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 Ads[1]

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