

TikTok

Ads Manager

User Guide



TikTok Ads Manager User Guide

For External Sharing

March, 2026





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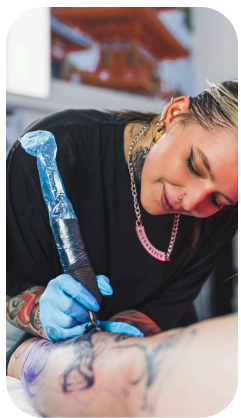


GETTING STARTED

TikTok Ads Manager is the all-in-one advertising platform for you to create and manage campaigns, and achieve desired outcomes based on your marketing goals. Overall, TikTok Ads Manager offers full functionalities for ad creation and management, supports cross-product reporting and insights, and provides a range of diverse advertising solutions on TikTok.

User Guide Overview

TikTok Ads Manager User Guide is a holistic manual that helps you excel at TikTok Ads Manager platform. Through the user journey, it guides you on beginning to use TikTok Ads Manager, as well as creating, viewing, and optimizing ads. **The following are the contents of this guide:**



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01

Create an **account**



Create an account



To start using **TikTok Ads Manager**, you need to create an ad account following the steps listed in the [Onboarding Guide](#).

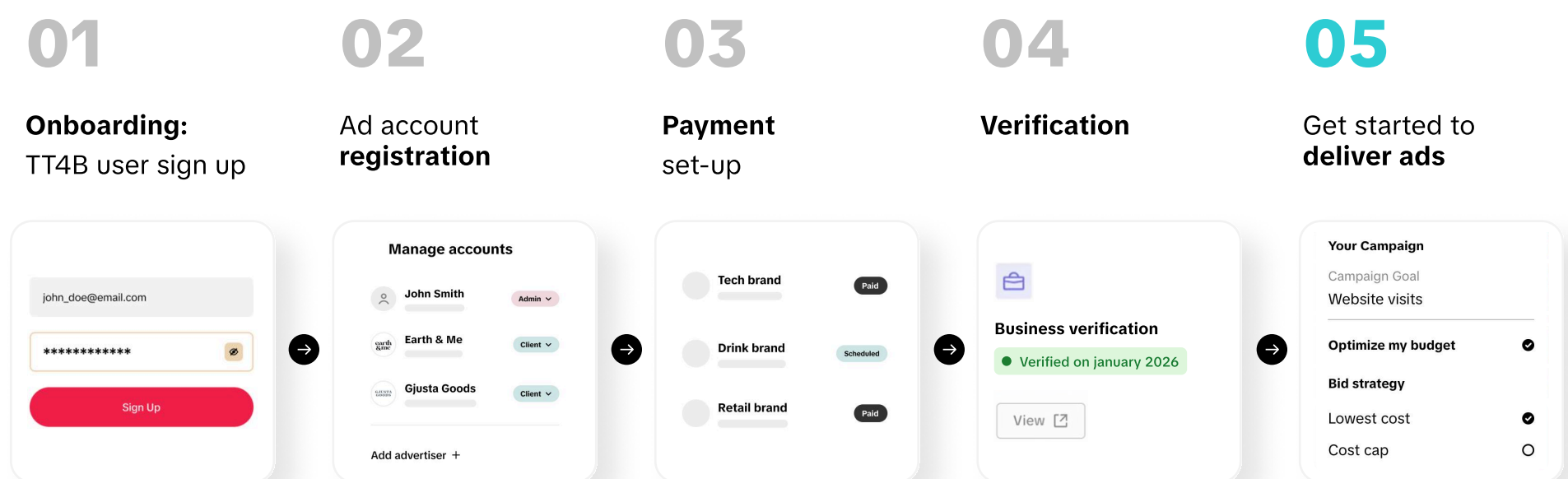


If you need to manage more than one ad account to promote your business on TikTok, we strongly recommend creating a **Business Center** where you can create and manage multiple ad accounts. *For more information, see [About Business Center](#).*



After account creation, return to [the guide](#) to learn the Ads Manager interface.

The illustration below shows the **key onboarding steps** of TikTok Ads Manager.



02

Overview TikTok Ads Manager

This section provides an overview of the five main tabs in TikTok Ads Manager, as well as the key features within the Dashboard and Tools on TikTok Ads Manager.

