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How to Drive Better Performance on TikTok

The Commerce Playbook

Performance fundamentals for driving sales with Smart+ Catalog Ads and GMV Max



The shoppers are ready. Don't miss them.

Today's shopper journey looks very different than it did just a few years ago. Discovery, consideration and purchase no longer happen in sequence.

Shoppers move fluidly between content, search, creators and commerce, building intent and taking action along the way.

- **83%** of people who use TikTok for inspiration say it ultimately led to a purchase[1].
- **41%** of users who turn to TikTok to figure out where to buy complete the purchase directly on TikTok[1].

The opportunity is clear. Turning intent into action starts with building the right foundations: better signals, smarter automation, stronger creative and measurement that proves what's working.

So the question is:

Is your commerce engine built for today's shopper?

1. TikTok and Deloitte, From Query to Cart: The Intersection of Search & Commerce, 2026.

Introducing the Commerce Fundamentals behind stronger performance

Data signals. Automation. Creative. Measurement. Individually they're powerful. Together they're the Commerce Fundamentals: four connected building blocks that help campaigns perform, scale and prove impact.

1 Build the foundation

Better performance starts with better inputs. Build a strong foundation with high-quality data signals and a setup designed to help campaigns learn and deliver.

2 Automate execution

Scale what works. Use AI-powered solutions to connect the right shoppers with the right products, more efficiently.

3 Fuel with creative

Creative powers performance on TikTok. Produce, test and scale a continuous supply of native content designed to drive action.

4 Optimise with confidence

Measurement turns performance into confidence. Use attribution, experiments, and Media Mix Modelling to understand the impact TikTok is really driving.



Turn the fundamentals into performance with...

Smart+ Catalog Ads & GMV Max



With the right foundations in place, our AI-powered solutions—Smart+ Catalog Ads and GMV Max—automatically match products to high-intent shoppers, optimize delivery across targeting and creative, and help campaigns learn faster over time.

Think of these fundamentals as the setup before the scale-up.



