

TIKTOK'S

# Agency Guidebook

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 **TikTok** for Business

# What is TikTok's Agency Guidebook?

Think of TikTok's Agency Guidebook as your encyclopedia to getting your clients going and growing on TikTok. Have a question you need answered? Now you can check out the table of contents and go directly to the section of the topic you're curious about rather than flipping through an entire deck. This guidebook is meant to be used as a resource that allows you to quickly answer any TikTok questions you may have – from setting up your agency tools to full funnel campaign best practices. This way you can move forward in client campaign planning without pause.

Happy TikToking!

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## **Selling TikTok to your clients**

**Need a little help selling the value of TikTok to your clients? Look no further. In this section, we've got some hard-hitting stats sure to win them over.**

- TikTok works – by the numbers
- Full funnel – From awareness to sales



# The value of TikTok for clients

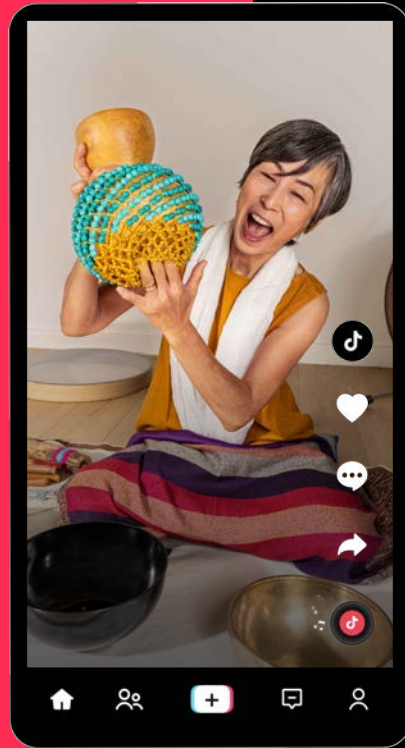


# TikTok is where entertainment meets commerce

Personalized Discovery

Authentic Interactions

Entertaining Creative



# 73%

of social or video platform users consider TikTok a place for **entertainment**

# 56%

of TikTok users say that **ads** on TikTok lead them to **discover** new products or brands

# 48%

of TikTok users are interested in making a **purchase** on or from TikTok in the next 3 months

**And where the attention of your clients' customers is all on them**

**99%**

TikTok users are focused on their screen 99% of the time when an ad is playing compared to 76% of the time on other platforms



# TikTok followers pack a full-funnel punch

**2.1x**

More likely to like a  
brand's videos<sup>1</sup>

**2.5x**

More likely to take  
conversion actions\*  
on TikTok

**5.4x**

Longer livestream  
viewers vs non-  
followers

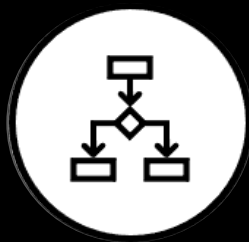


# Full-funnel: You can build your client's entire strategy because TikTok supports every marketing need



**Awareness**

**72%** of SMBs say that advertising on TikTok has helped them to reach new customers



**Consideration**

**90%** of TikTok users say that they have a better perception of an SMB that they see on TikTok



**Conversion**

**52%** of TikTok users that have come across SMB content on TikTok have gone on to make a purchase



# But the funnel looks a little different on TikTok

The path to purchase on TikTok does not follow the old-fashioned way of the linear funnel. On TikTok, there is no start or end to the purchasing path.

It's an infinite loop fueled by our community's desire to constantly **discover something new** and then take action.





## **Setting up your agency tools**

**Before jumping into best practices, have you checked these must-haves off your to-do list to set you and your clients up for success? If not, let's get you set up now. If you have, feel free to skip over this section of the guidebook.**

- Set up your agency's Business Center
- Set up Autopay
- Get rewards for your Agency



# Agency Tools for Success



# Business Center for Agencies



**Business Center for Agencies** is an all-in-one hub that helps you manage your clients' payments, track performance and collaborate to reach your goals on TikTok.

# The value of an Business Center for Agencies

**Centralized Hub**

Manage all your payment, billing and invoicing all in one place

**Manage Access**

You know who has what access to assets and data, and can adjust as needed.

**Own Data & Assets**

Your company owns assets and data created from or transferred to the Business Center.

# Setup in 5 easy steps

## Register



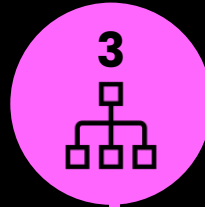
Sign up via a self-service process at [business.tiktok.com](https://business.tiktok.com)

## Invite members & partners



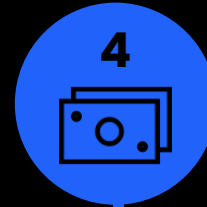
Client invites team as members, and teams external to the company as partners

## Create & Share assets



Create and/or request access to ad accounts, pixels, TikTok accounts, etc. and assign permissions

## Set up payment



Client will set up, confirm and use billing options and payment method of choice for ad account top-up

## Review & optimize strategies



Use Overview Page to track and examine performance across the board and make optimizations that breed synergy

Note: If you already have a Business Center in use, talk to your TikTok rep to check and verify it in order to unlock additional features such as ad account creation and finance management.

# The ease of Autopay

Automatic Payment (Autopay) is our recommended form of payment for Agencies after setting up your Business Center. Why? Check out its benefits:

- 1** Charges your accounts automatically and reduces unnecessary campaign pause
- 2** Can link a credit or debit card to add a balance to your Autopay ad account and use it to pay for any advertising charges
- 3** Activate new clients under your Business Center for Agencies with more ease prior to big moments like the holiday season





# 'Tis the season for TikTok Rewards

While you're busy helping your clients thrive this holiday season, TikTok wants to reward our agency friends incentives to be even more successful on our platform.

## **New Ad Account Reward**

For every new ad account created that spends \$200 USD in its first 30 days, you'll get \$200 USD in ad credit.\*

## **Agency Growth Reward**

Get 15% back on every additional \$500 USD you spend over the qualification amount.\*\*

\*\$200 USD or local market currency equivalent. The cap is 3 new ad accounts per Business Center for Agencies.

\*\*\$500 USD or local market currency equivalent. The cap is \$1500 USD (or local market currency equivalent) ad credit per Business Center for Agencies. Additional terms apply.

# How do I qualify for Agency Rewards?

To qualify, do these two simple things:

1. Upgrade to Business Center for Agencies and complete the verification process.
2. Spend at least \$1,000 USD\* between October 1st, 2023 and October 31st, 2023 (inclusive). Spend may vary by region - please refer to the chart below to view the correct investment for your location.

Agencies who qualify and meet the reward requirements will receive their rewards by January 15th, 2024. Rewards will be automatically placed in their Business Center for Agencies.

Note: Those who qualify will be eligible to earn the benefits from November 2nd, 2023 through December 31st, 2023. Additional terms apply.

## Case Study

# Ecomdy Media

A growing number of small- and medium-sized businesses (SMBs) in Vietnam are turning to TikTok as a way to reach new audiences and drive sales. But many are also encountering certain challenges when kicking off advertising on TikTok

As a badged TikTok Campaign Management Partner, Ecomdy Media owns a **Business Center for agencies**, which allows administrators to create ad accounts capable of targeting multiple markets for clients. Furthermore, by integrating **TikTok's API for Business solutions** into its SaaS platform, Ecomdy Media has greatly improved the onboarding efficiency and campaign management experience for SMB advertisers and local agency partners in Vietnam. They've empowered over 8,000 SMB advertisers since launching the platform, including more than 1,200 active users with a total ad deposit of up to \$3.5 million per quarter. TikTok's APIs have also helped reduced both onboarding time and response time. The average TikTok Ads Manager onboarding time for local SMB advertisers has decreased by 75%.



# 250<sup>+</sup>

New ad accounts created monthly

# 85%

Advertiser onboarding time shortened

# 350%

YoY growth of clients



## **Foundation: Prepare clients for success**

**Now that your agency is all set up, let's jump into some foundational best practices to yield success for your clients. In this section we'll be covering signals and tools and tips to help you develop winning creative for your clients.**

- The importance of data connections
- Developing creative with a punch

**If you've already got signals and creative covered, feel free to skip to the campaign solutions + best practices section.**



## **Foundation: Prepare clients for success**

**Need tips on how to fuel optimal campaign performance for your clients and to understand the full impact of their ads? Check out this section for data connections best practices and learn more about our privacy-safe solutions.**

- The benefits of data connections
- Types of data connections
- Setting up data connections + features
- Data connections best practices

**If you've already got data connections down, skip this section and check out creative tips and tools.**



# Data Connections



# The evolving privacy landscape

## Control

Internet users are looking for more control over their data and how its used. The use of ad blockers and secure web browsers are on the rise as a result.

## Compliance

Governments are signing into law new regulations and policies protecting user data and increasing requirements for collecting, sharing and using data (CPRA, AADC, VCDPA, etc)

## Change

Operating systems and browsers are implementing technical and policy changes limiting how data is collected and used.

# Data connections set the foundation for measurement success

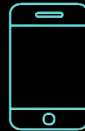
Data connections allow our system to accurately **measure** and **learn** from the **actions** (aka events) that consumers take on your website or app, **maximizing** its ability to drive **conversions** in the process.



1

## Improved Measurement

Measure campaign performance and ROAS with ease based on insights combining the consumer journey and the the user experience on TikTok.



2

## Custom Audiences

Deliver relevant ads that resonate with people that are more likely to convert.

Create custom audiences based on events, re-engage previous visitors, and build lookalike audiences.



3

## Unlock Advanced Solutions

Leverage more sophisticated solutions such as Video Shopping Ads, Lead Quality Optimization, and Value Based Optimization to supercharge your campaigns even *more*.



# TikTok Pixel *and* Events API

1

## Today

This **dual set-up** enhances the reliability of your data, in turn, **boosting performance**.

Pixel + Events API campaigns saw:

**+19%**  
incremental events

**+15%**  
improvement on CPA

2

## Future

**Events API** will ensure that your data connections remain safe and reliable in a **cookieless world**.

Bonus! If you have Shopify or Google Tag Manager **\*partner integration\***, setting up data connections for Event API.

# How they stack up

## Pixel | Legacy Solution

## Events API | Future Facing Solution

### What is it?

An industry standard solution: a piece of code added to your website to safely and seamlessly share event and optimization data

A server-to-server (S2S) integration to share web visitor events

### Benefits

- Minimal maintenance
- Easy or automatic set up
- Option to customize event code
- Continual enhancements and updates

- More customization on what you share
- Server-side integration with TikTok
- Mitigates network connectivity issues
- Opportunity for CRM enrichment

Use both for optimal setup!



