



# Automation that puts you in the driver's seat

Your roadmap to results has arrived. Get ready for high-impact campaigns with less effort and more control.



# Rev up to **get your rev up** with TikTok automation

New trends. New audiences. New opportunities. Culture accelerates, and brands are expected to keep up. The pace is exhilarating, but it's also relentless. You're juggling dozens of moving parts: creative, targeting, budgets, results. And through it all, you're expected to deliver real commercial value. How do you manage it all efficiently and effectively?

That's where automation comes in clutch. Not to take the wheel, but to power the engine. 9 in 10 executives say automation through AI will help drive future business growth<sup>1</sup>, and this is one of the ways it happens.

Automation is how your brand can stay ahead of the curve with the ever-growing, diverse communities that drive your business.

## Enter Smart+

TikTok's AI-powered solution, Smart+, makes it easier to keep up. Designed to drive performance with optional manual controls, it lets you stay hands-on with targeting, creative, placements, and budget, all while automation works within the engine to maximise results.

**Smart+** finds the right people and scales what works, winning you more with your budget and creative, while saving time and effort.



**This playbook will show you how to plug into Smart+ and let automation do the heavy lifting, so you can focus on growing your brand faster and smarter. Ready to put the pedal to the metal?**

1. TikTok Marketing Science Global Automation for Performance Study (US Results) 2025, conducted by NewtonX



# 3 kinds of return you'll love multiplier...

The core promise of Smart+ is multiplication – taking your inputs, scaling them faster and reducing the guesswork. Here are three ways Smart+ delivers:

## 1. Return on investment with better performance

Whether it's sales on your website, app promotion, lead form submissions or other conversions, Smart+ delivers on the KPIs that matter to your business.



# 2.3x

higher incremental ROAS for fully automated Smart+ campaigns\*<sup>1</sup>

# 2.2x

more unique buyers for fully automated Smart+ campaigns\*<sup>1</sup>

\* vs. Smart+ campaigns with manual optimisation

## 2. Return on effort with time savings

Get time back with a simplified campaign setup. Let Smart+ automatically test and find the right audiences based on historical performance and built-in best practices, saving you time and taking out the guesswork.

# 35%

average time savings using fully automated Smart+ campaigns vs. Smart+ campaigns with manual optimization<sup>2</sup>

## 3. Return on creative with continuous creative supply

Tap into your Product Catalog or creative tools to refresh your existing assets – or generate new ones – directly in your campaigns. With Smart+, you can drive content quality and quantity, avoiding creative fatigue and stretching your budget further.

# +16%

higher ROAS when using catalog-powered creative assets compared to traditional video alone<sup>3</sup>

1. TikTok NA CLS Power Slides meta-analysis, September 2023 -December June 2025; n > 300; NA Enterprise n > 200. Smart+ inclusion n >30, Non Smart+ Ads n > 50.  
2. G3 Smart+ Closed Beta studies, Europe & Israel.  
3. Smart+ Closed Beta Survey.



# Say hello to Smart+

Automation by default, flexible by design

## How does Smart+ help me get better results?

Smart+ acts as your AI-powered campaign co-pilot. It learns what works, scales top-performing creative, pauses underperformers and gives you control where it matters.

## What about manual settings?

With Smart+ you get the best of both worlds – optional manual settings for targeting, budget and placements, and automation for expanded reach and hands-off optimisation.



## See the sliding scale:

### Manual optimisation

Choosing manual setup means your campaigns need a lot of attention – constant tweaking, guessing what to scale and what to pause, plus remembering to apply best practices.

### Partial automation

Flexible setup helps you maintain oversight and automate the rest. Meaning you can tweak targeting, creative, budget and placement to your specific business challenges.

### Full automation

Full automation means you only need to provide the basic information and TikTok handles the rest – finding the right audience, testing creatives and optimizing content in real time.



## One solution, endless possibilities

Smart+ is tailored for your most common business objectives.

- Grow sales with or without Catalog
- Drive app engagement
- Generate quality leads



# Take control, command results

Smart+ gives you the edge

In the next few pages, we'll outline exactly how you can take control of your campaigns, as well as highlighting the features of Smart+ in more detail.

## 1 Flexible automation

This is where automation meets flexibility. You can decide how much control to keep – or hand over – across your campaign structure, targeting, budget and placements.

