

Build Better, Smarter Campaigns with Smart+

AI-powered automation solution delivering across all your performance objectives



Key Benefits

Return on Investment

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

Return on Creative

Optimize existing creative or start fresh with AI-powered generation to create new assets and preview them before they're live.

Return on Effort

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

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.

Smart+ maximizes ROI for your most important business objectives:

Generate Quality Leads

Promote App Engagement

Supercharge Sales

5.1x

higher ROAS vs. manual campaigns¹

2.2x

higher ROAS vs. manual campaigns¹

Do you have a catalog?

Use Smart+ Catalog Ads

Advertisers saw a -36% CPA improvement against BAU²



1. TikTok CLS Power Slides meta-analysis for Smart+ Web, NA 2024. Findings are directional, n<30 Web, NA 2024 2. TikTok Internal Data Catalog Ads Closed Beta testing, Global 2025

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