

TikTok Smart+

Catalog Ads

Automatically reach the right shoppers with the right products, with the power of automation and your catalog



Key Benefits

Return on Creative

Let your catalog automatically power your performance with personalized recommendations on the FYP.

Return on Investment

Delivering more returns for ecommerce businesses by automatically reaching new and existing customers.

Return on Effort

Deliver sales where it matters - on your website and app - with less input, in one single campaign.

The **power** of **automation** meets your **catalog**

Advertisers saw a

-29%

CPA Improvement

Leveraging Smart+ Catalog Ads Compared to Smart+ Web Ads¹

Case Study

Clinique

"TikTok's new **automated solution** enabled a more personalized user experience, driving higher engagement and **increased sales**."

Karen Ehrlich, VP General Manager

17%

CPA improvement when using Smart+ Catalog Ads versus Smart+ Web

1.23x

Stronger ROAS when using Smart+ Catalog Ads versus Smart+ Web

+27%

Lift in CTR with Smart+ Catalog Ads versus Smart+ Web

Full case study [here](#)

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1. TikTok Internal Data from Catalog Ads Closed Beta testing, 2025 2. TikTok for Business Case Study, 2025