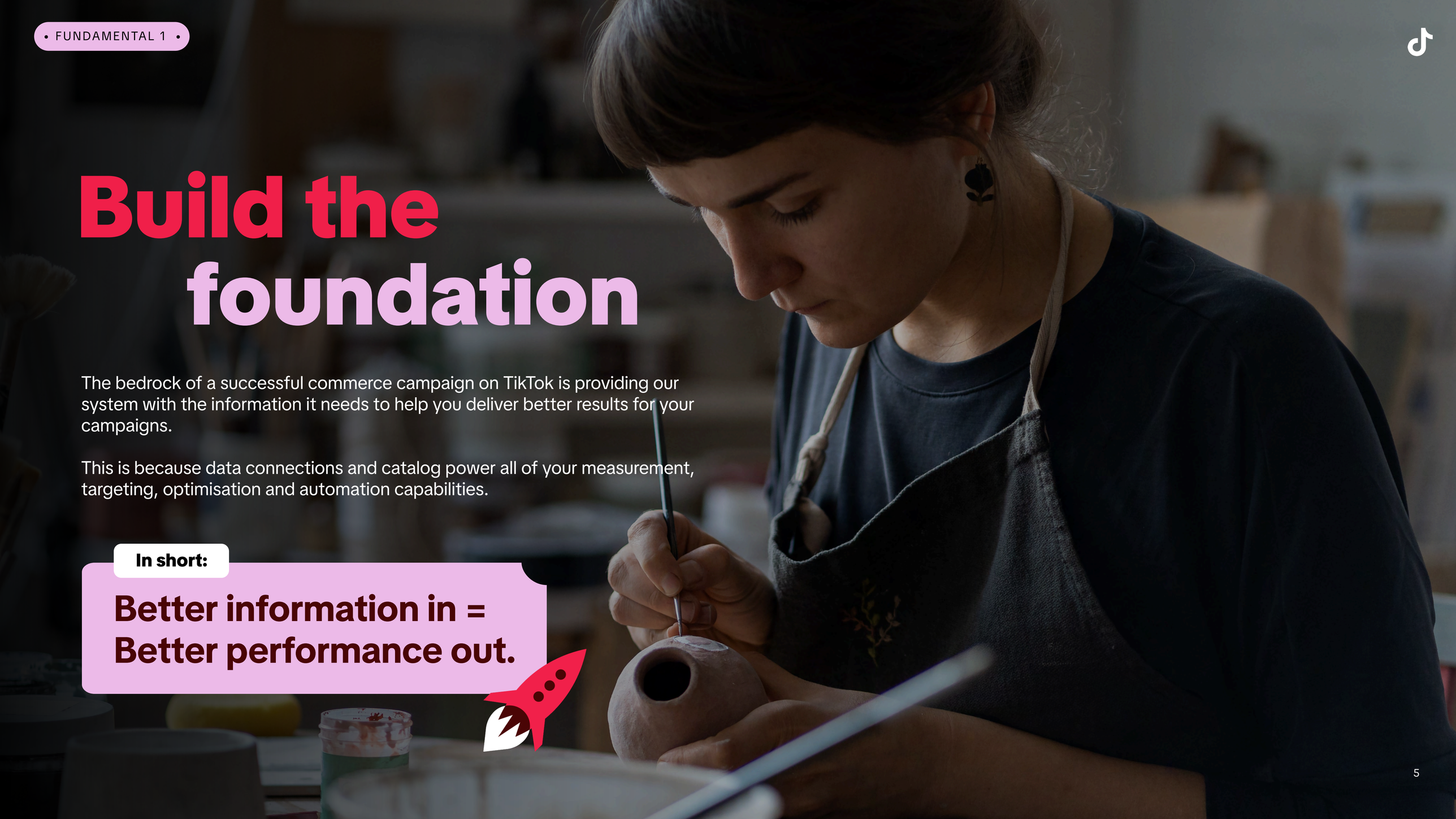
Build the foundation

The bedrock of a successful commerce campaign on TikTok is providing our system with the information it needs to help you deliver better results for your campaigns.

This is because data connections and catalog power all of your measurement, targeting, optimisation and automation capabilities.

In short:

Better information in = Better performance out.



Catalog Ads

24% **lower CPA for commerce advertisers that meet all criteria of a high-quality setup vs those with low quality setups**[1].

Here's what you need to do to build that foundation:

1

Set up your Events API and Pixel

Web signals pass key customer behaviors to TikTok so the system can optimize delivery in real time.

Using both tools together provides maximum signal coverage and long-term performance resilience.



TIKTOK PIXEL:

- Fast implementation via a JavaScript tag; an ideal starting point for web tracking.

EVENTS API:

- A secure server-to-server connection that is more resilient to ad blockers, browser limitations, and provides stronger first-party data reliability.

1. TikTok internal data analysis.



2

Upload your catalog

Your product catalog powers all catalog-based ad delivery. Connect your product catalog via a product feed or direct partner integration with one of our commerce partners.

Some of our partners include:

shopify
cafe24
woo
salesforce
VTEX
WIX

- **Link Event Sources:** Connect your catalog directly to your Pixel and Events API. This allows TikTok to match specific user actions back to exact catalog items.
- **Feed Scheduling:** Keep product data accurate, priced correctly, and properly stocked by setting up an automated sync schedule.



3

Add full-funnel event parameters

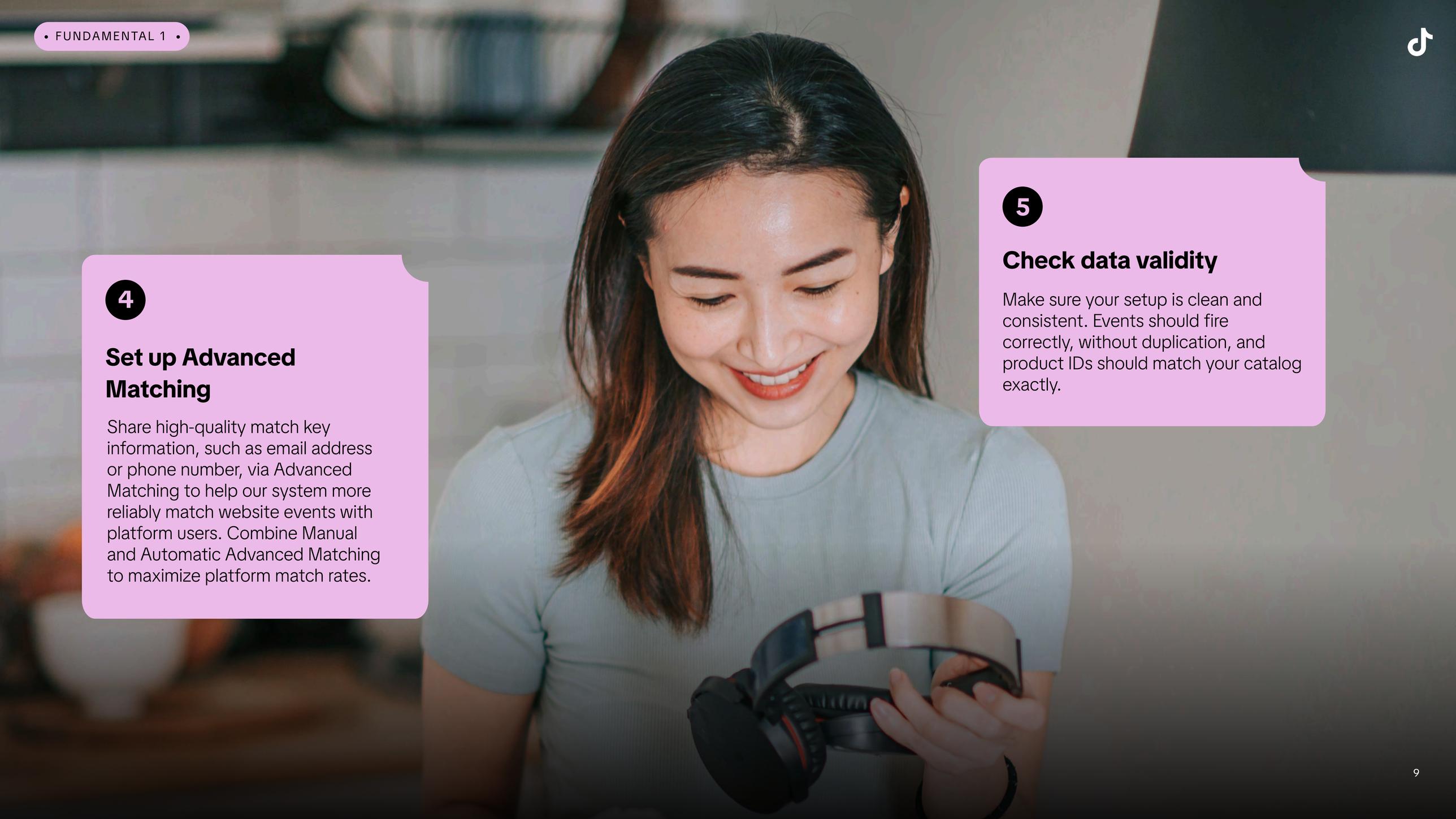
To unlock advanced automation like Smart+ Catalog Ads, you must pass detailed event parameters with your signals.

