



Smart+

This document provides guidance on how to create both fully automated and manual campaigns in the new interface. It also explains how to set up high demand configurations, such as creating multiple asset groups and leveraging the bulk import/export feature.

Meet Smart+

Our AI-powered advertising solution that powers your performance campaigns on TikTok.

Smart+ is **supercharged with automation you can fine tune** to meet your needs with optional controls across targeting, creative, placement and budget to maximize performance across all objectives.



More Impact, Less Effort with Smart+

TikTok's AI-driven solutions are essential for keeping pace with your customers and the communities they connect with on the platform. Using more of TikTok's AI-powered solutions can help improve efficiency, accelerate ROI, and improve broader business outcomes.



Return on Investment

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



Return on Effort

Let Smart+ automatically optimize your campaigns based on historical performance and built-in best practices, saving you time and taking out the guesswork.



Return on Creative

Optimize existing creatives or start fresh using your product catalog and TikTok's AI-powered generation to reduce creative fatigue and costs.

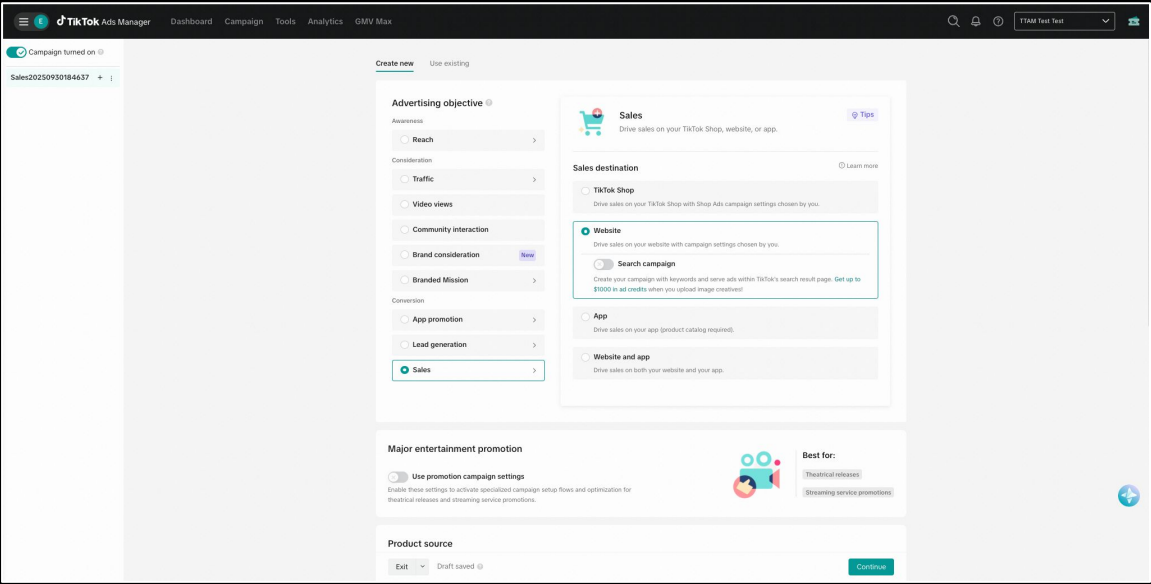
01

How to set up a fully automated campaign



How to set up a fully automated campaign

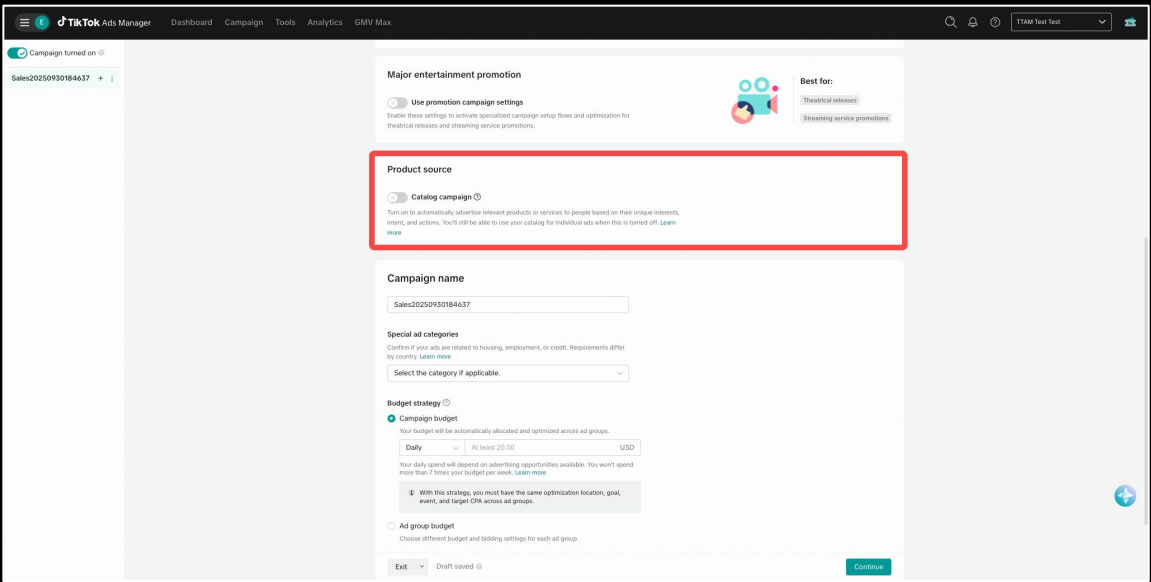
Enter the "create new" page and select your campaign objective



Configure settings at the campaign level

Catalog

To use Catalog, switch on the "Use catalog" toggle.

