



Introducing

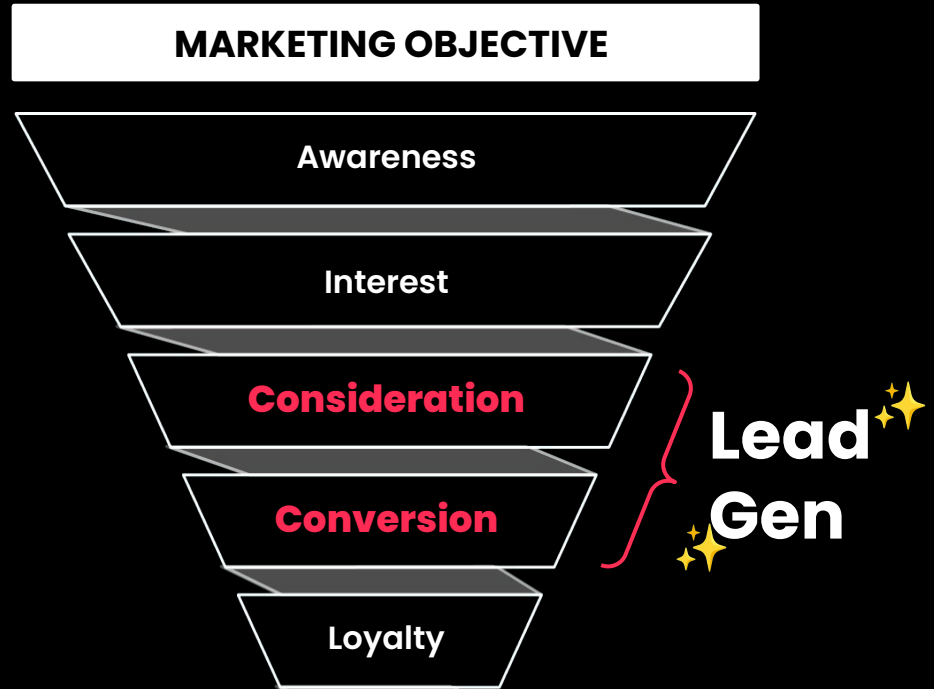
# Getting Started with Lead Generation on TikTok

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- 02** The Value of Organic Content
- 03** Elements to Getting Started with Lead Generation
  - 3a** Creative Guidance
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  - 3c** Full-Funnel Strategy



**Meet TikTok Lead Generation, a next-gen solution built for the new way people discover and connect with businesses. Turn tuned-in audiences into high-value customers today.**

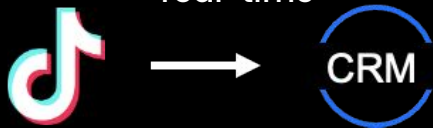


# Our Lead Generation Solutions

We have two types of Lead Generation solutions built to meet your needs:

## Native Lead Generation

Capture leads on an (in-app) Instant Form within TikTok, and sync leads to your CRM in real-time\*



### Best for:

- Decreasing user form friction
- Building customer/email lists
  - Instant lead capture
  - Real-time CRM sync
- Surveys with <10 questions

Learn more about Native Lead Generation [here](#)

## Website Lead Generation

Redirect users to an external landing page and capture leads on your website



### Best for:

- Boosting traffic to your site
- Qualifying leads via your site
- More detailed qualifying info/questions (i.e., age, credit score)

Learn more about Website Lead Generation [here](#)



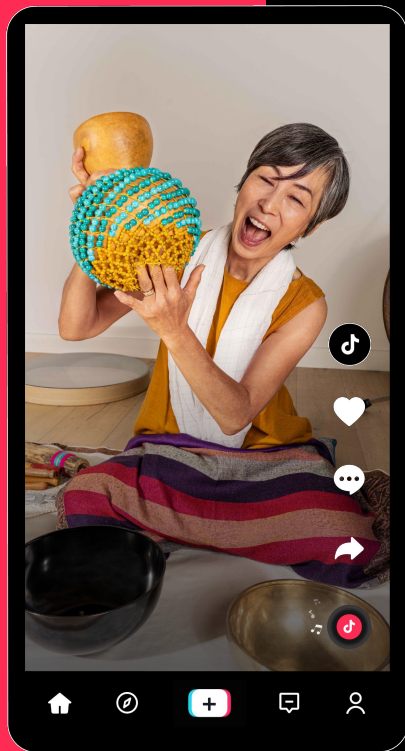


# Why Lead Generation on TikTok?

We've got the data points and industry stats to prove why TikTok is the best digital platform for you to find your next customer.

# TikTok is a

- # Premium
- # Full Screen
- # Sound On
- # Immersive
- # Engaging
- # Mobile app
- # **Video Platform**



**TikTokers** are more  
likely to **take action\***

**57%** are likely to purchase from  
the advertised brand after  
viewing a TikTok Lead  
Generation ad on the  
platform.

**69%** felt like the Lead  
Generation ads on TikTok  
"catches their attention"

**1 in 2** feel like Lead Gen ads on  
TikTok do not feel like "ads"

Nielsen:

**“ROAS on TikTok  
is 2.9x higher  
than all other media  
for US clients”**



# Going 'organic' is trending

You get it. TikTok is where you need to be to reach your ideal customer. But, this doesn't mean investing exclusively in a paid strategy. Establishing an organic presence on TikTok is key to finding success on the platform.

# Organic & Paid: Smarter Together

Use Organic & Paid Media  
Together In Order To **Push**  
**Through The Cluttered**  
**Marketplace**, While Maximizing  
Your **Earned Potential**

**+21%**

**Brand Love**

Organic content is **more likeable** after viewing a paid ad.<sup>1</sup>

**2.5x**

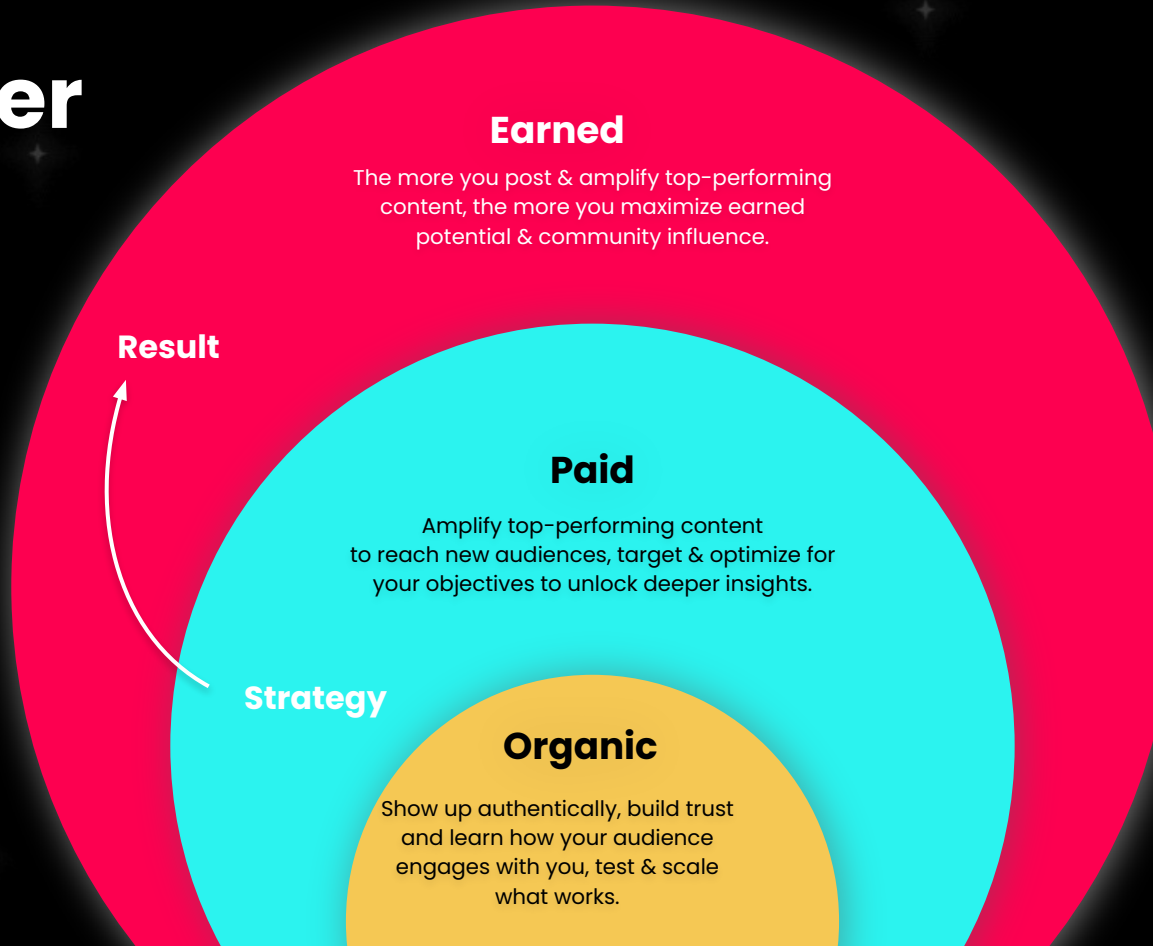
**Brand Awareness**

After **two exposures** to TikTok content from brands, **unaided brand awareness** increased by **2.5x**.<sup>1</sup>