### Structure

Create up to 30 ad groups per campaign, each with 30 asset groups, and within those, up to 50 creatives per asset group – that's 1,500 creatives per ad group and 45,000 creatives per campaign. You have the flexibility to structure your campaigns however you like.

### Targeting

Set your audience basics – location, age, language and exclusions – then let automation find the right people. With Audience Suggestions you can layer on signals like demographics, interests or user behaviours, allowing Smart+ to go beyond your initial settings to boost performance. Want more control? Switch to Custom Targeting to define advanced options like spending power, income, or device type.

#### Our recommendation:

When targeting your audience, lead with automation, not assumptions – TikTok's system knows how to find the right people.

### Budget

Choose between daily or lifetime budgets, and decide what to let the system manage. Turn on Campaign Budget Optimisation (CBO) and Smart+ will automatically shift spend toward the best opportunities. Prefer to keep things tight? Go with Ad Group Budget and set your own budgets and bids for each ad group.

#### Pro tip:

CBO helps you stay flexible when new opportunities pop up. You can even set a spend target per ad group, and the system will work to hit it.

### Placement

With Automatic Placement set by default, your ads get access to the most extensive audience scope across TikTok and the Global App bundle. Want more hands-on? You can also choose your preferred placements to suit your strategy.

#### Our recommendation:

Keep Automatic Placement enabled – it opens up reach and expands your impact.

## 2 Enhanced reporting

Easily scale your campaigns with sharp reporting and streamlined operations.

### Enhanced creative-level reporting

With enhanced creative-level reporting, you can see which specific combinations of creative, text and enhancements (like CTAs or Add-Ons) are driving the best results. Meaning you can make more confident, informed decisions on which creatives to scale, which to pause, and what new ideas to test. And when you need to share or dig deeper, all the reporting is ready to download in a CSV.

#### TLDR:

Instead of guessing, get clear, actionable insights – so your next move is always data-driven.

### Streamlined ad operations

Smart+ also makes campaign management smoother. A streamlined ad operations view lets you manage asset groups and individual creatives in one place. You can switch creatives on and off, preview assets and check review status with ease.

#### TLDR:

Clearer performance visibility, better control and smoother campaign management.

## 3 Creative optimisation

Smart+ gives you the flexibility to test, remix and scale creatives with ease.

Think of your asset groups as creative containers – they hold videos, images and carousels as well as text to music, CTAs, URLs and product sets. With this setup you can drive traffic to multiple destinations or showcase different product sets within a single campaign, reducing duplicate builds and keeping your structure efficient.

Ready to scale? Pair one video or image with one text asset for a 1:1 fixed match. If a combo performs well, lock it in and scale with confidence.

# 64%

of TikTok users prefer brands that provide a variety of content.<sup>1</sup>

# 1.5x

Campaigns with 5–7 creative assets on average deliver 1.5x stronger ROAS.<sup>2</sup>

1. TikTok Marketing Science North America Value in Variety Study US,CA 2023, conducted by Alter Agents.

2. TikTok Marketing Science, CPG Sales Lift Meta-Analysis, 2021/2022 NCS Benchmark for Total CPG \$1.11 Campaigns included ran for 8 weeks.

## Symphony Automation creative tools

Smart+ works seamlessly with TikTok Symphony tools to help you boost both creative quantity and quality using generative AI. That means more content, less time – and stronger performance across the board.

### Recommended creatives:

Create videos using Symphony's Gen AI to expand your asset library and streamline ad creation. A centralized tab will show you contextually relevant creatives including your historical top performers, AI Generated Creatives and more.

Advertising content creation is the #1 use of AI by advertisers.<sup>1</sup>

And TikTok users are ready for it:

# 1.6x

Users are 1.6x more likely to be familiar with Generative AI.<sup>2</sup>

# 1.4x

Users are 1.4x more excited to see it in ads compared to non-TikTok users.<sup>2</sup>

### Automatic enhancements:

Improve creative performance automatically, including video and image quality, music refresh, translation and dubbing and resizing.

### Used together, Smart+ and Symphony can support your creative workflow:

Streamline creative production to boost volume and variety of content



Edit, refresh and generate content with ease – avoiding creative fatigue



Uncover insights to make informed decisions and optimize with impact



1. TikTok Marketing Science Global Automation for Performance Study (US Results) 2025, conducted by NewtonX

2. TikTok Marketing Science Global Gen AI Consumer Perceptions and Usage Survey US, UK, ID] via AYTM, April 2024. Base: TikTok and non-TikTok, 18+ users Q1 (n = 1,495).