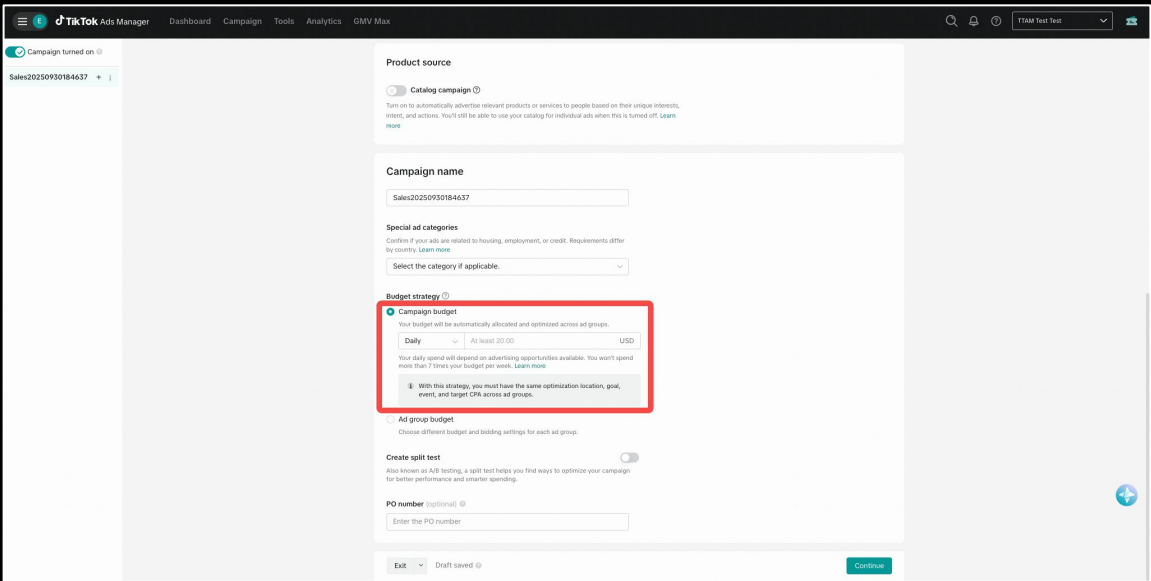


How to set up a fully automated campaign

Set up your budget strategy

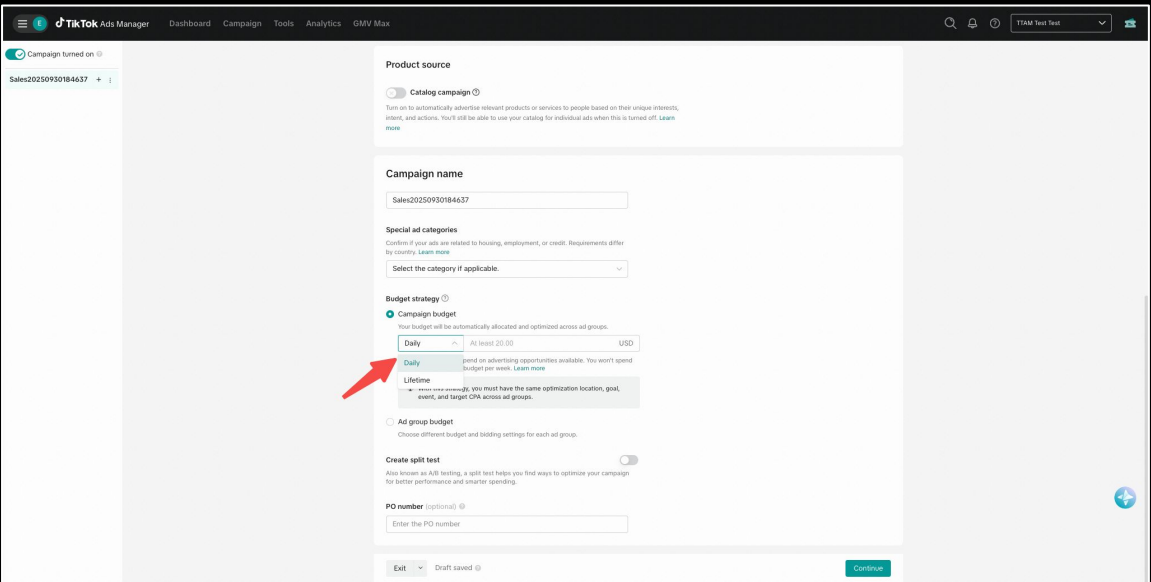
For fully automated campaigns, use Campaign Budget Optimization (CBO). This requires selecting "Campaign budget" as your budget strategy.

In the creation flow, "Campaign budget" is selected by default, simply keep it and enter your budget.



[Requested feature]

"Lifetime budget" is now available for fully automated campaigns. Select your preferred option.

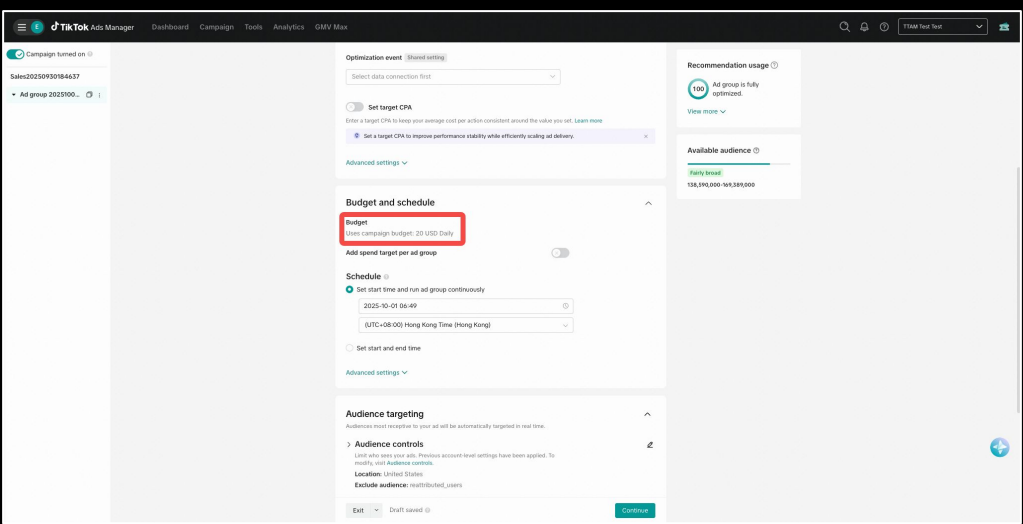
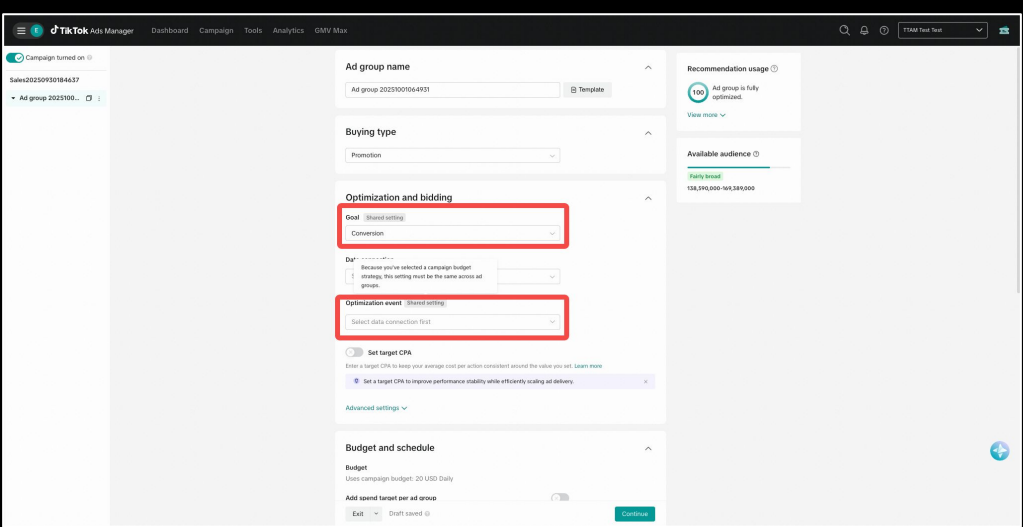


How to set up a fully automated campaign

Configure settings at the ad group level

Set up Optimization and Bidding, and Budget for multiple ad groups

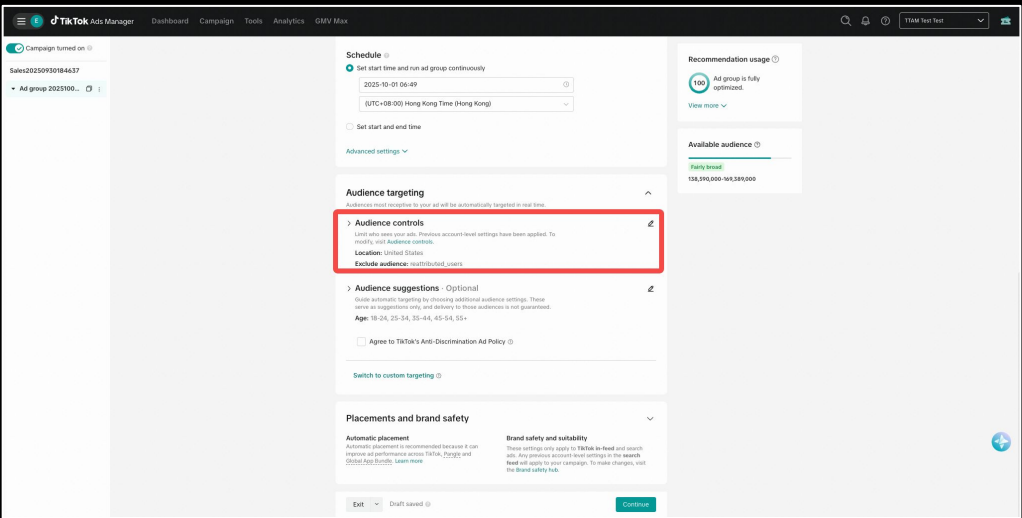
For fully automated/CBO campaigns, if you create multiple ad groups, the optimization goal, event, and budget settings must be identical across all ad groups.



