Smart+
Web Campaigns

TikTok for Business

Are you trying to i**ncrease your sales** on TikTok?

Maximize sales with Smart+ Web campaigns

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

**Smart+ Web Campaigns
are AI-driven, automated advertising campaigns designed
to drive website traffic and sales.**

Leveraging machine learning to optimize targeting, bidding, and ad creative, simplifying the process for advertisers. **Smart+ Web Campaigns are the perfect option for performance-focused advertisers** who want to drive more sales on their website.

Essentially, **Smart+ automates the performance advertising process,** aiming to deliver the right ad to the right person for optimal results.

Advanced targeting got even more advanced

The Smart+ feature is always improving, with optimized product targeting, more personalized shopping journeys, and better performance tracking.

With Smart+, you can
MULTIPLY

Return on Investment

Find new customers faster and build high performing campaigns with machine learning and predictive AI.

Return on Effort

Smart+ automatically creates and removes ad groups and manages ads in the back end based on best practices and your objectives, saving you time.

Return on Creative

Optimize existing creative or start fresh using your product catalog or TikTok's AI-powered generation to create new assets and preview them before they're live.

36%
CPA Improvement
vs manually created campaigns

35%
Faster campaign creation using Smart+
vs manual campaign.

+16%
Higher Return on Ad Spend
when using catalog-powered creative assets compared to traditional video alone

How does Smart+ automation work?

Set up your campaign

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

Smart+ auto creates several ad groups on the backend

Based on your campaign parameters

Smart+ auto optimizes creative at scale

Invests in the best performing ads and pauses poor performers

Reporting and measurement

Analyse insights and scale campaigns accordingly

The **upgraded Smart+** experience

What's changing. What's new?

You spoke. We upgraded.

FROM

Multiple buying flows can be confusing

Full automation doesn't work for all advertisers

Smart+ campaign structure is too rigid

Limited and siloed campaign operations are time inefficient

TO

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

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

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

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

Your **upgraded**

TikTok Smart⁺

experience

Modular upgrades

Structure, Targeting, Budget, Placement, Creative & Catalog, Reporting & Operations, AOS

API upgrades

Efficiency-driven enhancements

Split Test, Auto rules, Duplicate, Bulk Import/Export, Draft/Duplicate/Bulk Edit

Unlock a brand new TikTok Smart⁺ Experience

Modular Upgrades

Structure

1 Campaign, Multiple Ad Groups, Multiple Asset Groups

Budget

CBO or non-CBO; daily or lifetime budget

Creative & Catalog

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

Targeting

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

Placement

Individual placement options by allowlist

Reporting & Operations

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

Efficiency-driven Enhancements

AOS

Enhanced always-on automation and best practices in TTAM

Auto Rules

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

Bulk Import/Export

Create & upgrade campaigns at scale

Split Test

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

Duplicate

Enabling duplicate function to upgrade campaigns
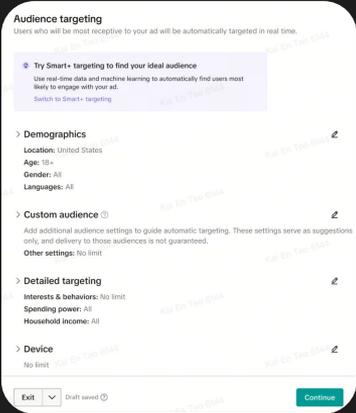
Draft, Duplicate, Bulk Edit

Efficiency tools for Smart+

NICE ★★★★★

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

# Targeting controls designed for a wider variety of campaign needs

Audience Controls: Location & Age targeting selection and custom audience exclusion
Additional Suggestions: Refine for age, gender, language, interests & behaviours targeting
Switch to Manual Targeting: Access niche targeting parameters including spending power, household income, device targeting

Flexible budget options to empower diverse campaign approaches
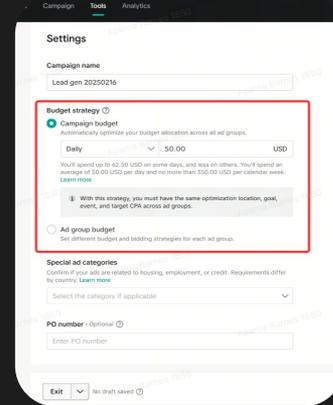
Choose between

➔ **Lifetime** or
➔ **Daily budget**

➔ Full automation by **enabling CBO** or
➔ Minimal automation by **disabling CBO**

Key features of Smart+ Web Campaigns

Simplified campaign setup

Reduce the amount of steps you need to take to create a campaign by allowing TikTok to automate the setup.

Automated Optimization

Smart+ automates key aspects of campaign management, including audience targeting, bidding, and ad creative selection, allowing advertisers to focus on setting campaign goals and providing assets.

Dynamic Creative

Smart+ leverages TikTok Symphony and other tools to automatically generate or select the best creative assets for your campaign, preventing creative fatigue.

Website Traffic and Sales

Smart+ web campaigns are specifically designed to drive traffic to advertisers' websites, ultimately leading to more sales.

Improving the way you reach your audience

with improved product targeting, more personalised shopping journeys, and better performance tracking.

Smart+ Web Campaigns are a great option for performance-focused advertisers who want to drive more sales on their website.

Your Smart+ Web Campaign Checklist

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

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

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

Get Started

1 Log in to **TikTok Ads Manager**

2 Click Create ad on your Dashboard

3 Select "Sales" as your advertising objective and "Website" as your sales destination

4 Toggle on "Smart+ campaign"

5 Set a campaign name and budget. Declare a Special ad category, if relevant.

6 Save it as a draft or publish!

Best practices for Smart+ Campaigns

Get the most out of your performance campaigns

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

1 **2** **3** **4** **5**

Creative Quality

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

Look for creatives that have accumulated >=10 conversions, and <= average daily creative CPA in your account. This will help to lower CPA and drive more conversions.

Creative Quantity

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

This will help to maximize campaign exploration and scalability.

Budget

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

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

Bid

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

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

Learning Phase

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

❌Pause campaign during the learning phase
❌ Reduce the budget
❌ Lower the bid
❌ Modify the targeting
This will help the system to understand your ads and audience better.

Best practices for Smart+ Web Campaigns

Set up TikTok Pixel and Events API: For web ads, we also recommend catalog adoption to benefit Smart+ Catalog Ads.

Ensure creative quality and quantity: Add at least six creative assets during campaign creation and allow Smart+ to handle creative optimization from there.

Use split testing: To validate the performance lift of your Smart+ Campaigns.

Set your Smart+ Campaign to run for at least seven days: For best results, start with at least 10x your historical Cost per Action ("CPA") for comparable objectives.

Smart+ Web Campaigns are perfect for busy brands looking for ways to optimize their sales performance with streamlined easy-to-manage campaigns.

Leveraging innovative AI audience targeting increases audience relevance of your content and puts your brand in front of the right people before your competitors.

Ready to level up?

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

Get started to unlock smarter performance, stronger creative, and greater results.

Thanks!

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