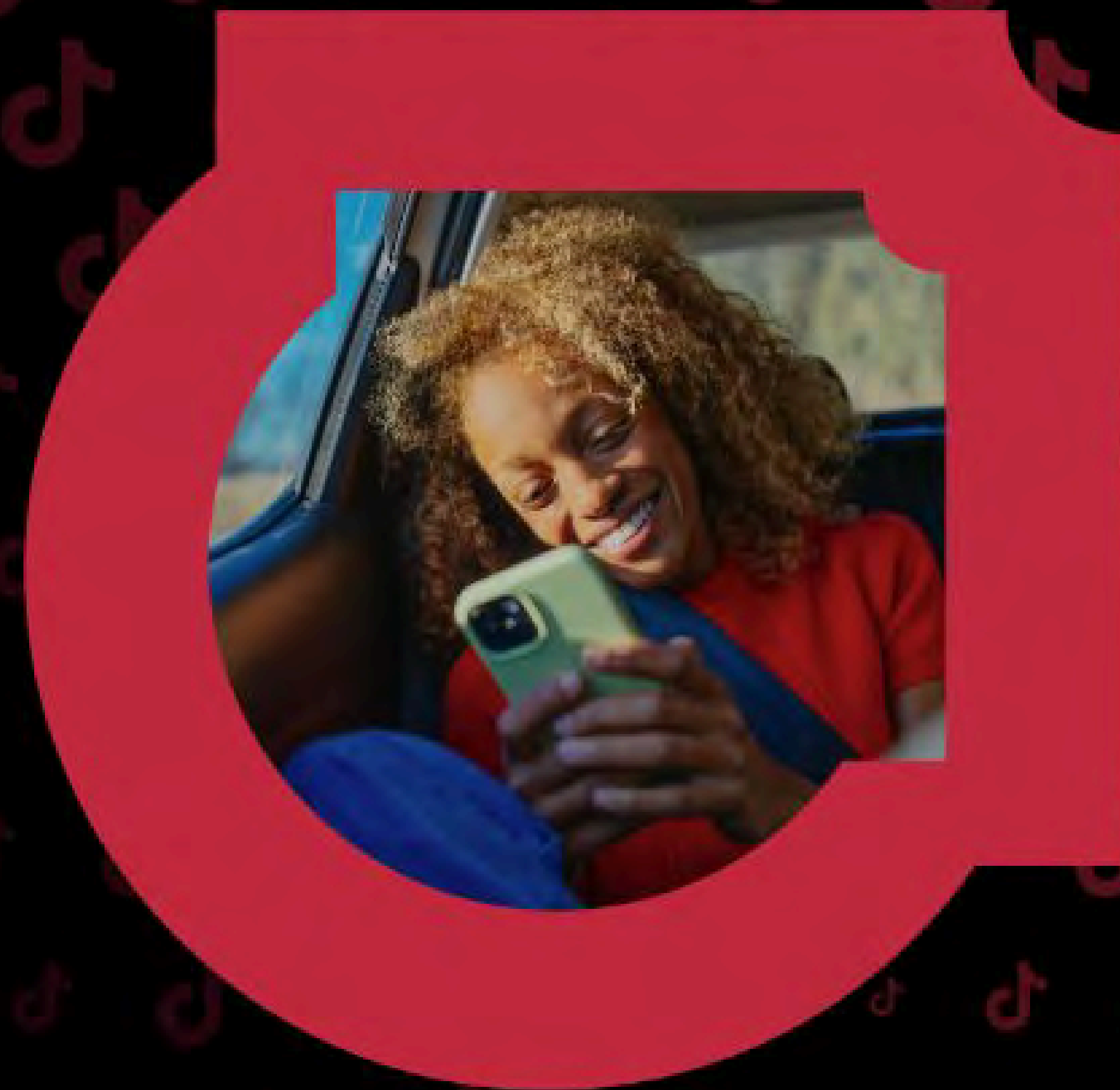


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How to Drive Better Performance on TikTok

The Lead Generation
Playbook

Your guide to successful lead generation on TikTok



The form fill isn't the finish line.