# Best Practice | web & commerce objective clients

## Connection Type

How advertisers integrate with platforms for web conversion setup

**Pixel AND Events API**

## Event Type

Actions that people take on the advertisers website.

**Share Full Funnel Events**

view content, add to cart, initiate checkout, complete payment

## Key Parameters

Contextual event info that enables advanced products

**Share Relevant Parameters**

value, currency, content\_id, content\_type, external\_id, event\_id (for deduplication)

## Match Keys

Identifiers that help advertisers tie events to users who engaged with ads

**Activate Auto & Manual Advanced Matching**

Auto & Manual for Pixel, Manual for Events API

**Activate 1P & 3P Cookie (Pixel) & IP/UA/Click ID (Events API)**

# Data Connection Integration Options

There are multiple ways to establish a safe and reliable data connection with TikTok for clients.

## Direct Integration

**Build a direct integration by leveraging the TikTok Pixel or Events API (S2S)**

**Pixel:** Advertisers may need to leverage Developer/MarTech/Ad Ops team for support to implement pixel directly onto the website if custom coded events are required.

**Events API:** Advertiser will need more technical support from Developer or MarTech support for implementation

## Partner Installation

**Leverage a third-party partner that you're using who's integrated with TikTok for your Pixel and Events API integrations**

**Commerce Partners**

**Data Partners**

*For full list of integrated third-party partners please visit our [Help Center](#)*

# Advanced Matching | How to implement

Advanced Matching is a feature that enables your clients' businesses to securely share customer information to better match website and app events with people on TikTok. There are two types to choose from for clients.



## 01 Manual Advanced Matching

Requires installing code on your website (unless using a partner-integrated pixel)

- Technical implementation required
- Information sharing can be customized
- Automatic hashing (via SHA-256)

## 02 Automatic Advanced Matching

Does not require coding and can be turned on/off via pixel settings.

- One-click activation (on TikTok Events Manager) *recommended*
- *for advertisers without technical resources*
- Information sharing managed by TikTok code
- Automatic hashing (via SHA-256)

**For the best results, activate Auto & Manual for Pixel and Manual for Events API.**

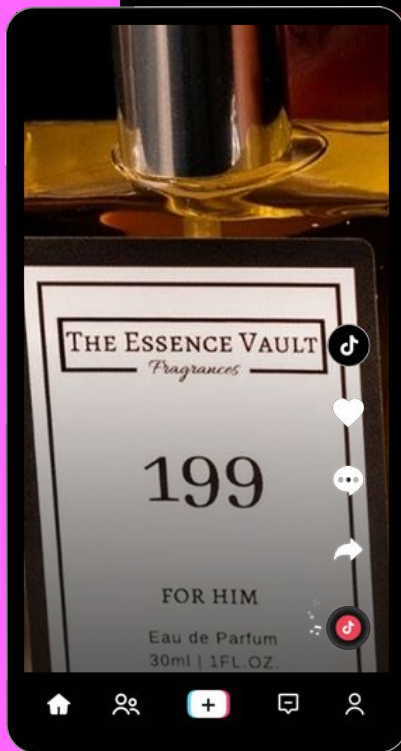
## Case Study

# The Essence Vault

The Essence Vault is an online UK retailer offering affordable and quality fragrances for men and women. Looking to increase the effectiveness of its performance campaigns, The Essence Vault and their agency, For You Advertising, set up a safe and reliable data connection with TikTok. These inputs allowed our ad system to more accurately determine which ads to serve to which people – all while maximising the chance of a conversion.

Thanks to their close attention to our recommended Pixel and Events API integration, The Essence Vault maximised its ability to drive conversions by accurately measuring and learning from the actions which consumers make on the website. As a result, they improved their ability to deliver relevant ads that resonated with people that are more likely to convert.

Additionally, thanks to data connections, the brand now can leverage more sophisticated solutions such as Video Shopping Ads and Value Based Optimization to supercharge their campaigns even more.



# 18 %

Increase in ROAS

# 15 %

Reduction in CPA

# 98%

Increase in complete payment events



## **Foundation: Creative Tips And Tools**

**Whether you're just getting your clients started on TikTok or ready to level up, TikTok has solutions you need for every step of the creation process. This section covers:**

- The importance of creative
- Creative journey steps
- Creative journey tools

**Already a creative guru? Skip this section and head straight to campaign setup tips.**



# Creative tips & tools





# Why creative matters

# 73 %

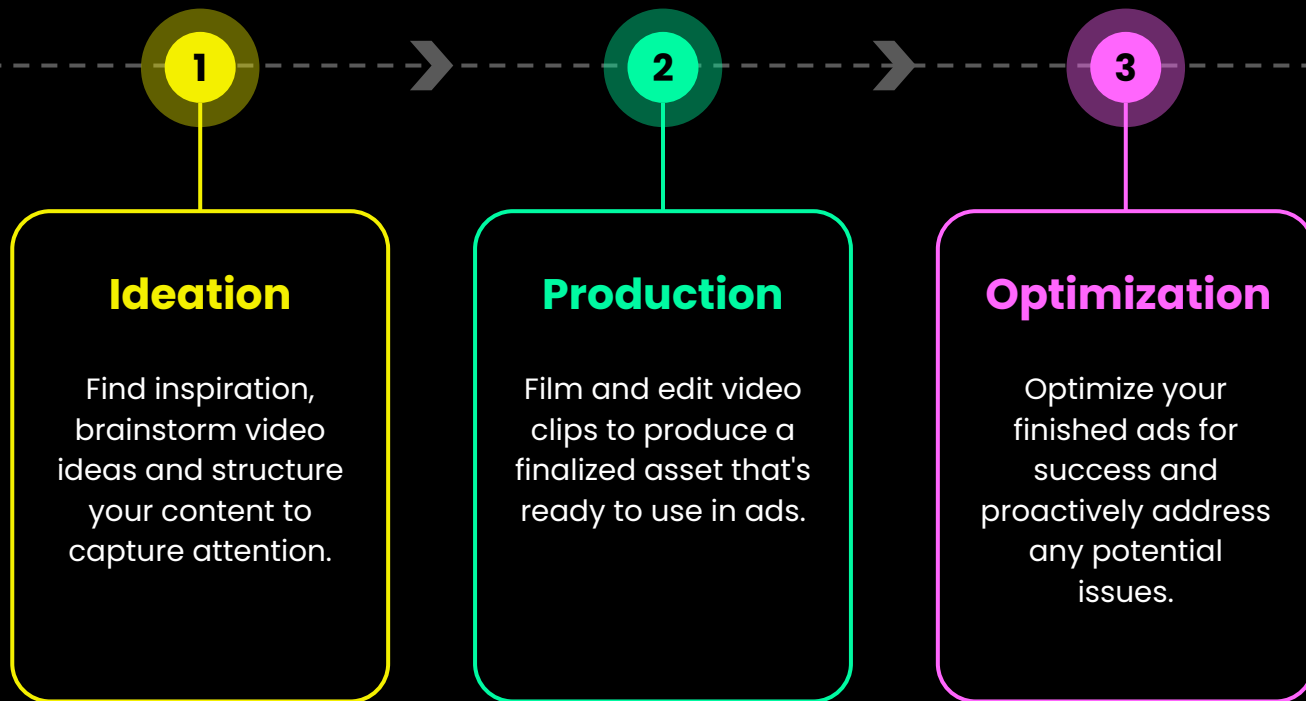
**of TikTok audience** says they feel a deeper connection to the brands they interact with on TikTok

Businesses succeeding on TikTok create authentic content that closely aligns with the community. To build creative that converts, it must feel like it belongs on the platform. After all, you are conversing with your client's audiences – not talking at them.

To help you out, we've got some tips and tools to help you yield client success.



# The three stops on the TikTok creative journey:



## Ideation Tools

**The Ideation Stage is where the creativity begins.**

We have tools to support you and your clients throughout this brainstorming and planning phase.

### Access royalty-free sounds for your clients

- [Audio Library](#): Think Sound-On with pre-cleared music for organic content and ad creation. Explore music by various criteria

### Find out what works and what's trending on TikTok

- [Creative Center](#): Visit the site for the latest trend data, music, creative insights, and case studies

## Production Tools

**The Production Stage is where the creative vision comes to life.**

In addition to shooting and editing directly from the TikTok app, we have tools to help you and you produce TikTok-ready creative for your clients

### Create new content with tools & templates

- [CapCut](#): Edit your client's videos with Free, all-in-one video editor for everyone, available on mobile, web, desktop and Ads Manager
- [CapCut's Library of Business Templates](#): Plug in existing photos and videos with ease. (US only)
- [Ad Script](#). (US only)

### Easily edit existing photos and videos

- [CapCut Video Editor](#): Helps you to repurpose existing assets
- [CapCut's Library of Business Templates](#): Plug in existing photos and videos with ease. (US only)

## Production Tools

**The Production Stage is where the creative vision comes to life.**

Working with creators and creative experts is another great way to help your clients – from awareness to sales. We've got the tools to help you find the perfect match.

### Work with creators and creative experts

- [TikTok Creator Marketplace](#): Find and collaborate with the right creators for your client's campaign
- [TikTok Creative Exchange](#): Connect with Creative Experts for fast, scalable, and high-performing video production (NA, EUI, METAP, CN-OB ONLY)