How to set up a fully automated campaign

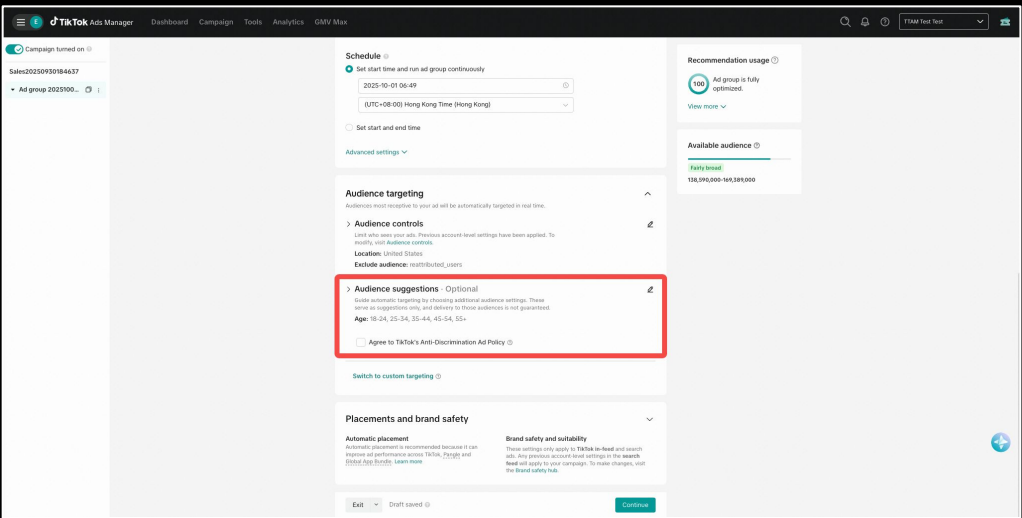
Set up audience targeting

For fully automated campaigns, adjust "Audience controls" to set baseline parameters for who you want to reach. The system will then use automatic targeting to identify and optimize toward the best-performing audience with minimal input from you.



[Requested feature]

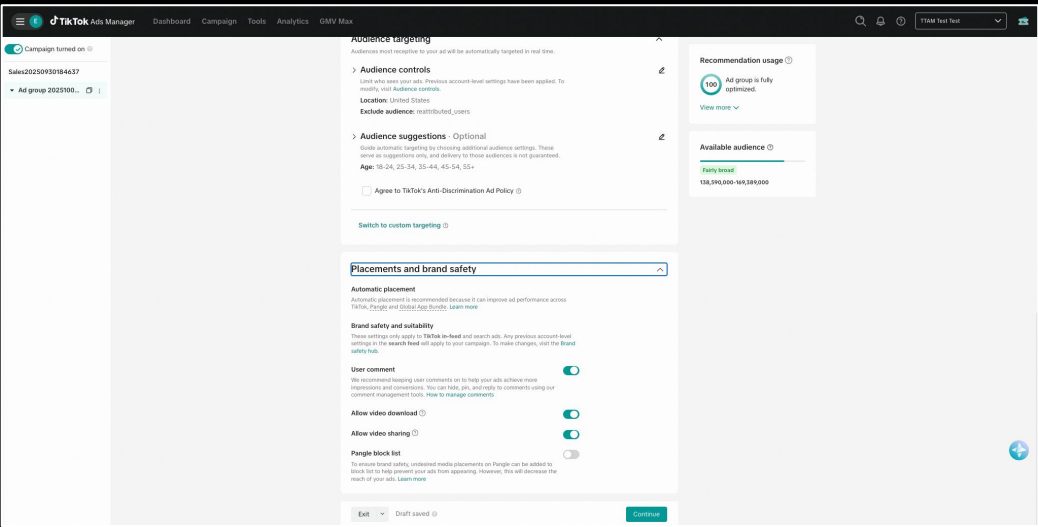
If you want to guide the system on which audience groups to prioritize, you can use "Audience suggestions". This is an optional setting, and delivery to the suggested audiences is not guaranteed.



How to set up a fully automated campaign

Set up placement and brand safety

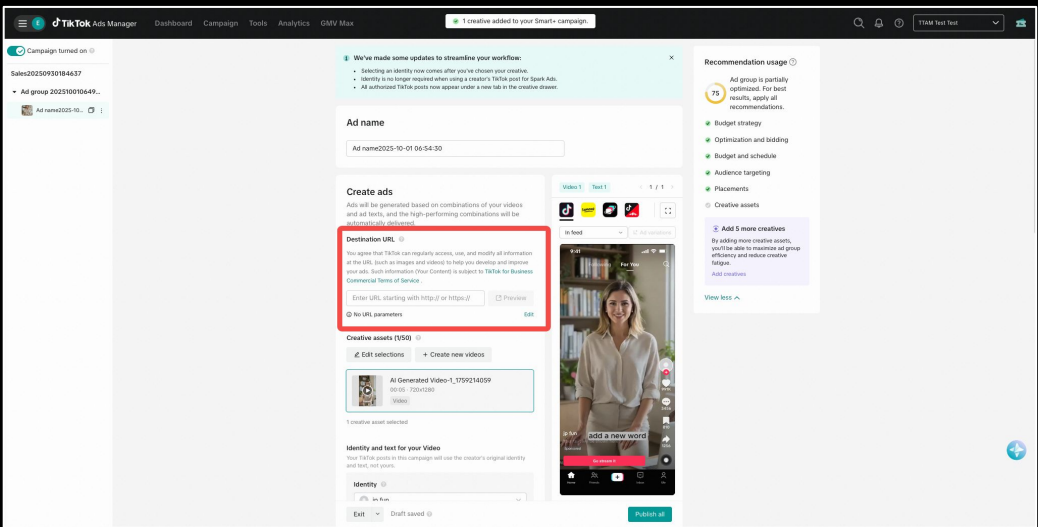
For fully automated campaigns, automatic placement is enabled by default. Adjust the other fields as needed to match your preferences.



Configure settings at the ad level

Set up destination URL

Input the destination URL and build URL parameters

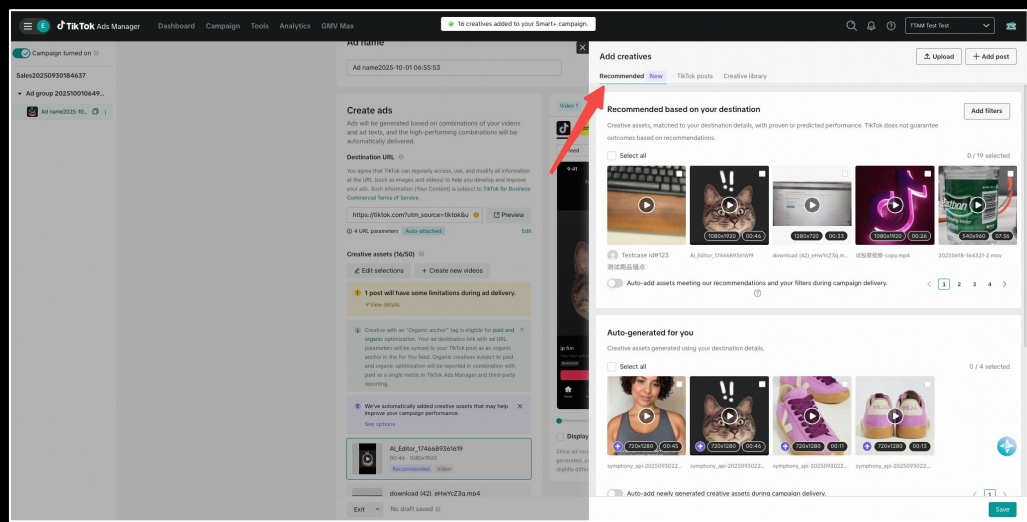
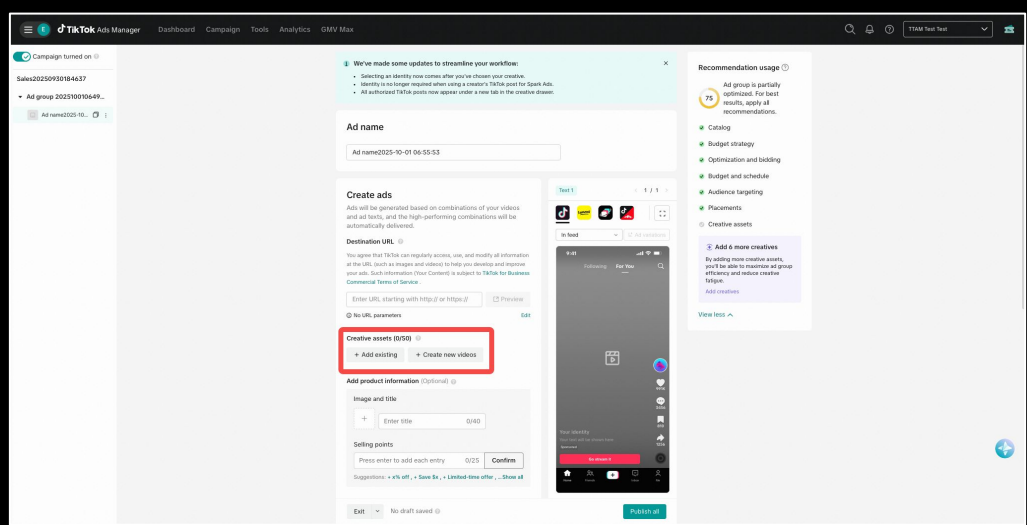


How to set up a fully automated campaign

Set up creative assets

Add creative assets from your TikTok posts or creative library.