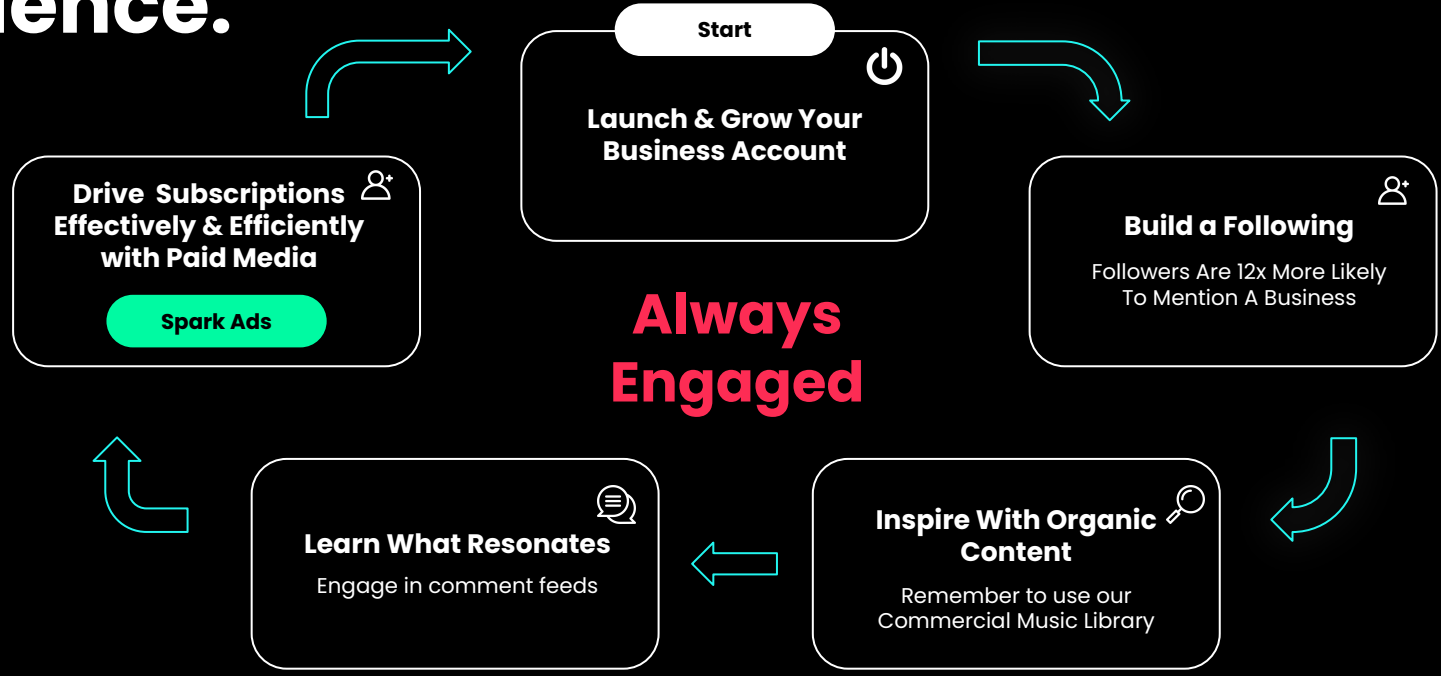
**64%**

**Brand Purchase**

Two thirds of TikTok audience say they would **purchase** a brand after seeing organic content & a paid ad from that brand.<sup>1</sup>



# Show up **Authentically**, **Inspire & Grow** Your Audience.



# Getting Started



# Creating a foundation for success with Lead Generation

There are three key elements to deploying a successful Lead Generation strategy on TikTok.

**Creative**

**Measurement**

**Full Funnel**



# 1 Creative



# Creative is the key ingredient

**47%** of a brand's **sales lift** from advertising is the consequence of the **creative**, more than any other advertising element.<sup>1</sup>

# Get Familiar with TikTok

- Get an understanding of the app (like swiping through the For You Page!)
- Know your audience, the trends, styles, and hashtags that are happening within your auto and local communities
- Get a sense of the editing style, pacing, use of music and narration in your favorite TikTok content
- Use [trends.tiktok.com](https://trends.tiktok.com) to get a bird's eye view of what's happening with your audience, what's hot in your industry, and what's going viral on TikTok in your part of the world

# Repurpose your existing brand assets, but make it TikTok

To access TikTok's creative tools, go to [ads.tiktok.com](https://ads.tiktok.com) and click assets > creative > create



## TikTok Video Editor

Add popular TikTok music to your video and use editing tools such as our video cropper and object removal tool.



## Smart Video

Upload images and video clips to generate a video.

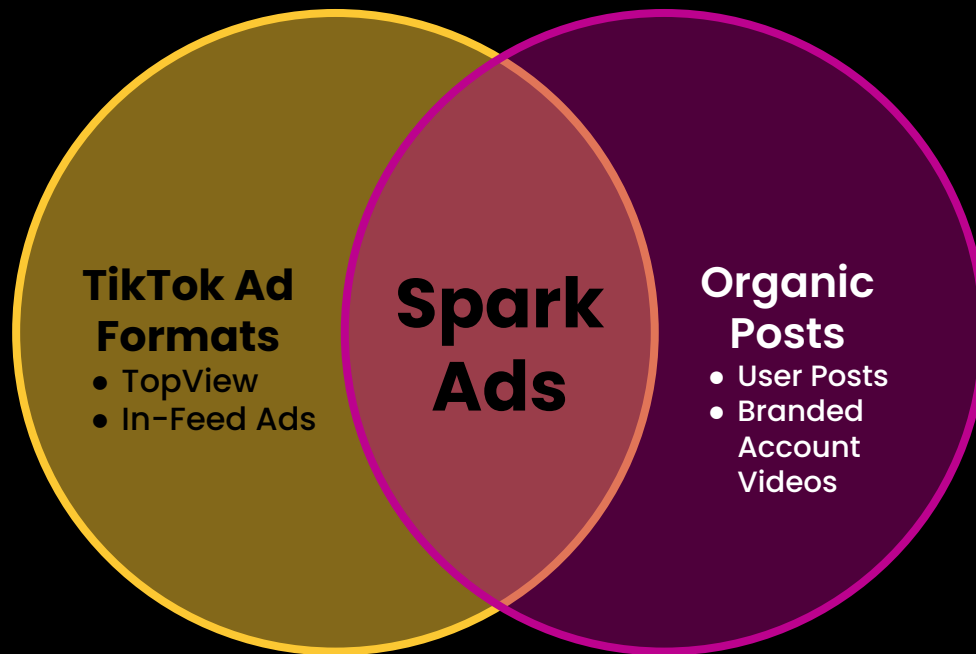
FEATURED PRODUCT: TikTok Creative Tools



# Take repurposing to the next level with Spark Ads

Spark Ads is a native ad display format featuring authentic TikTok accounts and organic functionalities for your ad on the For You Page.

With Spark Ads, brands can grow through **real connections** with our community by **delivering** native content for **greater authenticity**.





# Making TikToks is as simple as 3x3

**61%** Of Most Effective  
In-Feed Videos  
Use Half Or More  
Of These Tips

NICE

## Pro Tip:

For Lead Gen campaigns, the more  
specific and actionable your CTA is,  
*the better.*

For example:

Schedule a  
call today

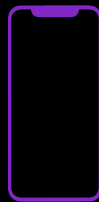


Learn more

More specific

Less specific

### Tip #1



Frame **Vertically**

### Tip #2



Ride The **Latest Trends**

### Tip #3



Leverage The **Power Of  
Sound**

### Tip #4



Overlay **Concise &  
Informative** Text

### Tip #5



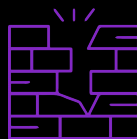
Get Your **Key Message**  
out **Early**

### Tip #6



Include A **Strong CTA**

### Tip #7



Break The **4th Wall** By  
Addressing Viewers  
Directly

### Tip #8



Keep Your Story **Real &  
Entertaining**

### Tip #9



Follow **Creators** that  
align with your brand  
ethos

# Key questions to ask yourself when adapting brand assets

## Question

## Action

Do I have music that could work?



Make sure you have the rights, find a substitute (could you work with a creator to build your own?) using the commercial music library

Does this feel natively TikTok, or does it look like a television advert?



Strip out the polish by re-creating or splicing in extra scenes.

Is my logo native or artificial?



Take it out of the first 3 seconds and find a more subtle home for it if possible.

Is there a trend I could join in on TikTok?



Participate in trends that resonate with your audience and brand.

Can I work with a creator to land this message in a fun way?



Use the Creator marketplace to recruit Creators who can make your message TikTok friendly.

# 2 Measurement





# Why **Measurement** is Foundational for Success

Having a strong measurement foundation will not only help to increase your ROAS but will improve downstream decisions and campaign functionality.

## Budgeting



### Measure ROI to inform budgeting decisions

It's critical to understand how a channel is performing so marketers can efficiently allocate media budgets across channels

## Automation



### Unlock TikTok's Automated Solutions

Measurement signals are the foundation of machine learning products across bidding, targeting, creative optimization, etc. Without measurement, these products won't work!