- **Required Parameters:** Ensure your events pass content_id, value, and currency.
- **The 70% Rule:** Aim for a greater than or equal to 70% match rate between your signal web events and your catalog SKUs. High match quality can improve ROAS by up to 15%*.

Recommended full-funnel event setup:

- Page View
- View Content (with content_id)
- Add To Cart (with content_id)
- Initiate Checkout
- Purchase / Complete Payment (with content_id, value and currency)
- Pass valid customer info, such as email or phone

*source: TikTok Internal Testing Analysis



4

Set up Advanced Matching

Share high-quality match key information, such as email address or phone number, via Advanced Matching to help our system more reliably match website events with platform users. Combine Manual and Automatic Advanced Matching to maximize platform match rates.

5

Check data validity

Make sure your setup is clean and consistent. Events should fire correctly, without duplication, and product IDs should match your catalog exactly.

• FUNDAMENTAL 1 •





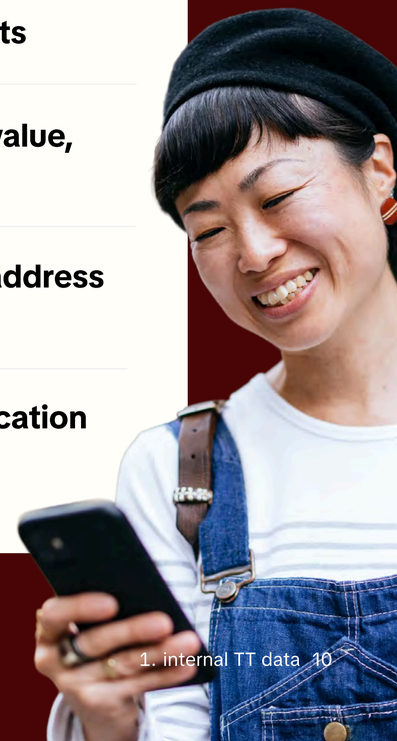
Time for a quick sense-check





Use this checklist to make sure your setup is good to go.

- Upload or connect your catalog and keep it fully up to date
- Implement Pixel and/or Events API correctly
- Ensure full-funnel events are firing (View Content → Purchase)
- Maintain >70% match rate for key events
- Pass required parameters (content_id, value, currency)
- Set up Advanced Matching with email address or phone number where available
- Ensure events fire cleanly with no duplication and correct product IDs



GMV Max

TikTok Seller Center and TikToks Ads Manager act as your centralized infrastructure hub. Before launching automated campaigns, you must securely unify shop permissions, assets, and partner relationships.

1

Core Account Integration

- **Link Identity:** Pair your official brand TikTok account natively to the verified TikTok Shop.
- **Connect Ad Account:** Navigate to Seller Center → Marketing → Shop Ads. Click + Create account or input an existing Ad Account ID via Connect account.
- **Finalize Billing:** Complete financial setups by clicking Add billing info within the Seller Center tile to ensure delivery



Now that you have your ad account created or connected to your shop, you're ready to start promoting your shop. You can do this directly in Seller Center with GMV Max, or create custom Shop Ads in Ads Manager.