2.1 · Five Main Tabs

2.2 · Dashboard

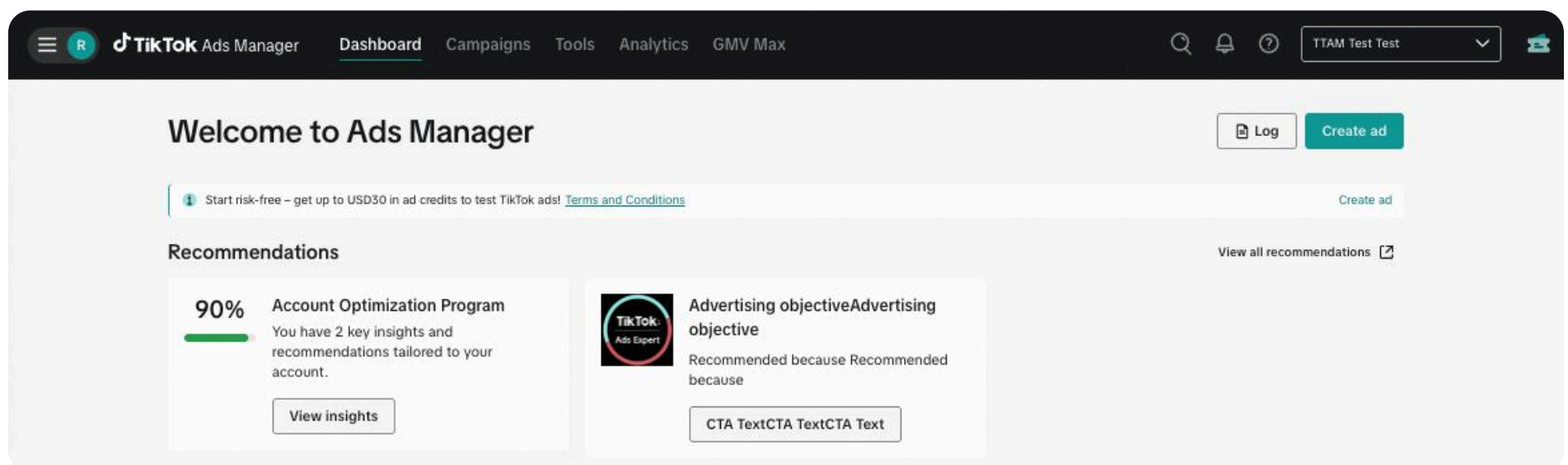
2.3 · Tools

2.4 · Analytics



2.1 Five Main Tabs

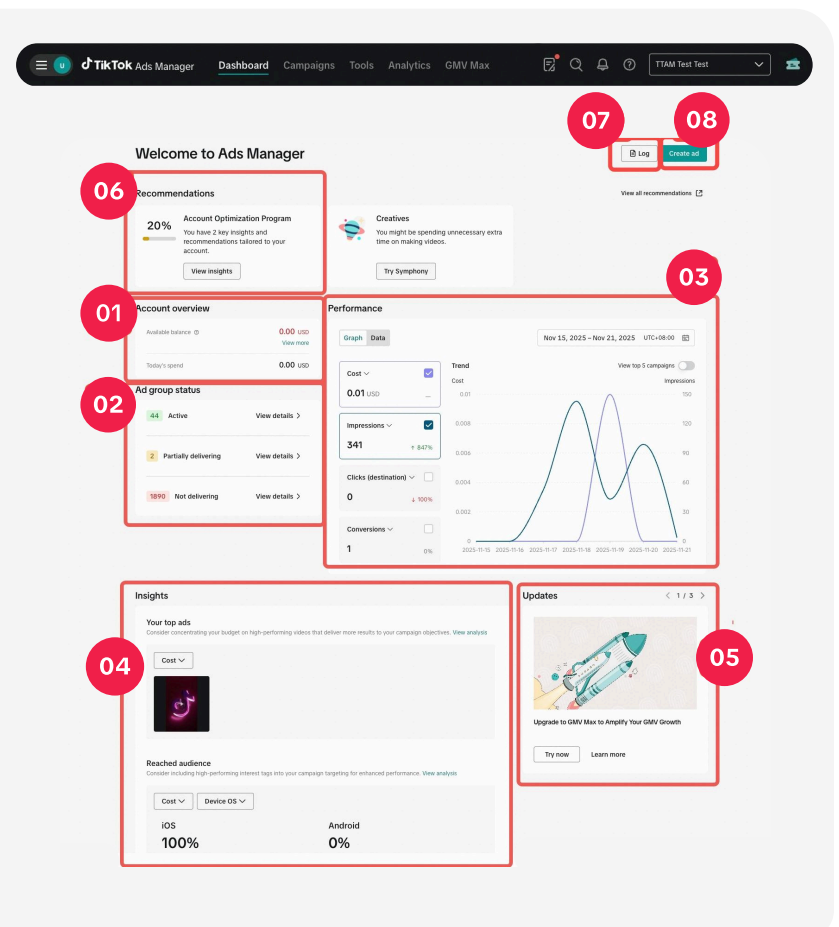
- **Dashboard:** The Dashboard provides a centralized view of your account performance. You can quickly access key data, including active campaigns, budget spend, and performance trends through easy-to-read charts.
- **Campaign:** On the Campaign page, you can see all the campaigns, ad groups, and ads you have created in your account and you can bulk manage them.
- **Tools:** The Tools tab allows you to create and manage third-party tracking integrations, website pixels, creative assets, Custom Audiences, and other resources to help optimize ad delivery and expand reach.
- **Analytics:** The Analytics tab enables you to create and customize reports, explore performance insights, use predefined report templates, and schedule report delivery.
- **GMV Max:** GMV Max is an automated e-commerce solution designed for Shop Ads to optimize overall returns for your TikTok Shop.



2.2 Dashboard

The Dashboard page in TikTok Ads Manager provides a clear overview of your account's overall performance. **It includes the following modules:**

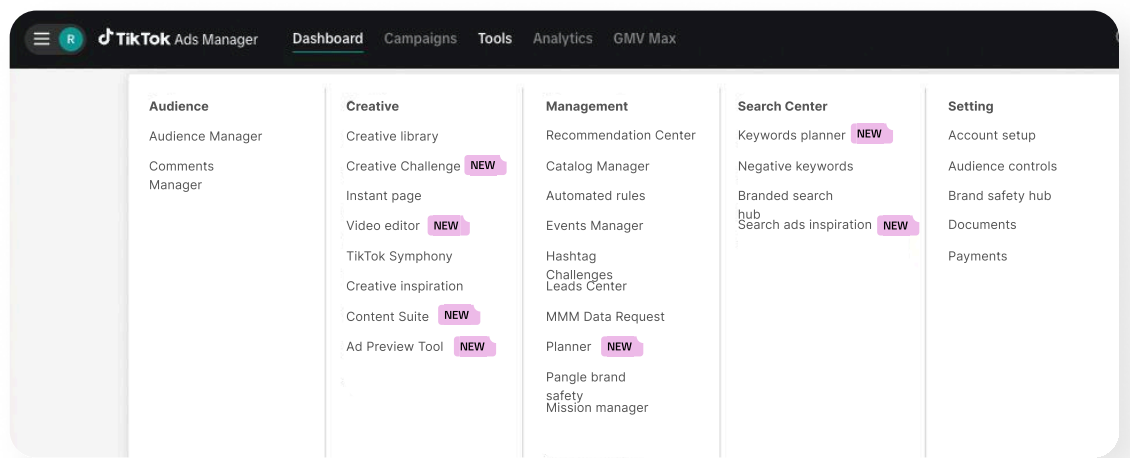
- 01 Account info:** View your Available Balance and Today's Spend to make informed budgeting decisions.
- 02 Ad group Status:** Monitor the current status of your ad groups, including how many are Active, Disapproved, or Out of Budget.
- 03 Performance:** Track overall account performance across metrics such as cost, impressions, clicks, and conversions. You can also select a specific date range to view relevant metrics.
- 04 Insights:** View top-performing videos and audience reach to analyze creative performance. Explore TikTok user interests, behaviors, and demographics to uncover scaling opportunities.
- 05 Updates:** Stay up-to-date on TikTok Ads Manager's latest updates.
- 06 Recommendations:** Receive customized suggestions to help improve campaign performance and efficiency.
- 07 Log:** Click "View Log" to monitor account changes made by team members.
- 08 Create ad:** The entry point for Campaign Creation.



2.3 Tools



The Tools tab is the central location for creating and managing your advertising resources. It includes five modules: **Audience, Creative, Assets, Management, and Settings.**



Audience

Manage audience and TikTok comments

- **Audience manager:** Filter, share audience, create custom audiences and lookalike audiences and more.
- **Comments:** View, export, hide, and filter the comments made on your ads directly from TikTok Ads Manager.