## Optimization Tools

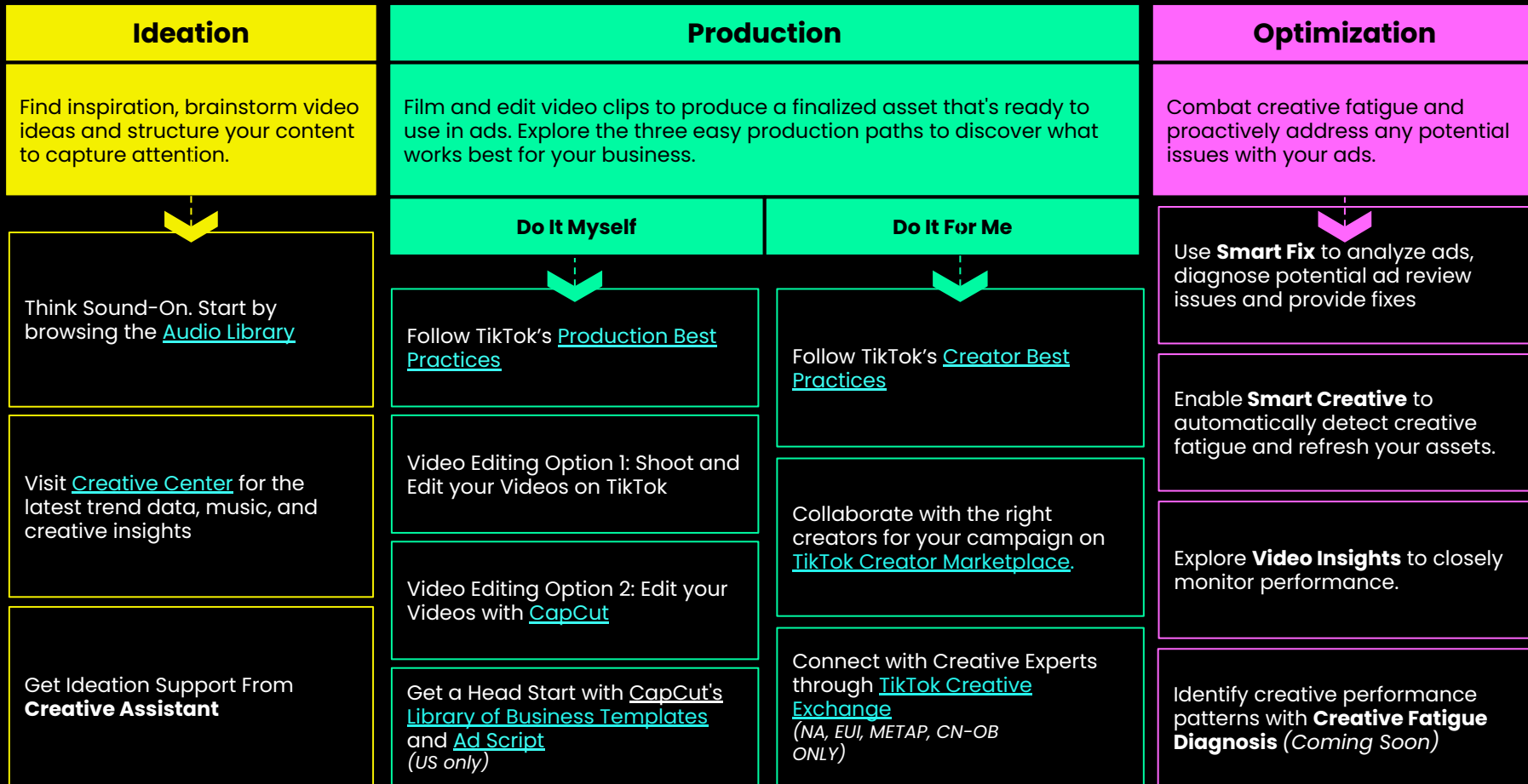
**The Optimization Stage is where you set client ads up for success.**

Struggling with fatigued creative or rejected ads for clients? We've got you covered with these tools.

### Refresh and clear client creative

- Smart Fix: Analyze ads, diagnose potential ad review issues, and be provided fixes with the click of a button
- Smart Creative: Automatically detect creative fatigue and refresh assets
- Interactive Add-ons: Refresh creative assets with tools directly in [TikTok Ads Manager](#)
- Video Insights: Closely monitor ad performance
- Creative Diagnosis (coming soon): Identify creative performance patterns **for troubleshooting and further in-depth analysis**

# SMB Creative Roadmap to Success

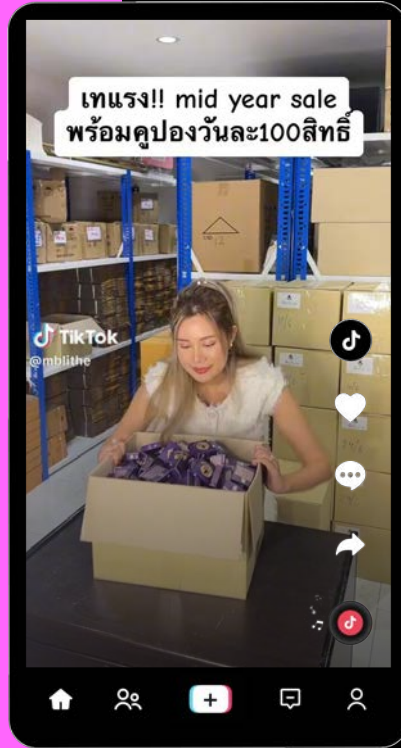


## Case Study

# M-BLITHE

Upon kickstarting their [TikTok account](#) in 2021, M-BLITHE began leveraging the platform to create simple "how-to" videos to showcase how trending makeup looks can be achieved with its product line. The brand used **TikTok's video editing tools**, which allowed shooting, editing, and uploading of content to be done within the app itself to put together a series of short-form video content that resonated with the larger TikTok community.

Tapping into TikTok's diverse creator network through the **creator affiliate program** also generated authentic reviews that resonated with the wider community, whilst reinforcing the company's goal to reach more women and help them become more confident.



> **179k**

Followers

> **1.5M**

Average views  
across videos





# **Campaigns: Full funnel solutions + best practices**

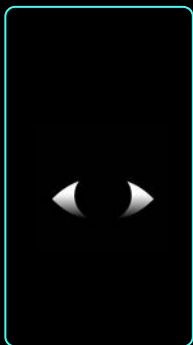
**Agency tools in place? Check! Data connections and creative are ready to go? Check! Now let's jump into campaigns. This section of the guidebook covers products and best practices to help your clients find success in campaigns from awareness to conversion. Identify your client goals and head to that specific section.**

- Awareness
- Lead generation
- Web conversion campaigns
- TikTop Shop & Shop Ads
- Always engaged strategy

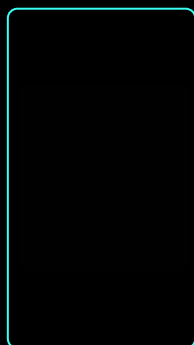
# Full-funnel products covered in this guidebook include:



Brand Auction



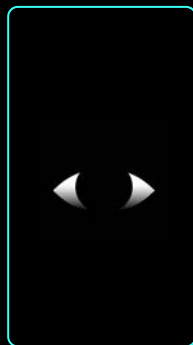
Spark Ads



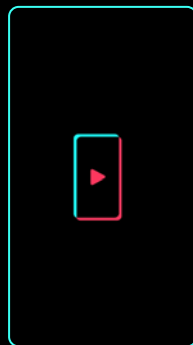
Lead Generation



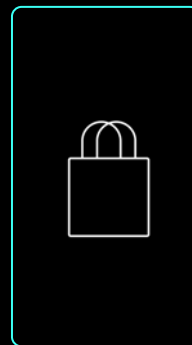
Web/App Conversions



Spark Ads



Pixel



TikTok Shopping Ads



TikTok Shop

Awareness

Consideration

Conversion



## **Campaigns: Awareness**

**Starting at the top of the funnel, awareness campaigns are great to build a following on TikTok for your clients. With in-feed ads, you're able to:**

- Build your TikTok presence
- Increase traffic
- Drive engagement

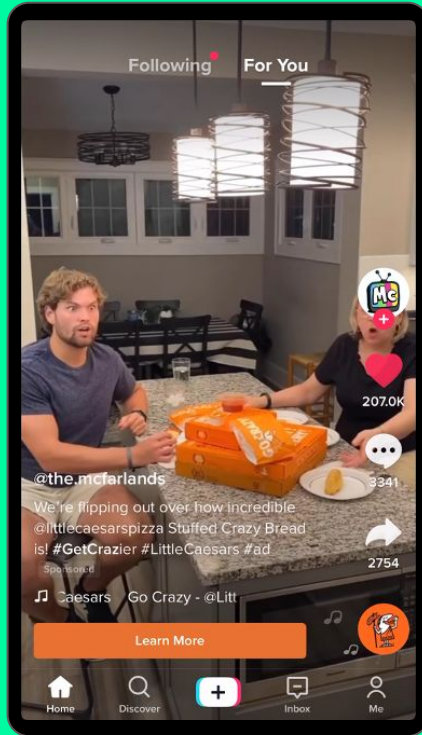
**If you're looking for tips and tools for awareness building, this section is for you. If your client already has a following, skip down to the lead generation section.**



# Awareness campaigns



# Brand Auction



## What is it?

### TikTok's Swiss Knife: Flexible, Effective, Powerful

Brand Auction are TikTok's bread & butter placement on the FYP for awareness. It places businesses right at the middle of the FYP, allowing them to be organically embedded into all the greatness of the platform's authentic entertainment. On top of that, businesses have endless options to layer on top of them (objectives, targeting, automation tools, add-ons, etc.) allowing them to solve for a wide variety of challenges

## When to use it?

- Reach
- Video Views (Focused View optimization)
- Community Interaction
- Always Engaged Strategy

# 1 Reach

## What is it?

A campaign objective that enables you to show your client's ads with the maximum number of impressions in their targeted audience at the most efficient price.

## Why use it?

Help raise awareness for your client's products or services to a large audience.

## How does it work?

Reach campaigns allow you to set frequency caps based on your client's marketing needs to better manage exposure of their messaging. When running campaigns with the reach objective, the bidding method is CPM, which is the price you and your client are willing to pay for one thousand impressions.

2

## Video Views (Focused View optimization)

### What is it?

The Video View (Focused View optimization) objective allows you to drive business impact by optimizing for both video views and interactions.

### How does it work?

Use In-Feed Video Auction campaign to generate brand awareness to increase interest and move users down the funnel

### Why use it?

- Increase awareness and interest in your client's business
- Find users who will both view and interact your client's ad
- Lower the barrier to users submitting information when seeing lead generation ad campaigns



# 3 Community Interaction

## What is it?

Your client is just getting started on TikTok and you want to build an engaged community and nurture relationships with communities on TikTok

## How does it work?

Use In-Feed Video Auction campaign to drive profile visits and follows

## Why use it?

- Grow their TikTok community
- Drive brand exploration and traffic to your client's profile page
- Build a community of loyal fans and future customers



# 4 Always engaged strategy

## What is it?

Your brand is just getting started on TikTok and you want to build an engaged community and nurture relationships with your communities on TikTok

## How does it work?

Audiences on TikTok want businesses to be an active member of the community. Using organic and paid together supercharges your results and drives impact for your clients.

## Why use it?

- Continue to grow your client's TikTok community and become a key voice amongst target audience
- Use as campaign complement
- Drive continued brand exploration
- Create an entry point for anyone at anytime

**Psst! Check out more on always engaged strategy starting on slide 88...**

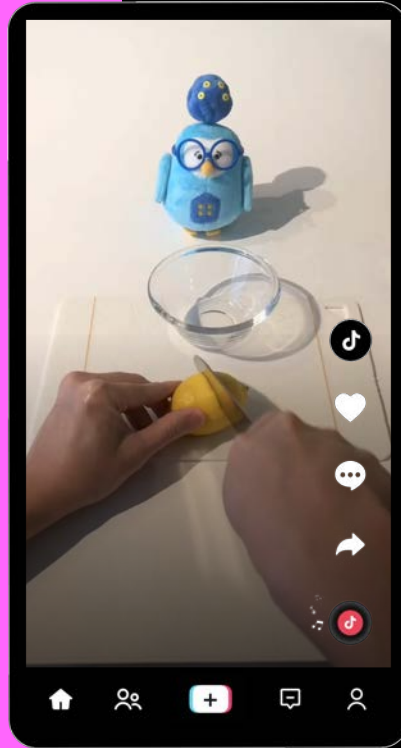
## Case Study

# Village House Management

After starting their profile on TikTok, Village House Management – a Japanese real estate management company, hoped to boost their follower count and generate more leads and customer inquiries on rental apartments. To do so, they would have to amplify their videos to relevant audiences to bring about authentic engagement and interest to their affordable apartments.