The customer journey looks very different than it did even a year ago. People discover, research and connect with brands long before they're ready to fill out a form.

Yet many lead generation strategies are still built around the form fill instead of the journey that leads to it.

61%

of TikTok users discover new brands and products directly on the platform¹.

57%

of TikTok users stated purchase intent after viewing a lead generation ad².

The brands seeing stronger results are getting the fundamentals right: better signals, smarter automation, stronger creative and measurement that proves what's working.

So the question is:

How can marketers turn moments of interest into results?

1. TikTok Marketing Science Global Retail Path-To-Purchase Study 2021 conducted by Material.

2. TikTok Marketing Science Global Shopping Ad Study 2022, conducted by Material.

Introducing the Performance Fundamentals for Lead Generation behind stronger performance

Data signals. Automation. Creative. Measurement. Individually, these elements are powerful. Together, they are the four connected building blocks that help your campaigns perform, scale, and prove their business impact.

1 Build the foundation

Better performance starts with better data inputs. Build a resilient foundation with a TikTok-first setup, high-quality data connections, and CRM integrations.

2 Automate execution

Automation scales what works. Drive results efficiently with AI-powered solutions like Smart+, automating optimization to unlock high-quality leads.

3 Fuel with creative

Creative is the fuel for performance on TikTok. Leverage built-in solutions and creator partnerships to establish a continuous, native creative supply.

4 Optimize with confidence

Measurement turns performance into confidence. Understand what TikTok is driving for your bottom line through attribution, experiments, and Media Mix Modelling.





FUNDAMENTAL 1

Build the foundation

Build the foundation to unlock accurate measurement and better optimization. TikTok's ad system learns from the information you share. The more complete, accurate, and timely those data connections are, the faster the system learns to identify users willing to convert into qualified prospects. Post-click attribution can be lost because of UTM misuse or loss, ttclid loss, SPA architecture, if not handled by the advertiser. That is why a well configured website, events and Events API is crucial for strong lead generation.

In short:

**Better information in =
Better performance out.**



Advertisers with a high-quality setup experience a

21%

lower CPA compared to those with low-quality setups¹.

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

1

Set up your Events API and Pixel

Start by setting up Pixel, Events API, or both to send our system the key signals that power your campaigns on TikTok. These signals help the system learn what's working and optimize delivery in real time.

Using both Pixel and Events API gives you maximum signal coverage and long-term performance resilience.

2

Implement Advanced Matching

Advanced Matching enables advertisers to send securely hashed customer information (such as email or phone numbers) to help TikTok better match website events with active people on the platform.

Pro tip:

Use Manual and Automatic Advanced Matching together where possible to **maximize match quality**.