If you include a destination URL, a "Recommended" tab will appear in the "Add creative" drawer, suggesting assets based on your website content and recent performance data.



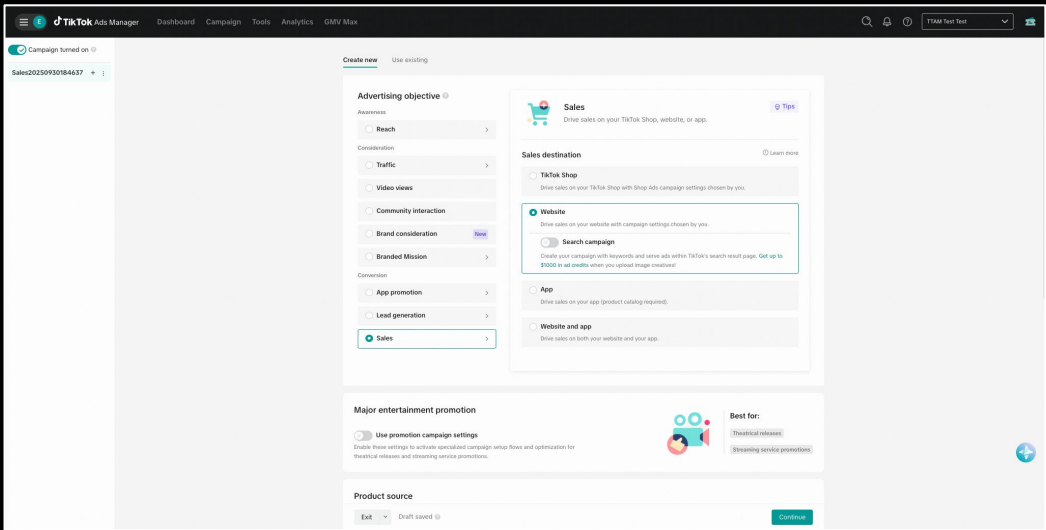
02

How to set up a manual campaign



How to set up a manual campaign

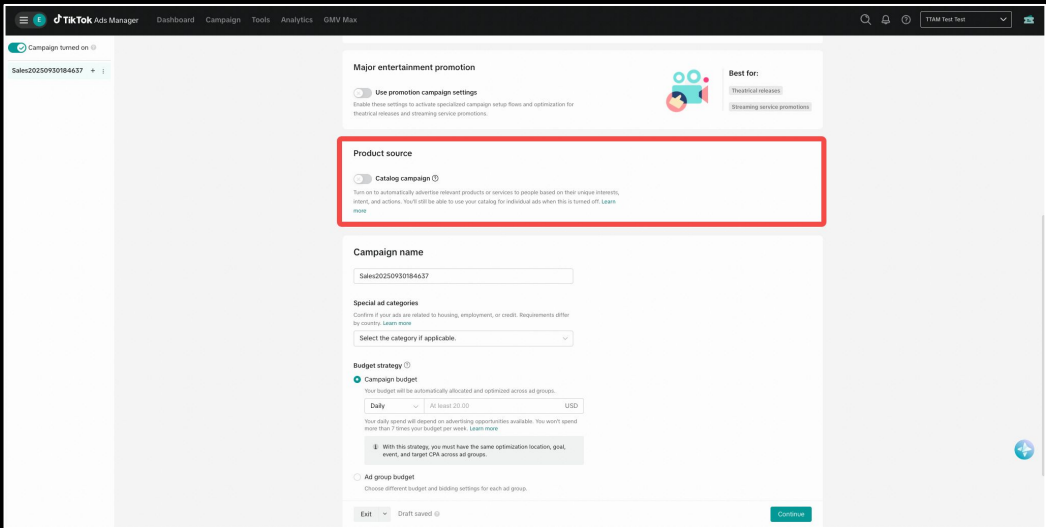
Enter the "create new" page and select your campaign objective



Configure settings at the campaign level

Catalog

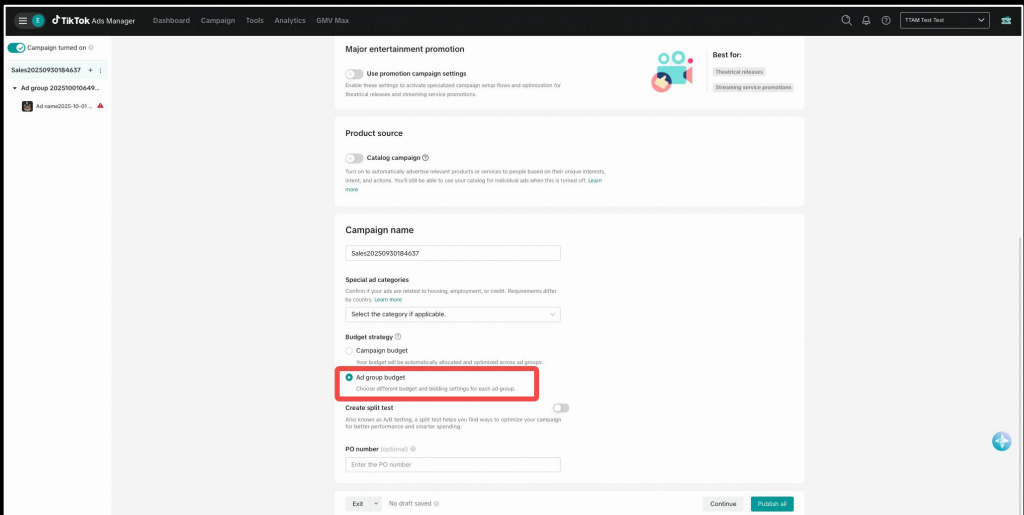
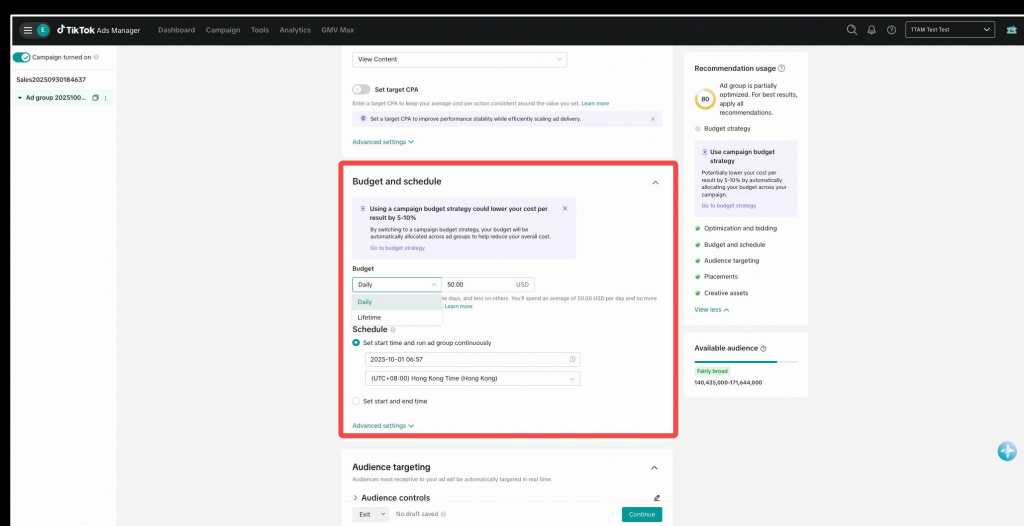
To use Catalog, switch on the "Use catalog" toggle.