Village House Management launched a campaign with most of its content revolving around tips on improving daily home life. Through In-Feed Ads, they increased brand visibility through 60-second ads that users could react to, comment on, and share as they typically would for any other post. To further boost engagement with their audience, the ads were also launched with Community Interaction as the campaign objective, helping target users more likely to interact videos and elevate their presence amongst the TikTok community.

Their 25-day-long campaign led to consistent organic growth with a low Cost Per Follow against previous benchmarks.



# -50%

Cost per follower

# 4.2%

Engagement rate

# 32.8k

Impressions



## **Campaigns: Lead Generation**

**Lead Generation is the process of acquiring potential customers for your client's products or services. Check out tips to use this tool to set up a successful lead generation campaign.**

- Lead Generation ads overview and solutions
- Metrics and strategy
- Best practices

**If you and your client are already lead generation experts, feel free to skip to the next section.**



# Lead Generation Campaigns



# Lead Generation Ads



## What is it?

### Grow your customers right from the FYP

Lead Generation is the process of acquiring potential customers for a business's products or services.

With customizable, intuitive, and effective form formats and destinations, TikTok Lead Generation ensures you're well positioned to unlock new leads for your clients.

On TikTok, Lead Generation ads show up on the FYP and prompt users to click on a CTA to share their information based on a brand's objective (i.e. learn more, sign up).

## When to use it?

**Key use case for education, finance, auto, healthcare, services, retail/cpg**

**For sign ups, registrations, recruitment, sales, product samples,**

# 57%

**of TikTok users** are likely to purchase from an advertised brand after viewing a Lead Generation ad on the platform

Source: TikTok Marketing Science Global Shopping Ad Products Study 2022 conducted by Material

# Our Lead Generation Solutions

Under the Lead Generation objective, we have two types of Lead Gen Solutions to meet your needs:

## Website Lead Generation

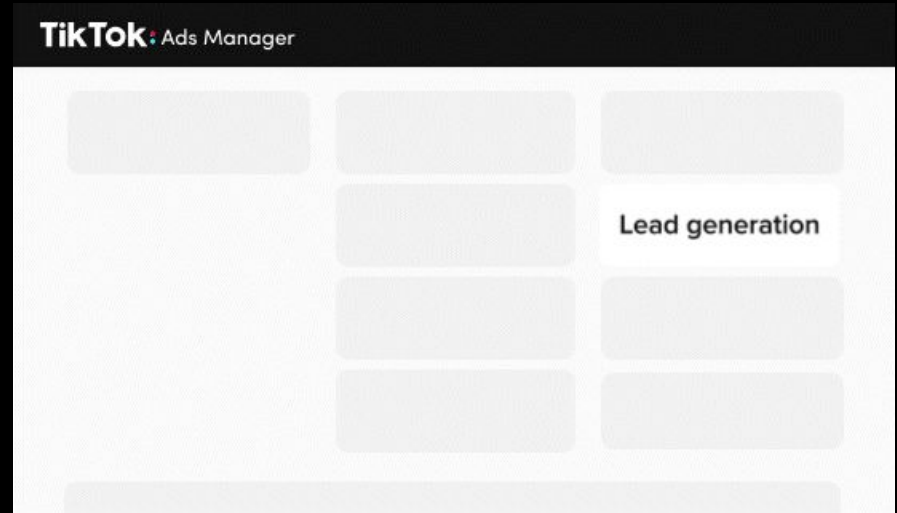
Redirect users to an external landing page and capture leads on your website

**Best for:** Boosting traffic on your site, qualifying leads via your site, more detailed qualifying info / questions (i.e. age, credit score)

## Native Lead Generation

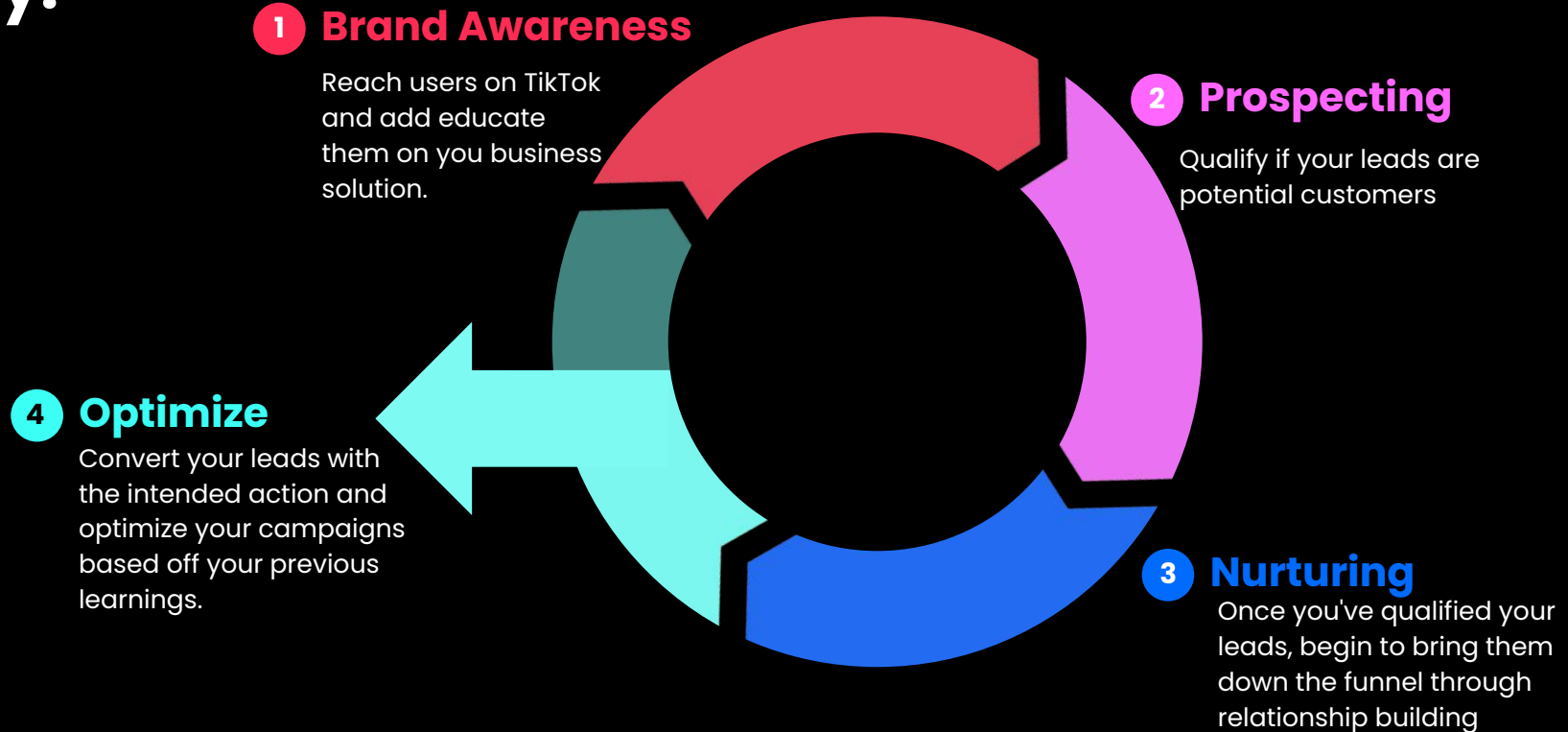
Capture leads on an (in-app) Instant Form within TikTok, and sync leads to your CRM in real-time\*

**Best for:** Decreasing user form friction, building customer/email lists, instant lead capture, real-time CRM sync, surveys with <10 questions



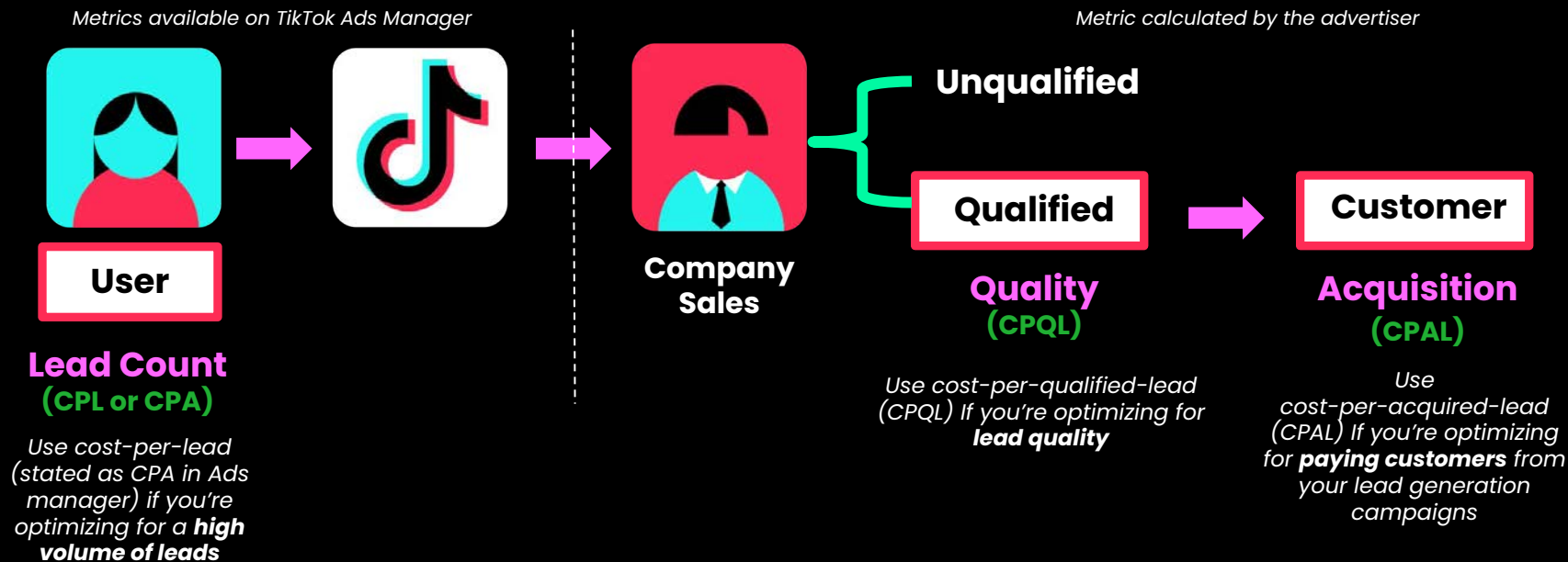
Learn more about Website Lead Generation [here](#)  
Learn more about Native Lead Generation [here](#)

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



# 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





# 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 registration

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

**Primary KPIs**

**VV + CPL/CPA**

**VPL + CPQL**  
(KPI not measured on Ads Manager)

**CPQL + CPAL**  
(KPI not measured on Ads Manager)

**Key Products**

- Video View Objective
- Lead Generation
- Lowest Cost

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

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

# Lead Generation best practices

Keep these best practices in mind when setting up and optimizing your clients' Lead Generation campaigns.