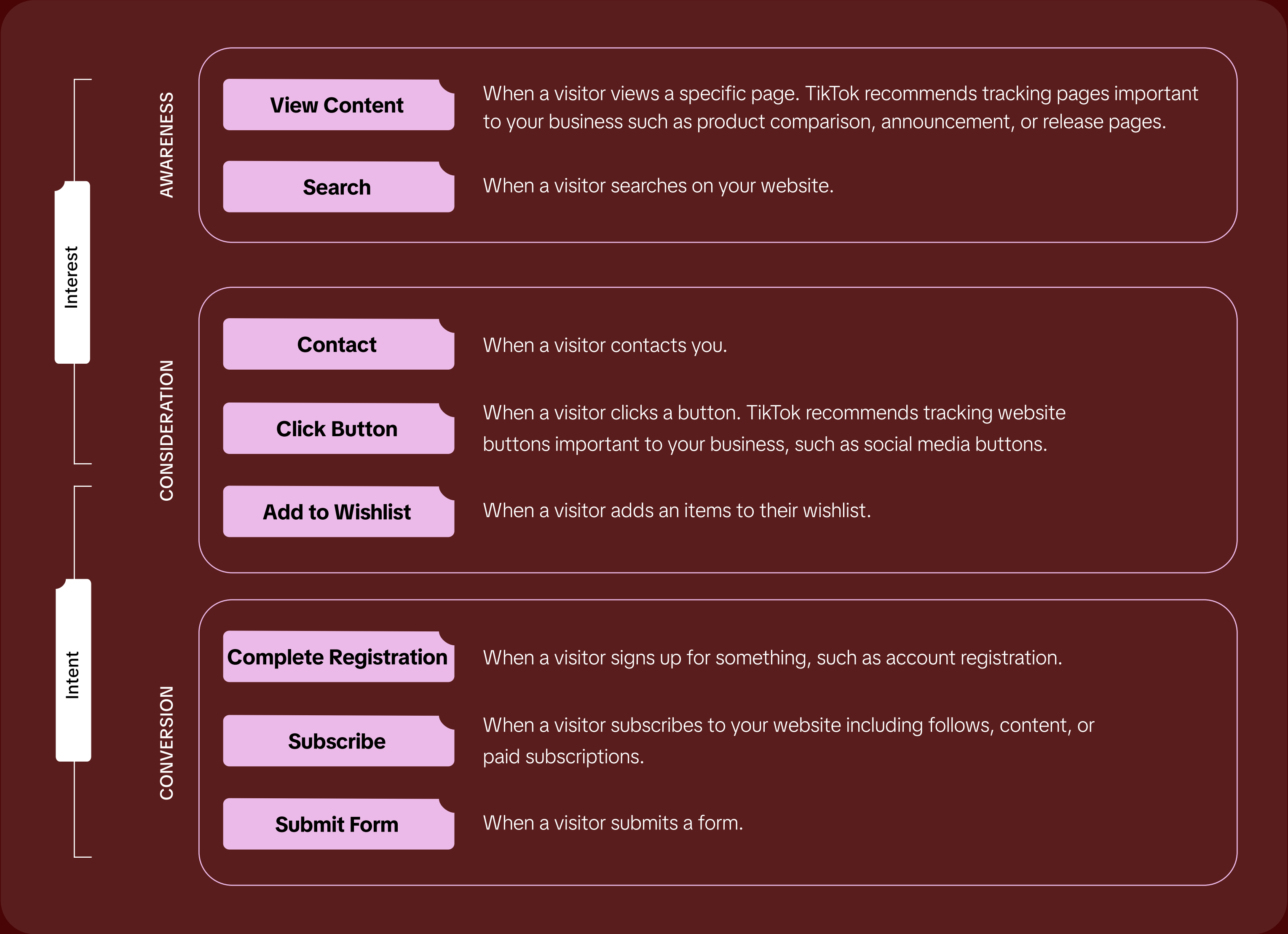
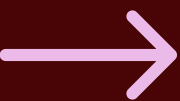


3

Add full-funnel event parameters

To maximize the results from your campaigns, pass full-funnel events, so the system can connect shopper actions back to your offerings.

Common Data Connection Events for Full-Funnel Event Setup



4

Increase Lead quality with CRM integration and signal postback'

High-quality signals are the foundation for harder-working CRM integrations. Establish an automated feedback loop where your CRM sends conversion data (e.g., "Lead became a Qualified Lead") back to TikTok. The integration with your CRM partner and events postback help improve lead quality on TikTok

Featured CRM and postback partners:

HubSpot leadsbridge

make ZOHO

salesforce

zapier

Time for a quick sense-check





BUILD THE FOUNDATION

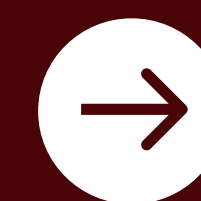
Use this checklist

to make sure your setup is good to go →



- Set up data connections via **Pixel**, **Events API**, or both
- Ensure **full-funnel event coverage** matching the customer journey.
- Enable both Manual and Automatic Advanced Matching to maximize match keys.
- Integrate your CRM to send real-time lead quality postbacks.

With your robust technical foundations in place, the next step is putting automation to work





FUNDAMENTAL 2

Automate execution

Align controllable automation with your growth objectives to maximize performance at scale. Choose the Lead Generation campaign objective to start. Enable Smart+ solutions throughout the campaign setup to maximize your performance results while keeping control in your hands.

