



GMV Max Performance Optimization Guide

**Your one-stop shop for
GMV Max performance
optimization!**

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Common Scenarios: Reasons and Solutions

Scenario	Possible Reasons	Recommendation
<i>Budget utilization is low</i>	Similar to “cost cap,” GMV Max target ROI will only spend the budget when the ROI target can be met. So if budget utilization is low, this is typically not a delivery issue, but a sign that the ROI target has been set too high for the full daily budget to be spent.	The platform recommended budget will not necessarily spend in full. When following the recommended ROI target, expect your spending to be within the same range of your past spending on VSA/PSA campaigns. We currently recommend a budget that is 1.5–2x higher than your average spend on VSA/PSA to ensure consistent spend. If budget spending is still below expectations, see the following page for specific recommendations.
<i>Actual ROI is higher than 120% of ROI Target</i>	The campaign is consuming all the campaign budget and the organic GMV that is being counted for is inflating the ROI.	Increase campaign budget. Note that when campaign budget is increased, ROI will decrease to 80–120% of ROI target. An ROI higher than 120% of ROI target is considered abnormal behavior.

Scenario	Possible Reasons	Recommendation
<i>Campaign spending is below expectations</i>	Campaign budget is insufficient	Follow the budget recommendation or at least raise the campaign budget until budget utilization is below 80%.
	The ROI target is too high / not using recommended ROI	Lower the ROI target to accelerate spending. Follow the platform recommendation.
	Using manual-select videos rather than auto-select, leading to low creative volume	Recreate a campaign using auto-select instead.
	Not all TT accounts, especially those with good creatives, have been authorized for GMV Max	Check whether all available TT accounts have been used in campaigns and link those that are not authorized. Refer to this document for instructions.
	Not all Spark Ads posts (through video code), esp. those with good performance, have been authorized for GMV Max	Check the “Organic only” tab in GMV Max to see which videos may still need ads authorization, then authorize these posts by uploading spark codes to TTAM Creative Library. Refer to this document for instructions.
	Creatives are becoming fatigued	Check the daily GMV contributed by your creatives from video level reporting in GMV Max. If there is a drop, adding fresh creatives will likely improve performance.
	General (cases where the above don’t apply, and spending less than previous VSA/PSA campaigns at a reasonable ROI target)	To boost spending with existing products, lower the ROI target, optimize product competitiveness (e.g. by lowering prices), and/or improve creative quality. Adding more products to GMV Max will also be effective.

Scenario	Possible Reasons	Recommendation
<i>The recommended ROI target is below expectations</i>	Sellers may see a higher number for ROAS on VSA/PSA because these campaigns include the GMV of other products and the attribution window is 7 days (vs. 1 day with GMV Max). The recommended ROI is calculated based on a shop's historical performance: selected product GMV / ads cost spent on products, more accurately reflecting true return on investment.	Please follow the recommended ROI to ensure historical ads spending. You may face lower spending if you raise the ROI target. And you should optimize product competitiveness (such as lowering prices) and improve creative quality to achieve the desired ROI.
<i>The ROI achievement rate is lower than 80%</i>	1) The system is still exploring (especially relevant after recently increasing the ROI target). 2) The number of orders being generated is sporadic and unpredictable. This often happens when a product is new to TikTok Shop and has inconsistent daily GMV.	If the campaign is new or the ROI target was just adjusted, continue to observe for 2–3 days. If the product is new and has inconsistent daily GMV, evaluate and adjust ROI on a weekly basis rather than daily.