



Campaigns

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

Our **AI-powered** automation solution that enables businesses to efficiently **maximize their returns**



Key Benefits

Better Performance

Build high performing campaigns with machine learning and predictive AI that achieve your business' goals

Operational Efficiency

Create your Smart+ campaign and let TikTok handle the rest. Smart+ creates and manages your ads to save you effort

Creative Made Easy

Reduce creative fatigue and costs by automating how your creatives are shown to your audience

How it Works

- 1 Select your performance objective on Ads Manager
- 2 Input your audience, budget, creative, and KPI, and **Smart+ will do the heavy lifting**
- 3 Automating across **targeting, optimization, creative**, and more
- 4 Delivering the **right ad** to the right person and **ensuring the best performance**

One Solution: Endless Possibilities

Smart+ Campaigns maximize ROI for your most important business objectives

Smart+ Catalog Ads

Connect your catalog and drive sales on your e-commerce website

71% of advertisers achieved better performance¹

Smart+ Web Campaigns

Drive traffic or lower funnel actions on your website

71% of advertisers achieved better performance¹

Smart+ App Campaigns

Leverage the power of discovery to drive app installs and conversions

66% of advertisers achieved better performance¹

Smart+ Lead Generation Campaigns

Turn leaned-in audiences into high-value customers

67% of advertisers achieved better performance¹

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