## Optimization

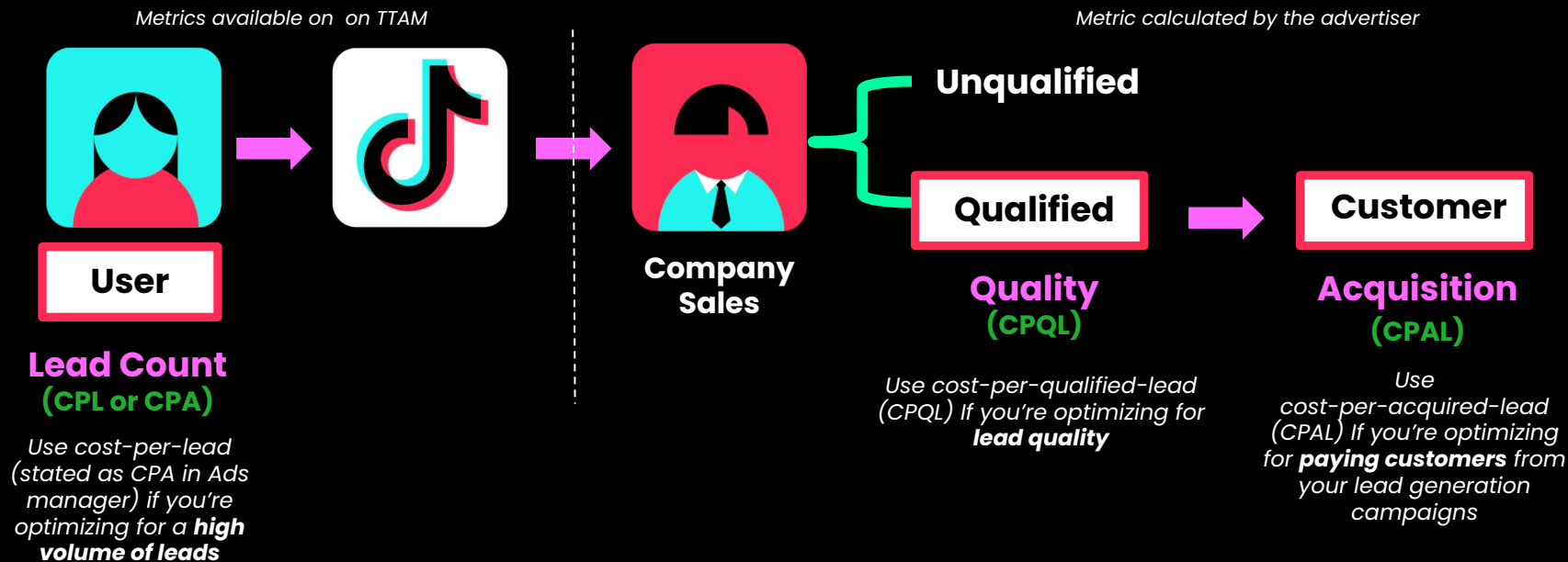


### Inform Optimization Decisions

Understanding how a particular campaign, ad, or creative is performing is critical in helping with day-to-day optimizations to improve performance

# The three key metrics Lead Generation advertisers use to measure performance

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



# Lead Gen Measurement Solutions

There are additional solutions to put in place depending on which lead generation solution you choose to help drive better performance results and provide more accurate reporting

## Native Lead Generation

## Web conversions

CPL/CPA

mid-funnel



### TikTok Pixel

*Setting up the TikTok Pixel and identifying full-funnel website actions to track and optimize for will help improve cost-per-lead (CPL).*

CPQL

lower-funnel



### CRM Integration

*Utilize your CRM to track leads and understand the profile of your qualified lead and acquire lead. Use these profiles and characteristics to optimize your targeting capabilities when running ad campaigns.*

CPAL

# Lead Management

TikTok offers four options to manage your leads when using a Native Lead Generation strategy.



## CSV Download

*Access all your leads data in versatile, downloadable spreadsheets*



## TikTok Leads Center

*Easily manage and organize your leads in TikTok's Leads Center platform*



## Partner CRM Integration

*Integrate with key CRM partners, like Zapier and Leadsbridge to instantly and seamlessly connect new leads with your salesforce*



## Custom API Integration

*For more advanced businesses, use our custom API integration with Webhooks*

# TikTok Pixel

The TikTok pixel, with first party cookie enabled, is a small piece of code that you can install on your website. Once installed, the pixel will track specific events, such as when someone submits a form on your website

## Why are signals important?

The Web Conversion objective for lead generation leverages signals from the Pixel which improve performance for your campaign.



**Stacy clicks on an ad for Loan Services**

**She checks her eligibility on your website**

**Pixel sends signal to algorithm**

**Pixel finds more TikTokers like Stacy**

*(most likely to apply for a Loan)*

**\*Decreases CPA and Increases CVR**



## Measure

Measure results and understand how campaigns are performing.



## Optimize

Conversion signals fuel our algorithm to find users most likely to convert.

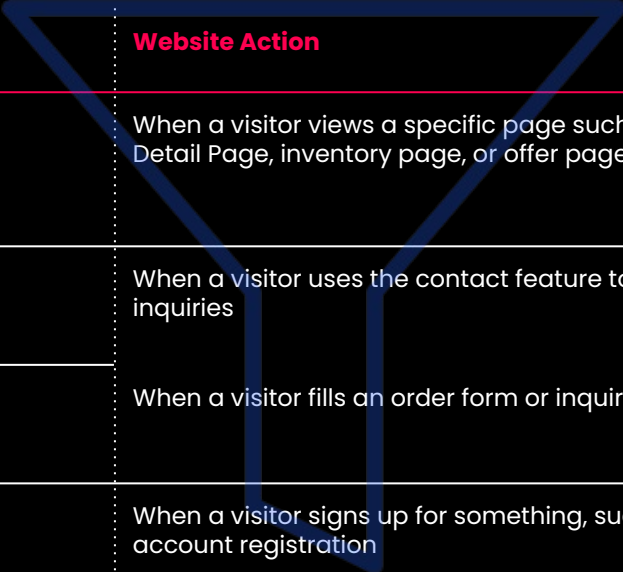


## Target

Build audiences for retargeting and drive users down the funnel.

# Use your Pixel events to prepare for a full-funnel approach

Soon, we'll discuss the importance of investing in a full-funnel campaign strategy to reach and nurture potential leads with the goal of improving lower-funnel conversion rates. To do this, you'll need to identify metrics that matter at each stage of the funnel.



TikTok Event*	Website Action
<b>View Content</b>	When a visitor views a specific page such as a Vehicle Detail Page, inventory page, or offer page
<b>Contact</b>	When a visitor uses the contact feature to call or text with inquiries
<b>Submit Form</b>	When a visitor fills an order form or inquiry form
<b>Complete Registration</b>	When a visitor signs up for something, such as an account registration

These are examples of full-funnel events you can track. See [here](#) for more options.

**Step 1:** Map sequential steps that a customer may take on your website to convert with the appropriate TikTok event types and set them up in TikTok Events Manager, on your website via custom code, or in your MMP.

As a general rule of thumb, these events are required in order to achieve a good level of conversions:

- View Content from upper funnel
- + ≥ 1 event(s) from mid funnel (i.e. contact)
- + ≥ 1 event(s) from lower funnel (i.e. submit form)

*The more events you measure, the more granular your reporting will be, which helps you better understand where your customers are dropping off.*

**Step 2:** Create campaigns with the right Conversion objective and analyze event performance.

# 3 Full-Funnel



# Acquiring customers through **lead generation** is a full-funnel process and TikTok can help along the way.

## 1 Brand Awareness

Reach users on TikTok and add educate them on you business solution.

## 2 Prospecting

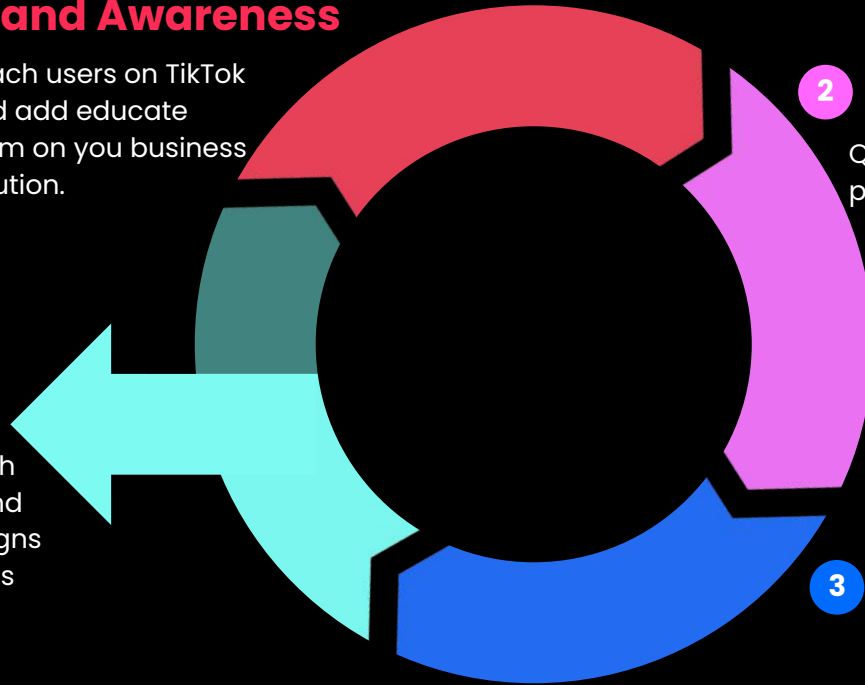
Qualify if your leads are potential customers

## 3 Nurturing

Once you've qualified your leads, begin to bring them down the funnel through relationship building

## 4 Optimize

Convert your leads with the intended action and optimize your campaigns based off your previous learnings.