## Targeting Client Customers

**Use Broad Targeting.** Keep targeting as broad as possible for your Prospecting Lead Generation campaigns to maximize addressable audience size and drive greater efficiency.

**Use Lookalike Audiences.** Reach audiences that share commonalities with your clients' ideal customers with Lookalike Audiences.

## Bidding and Budgeting

**Set budget at a minimum of 10x the expected CPA.** As you're getting started, use a Lowest Cost bidding strategy with a daily budget set at a minimum 10x your client's expected CPL.

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

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

## Data Connections

**Integrate your client's CRM with TikTok** so you can seamlessly and efficiently manage leads from their Lead Generation campaigns. This ensures the highest rate of contactability possible and streamlines efforts for sales teams.

# 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*

The image shows a smartphone screen displaying a TikTok Lead Generation form. The form is titled "TikTok For Business" and includes the following text: "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." Below this, there is a message: "Our limited time offer is ending soon!". The form also includes a link to "Sign up to advertise on TikTok!" and a question: "Do you have any products or services that you are looking to promote?". There are radio buttons for "Yes" and "No" next to the question. At the bottom of the form is a "Submit" button. The phone's status bar at the top shows the time as 9:41 and signal strength, Wi-Fi, and battery icons. The bottom of the phone shows the standard iOS home indicator bar with icons for home, search, add, messages, and profile.

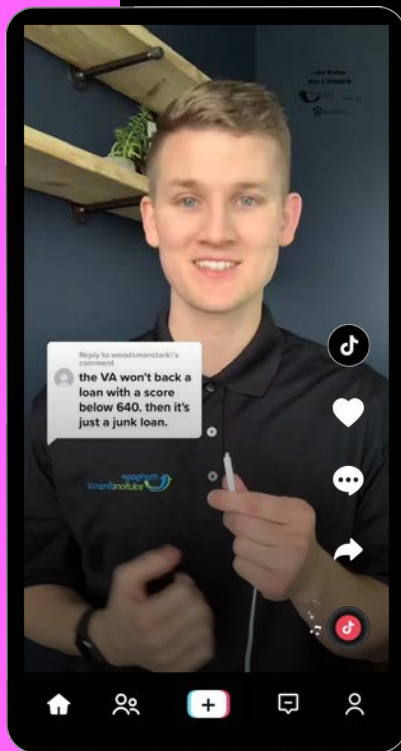
## Case Study

# Reflections Advertising

Reflections Advertising, a creative agency in the US, built an always-on, **Lead Generation** campaign for their client, Mortgage Solutions Financial, to reach and convert potential new customers.

They worked with Mortgage Solutions' loan officers as creators to create educational videos that would resonate with their audience featuring TikTok trends and business information. Then, they boosted these organic videos as **Spark Ads** with **Broad Audience Targeting**, allowing TikTok's algorithm to target the best people for the ads without predefined parameters.

These ads drove users to an Advanced **Instant Form** where people could share their contact information and other relevant details with the client. The client shared that the leads generated via TikTok were much higher in quality as they are 100% more responsive than leads garnered from other social platforms



# 90%

Decrease in CPC

# 9k+

New quality leads

# 3.5%

Average CVR



# Campaigns: Web Conversion

**Looking for insight on how to convert fans into customers? This section covers how to set up your client's first web conversion campaign in TikTok Ads Manager.**

- TikTok Pixel overview and setup
- Web conversion campaign setup
- FAQs and next steps

**If you've already set up your client's first conversion campaign, skip down to the next section.**



# Web conversion campaigns



# Web conversion campaigns fundamentals

---

# 92 %

**of TikTok users** globally take action after watching a TikTok video

Source: TikTok Marketing Science Global Time Well Spent Research 2021 Conducted by Kantar

Whether your client is an established online retailer or just getting started selling direct-to-consumer, finding their next customer can be challenging. But thanks to TikTok's full-funnel capabilities, we've got you covered.

But before you jump straight to recommending conversion campaigns to your new clients, make sure the system understands what types of visitors are more likely to convert. Optimizing to an action like Add to Cart will help the system understand the ideal audience faster. After you see success this higher level action, you can shift their focus on Complete Payment events.



# Before you set up your client's campaign in TikTok Ads Manager, make sure you set up your TikTok Pixel.

---

## What is a Pixel?

TikTok Pixel allows you to track events for all the visitor actions your client values, and informs campaigns to find audiences more likely to become customers.

## How many events should I set up?

It's recommended to setup 3+ Pixel events across the funnel, regardless of which funnel stage you're optimizing for.

## Why is the TikTok Pixel important?

---

High performance, personalized ads require safe and reliable data connections.



### 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.





# Pixel Setup

## Step 1: Confirm Website

To use the TikTok Pixel, you'll need to have a website and the ability to edit the website's code / theme.

## Step 3: Install Pixel

Turn on the Automatic Advanced Matching and First Party Cookies toggle and install Pixel. You can do this manually or via 3rd party. For manual installation, refer to this [guide](#).

## Step 5: Create Events

Now that your client's Pixel is setup correctly, set up at least 3 events: View Content, Add to Cart, and Complete Payment. We recommend using Event Builder to do so for advertisers with limited developer resources.

**Pro Tip:** We recommend using **one Pixel code per website**, so if you already have a Pixel code on your website, you can skip steps 1 - 3

## Step 2: Create Pixel

Sign into your TikTok business account and go to **Ads Manager > Assets > Events** to create your Pixel.

Here, you'll need to select whether you'll manually install the code and whether you'll use the TikTok Event Builder to set up web events.

## Step 4: Verify installation with TikTok Pixel Helper

Download the [TikTok Pixel Helper](#) chrome extension to verify your Pixel is setup correctly.

See [here](#) for more info on the TikTok Pixel Helper.

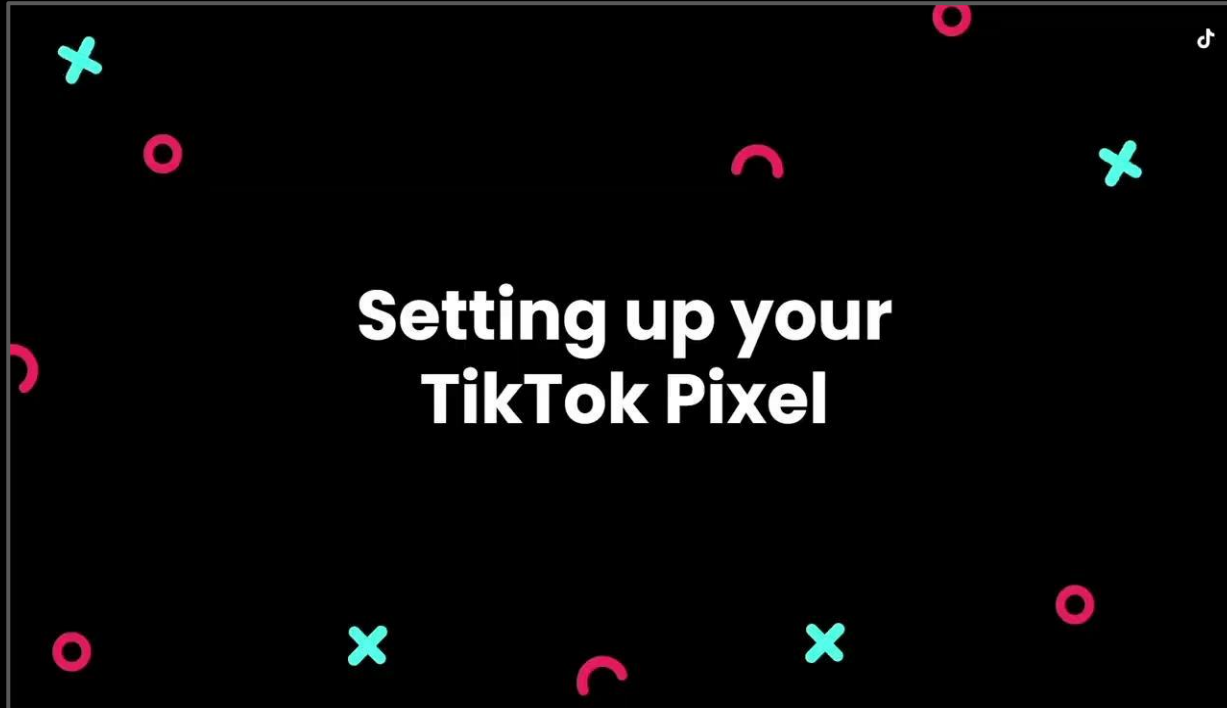
Start the Campaign



Set up Pixel with a **click** if your client uses a TikTok E-Commerce Partner Platform like Shopify, Ecwid, BigCommerce, and [more!](#)



**Need a visual for setting Pixel up for your clients?  
Check out this video!**



**Now that Pixel is in place, it's time to set up the campaign in TikTok Ads Manager!**



**Start setting up their first campaign by clicking on "Create an ad" on your dashboard and follow these simple steps at the Campaign Level:**

#### **Campaign Level**

1. Select the "Website conversions" objective
2. Turn off "Set Campaign Budget" (you'll use daily ad group budgets for more control)

# Setting up the Ad Group Level

## Pro tip: Daily Ad Group Budget

Daily Ad Group Budget is the maximum amount you will allow your client's ad group to spend per day.

Need some budget recommendations? We've got you.

Complete Payment/Shopping Optimization Event  
\$100 NA, \$50 EMEA and APAC, \$20 LATAM  
(median budgets to get 10+ conversions)

Non-shopping Optimization Event  
\$40 NA, \$30 EMEA and APAC, \$10 LATAM

*These amount gives the algorithm enough to learn who your client's ideal audience is and get optimal results early.*



Next up is the Ad Group Level. At the ad group level, you can define placements, creative type, target audience, budget & schedule, and bidding method & optimization.