How to set up a manual campaign

Set up your budget strategy

For manual campaigns, use ad group budget (non-CBO). Click the "Edit" icon and switch to "Ad group budget".

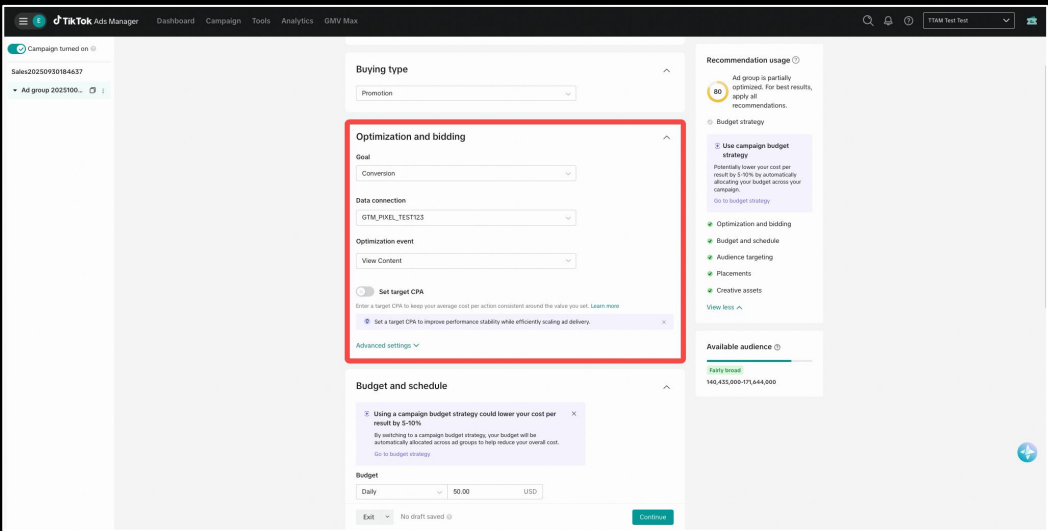


How to set up a manual campaign

Configure settings at the ad group level

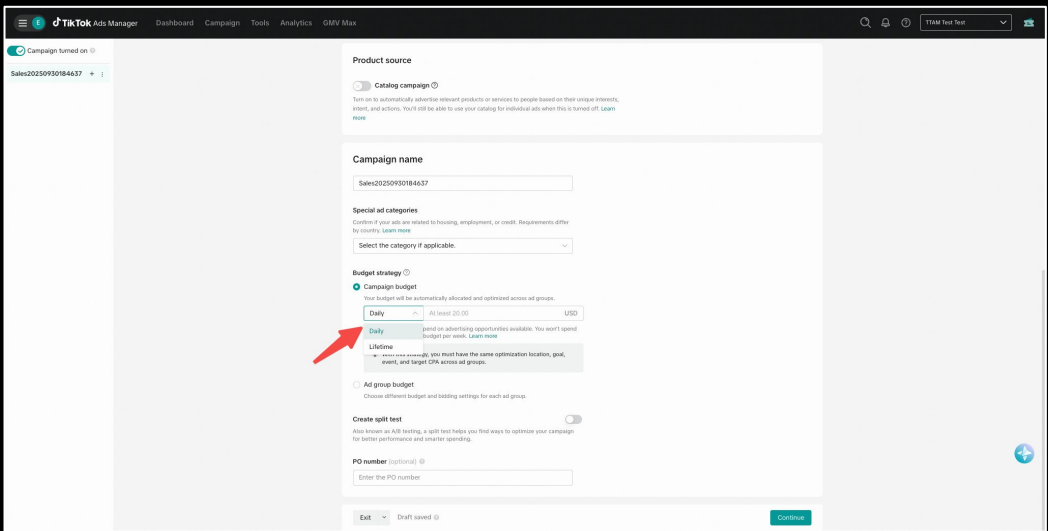
Set up Optimization and Bidding

For manual campaigns, you can have different optimization goals, events and bidding strategies across ad groups.



Set up budget and schedule

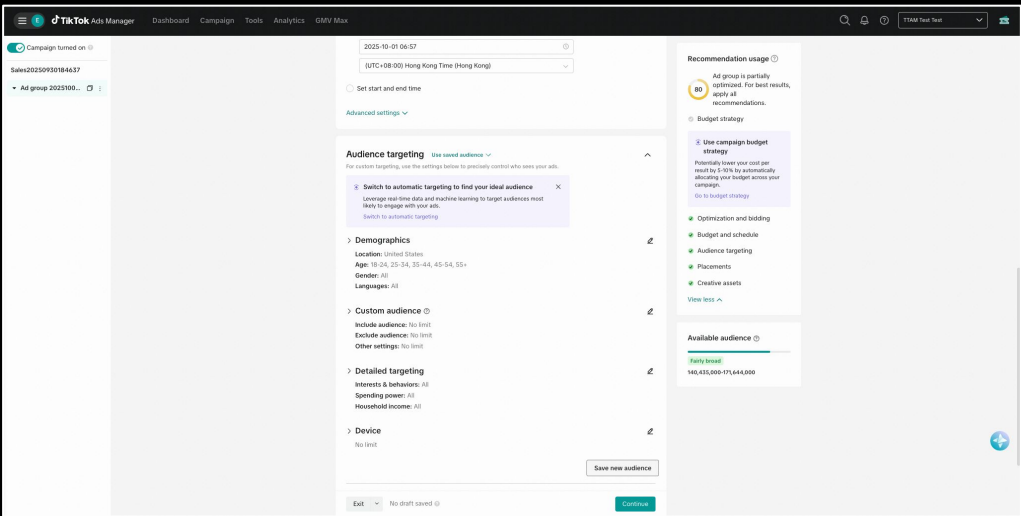
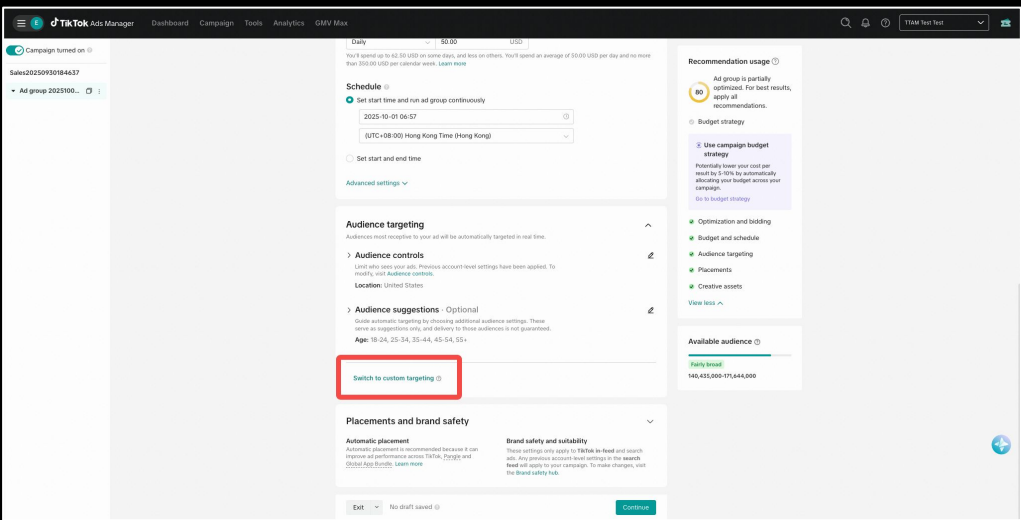
Both daily and lifetime budgets are available in the manual campaign. Select your preferred option.