# Here is how your strategy will mature over time

101

201

301

**Business Goal**

**Focus on Brand Awareness and Prospecting**

**Focus on Lead Nurturing**

**Focus on Lead Quality and Optimizing**

**Objective**

**Video Views and Lead Generation**  
Optimize for video views and lead volume

**Lead Generation**  
Optimize for contact, submit form, complete form

**Lead Generation focused on Lead Quality Optimization**  
Optimize for the quality of leads

**Primary KPIs**

**VV + CPL/CPA**

**Level up in our future playbooks**

**Level up in our future playbooks**

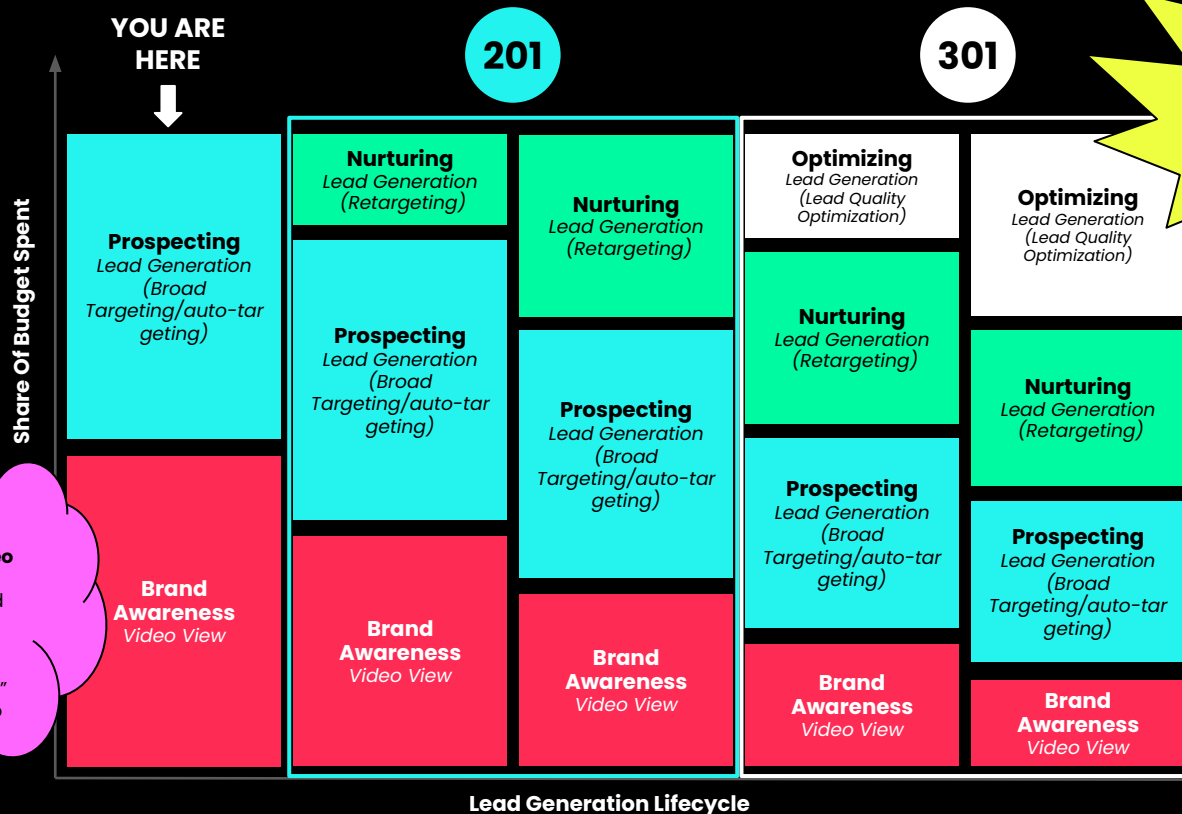
**Key Products**

- Video View Objective
- Lead Generation
- Auto-targeting
- Lowest Cost

- Video View Objective
- Lead Generation
- Auto-Targeting
- Retargeting
- Lowest Cost

- Video View Objective
- Lead Generation
- Auto-Targeting
- Retargeting
- Lead Quality Optimization
- Lowest Cost

# Diversify Optimization Strategy Over Time



You'll learn how to optimize these based on your industry seasonality

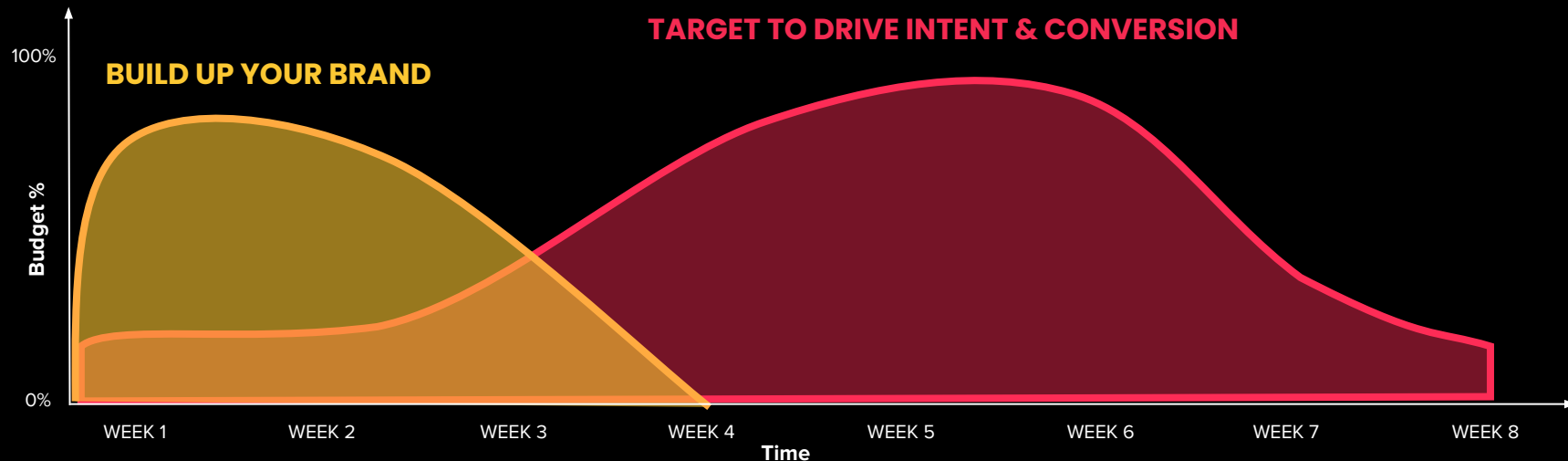
**Don't have the budget to run Video Views?**  
Try building brand awareness with a TikTok organic account. Go to "Organic and Paid" slide for more info

101

# Start with building your **Brand** **Awareness and** **Lead Volume**



# How does Lead Generation fit into your holistic media plan?



## Video Views

Use always an campaign strategy drive brand awareness and education.

## Lead Generation

Generate results for lower funnel objectives.

Audience strategies:

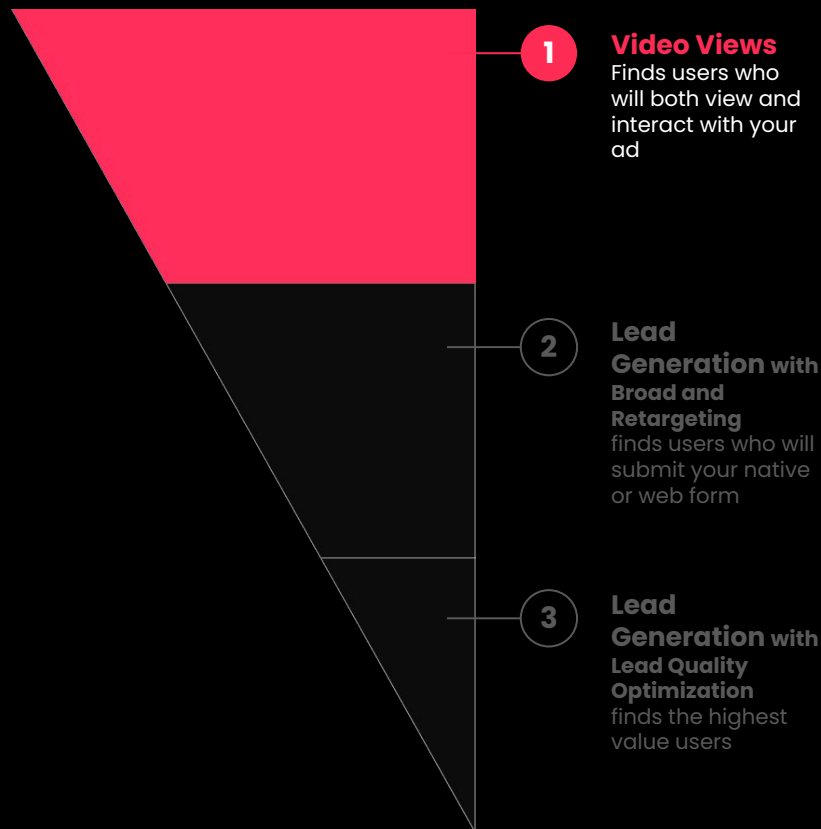
- Start with broad targeting to expand your reach for higher lead volume
- Build audiences with your upper-funnel activities to test & optimize your Performance campaign

# Generate brand awareness to increase interest and move users down the funnel

- The Video View objective allows you to drive brand impact by optimizing for both video views and interactions.
- Optimizing for Video Views can increase awareness and interest in your brand and can help lower the barrier to users submitting information when seeing a lead generation ad campaign.