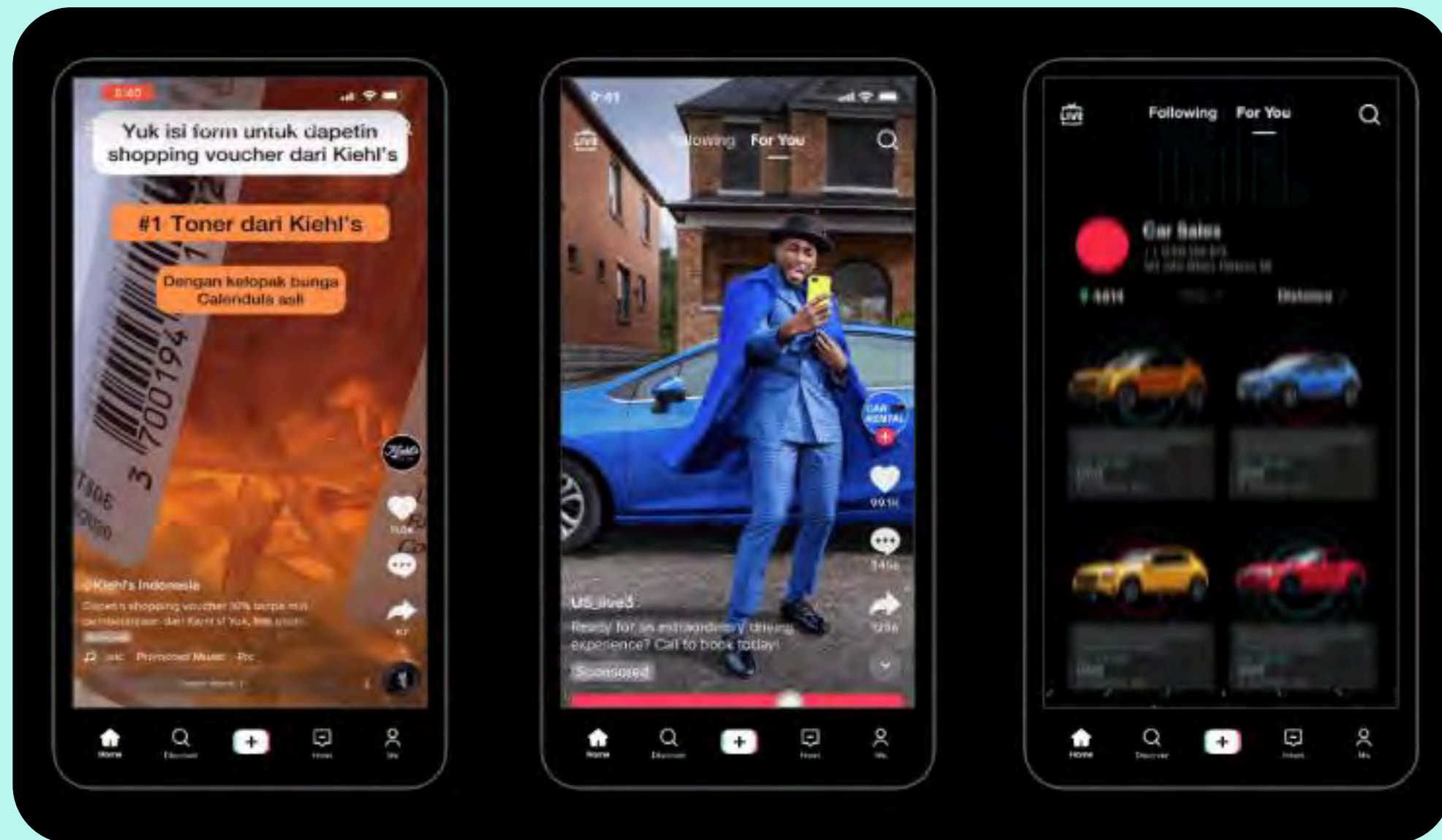
45%

lower CPA for Lead generation campaigns with Smart+ setup* vs fully manual setup¹.

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.