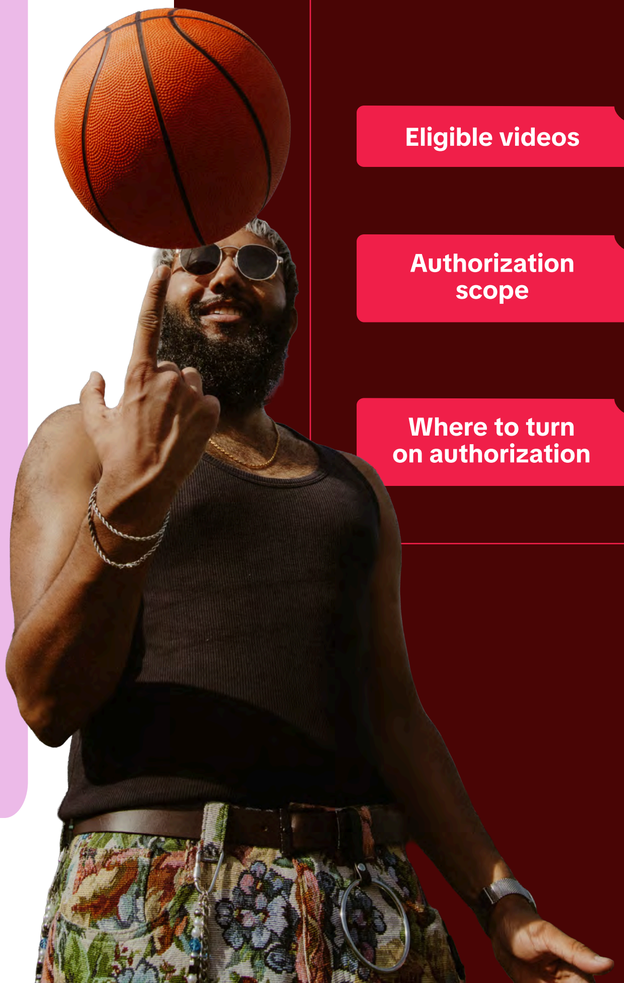
2

Set Up Affiliate Content for GMV Max

How affiliate videos become eligible.

Before GMV Max can use affiliate videos in your campaign, those videos must be authorized for ad use by the creator. This can be done in two ways: creators can share individual video codes with you, or they can use a feature called Affiliate Mass Authorization, which allows them to provide a one-time authorization for all of their past and future affiliate posts to be used in ads.

Affiliate videos won't be available in your campaign setup unless one of these steps is taken. Once authorized, the videos will automatically appear as creative options during GMV Max setup.



Take a look at the table below to learn more about the authorization methods.

	Affiliate Mass Authorization	Video Code Authorization
Definition	With just a one-off authorization, creators can mass-authorize sellers to use all of their affiliate posts to run ads.	If affiliate creator wishes to only provide authorization for some of their posts, they can do so by sharing individual video codes.
Eligible videos	Videos with affiliate product links	Videos with affiliate product links
Authorization scope	All of the creator's affiliate posts with product links corresponding to the Shop.	The individual posts authorized by the creator.
Where to turn on authorization	In the TikTok Shop Creator Center or when adding products to a showcase.	In the Settings menu for each affiliate post.

Note:

GMV Max will only show videos that are both eligible and authorized. Any affiliate videos that haven't been approved for ad use won't appear in the setup flow.



3

How commissions work for affiliate ads

When affiliate videos are included in GMV Max campaigns, creators earn a commission for any sales their content helps generate. These commissions are only triggered when a shopper makes a purchase after interacting with a mass-authorized affiliate video in your campaign.

You can define how much creators earn by setting a commission rate for GMV Max sales.

Pro tip:

Set a different commission rate for GMV Max sales vs. organic affiliate sales—giving you flexibility to reward creators without overspending.

4

Grant partner access

If you're an agency or marketing partner and want to run GMV Max campaigns for a TikTok Shop, or you have a TikTok Shop and want an agency to help with your campaigns, access can be granted in Business Center.

FUNDAMENTAL 2

Automate execution

Manual campaign building can only take you so far. As commerce gets more complex and culture moves faster than ever, keeping up with what's working becomes harder to do by hand.

Our AI-powered solutions, make it easier to keep up. Designed to help you reach the right shoppers with the right products, it automatically surfaces the most relevant products to high-intent shoppers using formats that perform best.







Smart+ Catalog Ads





41%

lower CPA for sales campaigns (E-commerce) with Smart+ setup* vs fully manual setup[1].

29%

lower CPA when compared to manually created campaigns[2].

1. Beta tests (Sep 30 - Oct 14, 2025). *The Smart+ setup is a campaign setup where all Smart+ solutions are enabled to deliver superior performance through automation.
2. Q1 2024 Catalog Ads Beta studiesess from the Catalog Ads Beta tests

- Follow these steps to get started with **Smart+ Catalog Ads:**

1 Enable your Sales objective

Turn on Smart+ Catalog Ads in TikTok Ads Manager under the Sales objective. This activates automated delivery that matches your products with the shoppers most likely to convert.

2 Set your budget strategy

Let Smart+ campaign budget optimise your budget automatically. Choose between Daily or Lifetime budget and add a spend target per ad group.

Please note that when using Smart+ campaign budget, all ad groups in the campaign would need to share the same optimisation location, goal, event and target CPA (if used).

For more control, you can set ad group budgets manually – but this is best reserved for highly specific use cases.

Pro tip:

- **Daily Budget Guide:** Set your daily budget to 10–30x your average CPA.
- **Cost Cap:** Ensure your budget is greater than 12x your average CPA.
- **Maximum Delivery / Highest Value / tROAS guide:** set your budget greater than or equal to 10x your average CPA

3 Set optimisation and bidding

Define your optimisation goal and bidding strategy, then set your budget schedule. This helps the system understand what success looks like and when to prioritise spend.

