creative & Catalog

Enable creative-to-text pairing, Multiple URLs & multiple product sets supported, Recommended Creatives, Auto Enhancements

### Targeting

Full targeting options with ability to opt into desired level of control

### Placement

Individual placement options by allowlist

### Reporting & Operations

Enhanced reporting (eg. creative combinations) and streamlined operations AOS and best practices

## Efficiency-driven Enhancements

### AOS

Enhanced always-on automation and best practices in TTAM

### Auto Rules

Ability to set auto rules on campaign, ad group or ad level

### Bulk Import/Export

Create & upgrade campaigns at scale

### Split Test

New testing variables including ability to test creatives, budgets, catalog and placements

### Duplicate

Enabling duplicate function to upgrade campaigns

### Draft, Duplicate, Bulk Edit

Efficiency tools for Smart+

## API

Standardised endpoints for multiple ad group/ads structure, granular control over targeting, bidding or placement and multiple URL support



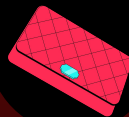
# Unlocking highly-requested features with asset groups



## Multiple URLs and multiple product sets

Advertisers may drive to **1 URL and use 1 product set per asset group**, with a max of 30 asset groups per ad group.

 **Unlock:** Advertisers can **drive to multiple URLs and multiple product sets** without creating multiple campaigns.



## Creative-to-text pairing

Advertiser **can group together** assets like creative, text, music, and URL.

 **Unlock:** Advertisers **can facilitate creative-to-text pairing**, disabling campaign-level creative combinations.



## Increased video quota

Advertisers can now **add up to 50 videos/images per asset group**, with up to 30 asset groups per ad group.

 **Unlock:** Advertisers can upload **up to 1.5k creatives** per campaign in **July**, and up to **45k assets** in alpha/beta starting in **August**.

NEWLY LAUNCHED

Drive traffic to  
different products  
within one campaign  
with the

**NEW**

**Multi-URL  
feature**



Brands are constantly evolving, and so should your campaigns. Within Smart+ Catalog campaigns we have **recently introduced a multi-URL feature** - perfect for showing off your whole product range!



Your campaigns can now **drive customers to multiple URLs and multiple product sets** without creating multiple campaigns  
*(e.g. you may drive to one URL and use one product set per asset group, with a maximum of 30 asset groups per ad group).*



**Advanced targeting got even more advanced:** The Smart+ feature is always improving, with optimized product targeting, more personalized shopping journeys, and better performance tracking.



# Your Smart+ Catalog Campaign Checklist



**Enable Smart+:** Leverage innovative AI targeting to reach the right shoppers at the right time, place, with the most relevant products for them.



**Engage your audience across multiple formats:** Add video to your Smart+ catalog carousel for a more interactive shopping experience.



**Include product focused videos:** To increase product interest and conversion.



**Personalize landing experience:** Make use of the new multi-URL feature to customize the landing experience per product.

## ◆ How to set up a Smart+ Catalog campaign ◆



1

Log in to [TikTok Ads Manager](#)

2

Go to **Campaign** → **+Create** → **Sales**

3

Choose **Website** as your campaign objective; Choose **Smart+ campaign** as your campaign type

4

In the Product source details section, turn on **Use catalog** and choose the catalog you want to use

5

Complete the rest of your campaign settings. When you're finished, click **Publish**





# Best practices for Smart+ Campaigns

Get the most out of your performance campaigns

Within the **first 7 days** after a new Smart+ campaign is created

1

## Creative Quality

Use **outperforming creatives** from past 28 days in new Smart+ campaigns.

Look for creatives that have accumulated  $\geq 10$  conversions, and  $\leq$  average daily creative CPA in your account. This will help to lower CPA and drive more conversions.

2

## Creative Quantity

Upload at least **6 creative videos** for new Smart+ campaigns.

This will help to maximize campaign exploration and scalability.

3

## Budget

Set an **appropriate budget** for new Smart+ campaigns.