Make staying up-to-date with TikTok trends easier than ever with [trends.tiktok.com](https://trends.tiktok.com)

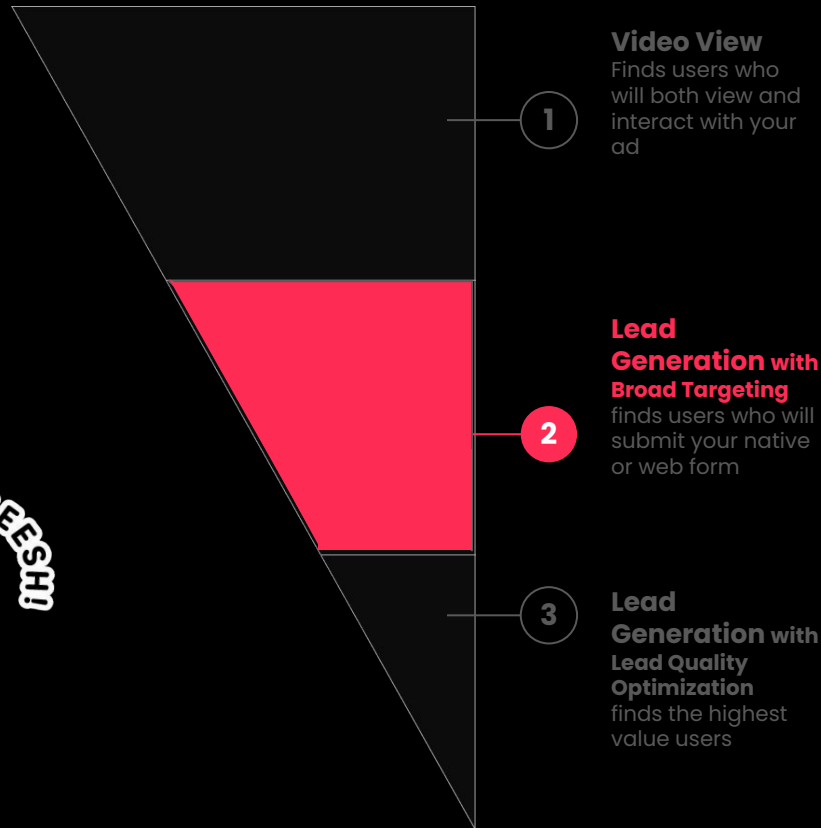
NICE



# Utilize **Lead Generation with Broad Targeting** to maximize lead volume

- Setting up a Lead Generation campaign with broad targeting settings, like turning on auto-expansion or enabling Auto-targeting, will allow your campaign to reach as many potential leads as possible.
- In addition to this strategy maximizing lead volume, it will also train TikTok's engine on which type of user profiles are most likely to convert on your ad.

Try using auto-targeting to expand your reach even further. Lead Gen advertisers who use auto-targeting see a **26% decrease in CPA<sup>1</sup>**



<sup>1</sup> Auto Targeting is not recommended for clients who need to exclude custom audiences.

<sup>1</sup> Source: TikTok Lead Generation & Auto Targeting Study 2022

# Start with a **Brand Awareness and Lead Prospecting** strategy to Inform Lower Funnel Strategy Down the Line

**How to Execute:** Start With the Basics & Stay Broad

## In This Phase

TikTok's ad engine will be:

- Learning which audiences work best
- Learning which creatives work best
- Accumulating signal
- Letting the Algorithm adjust
- Establishing caselines
- Identifying where we can drive efficiencies over time

## Ensure your Pixel is Properly Installed

- Ensure all events of your customer journey are mapped out in your Pixel event
- Try to install Pixel for video view and our native solution lead generation

## Begin with the Most Straightforward Setup

- Daily Budget
- Lowest Cost
- Target Broad (targeting expansion or auto-targeting)
- Use TikTok-first creatives, 3-5 within each ad group

# Lead Gen **Best** Practices

For Non-Fin  
Serve Clients  
(remove  
other)

## Bidding & Budgeting

### 💰 **Set your budget @ 10x your expected CPA.**



As you're getting started, use a Lowest Cost bidding strategy with a daily budget set at 10x your expected CPL.

📈 **To best scale your spend, increase your budget at a maximum of 50% per day.** If you're looking to increase your budget by more than that, increase your budget over the course of a few days.

🤖 **Optimize your total spend with Campaign Budget Optimization.** If you're working with multiple ad groups in your campaign, we recommend using Campaign Budget Optimization to easily and automatically optimize your overall spend.

## Targeting

🎯 **Make things easier with Auto Targeting.** Automatically and dynamically optimize your targeting delivery settings according to your objective, ad delivery, content of your ads, past campaign data, and more.

After turning on   
**Auto Targeting**  
Lead Gen advertisers  
saw a 

**26%**

Decrease in CPA<sup>1</sup>

⚡ **Toggle on Targeting Expansion too.** If you're not using Auto Targeting, toggle on Targeting Expansion to further improve reach.

## Creative

🎨 **3-5 is the magic number.** When building your 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.

<sup>1</sup> Auto Targeting is not recommended for clients who need to exclude custom audiences.

<sup>1</sup> Source: TikTok Lead Generation & Auto Targeting Study 2022



# Lead Gen **Best** Practices

For Fin Serve  
Clients  
(Remove  
other slide)

## Bidding & Budgeting


**💰 Set your budget @ 20x your expected CPA.** As you're getting started, use a Lowest Cost bidding strategy with a daily budget set at 10x your expected CPL.

**📈 To best scale your spend, increase your budget at a maximum of 50% per day.** If you're looking to increase your budget by more than that, increase your budget over the course of a few days.

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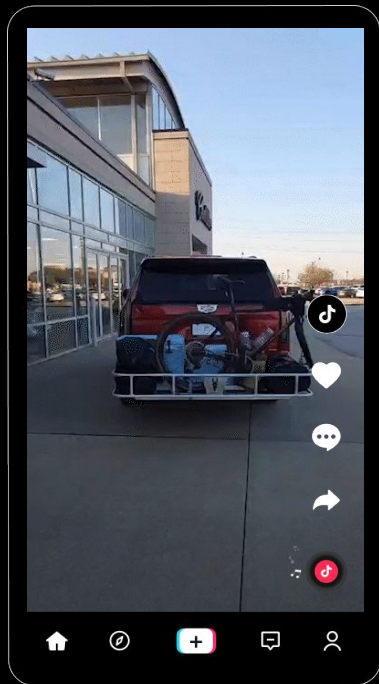
The background of the slide is black and features several large, abstract geometric shapes. In the top left, there is a cyan quarter-circle and a cyan circle. Below these, a red circle is positioned. To the right of the red circle is a cyan rectangle. In the bottom left, there is a red semi-circle and a red chevron pointing right. At the bottom, there is a large cyan circle. The text is positioned on the right side of the slide.

# Key solutions and considerations across the funnel

Deep-dive into the must-have Video View and Lead Generation campaign features that will help you achieve success

# Meet Focused View

Focused View is the evolution of the video view objective on TikTok which allows you to drive brand impact by optimizing for both video views and interactions.



## Engagement:

- Likes
- Shares
- Comments
- Click (Includes hashtag, anchor, music, and interactive add on clicks)

## With focused video views you can:

- Maximize 6s video views: maximize plays of your video ads to users most likely to watch for 6s continuously
- Maximize engagement: Go beyond likes, shares and comments and show ads to users who are more likely to interact with your ad across 7 interactions

## How Focused View Works:

The Focused View objective will deliver ads to users who are most likely to actively engage with an ad— by viewing it for more than 6s OR by interacting with the video (whichever comes first).

# +29%

**stronger emotional responses to ads on TikTok than other platforms**

# +1.6x

**Direct interactions on ads such as “likes” are higher on TikTok compared to other platforms**



# Leverage Automatic Targeting to simplify and optimize your campaign delivery

Automatic Targeting allows intelligent targeting across your campaign objectives to reach relevant customers at scale.



## Why use Automatic Targeting?

- Effortless enablement
- Automatic & dynamic optimization
- Tailored specifically for you (and your advertising objective, ad delivery, content, past campaign data, & industry signal)



## Automatic Targeting is right for you if

- You're looking to find new, engaged audiences on the platform
- You're looking for seamless, easy-to-use targeting solutions
- You're targeting 18+ users



### Audience targeting

#### Select targeting mode



#### Custom targeting

Manually set criteria for what kind of user you want to show your ads to.



#### Automatic targeting

Optimize targeting based on advertising objective, ad content and past campaign data. [Learn more](#)

NICE

Lead Gen advertisers using Automatic Targeting on average saw a:

**+26%**

**Reduction in CPL compared to advertisers using interest/behavior targeting<sup>1</sup>**

<sup>1</sup> Auto Targeting is not recommended for clients who need to exclude custom audiences.