Creative

Create and manage creatives

- **Creative library:** Manage your inventory of videos, images, Playable Ads, Spark Ads, Instant Forms, and Interactive Add-ons.
- **Instant Page:** A fast-loading lightweight web page that loads up to 11 times faster on TikTok than a standard web page.
- **Video Editor:** A web-based video editor that gives you access to a suite of TikTok-style editing features. **NEW**
- **TikTok Symphony:** Creative Inspiration / Content Suite **NEW** / Ad Preview Tool **NEW**

Management

Set, manage and monitor your campaigns

- **Recommendation center:** A unified interface on TikTok Ads Manager displaying all available recommendations and their details of this account.
- **Catalog Manager:** Store information about the products you want to promote on TikTok. When you create a catalog, you can create Video Shopping Ads (for Catalog) that show specific products with up-to-date information about each product, such as price, availability, sizes, and more.
- **Automated rules:** Create rule-based tasks to automatically check and manage your campaigns, ad groups, and ads on TikTok Ads Manager.
- **Events Manager:** Create and manage data connections with TikTok, add or edit events, monitor and diagnose set up issues.
- **Hashtag Challenges:** Enable brands to spark trends and cultural movements by issuing participatory challenges to the TikTok Community.
- **Leads Center:** Enable you to organize and manage the leads directly from your TikTok Ad account. Organize and manage leads directly from your TikTok Ad account without having to switch between multiple worksheets.
- **MMM Data Request:** Submit an MMM data request to access all your TikTok media data specifically built for MMM. Use this data to make sure TikTok is well-represented in your cross-media budget allocation
- **Planner:** Build data-backed TikTok media plans, forecast reach, impressions, views, clicks, and key cost metrics across the mid-funnel objectives, and collaborate with stakeholders to optimize performance **NEW**
- **Pangle brand safety:** View the publisher list when advertising on Pangle, the ad delivery report, and set the block list.
- **Mission manager:** View and manage all of your missions quickly and efficiently.

Settings

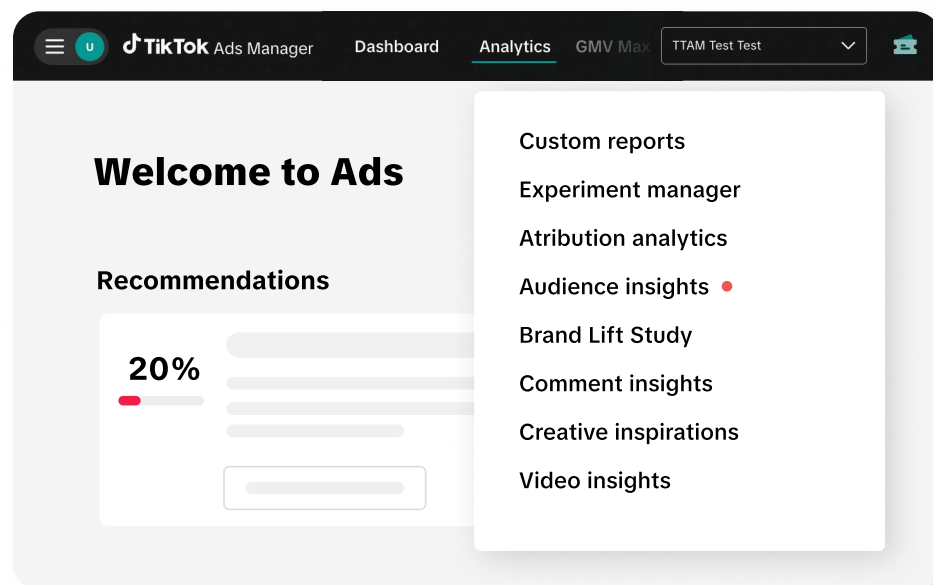
Set up accounts, documents, payments, credentials, brand safety, and review account health and recommendations

- **Account setup:** Set up your accounts and review account health.
- **Audience Controls:** Restrict who sees your ads by setting account-level targeting guardrails that automatically apply to every new campaign. You can easily override these during setup for maximum flexibility; we'll notify you whenever a campaign deviates from your account-level settings.
- **Brand Safety Hub:** Enable default brand safety settings, decide on content exclusions, to further control ad placements and exclude inappropriate content that may negatively impact brand marketing goals or business needs.
- **Documents:** Documents you may need to deliver your ads in a specific industry/region.
- **Payment:** Manage payment methods, view transactions, and manage promotions.

Analytics



You can analyze your ad performance data on the Analytics page in TikTok Ads Manager.



Measurement Portal	Your performance is only as strong as your measurement strategy. Learn how to test, validate, optimize, and scale your campaigns using TikTok's suite of measurement solutions and tools.
Custom Reports	The Custom Reports feature allows you to define the metrics and report formats you need, as well as schedule report generation by time and frequency. This helps reduce the time required to retrieve data for recurring performance reviews.
Experiment Manager	TikTok Experiment Manager is a self-serve platform designed to streamline measurement testing. It enables you to create, manage, and analyze experiments directly within Ads Manager.
Attribution Analytics	Attribution Analytics helps you understand the true impact of your TikTok campaigns by providing deeper insights into conversion paths and performance attribution.
Audience Insights	Audience Insights allows you to explore detailed profiles of potential or reached audiences, including age, gender, country/region, interests, device OS, device price tier, engagement data, trending topics, and more.
Brand Lift Study	TikTok Brand Lift Study is an experiment run alongside sponsored content. It's a simple and effective way to measure the impact of your campaigns on brand metrics among TikTok users.
Comment Insights	Comments Manager enables you to view, reply to, like, hide, block, filter, and export ad comments directly within TikTok Ads Manager.
Creative Inspirations	Creative Inspirations helps you explore top-performing ad creatives and emerging trends on the platform to inform and refine your creative strategy.
Video Insights	Video Insights helps you analyze the performance of your video creatives and understand audience behavior through video interactions, providing guidance for developing future high-performing content.

03

Create a campaign

3.1 · Campaign Structure

3.2 · Campaign Creation Flow

3.3 · Campaign Preparation

3.4 · Campaign Creation

3.5 · Creating an Ad Group

3.6 · Ad Review

3.7 · Ad Preview



3.1 Campaign Structure

TikTok Campaigns have three parts: a **Campaign**, an **Ad Group**, and an **Ad**. To publish an ad, you'll need to set up each of these elements. Campaigns can include multiple Ad Groups and Ad Groups can have multiple Ads.

Campaign

Creating an ad campaign is the first step to running ads on TikTok. You need to determine the campaign objective. **Once you click on "Create," you may follow these steps:**

- Choose a campaign objective (e.g., traffic, sales)
- Select your budget strategy:
 - Campaign budget: you can choose daily or lifetime
 - Ad group budget or no limit
- Click continue to start creating an ad group

Each campaign contains multiple ad groups, allowing you to optimize your ads and measure performance. For more details, see [How to set up a campaign in TikTok Ads Manager](#).

Ad Group

At the ad group level, you can set specific ad placements, audience targeting, budget, schedule, optimization goals, and bids. **The steps may vary depending on your objective, but generally include:**

- Set optimization goals and bidding method
- Set the budget and schedule
- Define the target audience
- Choose ad placements and brand safety controls
- Start creating the ad

The ad group level is crucial for determining how your ads are delivered. Each ad group can contain one or more ads, allowing you to compare ad performance and optimize based on results. For more details, see [How to create ad groups in TikTok Ads Manager](#).