Beyond controllable automation, you can choose between bidding strategies like Cost Cap, and multiple destination selection to maximize performance.

With this approach, your campaign can capture demand across Instant Forms, Web Forms, and Direct Messages all within one unified campaign, reducing manual effort while scaling results.



Lead Form

Collect quality information effortlessly, on your site or on TikTok

Messaging Ads

Engage leads with automated and conversational messages

Automotive Ads

Promote models or inventory via catalog

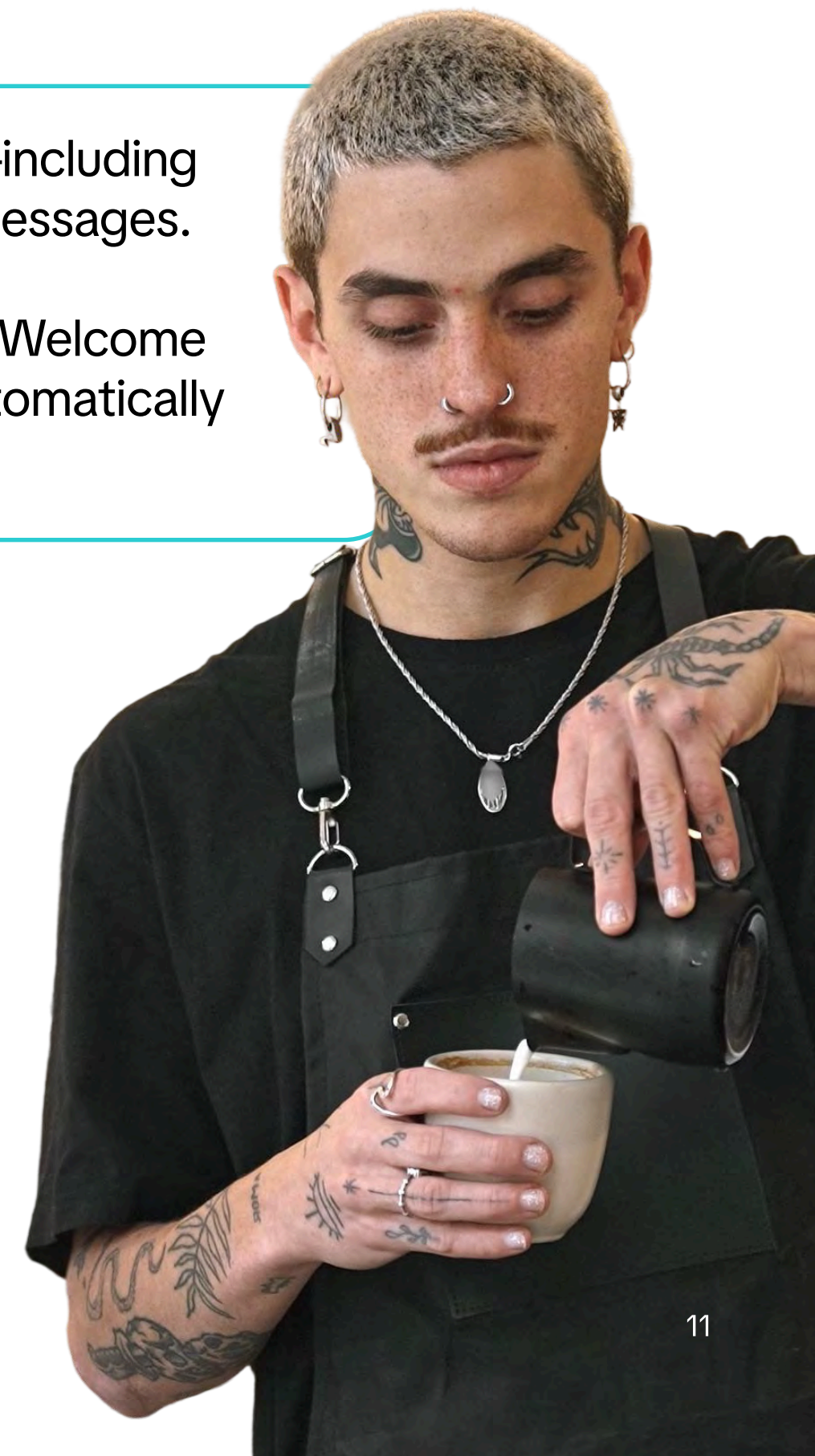
1 Choose "Lead Generation" campaign objective and activate Smart+

To get started, select the Lead Generation campaign objective. In the campaign settings, select "Leads" as the optimization goal. Smart+ allows you to capture demand across multiple destinations efficiently.

