

TikTok Smart+

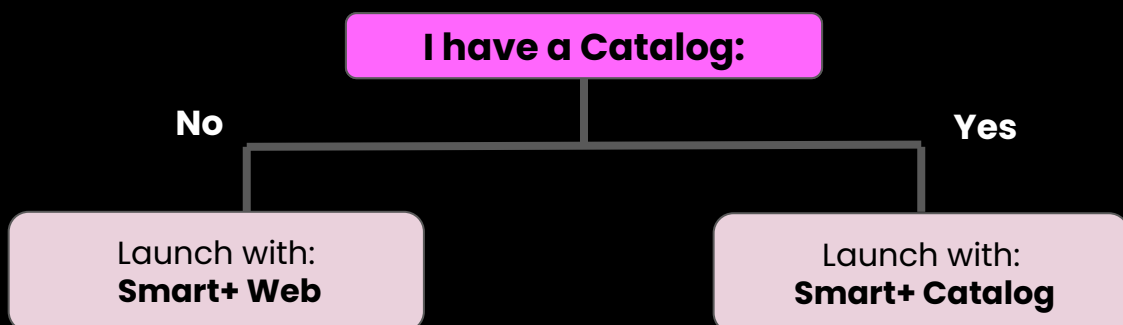
Build **Better, Smarter** Campaigns with Smart+



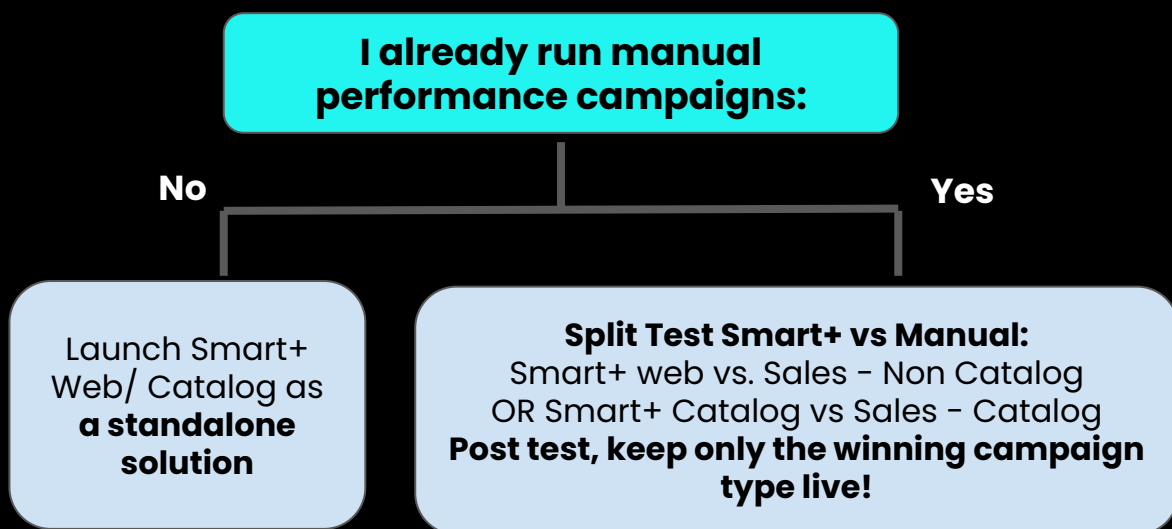
Smart+ Web Objective Selection Cheat Sheet

Wanting to get started with Smart+, **but unsure which objective or strategy to select?** Use our decision tree below, to make sure you are set up for success from the get go, **and have a clear path towards success.**

Step 1: Select Smart+ campaign type



Step 2: Determine launch Strategy



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Pre-Launch: Best Practices

When **getting started** with Smart+ Campaigns, there are a number of **core best practices** which must be adopted to ensure success:

- 1

Creative Quantity:
Add at least **six creative assets** to your Smart+ Campaign, and a minimum of **2-5 text headlines**.
- 2

Creative Quality:
Ensure all creatives **adhere to best practices** (e.g. native/ creator led, strong hook and CTA, >10s in length).
- 3