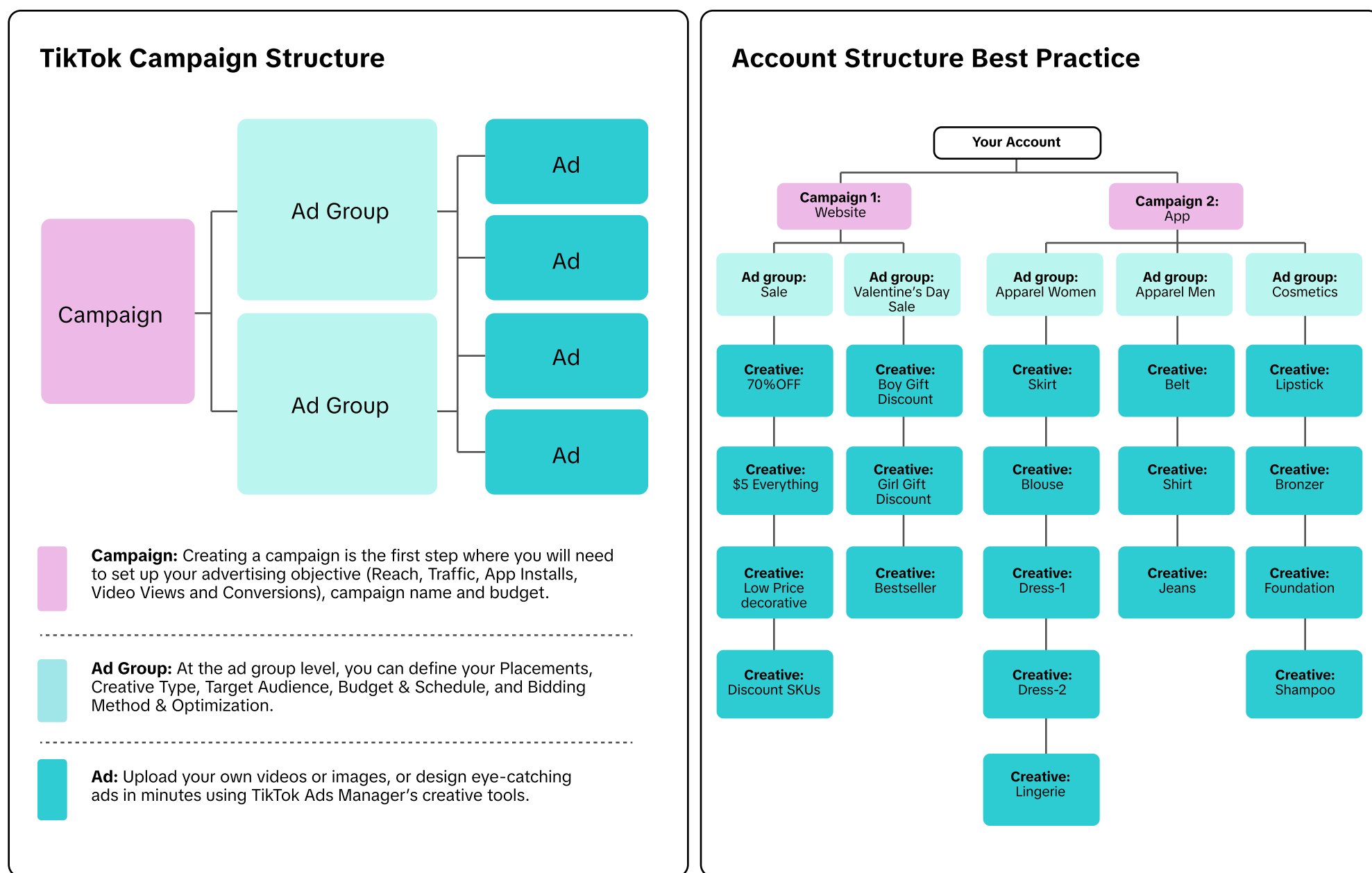
Ad

An ad is the content presented to your target audience. **Here are the steps to set up an ad:**

- Name your ad
- Choose the ad format
- Enter ad details
- Upload your assets/creative
- Set your ad identity
- Add text, including copy and a call-to-action button
- Add tracking

For more details, see [How to create ads in TikTok Ads Manager](#).

TikTok Ads Manager uses a three-level structure: **Campaign, Ad Group, and Ad**. The diagram below shows how these levels relate to one another.

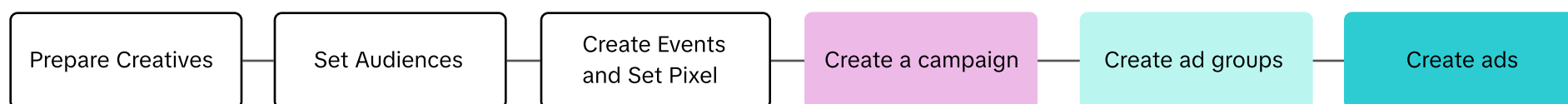


For further details about running effective campaigns, please refer to [Account Structure Best Practices](#).

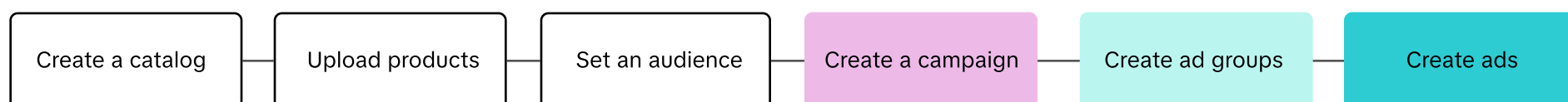
3.2 Campaign Creation Flow

For an optimal campaign creation experience, we recommend using the following process to prepare and create your ads on TikTok Ads Manager.

App/Web



Shop



3.3 Campaign Preparation

Depending on your **marketing strategy** and **campaign objective**, certain preparations may be required before creating a campaign.

App Promotion:

If you intend to promote an app, connect your app with TikTok Ads Manager and set up the required tracking (e.g., SDK or Events API) to measure installs and in-app actions.

Website Promotion:

You can leverage commercial tools like [TikTok Pixel](#), Event API, or partner integration to measure user behavior on the website.

Selling products on your website or app:

Create and connect a [product catalog](#).

Selling products on TikTok Shop:

Set up your TikTok Shop in [Seller Center](#).

Depending on your advertising objectives, you will require campaign preparation steps. These may include preparing creative assets, setting up audiences, configuring events, creating a product catalog or setting up TikTok Shop. You may refer to the table below as a reference for the preparation required.