How to set up a manual campaign

Set up audience targeting

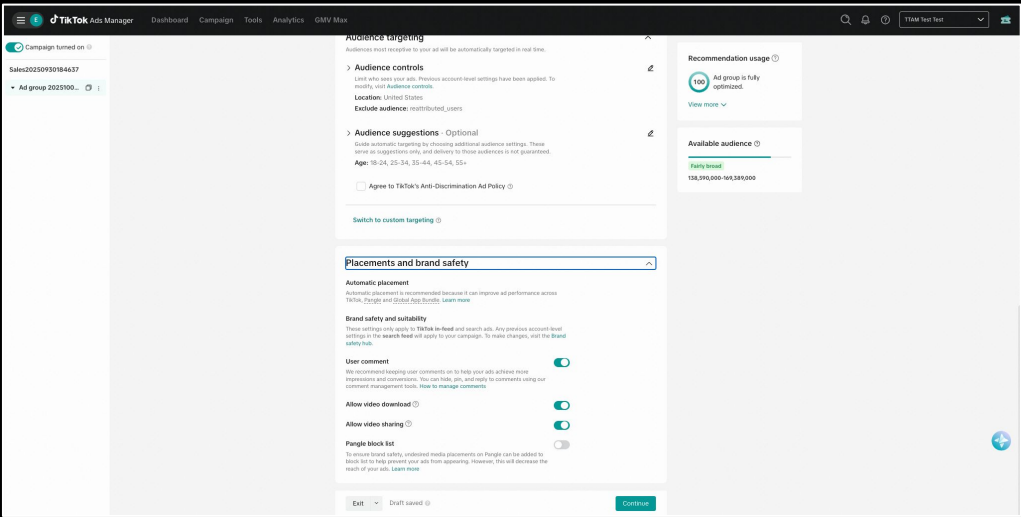
For manual campaigns, click "Switch to custom targeting" at the bottom of the "Audience targeting" module to access the full range of manual targeting options.



How to set up a manual campaign

Set up placement and brand safety

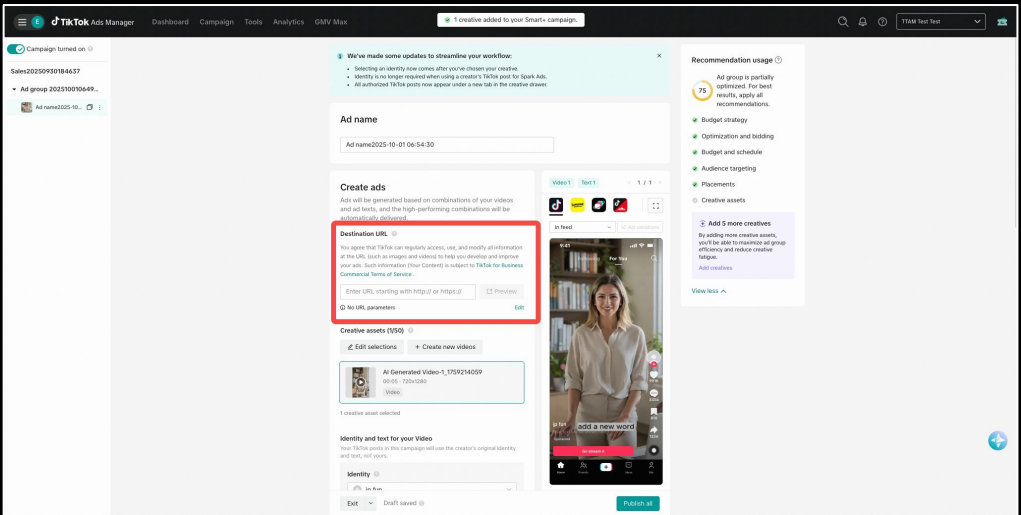
Adjust placements and brand safety as needed to match your preferences.



Configure settings at the ad level

Set up destination URL

Input the destination URL and build URL parameters

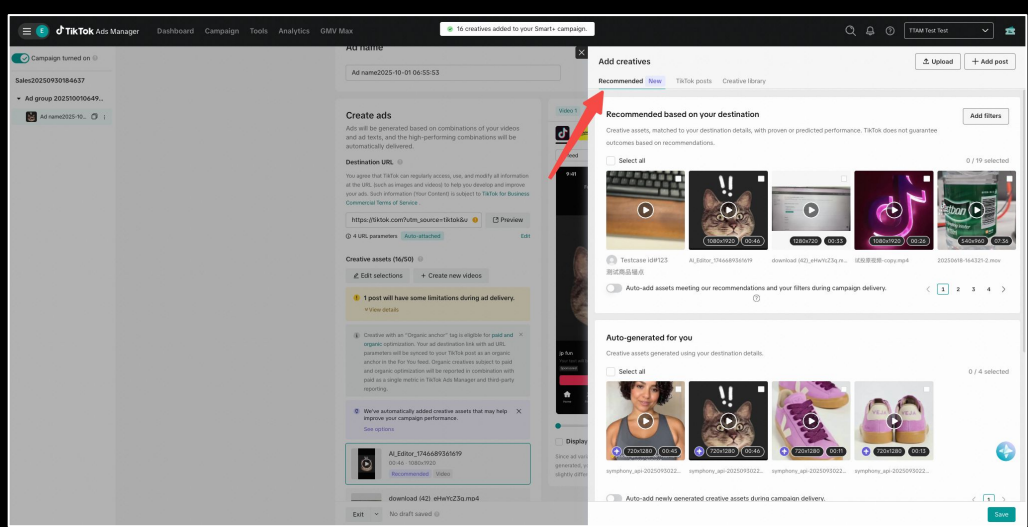
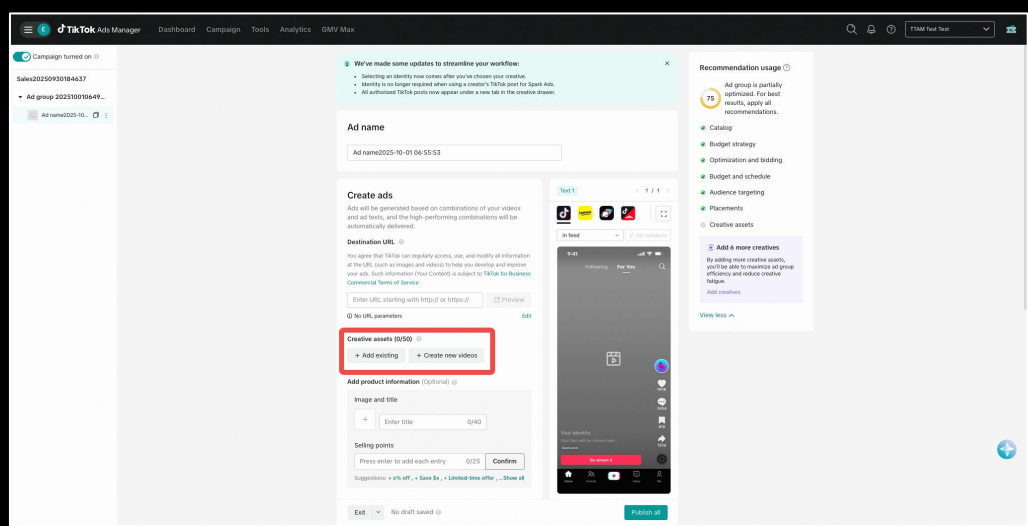


How to set up a manual campaign

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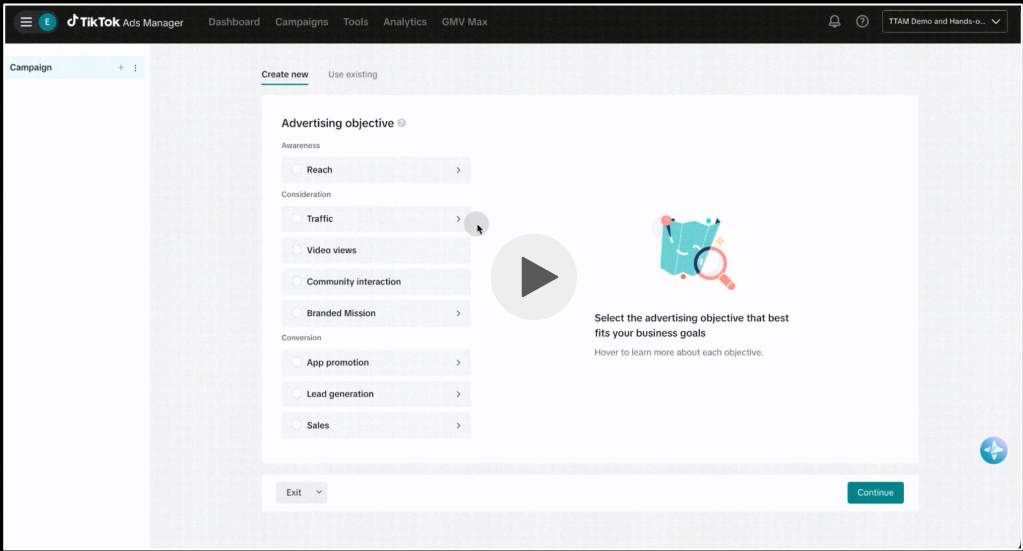
03