<sup>1</sup> Source: TikTok Lead Generation & Auto Targeting Study 2022

# Form Best Practices

## 1. Visuals help!

*Add a logo, header image, and footer image to showcase your business and products / services more effectively to users*

## 2. Be conscious of number of questions

*If you're looking to generate more lead volume, set a maximum of 6 questions*

## 3. Use logic settings and custom questions

*With the advanced form, use logic settings to switch up questions based on how someone responded to the first question.*

## 4. Link to your privacy policy

*Link to your privacy policy in your form to guarantee that any personal information is collected is secure and in accordance with local laws.*

## 5. Include a review screen

*This will help with higher intent*

## 6. Don't forget to say 'thank you'!

*including a thank you message and specifying what the next steps are and how/when you'll get back to the user*

9:41

<

**TikTok :**  
**Lead Generation**

**TikTok For Business**

Fill out this form and one of our experts will help you create a TikTok Ads Manager account to help you achieve your business goals.

Our limited time offer is ending soon!

Sign up to advertise on TikTok! ⓘ

Do you have any products or services that you are looking to promote?

Yes ☐

Submit

Home, Lock, Add, Chat, Profile icons

# Ad Policy

You're ready to get started with Lead Generation on TikTok. But first, be sure to understand your advertiser responsibilities when it comes to keeping TikTok a safe and respectful platform for all.

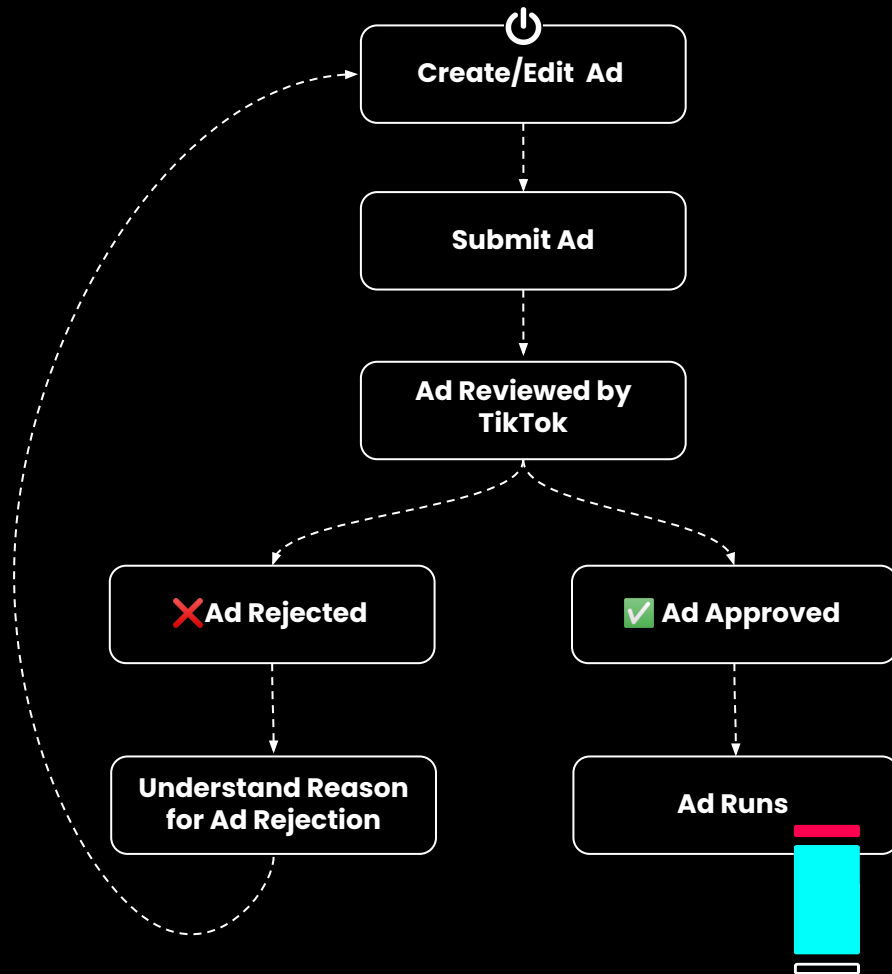


# What is Ad Policy?

Advertisers on TikTok are responsible for their [ads](#). This means complying with all **applicable laws, rules** and **regulations** that apply to the targeted regions and creating **honest, safe**, and **respectful ads**.

Additionally, advertisers must also comply with TikTok's [Terms of Service](#) and [Community Guidelines](#), and all of TikTok's policies found in our [Business Help Center](#) governing the use of our services.

We strive to keep up with changing times and regulations, and we are committed to providing a better user experience when viewing TikTok Ads.



# Ad Review Checklist

Here's a checklist to consider when creating or modifying your ad. Make sure your ads are following these tips to ensure a smoother review process. For more information please [click here](#)

- ✓ **Language:** ensure language in your ad creative and copy are accepted in your target location(s).
- ✓ **Grammar:** Remove any symbols, incorrect spelling, or gimmicky use of spelling in your ad creative, ad copy, and display name.
- ✓ **Appropriate Call-to-Action:** Avoid copy or creative which advises users to take actions that aren't supported on the app, like swiping up to download or displaying a mouse cursor.
- ✓ **Creative Specs:** Make sure you're using high quality media that meets our [image specifications](#) and [video specifications](#).
- ✓ **Consistent Branding:** Make sure that your ad creative and display name are consistent with your landing page.
- ✓ **Consistent Product Offerings:** Ensure that any products featured in an ad are consistent with those shown on your landing page.
- ✓ **Copyright Considerations:** Avoid using any elements without required permission in both your ad and your landing page. This includes brands, hashtags, copyrighted media, imitations and replicas. If you have proper authorization, upload your authorization documentation in the Account Settings under Business Verification.
- ✓ **Audio:** Ensure your video ad includes background audio (music or sound) that is clear and coherent. Audio is required for video ads.



# Special Ads Toggle

The Special Ads Category Toggle allows advertisers to designate when they are creating a campaign in the categories of **Housing**, **Employment** or **Credit**.

In conjunction with our [Anti-Discrimination Ad Policy](#), this tool helps advertisers with their responsibility to not discriminate unlawfully by removing select ad targeting options.



## Housing

Rentals or sales of houses, apartments or other properties & rental listing services.



## Employment

Jobs or employment opportunities, job listing services, job search services.



## Credit

Credit, loans, long-term financing or other opportunities related to credit and lending.

Settings

Campaign name

Test Campaign

Special ad categories (Optional) ⓘ

No Categories declared

☐ **Housing**  
Ads for the sale or rental of houses, apartments, and other properties, or for sale and rental listing services.

☐ **Employment**  
Ads for jobs or employment opportunities, or for job listings and job search services.

☐ **Credit**  
Ads for credit card offers, loans, long-term financing, or other opportunities related to credit and lending.

## How do I turn on the Toggle?

The Special Ads Category Toggle is selected in Settings when setting up a new **Campaign** in **TikTok Ads Manager**.

Advertisers can choose select **Housing**, **Employment**, or **Credit** based on the category that their campaign falls into.

The background features several large, abstract geometric shapes in cyan and red. In the top left, there is a cyan quarter-circle and a cyan circle. Below them is a red circle and a cyan rectangle. To the left of the rectangle is a red semi-circle. In the bottom left, there is a red chevron pointing right, a red circle, and a cyan circle. At the bottom center, there is a large cyan circle. The text 'Case Studies' is positioned in the middle right of the slide.

# Case Studies

# Services

## Success Stories



# CVS Health partners with Recruitics to increase lead volume through TikTok Lead Gen campaign

## Lead Generation Campaign

CVS Health, a national retailer, has an ongoing need to staff for a variety of roles. Accelerating hiring efforts for hard to fill roles was a key objective heading into their busy season.

## Solution and Performance

With the help of their Recruitment Marketing Agency, Recruitics, CVS Health launched TikTok lead generation campaigns. The authentic content in the creative spoke to their key audience with a hiring message and encouraged them to fill out an instant form to express their interest.

2.4

Impressions

M

\$20.60

Average CPL





# Helping delivery app Zapp reach a whole new audience in the Netherlands

## Lead Generation Campaign

To attract the next generation of delivery riders, Zapp leveraged TikTok for a lead generation campaign that would engage a brand new audience in the Netherlands using one of our top ad solutions.

## Solution and Performance

The Zapp ads appeared across the Netherlands TikTok community's For You Feed, and featuring enticing footage detailing the benefits of becoming a Zapp rider. A 'Learn more' call to action generated a form that invited people to specify the city they'd like to apply for. The campaign included user generated content, which gave an authentic feel and tied seamlessly into the user experience.

# 171%

### Lead Increase

Delivered 171% more leads than the other channels used to advertise job openings

# 47%

### Lower CPL

These leads came at a 47% reduction in Cost Per Lead

# 90%

### Lower CPC

Cost Per Clicks were 90% lower on TikTok when compared to other avenues



# Lalamove reached 2M+ people and recruited more drivers in Thailand

## Lead Generation Campaign

Lalamove aimed to find an audience of 18+, with a driver's license and a vehicle. By leveraging the vast reach, and the unique storytelling style so characteristic of TikTok videos, Lalamove was able to show the benefit of becoming a driver in videos as short as 15 seconds, enough to entice thousands of people to sign up as drivers.