Pro tip:

- Ensure you select multiple locations—including Web Form, Instant Form, and Direct Messages.
- Where relevant, enable AI Chatbot or Welcome Messages for Direct Messaging to automatically nurture and qualify prospects.

This integrated setup allows the system to seamlessly route the user to the highest-converting destination based on their intent and profile.



2 Set up budget strategy and bidding with Cost Cap

Let Smart+ campaign budget optimize your budget automatically. Choose between Daily or Lifetime budget and add a spend target per ad group. For niche business scenarios, you can also set up Ad group budgets manually for each ad group, but it's not recommended.

For bidding, Maximum Delivery focuses on full budget usage, so Cost Cap is the recommended bidding strategy when controlling your cost per lead matters. Cost Cap helps scale campaigns while keeping your CPA stable and ensures your budget is optimized for maximum ROI.

Pro tip:

- Enter a Target CPA at or above your historical average CPA from the last 7 days.
- Set your daily budget to at least 12x your Target CPA



3 Configure forms, templates, and identity

Once your destination routing is established, define the user experience by configuring your forms and templates at the ad creative level. Use distinct Web Form URLs, custom Instant Forms, and Direct Message templates, ensuring that Identity is properly selected. Keep the flow as seamless as possible to maintain user trust and increase your lead-to-conversion rates.

4 Upload and rotate creative assets

Creative variety provides the necessary inputs for the Smart+ engine to continually find winners and battle ad fatigue.

Pro tip:

- Include between 6 to 10 creatives per campaign, and ensure your maximum delivery settings allow at least 3 creatives per ad group where possible.
- Testing a diverse set of creatives ensures the automated system can effectively pair the right message with the right audience segment.



5 Keep your learning phase stable

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

During learning phase, avoid:

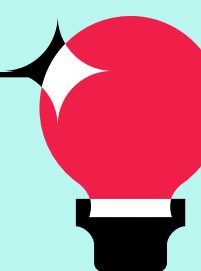
- ⊗ Pausing campaigns
- ⊗ Reducing budget or bid
- ⊗ Narrowing targeting
- ⊗ Changing bidding strategy
- ⊗ Making budget/bid changes >40% per operation

Post-learning phase, avoid:

- ⊗ Budget/bid changes >30% per operation
- ⊗ Drastic targeting changes that narrow audience reach
- ⊗ Pausing or deleting high-performing creatives
- ⊗ Frequent campaign pauses & resumes
- ⊗ 3+ adjustments within 48 hours
- ⊗ Changing the bidding strategy

Pro tip:

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



SUCCESS STORIES

The Objective

Al Jazirah Vehicles Agencies (AJVA), Saudi Arabia's leading Ford dealer, sought to enhance lead generation performance by combining Multiple Location Selection and Target Cost per Result features.



The Solution

AJVA implemented dynamic destination with Ramadan-optimized creatives featuring Ford SUVs, ensuring maximum engagement with the target audience.

[Link to a full story](#)

The Result

+178%

A 178% uplift in lead volume demonstrating feature effectiveness.



TikTok has completely rewritten our playbook for automotive lead generation in KSA. We didn't just see a 178% surge in volume; we achieved it while actively driving down costs.

This campaign proves that pairing TikTok's advanced capabilities with genuine storytelling moves us beyond standard metrics to deliver measurable business growth.