Campaign creation by objectives *[video demos]*

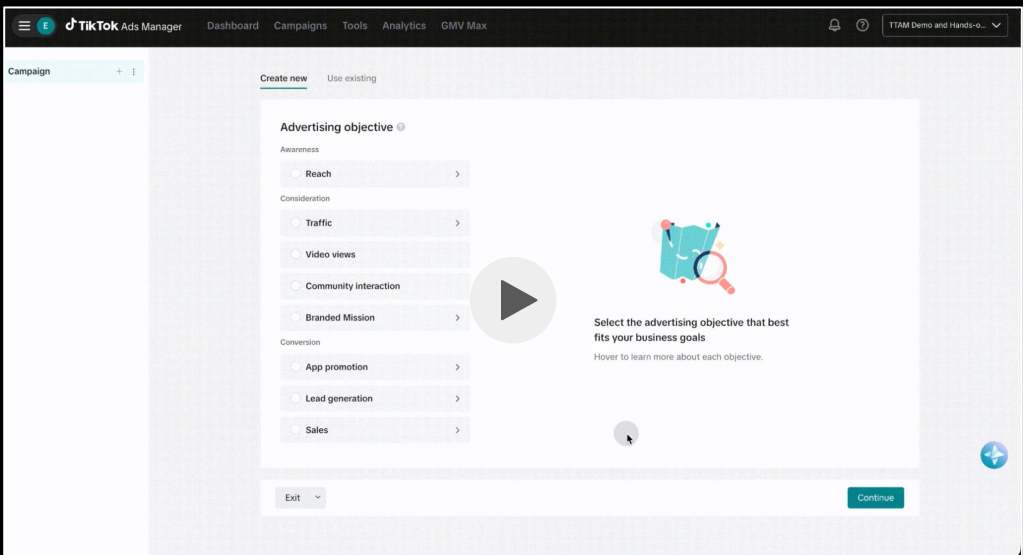


Video demo for campaign creation by objectives

App Promotion

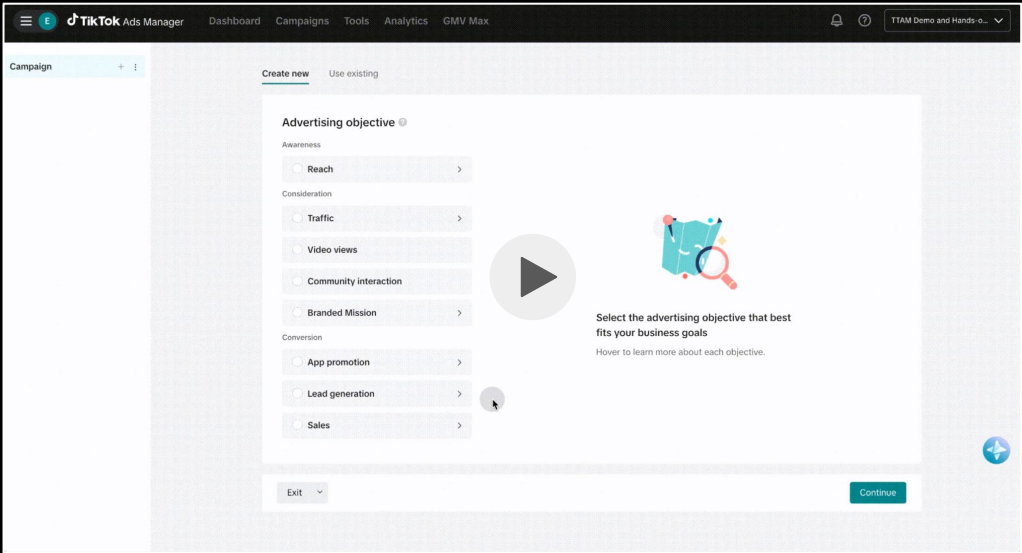


Lead Generation

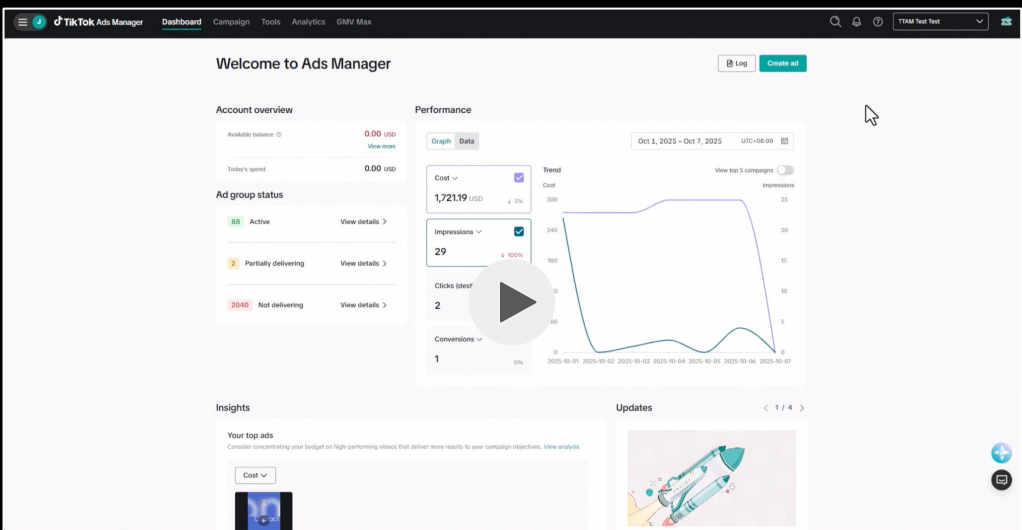


Video demo for campaign creation by objectives

Sales-Web



Sales-App



04

Add multiple asset groups

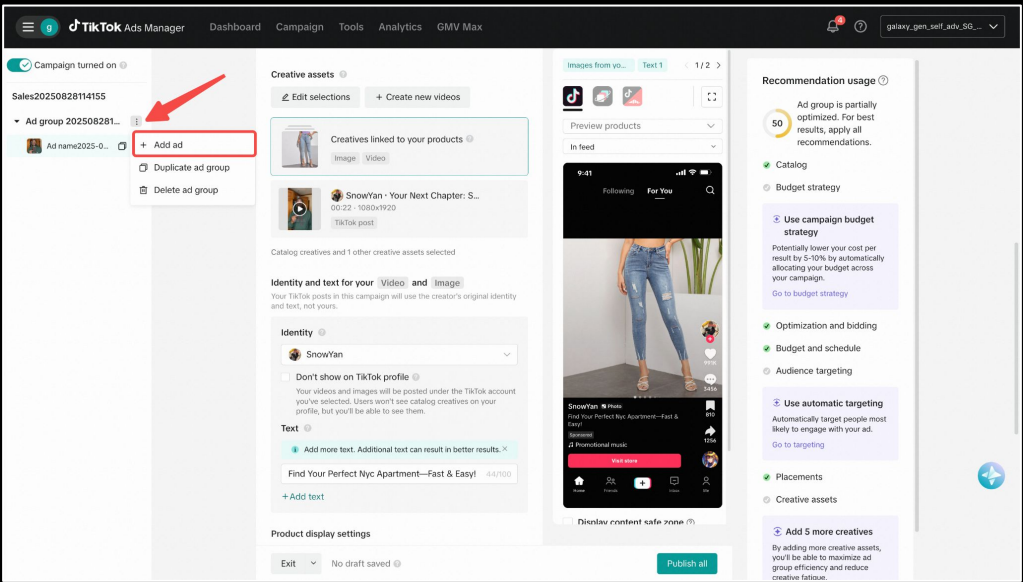
[Requested feature]



Add multiple asset groups

You can add multiple asset groups (ads) within an ad group. This allows you to include multiple destination URLs and product sets in your campaign. It also lets you define different creative asset + text copy combinations across asset groups.