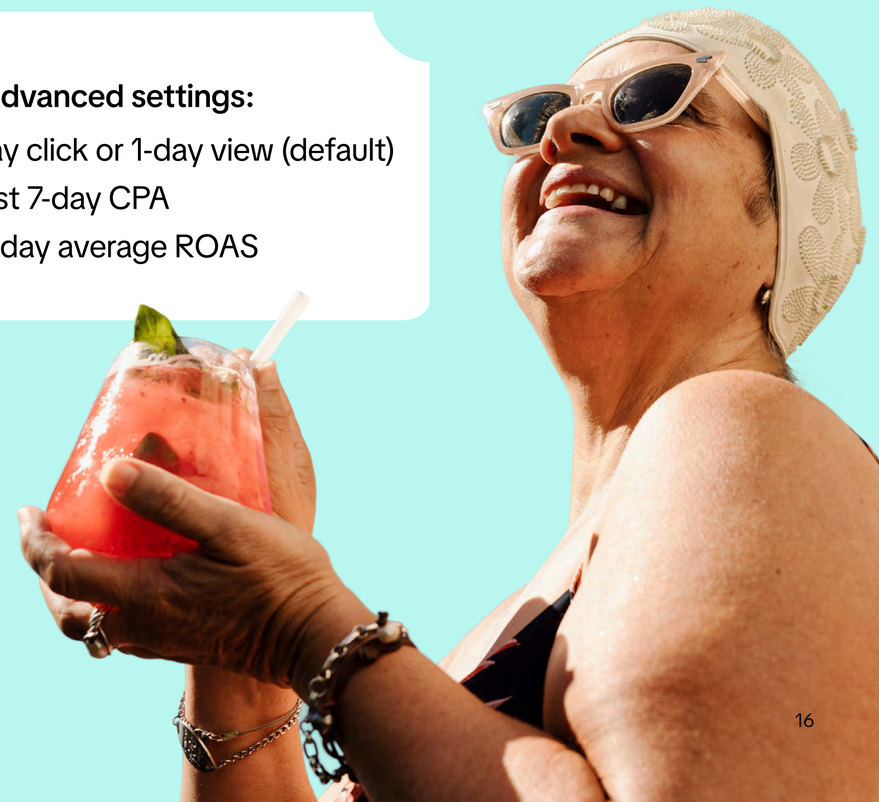
4 Connect your data signals

Select your Pixel connection and ensure your campaign is aligned across optimisation goal, event and target CPA (where applicable).

Pro tip:

Implement these advanced settings:

- Attribution: 7-day click or 1-day view (default)
- Target CPA ≥ last 7-day CPA
- tROAS: ≤ last 7-day average ROAS





5 Define your audience targeting approach

Use Audience Controls and Audience Suggestions to enable Smart+ to reach the right users at the right time to maximise performance. Only use manual targeting when you have strict specific audience requirements.

Pro tip:

Audience Suggestions may expand reach to find additional users to maximise performance.

6 Set placements and product strategy

Allow all eligible placements beyond TikTok. For product selection, target your *Entire Catalog* if your inventory is small, or isolate Best Sellers if managing a massive catalog.

7 Create asset groups and ads

Activate Smart+ Catalog Ads to automatically create ads. When you're creating your ad, add your destination URL and use a clear destination URL for secondary clicks and non-product actions.

Use different URLs per asset group for clarity. Apply or customise UTM parameters where needed

Organize your strategies using Asset Groups (up to 30 per ad group; max 50 creatives each). Use these containers to test distinct creative angles, text pairings, and localized destination URLs.

8 Keep your learning phase stable

Avoid unnecessary changes while the system is learning – this helps the system stabilise and optimise faster.

During learning phase, avoid:

- ⓧ Pausing campaigns
- ⓧ Reducing budget or bid
- ⓧ Narrowing targeting
- ⓧ Changing bidding strategy
- ⓧ Making budget/bid changes >40% per operation

Pro tip:

Let campaigns run for 7 days or reach 25 conversions before making major changes.



GMV Max

- **Set up a GMV Max campaign**
- **Follow platform suggestions for ROI targets to achieve higher GMV**
- **Maintain sufficient budget and keep campaigns active to allow system to learn and optimize**

1 Set up a GMV Max campaign

Setting up a GMV Max campaign is simple.
You can create GMV Max campaigns in Seller Center or Ads Manager.



SELLER CENTER

- Navigate to Shop Ads, under Marketing in the left hand navigation, then click Create GMV Max ads.

ADS MANAGER

- Navigate to GMV Max in the top navigation, then click Choose a TikTok Shop.
- Choose your shop, then click Next.
- Click + Create a GMV Max ads.
- From there, the campaign set up is the same on both platforms. Simply input a few settings and your GMV Max campaign will be ready to launch.

