

## 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 performance<sup>1</sup>

#### Smart+ Web Campaigns

Drive traffic or lower funnel actions on your website

**71%** of advertisers achieved better performance<sup>1</sup>

#### Smart+ App Campaigns

Leverage the power of discovery to drive app installs and conversions

**66%** of advertisers achieved better performance<sup>1</sup>

#### Smart+ Lead Generation Campaigns

Turn leaned-in audiences into high-value customers

**67%** of advertisers achieved better performance<sup>1</sup>