Define a budget that covers at least **10x average daily CPA** from past 7 days (or 60x SKAN CPI for App iOS)\*. This will help to optimize performance and ensure scalability.

4

## Bid

Set an **appropriate bid** for new Smart+ campaigns.

Determine a bid that is  $\geq$  **average daily CPA** from past 7 days or  $\leq$  **average daily ROAS** from past 7 days (\*for Cost Cap / Target ROAS bidding, App iOS excluded). This will help to optimize performance and ensure scalability.

5

## Learning Phase

**Don't make negative adjustments** to Smart+ campaigns during the learning phase.

- ✗ Pause campaign during the learning phase
- ✗ Reduce the budget
- ✗ Lower the bid
- ✗ Modify the targeting

This will help the system to understand your ads and audience better.



# Best practices for Smart+ Catalog Campaigns

Make sure your Smart+catalog campaign is **set up for success**

## **Invest in a high-quality product catalog**

to enhance the audience experience, boost engagement, and improve your advertising performance results.

## **Optimize your event match rate**

Event match rate represents the percent of signals events shared that can be matched to the SKU ID in your catalog using the Content ID attribute.

You will want to optimize your event match rates towards 100% for optimal ad delivery targeting higher intent users that maximizes performance results.

**Use high quality images and videos** that are at least 500x500 pixels.

**Refresh your catalog regularly** to provide optimal audience experience by keeping your product information consistent and up to date in both your catalog and website from any changes in prices or availability.

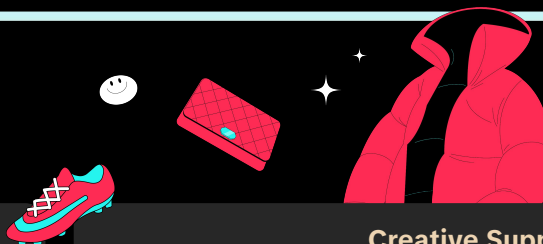
## **Learn more**

Read how **Saffron Threads** increased sales using a Smart+ Catalog campaign



# Catalog ads

## Best Practices when using a catalog



### Data Connections

- Primary commerce standard events across the funnel should be passing back the **content\_id** to match to your catalog.

When content\_id match rate is high (>70%), **ROAS improves +15%<sup>2</sup>**

- Upload your **entire inventory** with **relevant details** like "in stock," accurate product descriptions, product categories, and pricing & promotions.

### Creative Supply

- Upload **3+ images** and **item\_group\_id** to optimize to the best performing images across carousel and video cards for a **-5% CPA improvement<sup>3</sup>**
- We recommend using 9:16 or 3:4 images
- Combine Carousel and Video formats** to maximize performance at scale. When Carousel & Video is used together, advertisers see a **+16% higher ROAS<sup>4</sup>** compared to video alone. The good news? Smart+ does this for you.

### Always-on Sales Strategy

**Smart+** works best with broad targeting and a broad product set. This is the ideal always-on sales strategy.

### Prospecting

You can elevate your **prospecting** strategy by testing curated **product sets** based on your catalog and business goals against 'All Products'.

### Retargeting

When it comes to **retargeting**, the **larger the audience, the better**.

We recommend setting 'All Products' as your product source and including the full 180 window, supplemented with uploaded customer files when needed

**Smart+ Catalog campaigns are perfect for busy fashion brands looking for ways to optimize their sales performance** with streamlined easy-to-manage campaigns which focus on the product.

With ever-changing product lines, catalog campaigns leveraging multi-URLs and innovative AI audience targeting is a powerful way to put you a step ahead of your competitors.



# Ready to level up?

If you're a fashion brand looking to drive real impact on TikTok, Smart+ Catalog Ads are your next step.

Follow the checklist and best practices to unlock smarter performance, stronger creative, and greater results.



# Thanks!

**[Sign up here to get early access  
to the upgraded Smart+ experience](#)**