## Case in point

# How brands win with Smart+

### Soaring summer sales for Ray-Ban



[Read the full story](#)

#### Objective:

Boost sales while maximising ROAS

#### Strategy:

Ray-Ban utilised TikTok's advanced AI to optimize creative assets quickly and efficiently, reducing creative costs and ad fatigue

#### Solution:

Smart+ Catalog Ads

#### Results:

**-50%** cost per acquisition

**+47%** conversion rate

**+42%** return on ad spend

### Winning big on Black Friday for Clinique



[Read the full story](#)

#### Objective:

Holiday sales and efficiency

#### Strategy:

Clinique used Smart+ Catalog Ads to engage the right audiences and create a seamless shopping experience with relevant products

#### Solution:

Smart+ Catalog Ads

#### Results:

\*Smart+ Catalog Ads vs. Smart+ Web

**+17%** cost per acquisition

**1.23x** return on ad spend

**+27%** click-through rate

Case in point

# How brands win with Smart+

## Fueling always-on sales for Ulta Beauty



[Read the full story](#)

**Objective:**

Holiday sales and efficiency

**Strategy:**

**Ulta Beauty** activated Smart+ Catalog Ads to deliver sales to their website and app in a single campaign by identifying the most receptive shoppers in real time.

**Solution:**

Smart+ Catalog Ads

**Results:**

**+27%** ROAS

**-30%** CPA

**-35%** CPC \*Smart+ Catalog Ads vs. Manual Web

## Good Protein drove sales and expanded their customer base



[Read the full story](#)

**Objective:**

Drive sales and customer acquisition

**Strategy:**

**Good Protein** maximized returns by automating campaign management across targeting, bidding, and creative with Smart+ Web specifically focused on driving traffic and lower funnel actions

**Solution:**

Smart+ Web Ads & Spark Ads

**Results:**

\*Smart+ Catalog Ads vs. Smart+ Web

**28%** lift in ROAS

**21%** higher payment completion rate

**18%** lower CPA \*Smart+ ads compared to non Smart+ ads tested



# Your Smart+ starter pack

4 checklists to keep you on track

Next up, we're breaking down the four stages of Smart+ campaigns – setting up, optimising, scaling and measuring. Think of these checklists as your cheat codes to Smart+ success. Let's dive in.

## 1 Getting started with Smart+ campaigns

### 1. Automation

- Use full automation solutions where possible.

### 2. Campaign Structure

- Keep a simple campaign structure.
- Consolidate budgets, creatives, and audiences into one campaign and one ad group where possible.
- Keep asset groups as unique as possible.

### 3. Budget

- Use Campaign Budget Optimisation (CBO) and set an appropriate daily budget.

### 4. Bid

- Set an appropriate bid for Smart+ Cost Cap or target ROAS.

### 5. Creative

- Upload an appropriate number of creatives.
- Leverage Recommended Creatives for creative supply.
- Use Catalog creative (e.g. carousel, catalog video) if you have a catalog.

### 6. Learning Phase

- Don't make negative adjustments during the learning phase.
  - Pause campaigns/ad groups during the learning phase
  - Reduce the budget
  - Lower the bid
  - Modify the targeting