## Ad Group

1. Select **"Website"** and your Pixel
2. Choose **"Add to Cart"** as your Optimization Event.
3. Choose **"TikTok"** under **"Select Placement"**
4. Choose their **Targeting**. We recommend "Automatic Targeting." If you do use "Custom Targeting" keep your client's audience broad using the Audience Size Estimator.
5. Set a daily ad group budget (start with at least \$30USD)

# Setting up the Ad Level and going live!



Ads are the content that you ultimately present to the target audience and what they will see on their mobile apps.

---

## Ad Level

1. Upload the new video you've created for your client
2. Fill in the ad's Text and URL.
3. Select Dynamic for "Call to action"
4. Click **submit** to send their first campaign for review!

*\*Not sure what Spark Ads are? Check out the next slide!*

**Need a visual of how to set up your client's conversion campaign? Check out this video!**



# Have questions about these set up steps? We've got answers.

**Q: At the Ad Group Level, why should we choose "Add to Cart" as the Optimization Event?**

Our research shows starting with Add to Cart events helps the system learn what types of visitors convert. See the 'Nurture your first campaign' section below for when we recommend moving to Complete Payment.

**Q: What happens after we submit or client's ad campaign?**

All ads go through a review process after you click "Submit" to ensure all paid promoted content is both safe and engaging for our community.

You will receive a notification once your client's ads have been approved and published—most ads are reviewed within 24 hours.

**Q: At the Ad Level, why do we fill in both the Text and URL?**

This is what your client's ad will say and link to on TikTok.

**Q: At the Ad Level, why do we fill in both the Text and URL?**

This is what your client's ad will say and link to on TikTok.

# What do I do after setting up our client's first conversion campaign?

After you set up your client's web conversion campaign, it's important to monitor how many **Add to Cart** conversions your client gets in **week 1**.

Here's your plan of action if they get at least one conversion vs none at all.

AT LEAST 1 ADD TO CART  
CONVERSION



Start new Ad Group:  
**Complete Payment**

The system has initial insights into what types of visitors are more likely to convert. You can start optimizing for Complete Payment while collecting more Add to Cart insights, too.

0 ADD TO CART  
CONVERSIONS



Start new Ad Group:  
**View Content**

The system may need more time to nurture your client's audiences. Once they hit 100 View Contents, they're ready to move onto Complete Payment.

**Pro tip: Keep the Add to Cart ad group on** to drive continuous conversion volume and let the system learn!

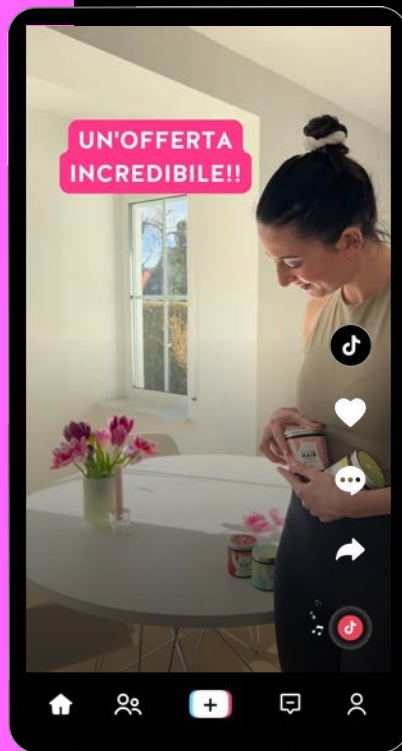


## Case Study

# Bears with Benefits

Bears with Benefits – a vitamins and supplements range designed for women's health and beauty – was hungry to reach a new audience in Italy, and its key focus was on sales. By using **Spark Ads**, Bears with Benefits was able to show its authentic side by promoting its organic posts. Furthermore, it used **Video Shopping Ads** so viewers could shop the products within TikTok. They also used **Advanced Matching for Web** to better measure and match conversions on its website to people on TikTok, boost campaigns, and expand its reach. Lastly, Bears with Benefits combined its low-cost approach with **Automatic Targeting** to help the in-house team optimise their budget by pinpointing the audiences most likely to convert.

Their smart approach to its ads, resulted in a far higher ROAS, and a reduction in its CPM, for product sales. In other words, it sold more for less



# 10 %

Lower CPA for product sales (

# 12 %

Higher ROAS in product sales

# 4 %

Lower CPM in product sales



# Campaigns: TikTok Shop & Shop Ads

**You've set up your client's first web ads conversion campaign. Congratulations! Now let's keep that momentum going by leveling up. This section is especially important for ecommerce/retail clients as it's all about selling products directly from TikTok with our shopping products.**

- TikTok Shop overview
- TikTok Shop organic products
- TikTok Shop paid products

**If your client is already set up on TikTok Shop and you're more interested in an always engaged strategy, skip down to the next section.**



# TikTok Shop & Shop Ads



# What is TikTok Shop?

TikTok Shop is our full-service e-commerce solution that enables merchants to **sell directly** through their TikTok account.

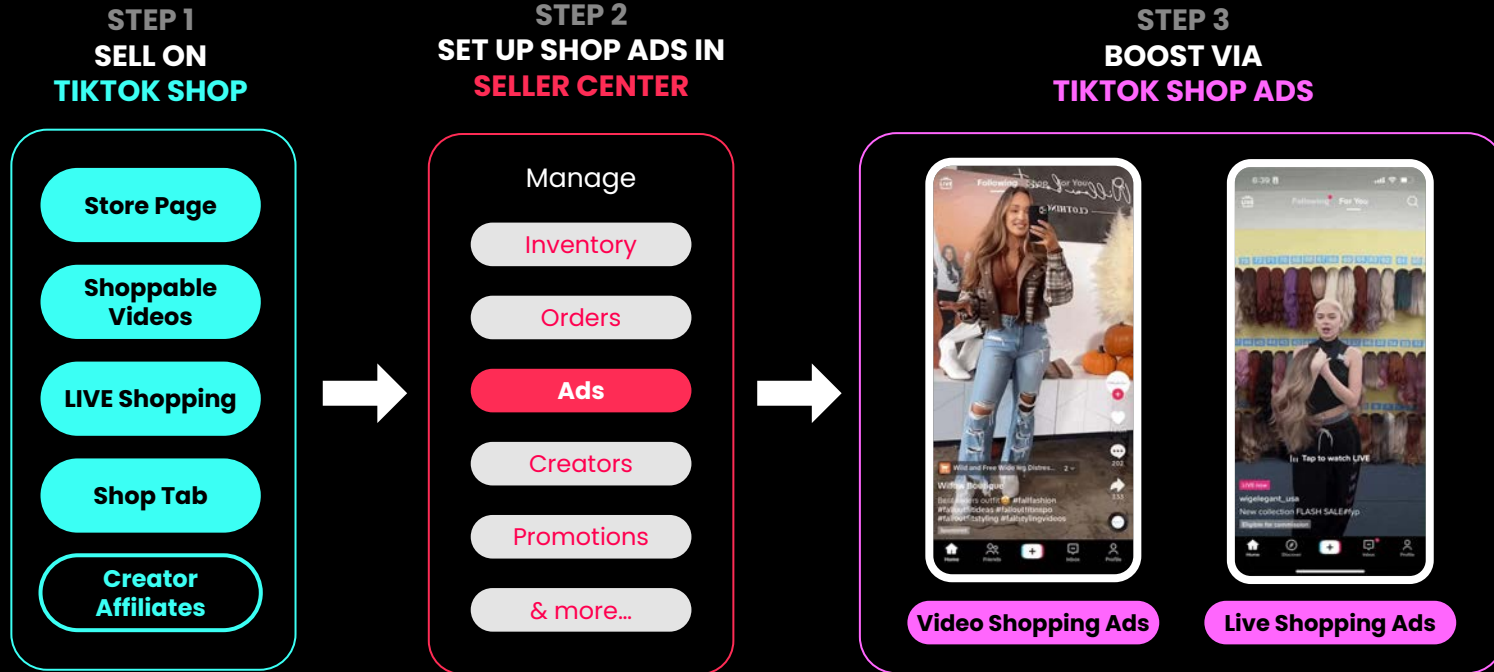
When to use it?

For any client who sells products and wanting to grow their business



CONFIDENTIAL & PROPRIETARY

# One simple solution to fuel your client's growth





TikTok Shop is part of our full set of **commerce solutions** at TikTok, all working to drive business opportunities for merchants and creators on the platform.



**TikTok Shop** allows product discovery, details, and checkout activity to be powered and performed all within the TikTok App.

**TikTok Shop Ads** amplify discovery and action so consumers are driven to purchase on your TikTok Shop.

# Shop Ads Key Value Props

## Why should our client use ads with their TikTok Shop business?

- **Accelerate GMV growth**  
Drive more traffic to their TikTok Shop or LIVE Shopping events to scale GMV more quickly, even for newly setup TikTok Shops with a cold-start.
- **Reach a wider audience**  
Using ads increase a seller's chance to get in front of potential buyers in the ad feed that they may not reach organically.
- **Get discovered by potential Affiliates**  
Using ads when participating in the Affiliate program helps them get discovered by creators in the FYP, helping generate a flywheel for creator participation.

## Why should our client purchase Shop Ads?

- **Better performance, higher ROAS**  
Conversions taking place on the platform without signal loss results in increased ROAS and decreased CPA for advertisers.
- **A more accurate way to measure performance**  
Measuring performance is more effective with Shop Ads than web conversion campaigns, since you will not see gaps in campaign measurement.
- **Greater advertising compliance**  
When a user interacts with a Shop Ad on TikTok, user data does not transfer between platforms.



# Features exclusive to TikTok Shop sellers

## TikTok Shop, Organic

- **Store Page**  
A store on your client's TikTok account page to showcase their products to shoppers at anytime.
- **Product Links on Shoppable Videos**  
Links that highlight one or multiple products directly from organic shoppable videos, appear natively on TikTok, and lead users to product details pages on platform.
- **LIVE Shopping**  
LIVE Shopping enables shoppers to purchase within the live shopping event through highly immersive and engaging content.
- **Shop Tab**  
A shoppable marketplace that allows shoppers to search and browse for products by categories.

## TikTok Shop Ads, Paid

- **Video Shopping Ads (Shop)**  
In-feed ads that maximize traffic and sales for your client's TikTok Shop with fully captured signals in a seamless, onsite purchase experience.
- **LIVE Shopping Ads**  
A full-funnel ad solution in the For You Feed that drives users to your client's LIVE Shopping event, amplifies shopper engagement, and directs shoppers through a seamless checkout experience.