2 Campaign Type

Start by choosing what you want to promote with this campaign:

- **Promote Products:** Choose this to drive sales from your full product catalog using videos and listings.
- **Promote LIVE:** Choose this option if you run regular live shopping sessions and want to grow GMV from those livestreams.

3 Products

If you're running a Product GMV Max campaign, the **Promote all products in TikTok Shop** toggle is on by default.

If you want to select specific products, toggle off **Promote all products in TikTok Shop**, then click **+ Add product.** Products can be searched by name, SPU ID, and SKU ID as well as sorted by availability and category.

Recommendation:

- To help GMV Max learn effectively, consider either promoting all products or focusing on your top sellers.

4 LIVE source

If you're running a LIVE campaign, choose the account where the livestream will be hosted. You can also **+Add a new account** if it's not connected yet.

5 Optimization and budget

This is where you will choose your ROI target and daily budget.

For ROI target, setting an appropriate ROI value can help you grow shop's GMV while maintaining a healthy profit margin. It is suggested that sellers always set/adjust target ROI based on the system's recommended value.

For Budget setting, try using the recommended values to start. They're customized for you based on your product, category, past ad performance, gross revenue, and seasonal trends.



6 Promotion days

Promotion days are an automated way to capture more GMV during peak sales moments—so you don't have to monitor the calendar or make manual changes as shopping demand spikes.

These days often align with discounts, limited-time offers, or major shopping events, when buyer intent is higher. When a promotion day is active, your campaign automatically applies the ROI and budget adjustments you've chosen for that date to increase delivery and capture more sales.

You can use TikTok's default schedule of promotion days, which includes major shopping moments like Back to School and winter holidays, or create your own custom schedule.

7 Schedule

Choose when your campaign starts delivering. Be sure to select the correct start time using the 24-hour clock, especially if you're aligning delivery with a livestream, to avoid starting too early or too late.



FUNDAMENTAL 3

Fuel with creative

Creative drives performance on TikTok. But keeping up with demand for fresh content can be a challenge.

The good news? You don't always need to create more from scratch. Creator content, catalog assets and AI-powered tools can help you build a steady flow of performance-ready creative at scale.

Here's how to increase creative supply, reduce fatigue and give your campaigns more opportunities to perform.

• FUNDAMENTAL 3 •

Smart+ Catalog Ads



1

Unlock creator content with Content Suite

Content Suite helps you find, manage and amplify creator-led content already talking about your brand.

Instead of searching manually, you can surface high-performing organic content, get it approved in one click, and push it directly into your Creative Library for activation.

It also helps you work with creators more efficiently – from briefing to management – all in one place.



44x

Boost content discovery and find native mentions of your brand, with up to 44x more results than a typical search[1].

1. TikTok internal data analysis.



2

Prepare your catalog assets

Strong creative starts with strong product assets. Upload multiple high-quality product images and use vertical-friendly formats such as 9:16 where possible. Giving TikTok more assets to work with helps improve how products appear across carousel and video formats.

To maximise flexibility, include at least three product images and use item_group_id to group product variants where relevant. This gives the system more opportunities to identify and serve the best-performing creative combinations.

Pro tip:

More asset variety gives automation more to test, learn from and optimise over time.

3

Turn product assets into ad formats that perform

Once your assets are in place, Smart+ Catalog Ads can automatically transform them into performance-ready ad formats like carousel ads and product videos.

Pro tip:

Try **Carousel Collage** to make static catalog assets more dynamic. Compared to traditional carousels, it can drive +56% CTR uplift and up to 18% CPA improvement[1].



Did you know?

Using multiple formats together helps you reach more shoppers and improve performance across the funnel.



16% higher ROAS when Carousel & Video are used together compared to video alone[1].

2. Q1 2024 Catalog Ads Beta studies.

4

Generate more creative with Image-to-Video

With tools like **Image-to-Video,** you can turn static product images into short-form videos at scale.

This helps you increase creative volume without increasing production time, giving automation more assets to test and optimise. The result? More creative variety, less fatigue and a stronger pipeline of content to power performance.

Pro tip:

Use clear prompts for camera movement, realistic action-and-reaction details, seasonal context, and effects to turn static images into more dynamic, scalable video creatives.





GMV Max

1

Utilize a mix of product-focused video ads, affiliate content, and shoppable LIVE streams