Bid to Budget Ratio:
Ensure the **daily budget** is set to at least **10-20x your historical CPA** for Complete Payment, and 20x for all other events.
- 4

Campaign Duration:
Let the campaign run for a minimum of **7 days and 50 conversions** before making any significant edits, or drawing performance conclusions.
- 5

Tracking and Attribution:
Ensure **UTM parameters** have been added to each ad using the URL builder, and a reasonable **attribution window** that aligns to your sales cycle

Test and Learn into Smart+

Overview

Hypothesis
Do Smart+ Campaigns Outperform Manual Campaigns?

Variable	Optimisation	Objective	Sales
Flight Time	2 weeks	Test Cells	Two-cell test: Campaign vs. Campaign
Proposed Budget	INPUT HERE	KPI	CPA, ROAS, CVR

Details

Campaign A	Campaign B
Campaign Type: Sales/ Sales with Catalog Targeting: Broad (18+) All other settings (Targeting, Bidding, Optimization Goal/Event, Landing Page, etc): Must be 100% identical to Campaign B	Campaign Type: Smart+ Web/ Catalog Targeting: n/a All other settings (Targeting, Bidding, Optimization Goal/Event, Landing Page, etc): Must be 100% identical to Campaign A

Note: Use the Smart+ Split Testing flow to set up an accurate test.

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Set-Up: Cheat Sheets

Smart+ Web

*recommended for advertisers
without a catalog*

Objective: Web Conversions
Smart+ Toggle: On

Use Catalog Toggle: Off
Product Set: Not Applicable
Optimisation Goal: Conversion OR Value
Optimisation Event: Complete Payment
Attribution Window: 7 Day Click, 1 Day View
Set Target CPA: Optional

Targeting: Input Location + Exclusions only

Daily Budget: Min 10-20x Historical CPA

Identity: Custom or Spark
Destination URL: Landing Page Link
URL Parameters: UTMs MUST be inputted if required
Music for Carousel: Selected if carousel is in use
Videos: Minimum of 6 assets / spark ads
Text: 2-5 Headlines Inputted
Interactive Add Ons: Optional

SHEETS!

Smart+ Catalog

*recommended for advertisers
with a catalog*

Objective: Web Conversions
Smart+ Toggle: On

Use Catalog Toggle: On
Product Set: all products/ or relevant to ad content
Optimisation Goal: Conversion OR Value
Optimisation Event: Complete Payment
Attribution Window: 7 Day Click, 1 Day View
Set Target CPA: Optional

Targeting: Input Location + Exclusions only

Daily Budget: Min 10-20x Historical CPA

Identity: Custom
Destination URL: Landing Page Link
URL Parameters: UTMs MUST be inputted if required
Music for Carousel: Selected
Videos: Minimum of 6 assets
Text: 2-5 Headlines Inputted
Interactive Add Ons: On

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Post-Launch: Next Steps

When launching a new campaign type, we know it is tempting to want to draw immediate conclusions regarding results. However, with Smart+ it's very important to note that performance can take time.

Before drawing conclusions, consider:

Has my campaign exited the Learning Phase?

Avoid making any conclusions about performance until *at least* 7 days have passed, due to Smart+'s longer learning phase of 7 days vs 3 days for manual campaigns.

Am I drawing a Reasonable Comparison?

Ensure that any comparisons vs historical campaigns are valid (e.g. that similar budgets, targeting, and creatives were utilised).

Post Launch: Optimisation Tactics

Creative Refresh:

Upload **additional (3-5) creatives weekly** to avoid ad fatigue, and consider new **headlines** and/ or **interactive add ons**.

Bid and Budgeting:

When seeing strong performance + nearing 80% budget utilization, consider increasing budget in increments of no more than 50%, and wait 1-2 days before scaling further.

Campaign Creation:

Create additional campaigns per new promotional themes **IF/ WHEN** a different landing page will need to be adopted.

Test and Learn:

Test and adopt new features (e.g. Video Pausing, Image Ads for Web). Smart+ is continually evolving!