## Closed Ecosystem

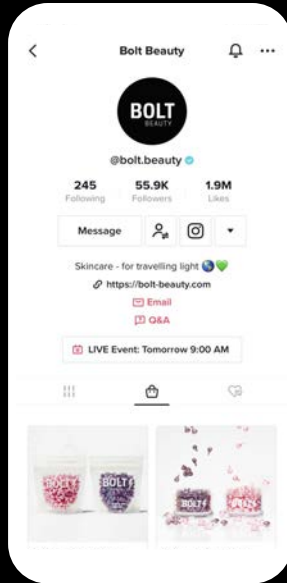
Seamless path to purchase, all within the TikTok app. Pixel setup and configurations are not required so all onsite purchasing behavior is fully captured without signal loss.



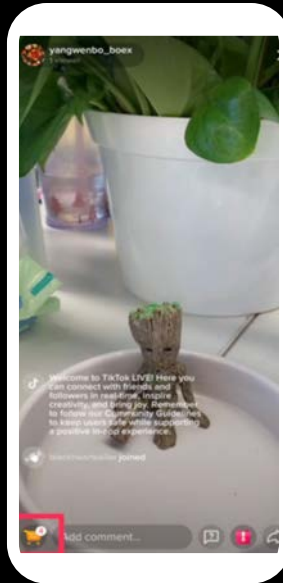
# TikTok Shop Organic Formats



Videos with Product Links

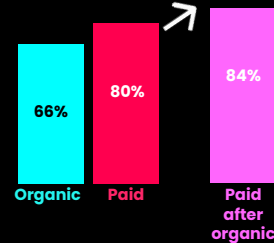


Product Showcase Tab

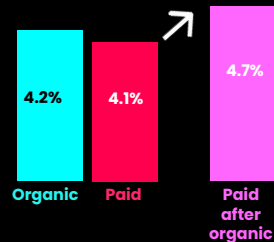


LIVE Shopping

## Elevate with Ads



Seeing ads after organic content increased brand recall by 27%



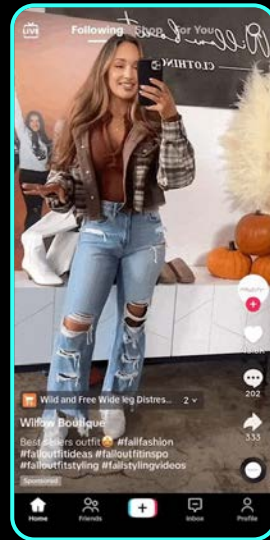
12% increase in time viewing branding after seeing organic content

# TikTok Shop Ads Suite

Product Sales objective in TikTok Ads Manager

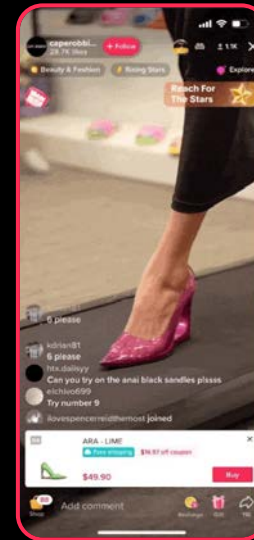
## Video Shopping Ads

Hyper-relevant, smart video across the FYP



## Live Shopping Ads

Drive engagement to LIVE Shopping from the FYP



# Video Shopping Ads (with Shop)

Hyper-relevant, smart video across the FYP

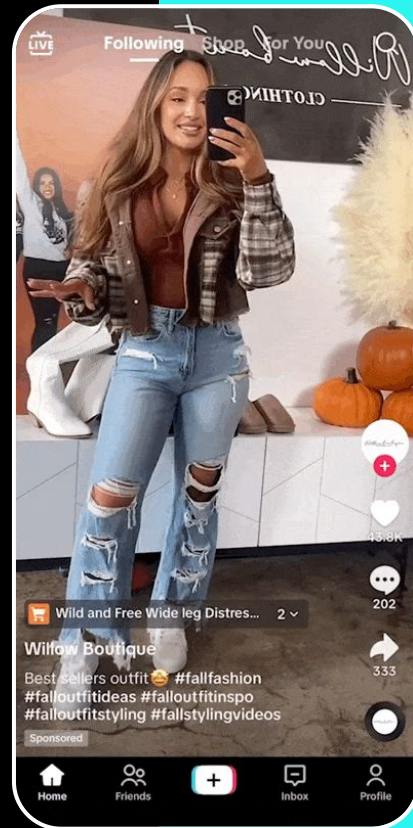
## Key Benefits

**Drive sales and traffic** to your TikTok Shop with in-feed experiences and seamless, onsite checkout.

**Easily analyze campaign impact** with 100% signal integration - no pixel implementation required.

**Leverage customizable features** to provide tailored solutions for key marketing needs

**Target in-market users** based on where they are in the purchase journey with Shop Activity targeting.



# LIVE format: LSA

Drive engagement to LIVE shopping from the FYP

## Key Benefits

**Maximize LIVE effort and efficiency** by amplifying audience reach and visibility

**Target users wherever they are in their purchase journey** with comprehensive optimization goals.

**Move shoppers down the funnel** in real time with flexible targeting throughout the LIVE shopping event.

**Flexible creative formats** to best fit your LIVE marketing needs, with LIVE creative and video creative formats



# Best Practice: Powerful alone, but better together

While you don't need to set up TikTok Shop to use Shopping Ads, Shopping Ads was developed to be even more powerful with TikTok Shop — unlocking more capabilities and heightened performance like enhanced signals, optimization levers for Video Shopping Ads and full access to LIVE Shopping and LIVE Shopping Ads.

TikTok Shop

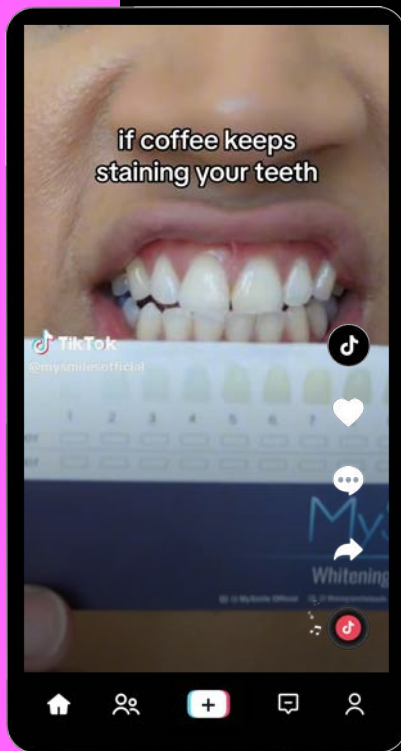
Shopping Ads

## Case Study

# MySmile

MySmile, a provider aimed at helping people achieve a brighter, healthier smile, aimed to diversify revenue streams with **TikTok Shop** and supercharge sales via **Shop Ads**, while simultaneously building a social platform to meet and grow fans.

They used TikTok Shop for a seamless customer path to purchase and Shop Ads to grow its Shop faster and improve ads performance through its closed-loop ecosystem, which captures all onsite purchasing behavior with no signal loss. They also activated **TikTok Shop's Creator Affiliate Program** to tap into an engaged affiliate community of people already using their products. Then, MySmile leveraged top affiliate content for **TikTok Shop Video Shopping Ads** and engaged with organic audiences through weekly Live events – amplified through **TikTok Shop Live Shopping Ads**.



\$1M+

In GMV

3x

ROAS

80%

Decrease in CPA vs BAU



# Campaigns: Always Engaged

**So you've used products individually, but you're looking how to make you client a consistent voice and part of the community? Check out this section about how to create an always engaged strategy.**

- Always engaged overview
- Always engaged strategy
- Roll out plan example

**If you've already developed and organic + paid approach for your clients and are more interested in programs to get your agency involved in, skip down to the next section.**



# Always Engaged Strategy





# How to keep clients Always Engaged

## Using organic & paid together supercharges results

- **54%** of TikTok audience say "this **“brand is for me”** after seeing a combination of a brand's organic content and a paid ad<sup>1</sup>
- Days after exposure, brand organic content **increased unaided brand awareness by 80%**.<sup>1</sup>

## An Always Engaged approach drives impact for your client

- **+21% increase** in brand love when organic + paid is used together.<sup>1</sup>
- After **two exposures** to TikTok content from brands, unaided brand awareness **increased by 2.5x**.<sup>1</sup>
- **64% TikTok audience say** they would purchase a brand after two exposures to branded content.<sup>1</sup>

## Paid media works harder with an Always Engaged strategy

- **2x Total awareness lift** for brands that are always-engaged before a Brand Lift Study compared to inactive.<sup>2</sup>
- **+28% higher intent lift** from always-engaged brands compared to less active ones.<sup>2</sup>

## Audiences on TikTok want businesses to be active members of the community

- **79% of TikTok audience agree** TikTok is a place for brands to demonstrate a bit of personality and express themselves.<sup>3</sup>
- 

Source:s: 1. TikTok Marketing Science US Organic + Paid Study 2021 conducted by Neurons;