To add more asset groups (ads), go to the "Ad group" section in the navigation bar on the left, click the three dots, and select "Add ad".



05

Bulk Import/Export



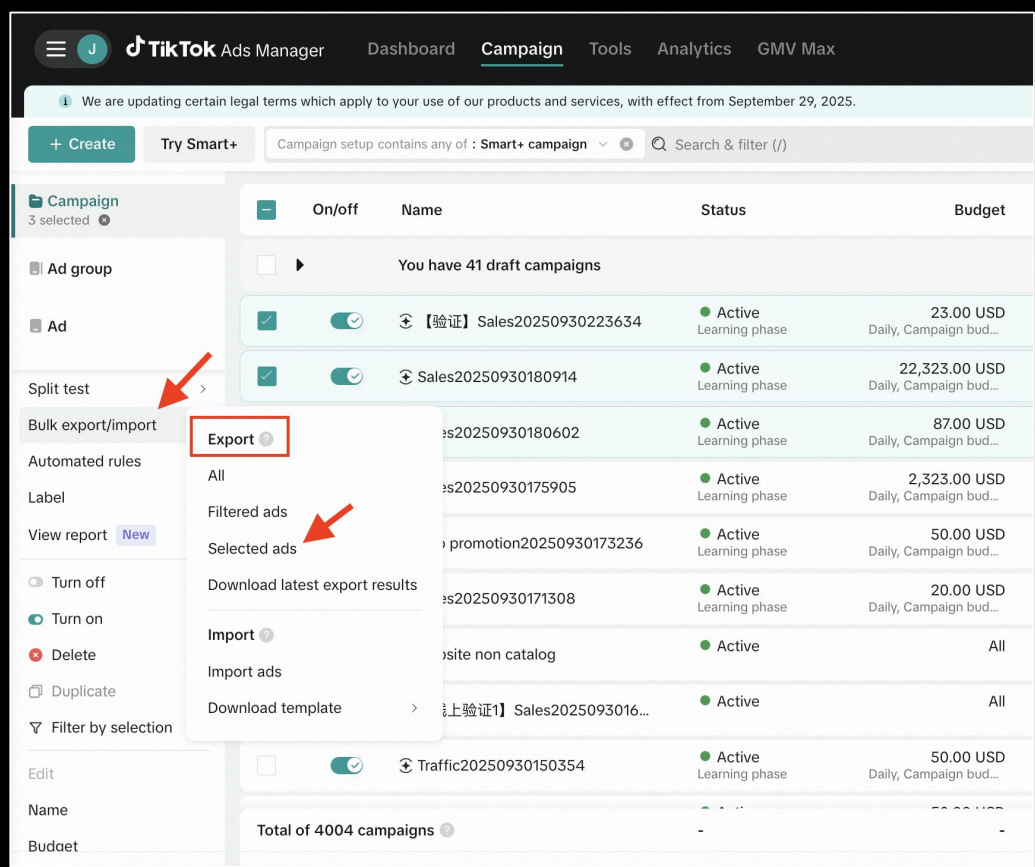
Bulk Import/Export

Bulk Import/Export is a tool that allows you to efficiently **create and edit multiple campaigns, ad groups, or ads** in TikTok Ads Manager using an Excel/CSV file. As part of the Smart+ experience, this tool is ideal to use when managing a large volume of ads to save time.

Create/edit ads with Bulk Import & Export

Tip 💡 To maximize efficiency, leverage an existing Smart+ ad in Ads Manager as a reference file to export and make modifications in the exported file.

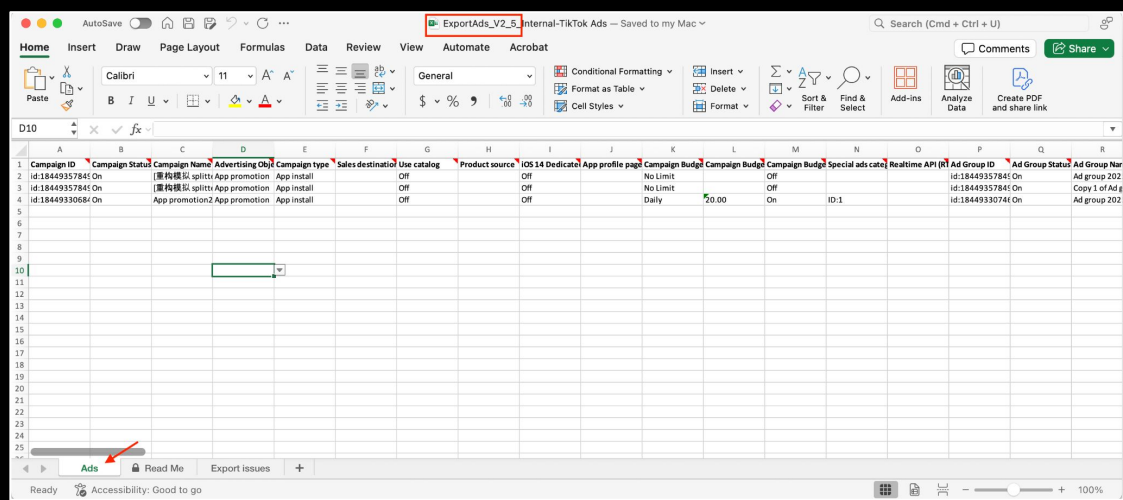
Step 1: Export File



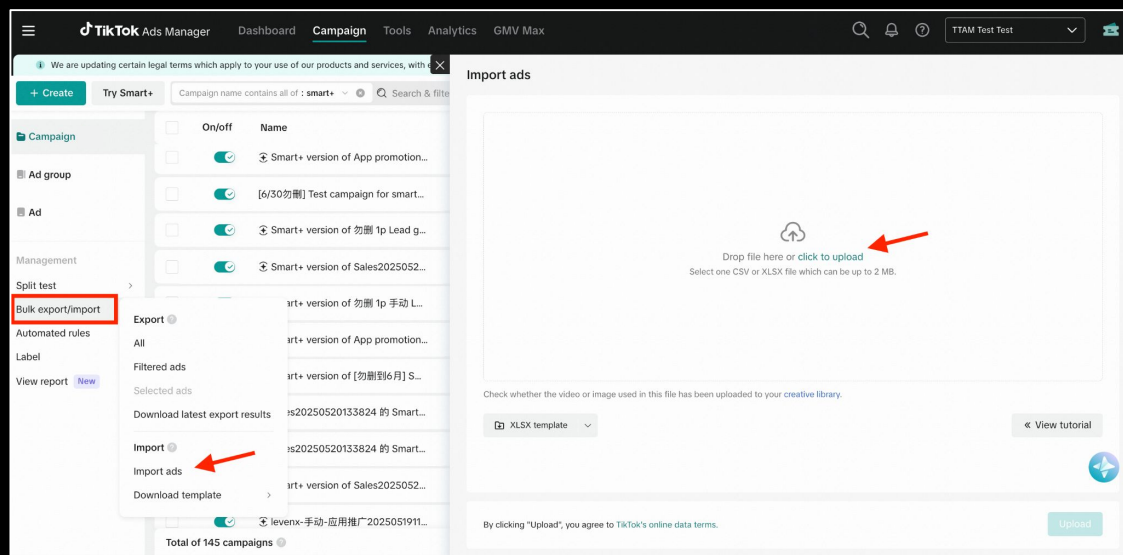
Bulk Import/Export

Step 2: Create new ads or edit existing ad settings in the exported file

Please ensure that you are using **Version 2.5 of Smart+** to create and edit new ads using the exported file.



Step 3: Import file to TikTok Ads Manager





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Thank



You!