## Solution and Performance

Lalamove's fun and creative video and TikTok's instant form made the decision to sign up as a rider an easy one. The Campaign reached over 2 million users, and 18% of everyone who clicked on the ad ended up filling out the form. It is hard to call the campaign anything else than a massive success.



**18%**  
Campaign CVR

**2M+**  
Unique Reach





# Gojek Vietnam Generated Leads with cost efficient scale

## Lead Generation Campaign

Gojek Vietnam wanted to get quality leads from Tiktok and collaborated closely to launched Lead Generation Ads to drive riders to sign up on Tiktok platform.

## Solution and Performance

The Gojek Vietnam team, tested the Lead Generation Ads Objective targeting Hanoi. The creative centered around the benefits which riders get when they sign up. Gojek Vietnam team produced 2 creatives, 1 which is 23 seconds long and another 30 seconds long. They added the benefits in the first 3 seconds on the 30 second long video and it drove a higher CVR (23% - 28%). Users who click after 2 seconds video view (click / 2 sec video views) is also higher ~ 2.5%.

**54%** Lower CPL than KPI goal

**16%** Lower Cost 1000 Impression

*\*Compared to Lead Gen campaign benchmark in Vietnam from August 2021 – November 2021*





# Pés Sem Dor achieved a 19% lower CPQL with Spark Ads and TikTok Lead Generation

## Lead Generation Campaign

Pés Sem Dor, the largest company in the field of custom-made orthopedic insoles in Brazil, turned to TikTok to achieve a huge business objective - developing a new source of traffic to generate qualified leads.

## Solution and Performance

A novice to the TikTok platform, the brand's first mission was to develop creative that would resonate with their organic users. They started by building content around TikTok trends and inviting creators to share their experience with Pés Sem Dor insoles. With this creative strategy, the brand was able to grow their organic following. Pés Sem Dor deployed a creative best practice by maintaining a repository of refreshed creative, which they then used to run Lead Generation campaigns using Spark Ads. And, this focus on authentic creative proved successful. The company **generated qualified leads at a cost 19% below the average of other traffic sources**, achieved more than **6.4M impressions** and about **3.6K interest forms** in the month of March 2022 alone.

19%

Lower CPQL

3.6K

Conversions





# Education

## Success Stories



**// TikTok has exceeded our expectations in finding quality net new prospective students from our partner's institutions. We're thrilled with the relationship and committed to a lasting, mutually beneficial relationship. //**

**- Cygnus Education**

## A large university continues to leverage TikTok Lead Generation to test and learn

### Lead Generation Campaign

A large university produces creative native to the platform, experiments to see what performs best, then optimizes towards that.

### Solution and Performance

Receiving 6M+ impressions and 24K+ clicks across all ads, the creative clearly resonated with prospective students on TikTok. In addition, the university learned that TikTok is a new channel for crafting tailored content, community engagement, and job seekers interested in learning about a college's degree offerings.

**6M<sup>+</sup>**  
Impressions

**24K<sup>+</sup>**  
Clicks



# Berlitz continues to leverage TikTok Lead Generation to acquire users at lower CPL

## Lead Generation Campaign

Berlitz is a Mexico based language education school that offers high quality courses in order to support the students to learn a new language.

## Solution and Performance

Receiving 6M+ impressions and 24K+ clicks across all ads, the creative clearly resonated with prospective students on TikTok. In addition, the university learned that TikTok is a new channel for crafting tailored content, community engagement, and job seekers interested in learning about a college's degree offerings.

# 25%

### Lower CPL

Delivered 171% more leads than the other channels used to advertise job openings

# 1.5K+

### Leads Collected

These leads came at a 47% reduction in Cost Per Lead





# Always-on Lead Generation delivers steady stream of students for EF

## Lead Generation Campaign

In order to keep finding new aspiring English speakers, EF Adults ID turned to TikTok's Lead Generation solution as an always-on campaign to sign up new working professional and adult students. As an early adopter of Lead Generation, the campaigns have consistently delivered a steady stream of truly interested aspirants, every month since launch.

## Solution and Performance

By targeting TikTok users with an interest in Education and an age of 18+, EF Adults ID found their target audience for their Adult English classes. EF Adults ID offers both Group and Private classes, and separated the leads by creating one AdGroup for each. Both the creative and the Lead Form calls out the Adult classes, which helps the users to know that the class is the right one for them - qualifying the leads already before submission of the form.

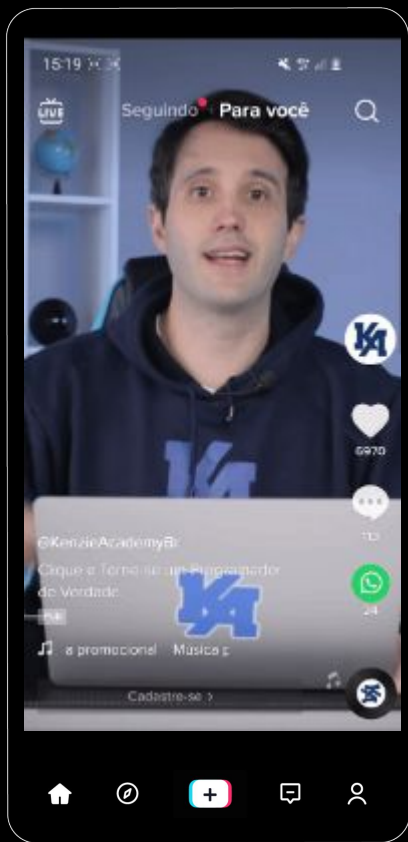
**\$1.2** **11.34%** **10** **mos.**

**Cost Per Lead** **Conversion Rate**

And counting! Consistent delivery of performance

*\*Note: Aggregated Lead Generation campaign results from 1 Aug 2021 to 28 Feb 2022*





# Kenzie got a great results of its Developer Program by using TikTok Lead Generation

## Lead Generation Campaign

Kenzie did a TikTok Lead Generation campaign to capture interested users on join the free online course about Programing. The campaign targeted users interested in Tech and Education content and in the age range of 18 - 34 years-old.

## Solution and Performance

In 12 days, the Lead Generation Ads collected a great amount of leads with Cost per Lead (CPL) **62.51% lower than** the lead campaign that drove users to **their external URL**. Furthermore, TikTok brought a **CPL 35.33% cheaper than other Lead Ads among digital media players**

62.51% 35.33%

### Lower CPL

(lower comparing to the lead campaign using external URL)

### Lower CPL

(lower than lead ads at competitors)





# Kenzie promoted their Zero to Code Marathon with TikTok Lead Generation

## Lead Generation Campaign

Kenzie Academy is a professional school that offers high quality education in technology and programming landscape. Kenzie wanted to promote their programming content among those who aim to start their developer journey. Aiming to get quality leads, the school leveraged TikTok Lead Generation campaign, targeting users interested in Tech and Education content in the age range of 18 - 34 years-old.

## Solution and Performance

Lead Generation Ads resulted in Cost per Lead (CPL) 47.65% lower than the web based form sign up campaigns. Furthermore, Kenzie witnessed a 63.6% lower CPL on TikTok compared to other platforms.

47.6% 63.6%

### Lower CPL

(lower comparing to the lead campaign using external URL)

### Lower CPL

(lower than lead ads at competitors)



# Singapore Institute of Management optimizing lead generation for university recruitment

## Lead Generation Campaign

For 3 weeks in **May 2022**, **SIM** leveraged on **Lead Gen** as an **always-on strategy**, to provide a seamless user journey to submit forms directly on TikTok platform. **SIM** leveraged on TikTok's large young adult audience pool and targeted **ages 18–24**, which is common age range for students that completed their pre-University education in Singapore. Thus, with a sufficient pool of target audience, **SIM** acquired quality leads through this campaign.

## Solution and Performance

**SIM** leveraged on **Lowest Cost bid** to pass the learning phase quickly. In their DC, **SIM** attracted students that are interested in Social Sciences degrees. And in their creative, they leveraged on **text overlays** to highlight their popular Social Sciences degrees and list career opportunities to attract students for their 2022 degree programme application. In the Lead Gen form, **SIM** also attracted students to answer the questions in order to 'Gain access to course brochures & video recordings'. In combination – the ad, DC and form was **attention-grabbing** and **relatable** to students. Overall, with **Lead Gen and Display Card**, they achieved **+57% higher lead volume** and **-56.4% lower in CPL** compared to without Display Card.