Objective/ Preparation	Creative	Audience	Event	Catalog	TikTok Shop	Identity
App	✓	✓	✓	✗	✗	✓
Web	✓	✓	✓	✗	✗	✓
Catalog	✓	✓	✓	✓	✗	✓
TikTok Shop	✓	✓	-	✓	✓	✓

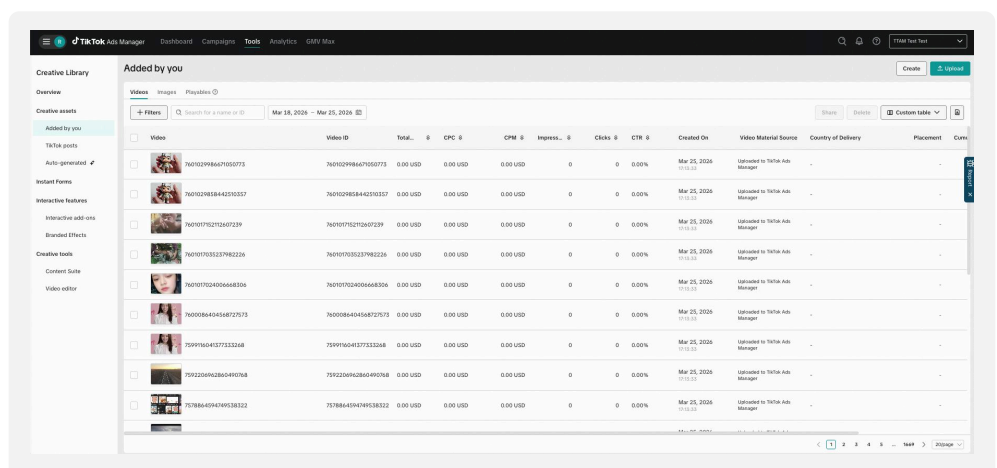
Creatives (Recommended Configurations)

By clicking on Tools and selecting Creative Library, you can access interfaces for creating, editing, and managing creatives, including Creative Library, Instant Page, and Video Editor.

Creative Library

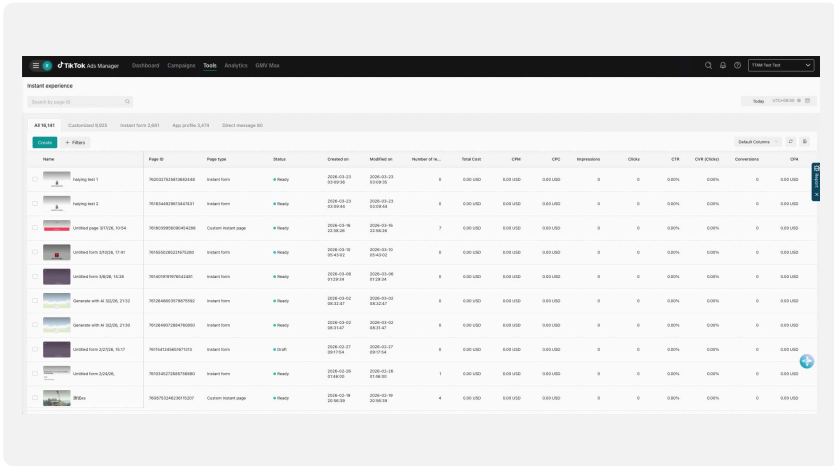
Prepare ad creative assets that showcase your products or services, such as videos and images.

- Videos (Either upload your own videos or use the AI Powered [Symphony Creative Studio](#) to generate creatives for use on TikTok Ads Manager)
- Images
- Playable Ads
- Spark Ads
- Instant Forms
- Interactive Add On
- Branded Effect



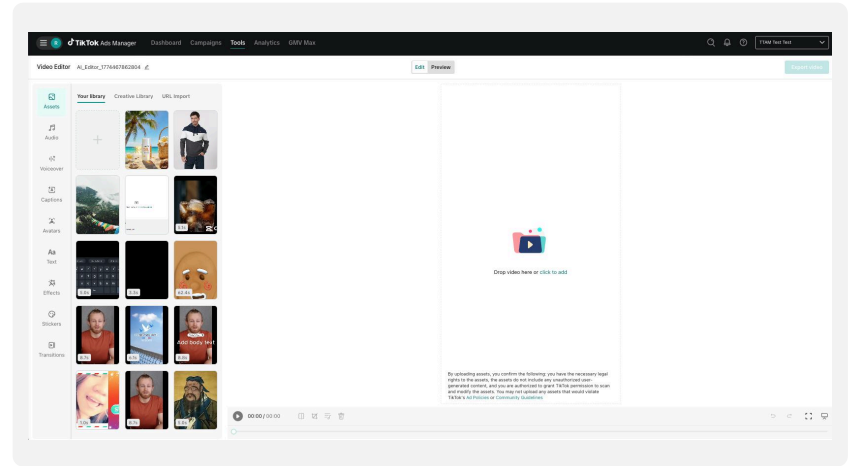
Instant Page

Utilize a variety of templates or customize your own Instant Page by editing its components like text, picture, video, carousels, and call to action buttons.



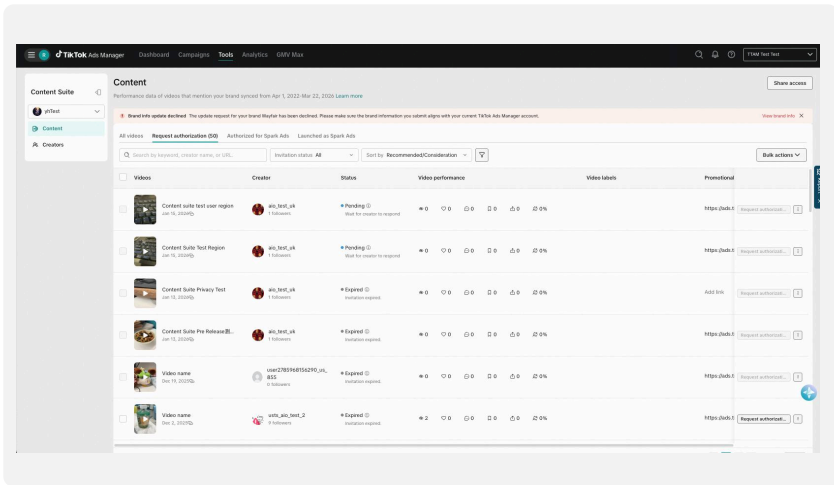
Video Editor

A web-based video editor that gives you access to a suite of TikTok-style editing features.



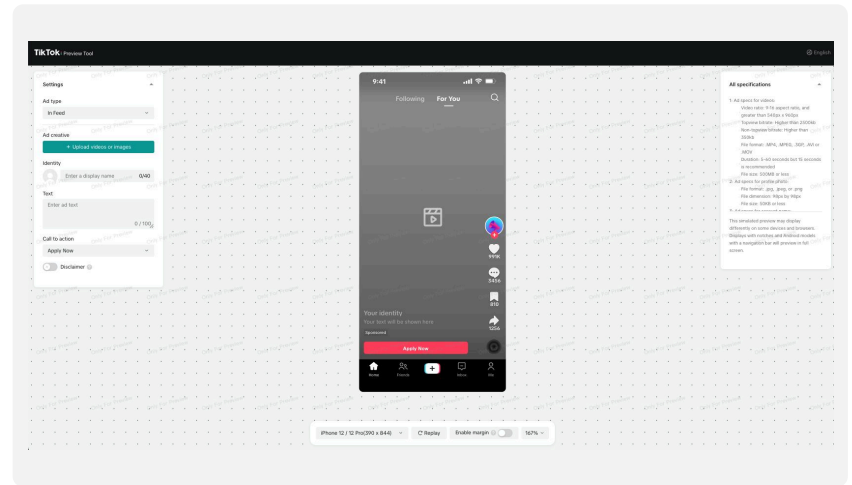
Content Suite

Discover and manage organic content on TikTok related to your brand, request authorization for creator posts that have a strong potential to drive your brand.