## Your Setup Cheat Sheet

Objective	App	Lead	Sales
<b>Daily Budget</b>	<ul style="list-style-type: none"> <li>Mobile App Installs: 50*average CPI</li> <li>App Event Optimization: CPA ≤\$200: 10*average CPA CPA &gt;\$200: 5*average CPA</li> <li>Value-Based Optimization: CPA (once) ≥ 5</li> </ul>	<ul style="list-style-type: none"> <li>If CPA ≤\$20: 10*average CPA</li> <li>If CPA &gt;\$20: 5*average CPA</li> </ul>	<ul style="list-style-type: none"> <li>Lowest Cost/Highest Value/target ROAS: 10*average CPA</li> <li>Cost Cap: 30*average CPA</li> </ul>
<b>Bid Cost Cap Or target ROAS</b>	<ul style="list-style-type: none"> <li>Cost Cap: ≥ Last 7 day CPA (iOS: real-time reporting)</li> <li>Day 7 target ROAS: ≤ Last 7 day ROAS (excl. iOS)</li> <li>Day 0 target ROAS: ≤ 0.9*Last 7 day ROAS (iOS: real-time reporting)</li> </ul>	<ul style="list-style-type: none"> <li>Cost Cap: ≥ Last 7 day CPA</li> <li>Target ROAS: N/A</li> </ul>	<ul style="list-style-type: none"> <li>Cost Cap: ≥ Last 7 day CPA</li> <li>Target ROAS: ≤ Last 7 day ROAS</li> </ul>
<b>Creative per ad group</b>	<ul style="list-style-type: none"> <li>Mobile App Installs ≥10 creatives</li> <li>App Event Optimization / Value-Based Optimization ≥6 creatives</li> </ul>	<ul style="list-style-type: none"> <li>≥3 creatives</li> </ul>	<ul style="list-style-type: none"> <li>≥6 creatives</li> </ul>

## 2 Optimising Smart+ campaigns

### 1. Targeting

- Enable automatic targeting and broad age/interest/custom audience targeting.

### 2. Bidding Strategy

- Create a new cost cap Smart+ campaign if the current lowest cost campaign is underperforming.

### 3. Creative

If the current Smart+ campaign is underperforming, either:

- Create a new Smart+ campaign with differentiated creatives from the existing campaign, or
- If you've already tried the above recommendations, add at least one new creative to the existing Smart+ campaign or ad group.

\*The suggested numbers are at ad group level. For CBO, campaign level budget should be the total of all ad group level budget underneath. For CBO, campaign bid should be the highest of all ad group level bid underneath.

\*Creative includes Video, Carousel, Catalog Video

Note: TikTok definition for underperforming is 0 conversions in the past 7 days, and higher CPA or lower ROAS than last 7 day average.

### 3 Scaling Smart+ campaigns

#### 1. Budget

Increase daily budget by  $\geq 20\%$  if a campaign or ad group is outperforming:

- It has at least 10 conversions over the past 28 days.
- CPA is lower than the average CPA over the past 7 days (same location and optimisation event).
- The campaign budget is being well utilised.

*Only raise the budget after verifying those criteria to sustain scalable performance.*

#### 2. Bid

Increase bid if the cost cap campaign or ad group shows strong scaling potential:

- Increase by  $\geq 20\%$  when  $CPA \leq \$25$ .
- Increase by  $10\%$  when  $CPA > \$25$ .

### 4 Measuring Smart+ campaigns

#### 1. Understand the conversion journey

- Check click-through and view-through conversions in Attribution Analytics to understand the TikTok conversion journey and identify opportunities.

#### 2. Test → validate → iterate

- Use a custom split test to set up a flexible campaign-level A/B test with any custom, user-defined variables to identify a winning campaign.
- Continue testing new iterations to identify optimal approaches.

#### 3. Measure incremental impact

- Meet signal prerequisites for Conversion Lift Study (CLS).
- Start with single-cell CLS for baseline learnings.
- Ensure sufficient spend and audience reach for multi-cell setups.
- Minimise other variable changes to isolate Smart+ impact.
- Compare incremental growth with attribution results and adjust.



TikTok definition for out-performing is 1) at least 10 conversions P28 days and P7 days CPA below average CPA OR 2) Maximum delivery: at least 10 conversions P28 days and P7 days CPA below average CPA, and budget utilization rate is  $>90\%$  for the past day. Cost Cap: budget utilization rate is  $>30\%$  (Web), or  $60\%$  (App & Lead), and billing ratio  $\leq 1.0$  or P7 days CPA below average CPA.

TikTok definition for scaling potential is budget utilization rate for the past day is  $< 30\%$  (Web) or  $60\%$  (App & Lead), and at least 1 conversion P28 days, and  $0.8 \leq$  Billing ratio  $\leq 1.0$ .



# Take control with Smart+

Marketing moves fast, and with Smart+, you can move with it. From setup to optimization and creative testing, Smart+ keeps your campaigns learning, adapting, and scaling in real time, while you stay focused on the bigger picture.



With automation powering the engine and you at the wheel, every campaign runs smarter, faster, and with more creative impact. Ready to harness the horsepower of Smart+?

[Ask your TikTok partner for early access](#)