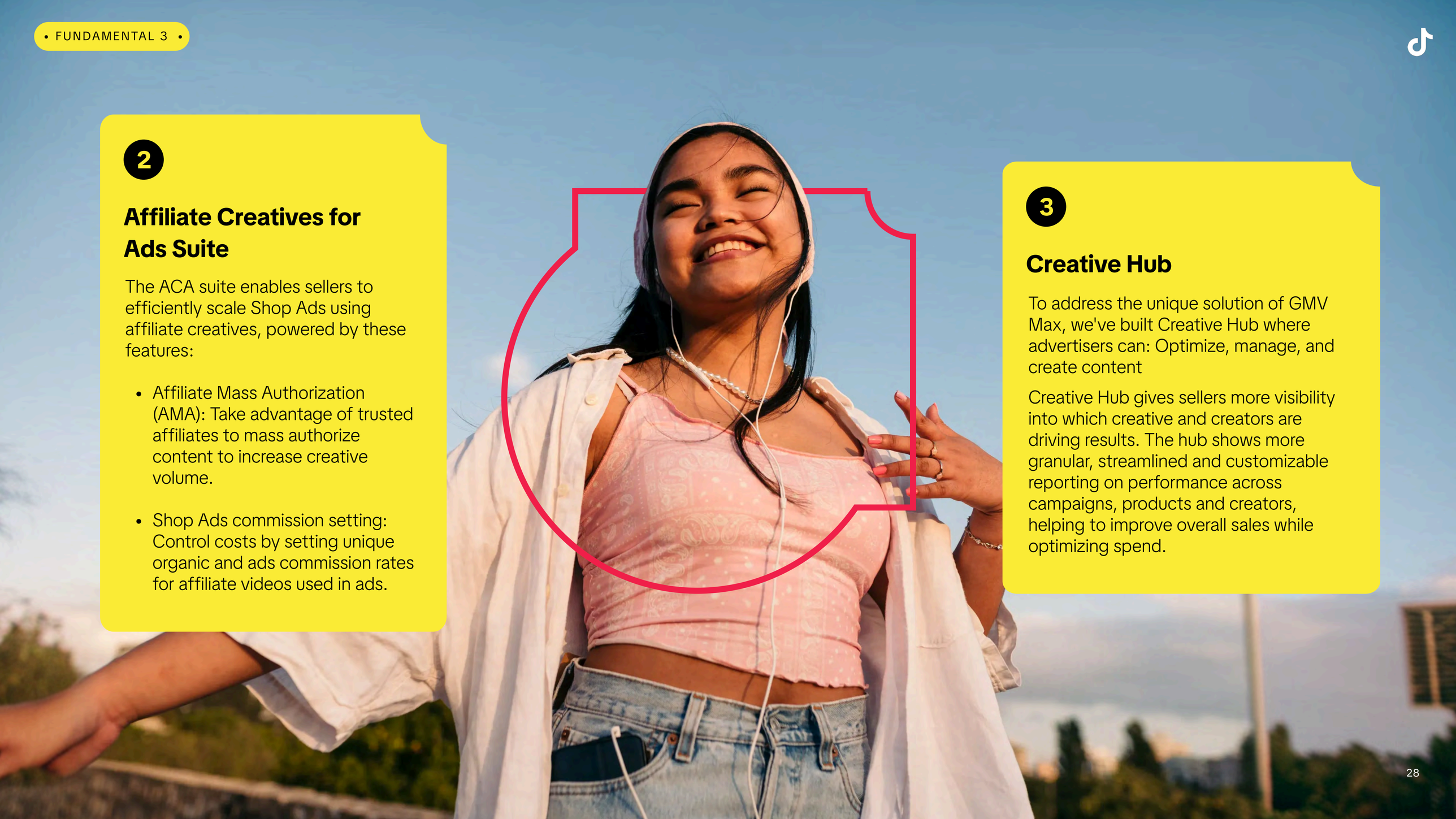
GMV Max leverages all available creatives automatically and creates enhanced delivery by combining paid, organic and affiliate signals across approved sources to and displays your creative in all shoppable placements (TikTok Feeds, Shoptab and Search)

2

Affiliate Creatives for Ads Suite

The ACA suite enables sellers to efficiently scale Shop Ads using affiliate creatives, powered by these features:

- Affiliate Mass Authorization (AMA): Take advantage of trusted affiliates to mass authorize content to increase creative volume.
- Shop Ads commission setting: Control costs by setting unique organic and ads commission rates for affiliate videos used in ads.



3

Creative Hub

To address the unique solution of GMV Max, we've built Creative Hub where advertisers can: Optimize, manage, and create content

Creative Hub gives sellers more visibility into which creative and creators are driving results. The hub shows more granular, streamlined and customizable reporting on performance across campaigns, products and creators, helping to improve overall sales while optimizing spend.

FUNDAMENTAL 4

Optimise with confidence





The better you understand what's driving results, the easier it becomes to optimise campaigns, identify opportunities and prove business impact.

With the right measurement setup, you can move from assumptions to evidence and make decisions with confidence.

Smart+ Catalog Ads

1 Connect and authorise Google Analytics in TikTok Ads Manager

Google Analytics integration for Sales campaigns makes it easier to optimise TikTok performance to the measurement tools your team already relies on.