Ramzi Mouakassa, Head of Marketing & CRM
Aljazirah Vehicles Agencies



Before you scale, check your setup →



- **Select the Lead Generation campaign objective**
- **Select "Leads" as the optimization goal and choose multiple destinations (Web Form, Instant Form, Direct Messages)**
- **Enable AI Chatbot/Welcome Messages for Direct Messaging where relevant**
- **Use Cost Cap bidding with a Target CPA at or above your last 7-day average CPA**
- **Set Campaign Budget Optimization with a daily budget of at least 12x Target CPA**
- **Configure forms, templates, and identity at the ad creative level**
- **Include 6-10 creatives, ensuring at least 3 creatives per ad where possible**
- **Let campaigns run for 7 days or reach 25 conversions before making major changes.**



Now your campaign execution strategy is set and ready to capture demand, the next ingredient is creative.



FUNDAMENTAL 3

Fuel with creative

Creative is the fuel for performance on TikTok. To succeed, build a continuous creative engine that drives engagement, conversion, and sustained long-term performance. In an age of endless content, great creative breaks through the noise and fuels superior results.

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



Users trust a brand

50%

more when their ads are creator-focused¹.

McKinsey notes that creative leaders consistently witness

67%

above-average organic revenue growth².

64%

of users buy a product after watching creator advertising³.

1. TikTok Drives Brand Trust Study 2022 commissioned by TikTok Marketing Science Global and executed by Edelman Data and Intelligence, US.

2. Brodherson, Marc, et al. "Creativity's Bottom Line: How Winning Companies Turn Creativity into Business Value and Growth." McKinsey & Company, McKinsey & Company, 16 June 2017.

3. TikTok Marketing Science Global Creators Drive Commerce Study, 2022, conducted by Material.

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.

Content Suite surfaces **44x** more posts, enables a **10x** faster workflow, and delivers a **+92%** improvement in ROAS versus advertisers standard creatives¹.

2

Source native volume with Creator Content at Scale

Creator Content at Scale empowers brands to post a creative brief and recruit vetted creators to produce high-quality, TikTok-native content that drives qualified leads. This ensures a steady flow of fresh creatives while maintaining brand compliance.

Sparked TikTok One creator content drives

+159%

higher Engagement Rate (ER)².

3

Collaborate deeply with Creator Led Packages

For end-to-end strategic guidance, the Creator Led Package matches advertisers with a specialized TTCX creator partner. This dedicated partner can source leading creators, handle operational campaign management, and navigate creator collaboration on TikTok.

4

Execute always-on testing and scaling.

Continuously test and iterate creatives. Accelerate learning and scale performance in real time by automatically allocating spend to winning assets.

Before you scale, check your setup →

Use this creative checklist to ensure your creative engine is ready to go.



Discover and Spark high-performing user-created content (UGC) directly utilizing the Content Suite.



Run crowdsourced collaborations through Creator Content at Scale.



Collaborate with dedicated experts via the Creator Led Package.



Execute always-on testing and allow the system to scale winning assets.

With a steady stream of creative fuelling performance, the final step is measuring what really works. →



FUNDAMENTAL 4

Optimize with confidence



Validate performance, quantify incremental impact and make smarter growth decisions.

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





1 Advanced Optimization Strategies

Adjust your optimization window to match your source of truth. Compare Click-Through and View-Through attribution.