57%

Higher in lead volume  
vs. without DC

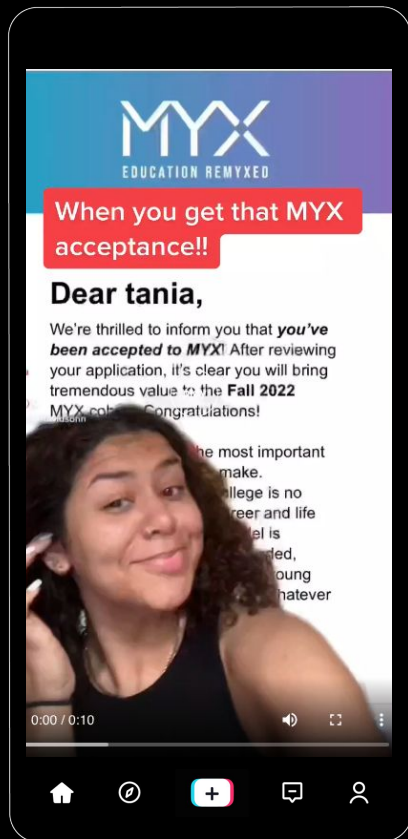
47%

Higher conversion rate of  
lead form vs. without DC

56%

Lower Cost Per Lead  
(CPL) vs. without DC





# MYX reduced cost per lead by 97% using Lead Generation on TikTok

## Lead Generation Campaign

MYX is a personalized, experiential, high-touch education program that helps students figure out their next step, and develop the plan, skills, and confidence necessary to pursue it. **MYX wanted to reach students between 18-24 years old to increase awareness about their program and drive registrations.**

## Solution and Performance

For MYX, there was no better place than TikTok to target their 18-24 year-old demographic. MYX decided to **leverage Spark Ads** to expand the reach of existing student ambassadors' content. By focusing on real-life student experiences and daily life snapshots at the MYX campus, they were able to reach millions of potential students with native, engaging and authentic content. As part of their strategy, MYX also focused on TikTok's **advanced lead generation solutions** to drive registrations.

In less than 4 months, **MYX managed to lower their cost per lead by an astonishing 97%**. Their ads also got incredible exposure by gaining **2.3 million 2-second video-views**, all while driving thousands of new leads for their business. MYX was able to achieve these incredible results by optimizing their campaigns, adopting best practices, and testing new features.

**97%** **2.3M**

Lower CPL

2-second video-views







## UAG School of Medicine achieved an 88% lower CPA with Lead Generation on TikTok

### Lead Generation Campaign

UAG School of Medicine is a medical school in Latin America offering a rigorous, integrated, and innovative education model. The UAG school of medicine was **interested in running their first lead generation campaign to build a pipeline of students interested in their medical school program.**

### Solution and Performance

With a target customer in mind, the school used **Age and Interest Targeting** to reach users 18-34 with interests in higher education, oversees education, and language training. From a creative messaging standpoint and to maintain authenticity, they **highlighted real students talking about their school experience.**

The school saw tremendous success with their campaign, resulting in a **2.1% conversion rate**, a **total reach of 1.3M**, and a total of 1.21M video views. Moreover, they saw **CPC lowered by 80%**, **CPM by 50%**, and **CPA by 88%** compared to their previous Lead Generation campaign. Based on this success, and to nurture and retarget potential leads, UAG School of Medicine plans to invest in a full-funnel strategy on the platform.

# 88%

Lower CPA

# 80%

Lower CPC

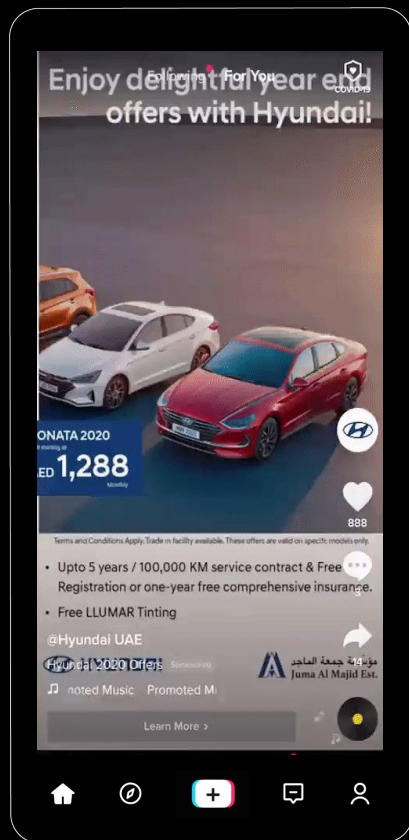
# 2.1%

Conversion Rate



# Auto

## Success Stories



# Hyundai witnessed 37% qualification rate among the generated leads at 76% lower CPL

## Lead Generation Campaign

To promote a new offer in the UAE, Hyundai UAE was the first brand to try TikTok's Lead Generation format. The main objective was to acquire qualified leads for their campaign.

## Solution and Performance

A strong lead qualification rate was critical for Hyundai to assess the performance of the campaign. Through Lead Generation, they were able to achieve a qualification rate of 37% - on par with other leading platforms.

# 37%

### Qualification Rate

(on par with competition)

# 76%

### Lower CPL

(compared to forecast)



# Finance

## Success Stories



# Trust Bank Indonesia collecting leads for new users to sign up for savings accounts

## Lead Generation Campaign

JTrust Bank Indonesia is a bank under JTrust holding which operates from 2015 in Indonesia. As part of their #DancewithJTrust brand campaign in TikTok, they were also running Lead Generation solution to drive new users to open savings accounts.

## Solution and Performance

To maximize audience exploration given this is the first Lead Generation campaign, client split the Ad Group between **Broad targeting** to target broad audience and **Custom Audience targeting** to retarget audience who has interacted with their brand ads before (HTC, Branded Effect, Brand premium) & also create a new similar prospect through **Lookalike targeting**.

They follow our best practice to use multiple creatives (**5 creatives**) in each Ad Group. They highlighted the main selling points right away from the beginning of the ads which was about **"Getting ~7 USD if users submit the form and open saving account"** combined with a catchy **JTrust bank anthem**. They powered up this strategy with **Lowest Cost bid** to maximise results.

# 10.7K<sup>+</sup> 36%

Leads Collected

Conversion Rate





# Generali providing a seamless user journey to sign up for insurance products

## Lead Generation Campaign

With the objective of targeting young adults and generating quality leads which will be contacted by their agents, Generali leveraged on TikTok's large young adult audience base and **targeted age 25-55+** to have a sufficient and quality pool of target audience.

## Solution and Performance

They leveraged a **blend of lowest cost and cost cap bidding** in line with TikTok's auction best practice to maintain optimum delivery efficiency by balancing scale and cost-effectiveness. For their creative, they featured a **relevant KOL** to educate audience about the importance of insurance and offer solutions by Generali using **text overlays**.

The creative is **human-centric and relatable** to younger audience interested in life insurance and investments. Overall, with **Lead Gen**, they achieved a high lead volume of **1.2K+ leads** with **2.4% Conversion rate**.

**1.2K<sup>+</sup>** **2.4%**  
Leads Collected Conversion Rate



# Health Care

## Success Stories



# Dermanostic using Lead Generation to drive newsletter subscriptions

## Lead Generation Campaign

Dermanostic is an online, app-based dermatologist service based in Germany, connecting consumers with dermatologists in just 24 hours. It sought to use TikTok to strengthen its relationship with an existing follower base of 100,000, plus increase newsletter sign-ups in a cost-effective way.

## Solution and Performance

Appearing as regular In-Feed Ads, sitting natively in the For You Feed, Lead Generation ads encourage the community to complete a short form – the basics being pre-filled – so brands can identify and harness potential loyal customers without sending them off-platform. The campaign was a resounding success, improving metrics across the board compared to other channels.

# 60%

### Lower CPM

The Lead Generation ads resulted in a 60% reduction in cost-per-thousand (CPM).

# 80%

### Lower CPL

This campaign saw 80% reduction in cost per lead.

# 1K+

### Leads Collected

Dermanostic received more than 1,000 newsletter signups.





# DA Surgery utilized Lead Generation to drive higher consultations

## Lead Generation Campaign

DA Plastic Surgery is plastic surgery clinic Korea who specializes in facial contouring, double jaw surgery, eye, rhinoplasty, and others. Surgery consultation is one of the important KPIs which could lead to conversion. Thus, they partnered with TikTok to run their first Lead Gen campaign to drive higher consultations to their clinic.

## Solution and Performance

Since it was their first Lead Gen campaign, they used Lowest Cost bid to maximize results faster. They split their targeting, Ad Group, and Ads based on Male and Female to showcase different creatives by Gender. In their ads, they focused on showcasing their top procedure such as Rhinoplasty to attract users better. They followed best practices to use 4-5 creatives per Ad Group and also customized each Instant Form to use the same picture they used on Ad Creative to decrease drop-off rate.

14%

Lower CPL

2.8%

Conversion Rate

140+

Forms submitted





# CVS Health partners with Recruitics to increase lead volume through TikTok Lead Gen campaign

## Lead Generation Campaign

CVS Health, a national retailer, has an ongoing need to staff for a variety of roles. Accelerating hiring efforts for hard to fill roles was a key objective heading into their busy season.

## Solution and Performance

With the help of their Recruitment Marketing Agency, Recruitics, CVS Health launched TikTok lead generation campaigns. The authentic content in the creative spoke to their key audience with a hiring message and encouraged them to fill out an instant form to express their interest.

2.4

Impressions

M

\$20.60

Average CPL





# Appendix

 **TikTok** for Business



# Our Commitment to Security

At TikTok, creating a safe environment means we make decisions that prioritize the well-being of our community and limit the potential for online polarization or real world harm – **even if those choices impact our short-term commercial success.**

## Data Security:

We're committed to a process of continuous innovation and improvement in our user experience and safety controls. We take our responsibility to safeguard our community seriously, both in how we address potentially harmful content and how we protect against unauthorized access to user data.

## Data Storage:

As a part of our work with Oracle for the past year, we've changed the default storage location of US user data. Now, 100% of US user traffic is being routed to Oracle Cloud Infrastructure.

## Looking Forward:

We're working closely with Oracle to develop a whole new generation of data controls that Oracle will audit and manage to give users even more peace of mind.

**Our work is continuous and has no finish line.**