Advertisers who tested GA4 optimisation saw:

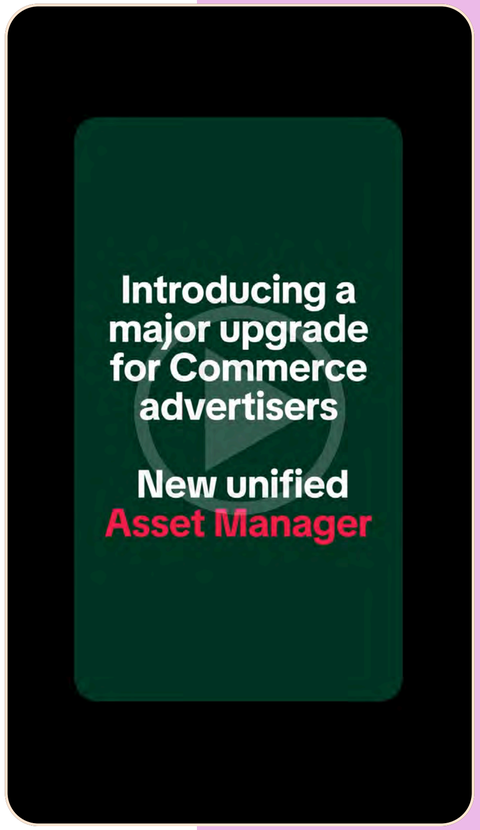
-27% reduction in CPA for TikTok campaigns

+54% increase in conversions[1].

1. TikTok internal Alpha test, TTAM-GA4 Optimization / GA Optimization, 115+ advertisers with observed performance improvement.

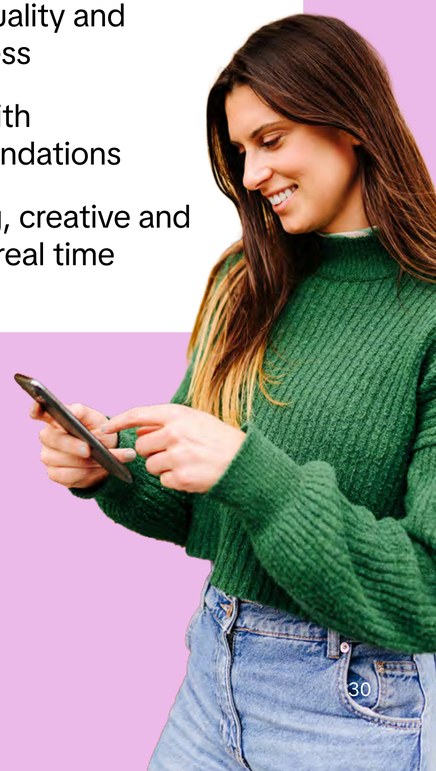
2 Monitor readiness with Asset Manager

Asset Manager brings your catalog, creative and signals into one unified workspace, helping you identify readiness gaps before they affect delivery and performance.



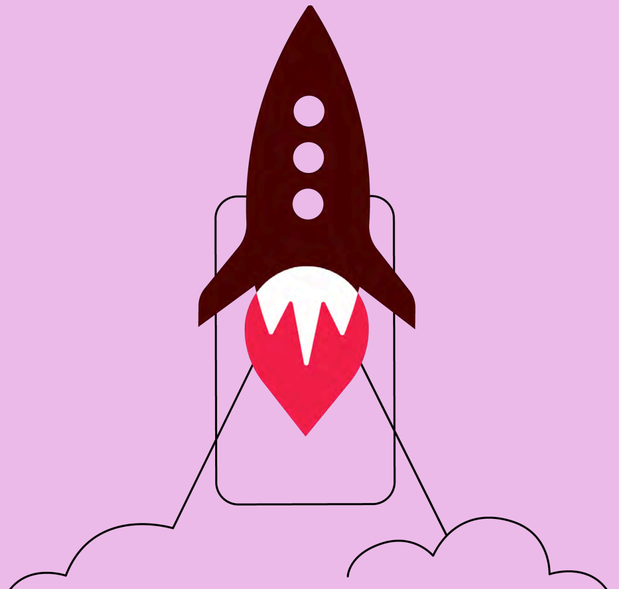
Use Asset Manager to:

- → Review asset quality and delivery readiness
- → Identify gaps with smart recommendations
- → Monitor catalog, creative and signal health in real time



3 Use the holistic measurement approach

TikTok's full marketing ROI is not always visible through basic tracking or last-click attribution. To understand TikTok's full business impact, combine attribution, experiments and media mix modelling (MMM). Together, they help you understand day-to-day performance, incremental impact and long-term business outcomes.







GMV Max

1 Major principles for GMV Max measurement

- TikTok 1P reporting is the source of truth: The closed-loop nature of TikTok Shop gives TikTok complete visibility from impression to purchase
- Gross Revenue is the north star metric for evaluating performance

2 Evaluate success by leveraging Before and After Comparison

Reporting found both on TTAM and Seller Center to see the changes in GMV from before and after launching a GMV Max campaign

Best practices:

- Avoid testing during major sales events (e.g., Black Friday, mega sales) to isolate GMV Max impact
- Keep ROI targets and creatives consistent before and after tests
- Ensure sufficient budget and creatives to prevent skewed results





Build it. Automate it. Fuel it. Optimise it.

This playbook has shown you how to put those fundamentals into action. Now it's time to build, test, and refine your setup so it's ready for whatever your customers do next.

Start building your setup

Strong performance comes from getting the fundamentals right – and keeping them working together.

When your data, automation, creative and measurement are all connected, your campaigns have everything they need to learn faster and scale with confidence.