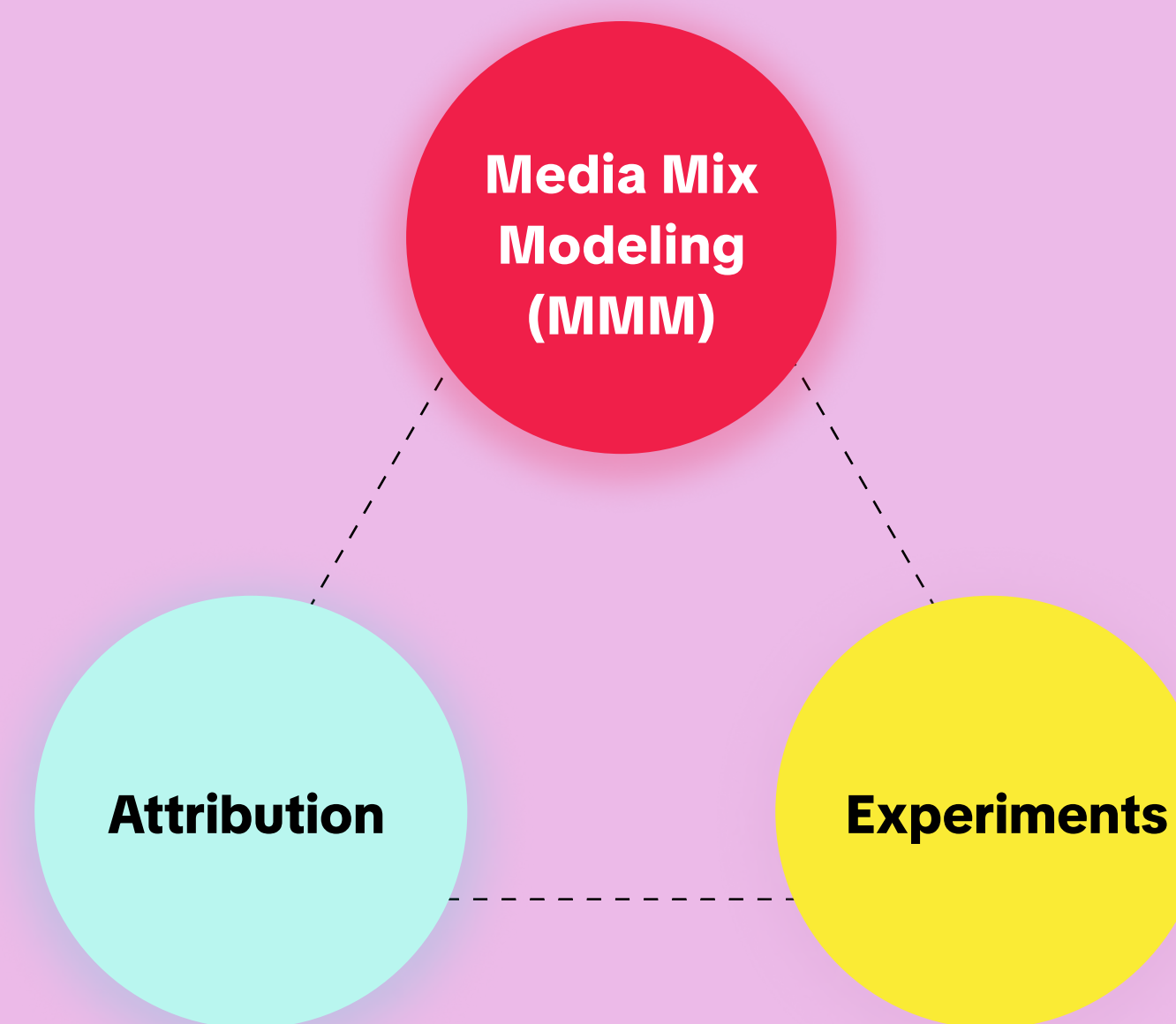
Pro tip:

For Instant Forms, measure lead quality via Cost Per Quality Lead (CPQL).

2 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.



Media Mix Modeling (MMM)

See the bigger picture.

Best for:

- Long-term ROI analysis
- Budget planning

Tools:

- TTAM end point
- API integrations
- TikTok-badged Media Mix Modeling (MMM) partners

Attribution

Track what's happening day to day.

Best for:

- Optimization
- Short-term reporting

Tools:

- TikTok Attribution Analytics
- View-through attribution
- Multi-touch attribution

Experiments

Prove what actually drives results.

Best for:

- Incrementality
- Campaign validation

Tools:

- Split test
- Conversion Lift Study
- Unified Lift
- Third-party Sales Lift



NOW LET'S ENSURE YOUR SETUP

is ready to scale



- **Use Attribution Analytics to understand the conversion journey**
- **For Instant Forms, measure lead quality via Cost Per Quality Lead (CPQL).**
- **Measure incremental impact with CLS**
- **Combine Attribution, Experiments and MMM for the full picture**





Build it. Automate it. Fuel it. Optimize 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.