2. TikTok Marketing Science Internal data, US Growth Clients 2021-2022

3. TikTok Marketing Science Global Community and Self-Expression Study (US Results) 2021 conducted by Flamingo;



# Organic & Paid: Smarter Together

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

**+21%**

**Brand Love**

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

**2.5x**

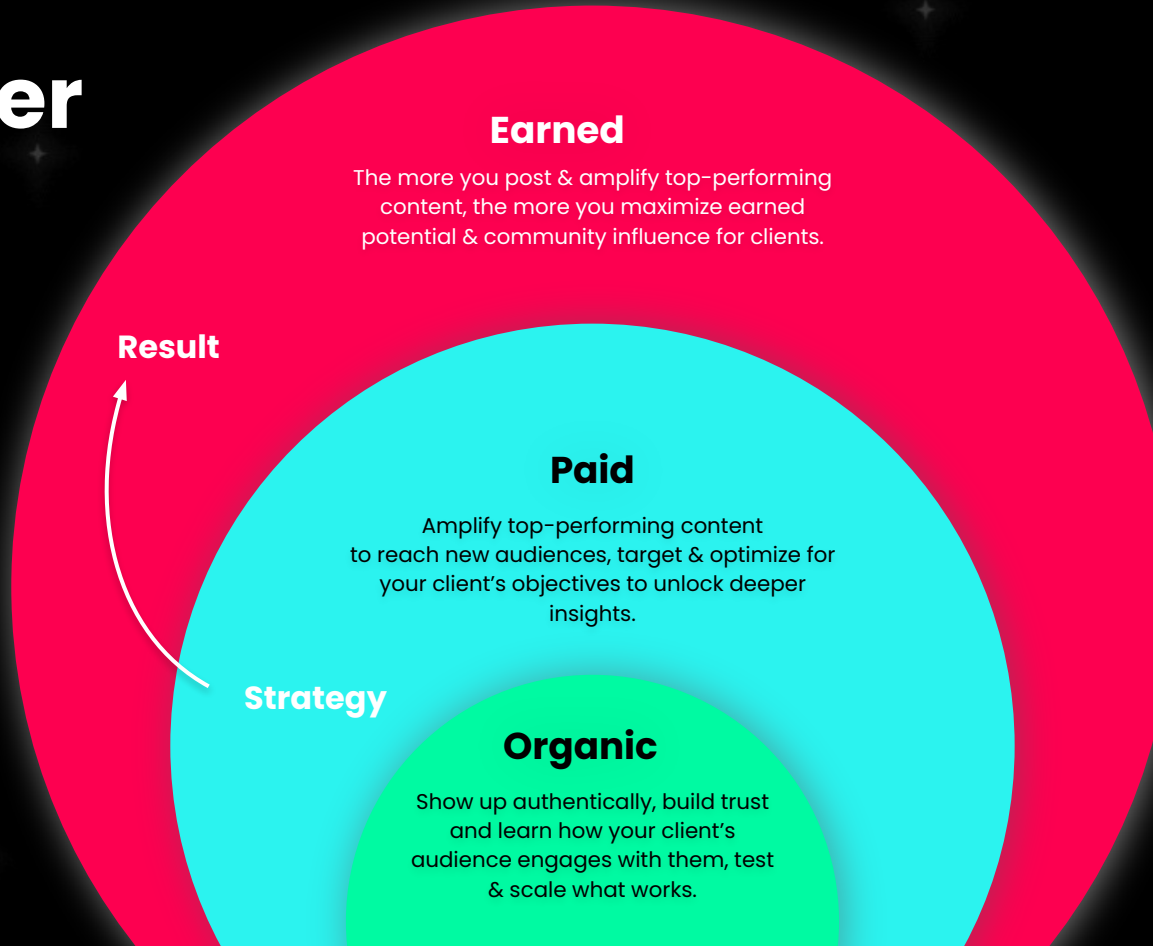
**Brand Awareness**

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>



# Develop your client's strategy with an Always Engaged mindset

Paid ads perform **even better** when people are first **primed by organic content**

## Form

Form your client's content strategies for organic & paid with KPIs to determine success.

## Flex

Flex learnings & optimize current strategies while also continuing to further test new hypotheses from the Form stage.

## Fortify

Fortify your client's strategy by applying all the learnings gathered to date and go big – increasing media & creator investment and amount of organic content.

# Develop your strategy with Always Engaged mindset



## Form

**Advertising:** Set up a business account to fully take advantage of all the tools & analytics

**Creative:** Evaluate existing content that engages your client by searching hashtags on the platform to determine strategic content pillars

**Strategy:** Determine your client's playground (do's and don'ts) & potential content series - gaining inspiration from [The Creative Center](#)



## Flex

**Creative:** Begin minimum posting cadence of 3x a week

- **Planned Content:** 75% (focused on key brand & product messaging)
- **Unplanned Content:** 25% (leaning into moments & community signals in real-time)

**Creators:** Identify existing creators with brand loyalties to consider for future partnerships by searching on the platform & the [TikTok Creator Marketplace](#)



## Fortify

**Scale:** Funnel top performing organic content & Creator content to paid campaigns with Spark Ads to increase reach, drive engagement, & run brand lift studies.

**Advertising:** Leverage high impact product solutions like TikTok Shop during peak brand moments.

**Commerce:** Experiment with organic Livestreams 1x a month, to develop best practices and content considerations that can be developed into a net-new revenue stream on-platform.

# Questions to consider when building your client's strategy

## Organic Content Strategy

1. What are your client's always-engaged content goals?
2. Knowing the TikTok audience is discovering, creating, participating, and recommending, what should their organic content strategy be?
3. What communities do your client want to be a part of?
4. What do you want to test & validate?
5. What is the time period?




+

## Paid Content Strategy

1. What have you learned from your client's organic content learning agenda?
2. How can you develop partnerships with creators to be brand advocates?
3. What are your marketing objectives and how can you leverage paid solutions?
4. When should you increase media weight and/or include high impact solutions?
5. What are the KPIs & brand benchmarks?



# Create a roll-out plan

-  STRATEGY
-  PAID
-  ORGANIC

---

FORM

FLEX

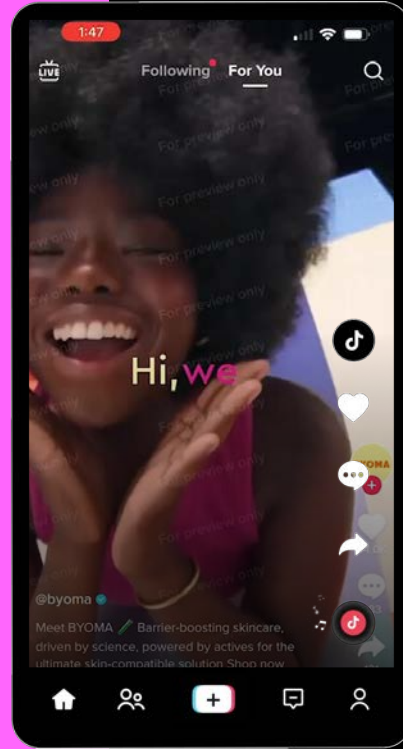
FORTIFY

## Case Study

# BYOMA

As a new brand launch, BYOMA, a disruptive skincare innovation house, heavily invested in TikTok with the objective of building a connected community with an engaged consumer to drive awareness and traffic. Executing a **multi-phase, 90-day** launch window, BYOMA **combined paid media with original, organic and creator content**. With a **variety of In-Feed Ad formats**, the paid campaign activated on multiple objectives in TikTok Ads Manager with colorful and entertaining creative focusing on brand introduction.

BYOMA leveraged a **Video View objective** for the first 30 days with an educational In-Feed ad introducing the brand and its mission. To continue building awareness, they pivoted to optimize for follower growth via a **Community Interaction objective**. They then layered on a sampling campaign to increase trial and grow demand with **Lead Generation** ads. Finally, unique retail versions of their In-Feed Ads highlighted availability at Target while others amplified their paid media engagement with **creator partnerships**. The opportunity to advertise to segmented target audiences with multiple videos and ad formats yielded major success in terms of engagement and reach as the campaign saw 147.6M video views during the 90-day launch period.



# 229%

More efficient CPL

# 117%

CTR increase

# 16.8x

Follower growth increase

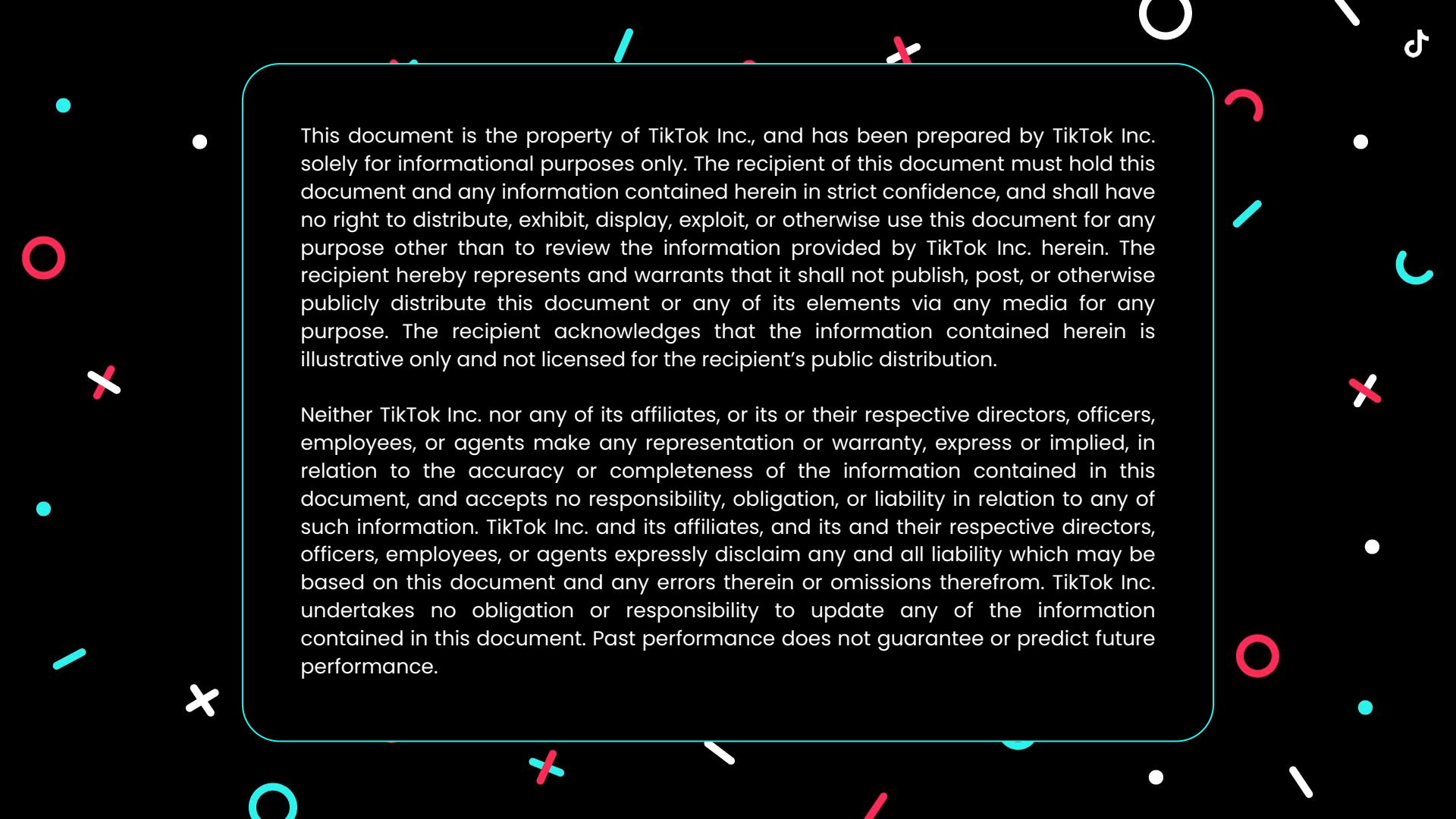


# Thank you!

 **TikTok** for Business





The background is black with various colorful geometric shapes and symbols scattered around. These include red and cyan circles, white and cyan crosses, and white and cyan lines. A white musical note symbol is visible in the top right corner. The central text is enclosed in a rounded rectangle with a cyan border.

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