Ad Preview Tool

Used to preview how your ads will look like on different devices before publishing.



NEXT →

Ad Format:

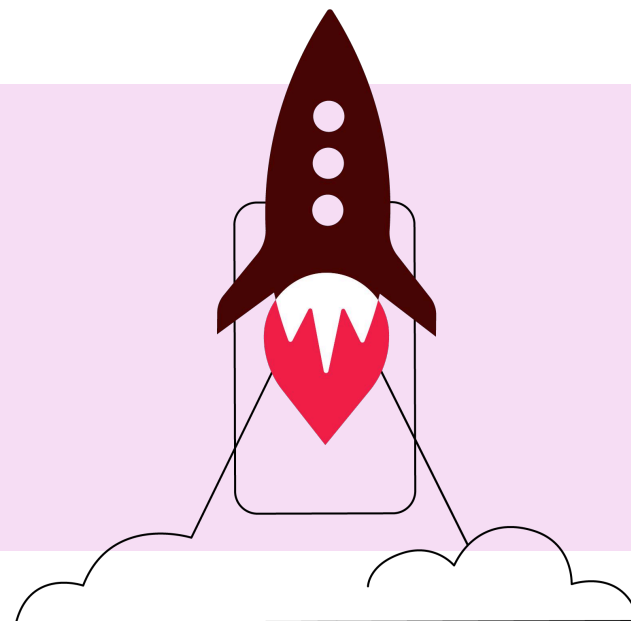
You can create ads on TikTok Ads Manager using Videos or Images. See "[Video Ads Specifications](#)" and "[Image Ads Specification](#)" for more details.

Ad Review:

When you launch a campaign, each ad creative must go through a review to ensure it complies with the platform's advertising policies and the laws and regulations of the target market.



TikTok will check each ad before it starts running to ensure that the creative elements comply with [TikTok Advertising Policies – Ad Creatives & Landing Page](#), and that the promoted products/services are aligned with our [TikTok Advertising Policies – Industry Entry](#).



Audience Settings

You can access custom audiences by clicking on "Tools" and then "Audience Manager" in TikTok Ads Manager. An audience is the users in our apps who may see your ads. Prepare Custom Audiences and Lookalike Audiences in advance, so they are ready to select during campaign setup.

Name	Type	Total matched	Availability	Audience ID	Date Created
testxtina	Custom Audience Website Traffic	0	Unavailable Audience too small.	194838504	2026-02-26 01:54:30 UTC+08:00
High networth	Saved audience	-	Available Last updated: 2026-02-19 09:32:38 UTC+08:00	194804454	2026-02-19 09:32:38 UTC+08:00
test	Custom Audience Customer File	4,273	Available	194804292	2026-02-19 08:31:11 UTC+08:00
LAL premium 21+	Lookalike Audience	43,726,485	Available	194790461	2026-02-16 23:04:13 UTC+08:00
test A premium audience 21+	Custom Audience Premium Audience	1,933,167,898	Available Last updated: 2026-02-27 04:44:10 UTC+08:00	194790445	2026-02-16 23:01:51 UTC+08:00
TEST BA	Custom Audience Business Account	0	Unavailable Audience too small.	194776730	2026-02-13 11:47:44 UTC+08:00
ddsfSF	Custom Audience Customer File	23,866	Available	194773135	2026-02-13 00:00:39 UTC+08:00
Test Joey MUST DELETE	Custom Audience Customer File	242,071	Available	194770581	2026-02-12 17:11:20 UTC+08:00

Custom Audience:

A targeting option that allows you to reach people who already know or have engaged with your business. It is a powerful tool for remarketing, reaching potential repeat customers, growing your following, increasing app engagement, or creating a Lookalike Audience. To create a Custom Audience, first identify the audience source, then configure the relevant parameters based on that source.

- For more details on **how to create custom audiences**, see [Customer File](#), [Engagement](#), [App Activity](#), [Website Traffic](#), [Offline Activity](#), [Lead Generation](#), [Shop Activity \(available to all accounts with Shop Ads\)](#), and [Business Account](#).

Note: A minimum audience size of 1,000 is required to target a Custom Audience in an ad group.

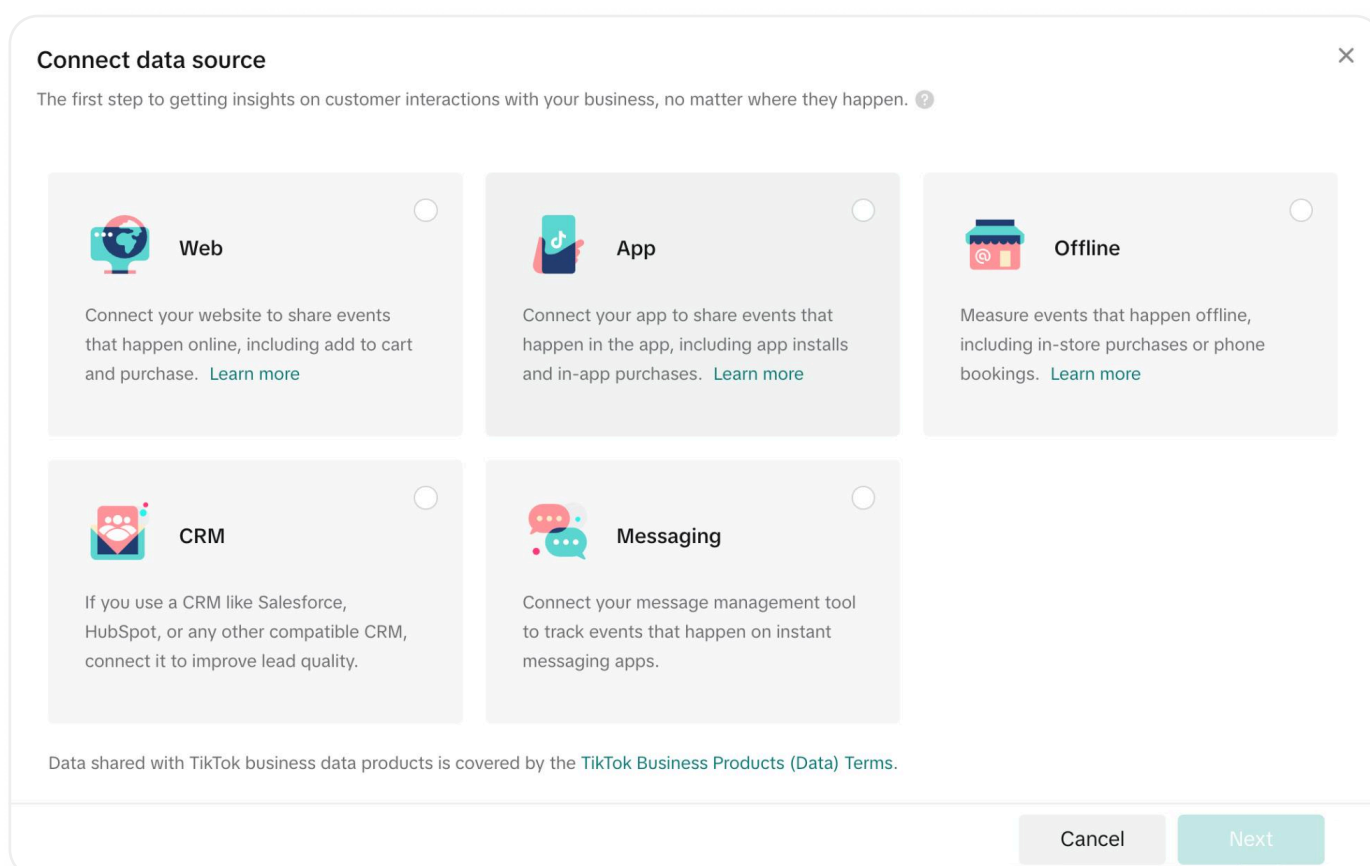
Lookalike Audience:

A targeting option that helps you reach new users who share similar characteristics with your existing customers. **Lookalike Audiences are based on your Custom Audiences.** Before creating a Lookalike Audience, ensure that you have uploaded or created a Custom Audience to use as your source audience. You can then create a Lookalike Audience by configuring source settings, placements, locations, and audience size based on your needs. For more details on how to create a Lookalike Audience, see "[Create a Lookalike Audience](#)".

- **Lookalike Audience size options:** There are three lookalike audience size options (**Narrow, Balanced, and Broad**), which provide flexibility based on your distinct marketing strategies. Creating a broad lookalike audience increases the potential reach, but decreases the similarity between the lookalike audience and the source audience, compared with creating a narrow lookalike audience.

Events (App and Web)

TikTok Events Manager is a workspace to create and manage data connections with TikTok, no matter where they take place (on your website or app, in-store, messaging or via your CRM).



App Events

To run these campaigns, you must **first register your app in TikTok Ads Manager** and complete attribution setup. Then, your apps on TikTok must use **TikTok's Self-Attributing Network (SAN)**. For more details, see [How to Set up App Attribution in TikTok Ads Management](#).

- **SAN: TikTok's Self-Attributing Network (SAN) is an advanced attribution integration with Mobile Measurement Partners (MMPs).** It provides improved visibility into TikTok's contribution to app campaign performance, enabling more accurate conversion measurement and reporting within TikTok Ads Manager.
- **SKAN: SAN is typically used for Android app attribution** and certain non-deterministic (non-DC) attribution scenarios. **For iOS app campaigns using deterministic attribution (DC), you should refer to SKAN.** SKAN 4.0 is an updated version of Apple's StoreKit Ad Network (SKAN) that introduces changes to how campaign performance is measured while prioritizing user privacy.

Note: On March 20, 2024, new campaign and ad group creation on TikTok Ads manager is turned off for all apps without an active TikTok's Self-Attributing Network (SAN) integration on their MMPs. **Activate SAN integration on your MMP and complete SAN transition to continue running new campaigns on TikTok.** To learn [how to transition to SAN for existing apps](#), refer to [How to transition to SAN for existing apps](#).

Website events

TikTok offers a number of business tools such as the **TikTok Pixel, Events API, or Partner Integrations** to help you measure actions taken on your website as a result of paid advertising and organic reach.

- **The TikTok Pixel:** A piece of code that you can place on your website that allows you to **share website events with TikTok**. Once you've successfully set up the pixel on your site, the pixel will share information on when an action is taken on your website, based on the [events](#) you've set up.

Note: We recommend advertisers configure events on their website that **capture the entire user journey**, starting from 'view content', through 'add to cart', and 'complete payment'

- **Events API :**TikTok Events API is designed to give our advertisers a more **reliable connection** between TikTok and advertiser **marketing data** (servers, website, app, or CRM) while also providing the flexibility to **customize the information advertisers share with TikTok**.

Note: Pixel or Events API set-up is a pre-requisite for our Web Conversions objective in TikTok Ads Manager. We recommend leveraging both solutions together to adapt to the changing ads ecosystem and maximize performance benefits.

- **Partner Integrations for Website Conversion:** TikTok partners with **industry-leading platforms to integrate with the TikTok Pixel and Events API**, offering a seamless onboarding experience. By working with TikTok Commerce and Data Partners, you can complete setup quickly without allocating developer resources to modify website or server-side code.

CRM

Customer Relationship Management (CRM) systems help manage interactions with prospective and existing customers. We recommend connecting your CRM to improve lead quality and enable better audience targeting.

Offline

Offline Event Set is a container used to help you **collect offline events for a particular business product, unit, or purpose**. Creating an Offline Event Set allows you to measure the impact of TikTok ads on offline activity from users who viewed or interacted with your ads. To learn more about offline events, see "[About Offline Conversion](#)".

Messaging

Connect your messaging management tools to track real-time events within your applications on TikTok.

Catalog (Shop)

A catalog is an asset that allows you to store information about the products you want to promote on TikTok. After you create a catalog, you can run **Video Shopping Ads (for Catalog)** to showcase specific products with up-to-date details such as price, availability, sizes, and more. For more information, see "[What is a Catalog](#)"

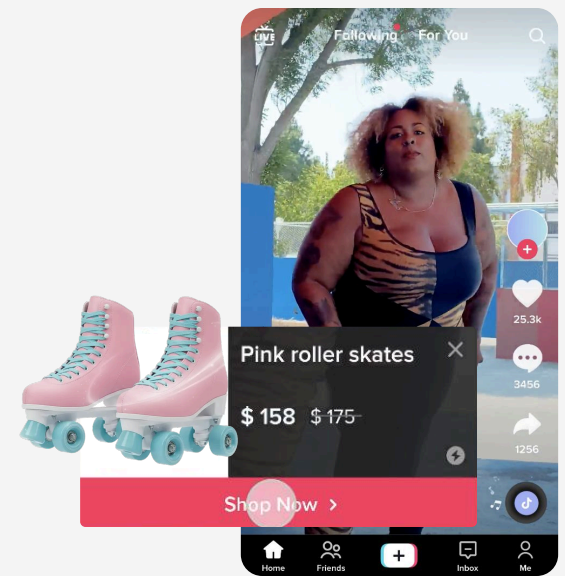
Here is the pathway to locate the **Catalog objective in TikTok Ads Manager** when creating your ad campaign:

Advertising Objective

Sales

Product Source

Select Use Catalog



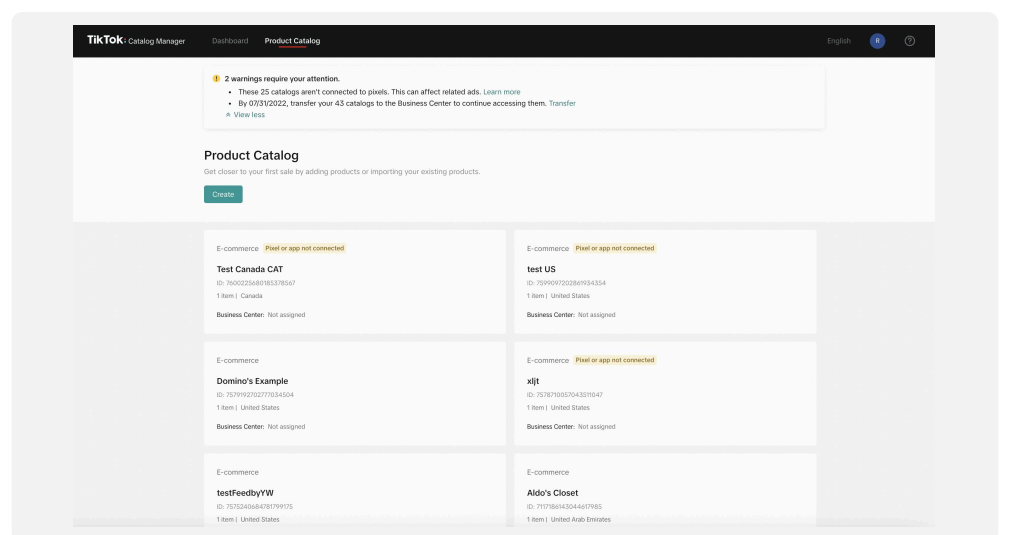
Creating a catalog

You can create a product catalog (Product Library) in TikTok Ads Manager using the steps below. For more details, refer to [How to create a Catalog](#).

Catalog Creation

Pathway: Tools > Management > Catalog Manager:

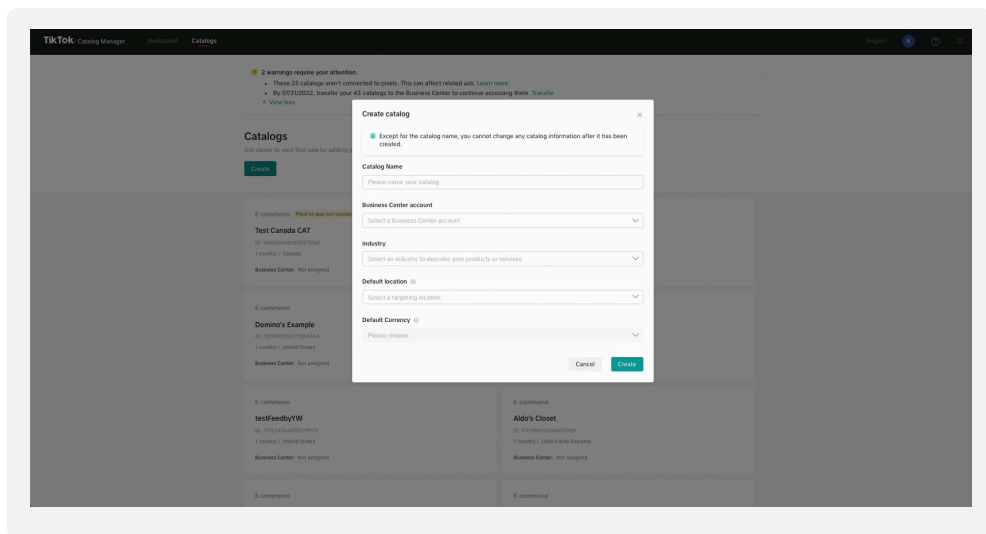
1. Click **"Create Catalog"**
2. **Input requested information** about your catalog and products including: Catalog Name, Business Center account, Industry, Default Location, Default Currency
3. Click **"Create"**



NEXT →

Add products to a catalog

1. Select the catalog you want to add products to
2. Under **"Manage"** click **"Products,"** then **click the button "Add Products"**
3. After bringing up the Upload Product module, you can download a CSV, XML (RSS), or XML (ATOM) version of the standard product template
4. Select how you want to add your products to a catalog



Manage catalogs

After you create a catalog and add your products, there are several ways you can manage, edit, or update the products in your catalog, including: Manage & Add Products, Create Product Sets, Setup Catalog Rules, Connect Event Sources, and Create Video Packages

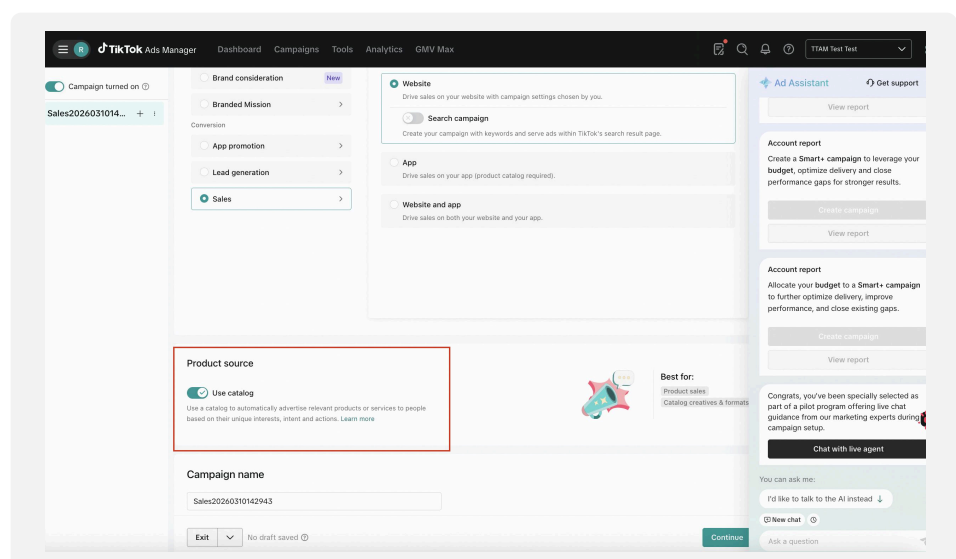
Note: It is essential to set up website event tracking in advance, including the three core events: *View Content*, *Add to Cart*, and *Purchase*. Additionally, to manage your product catalog effectively and accurately assess ad performance, ensure that your event sources are properly connected to the catalog.

How to create a campaign from your catalog

Catalog Creation

Steps:

1. Select **"Create Ad"**
2. Choose **"Sales"** as the optimization objective
3. You'll see the **"Use Product Catalog"** toggle
4. Set the toggle on to use your catalog



Using "GMV Max" to promote your TikTok Shop

GMV Max is an automated campaign type that optimizes for total channel ROI for your TikTok Shop. You can create new GMV Max campaigns and adjust creative settings in TikTok Ads Manager.



Beginning July 2025, GMV Max will become the default and only supported campaign type for TikTok Shop Ads.

To create ads using the Sales objective and your TikTok Shop as the sales destination, you can create a GMV Max campaign. For more information, see [About GMV Max migration](#).



To create ads for your shop:

- Learn [how to create a Product GMV Max campaign](#).
- Learn [how to create a LIVE GMV Max campaign](#).

The screenshot displays the TikTok Ads Manager interface for a GMV Max campaign. The top navigation bar includes 'TikTok Ads Manager', 'Dashboard', 'Campaigns', 'Tools', 'Analytics', and 'GMV Max'. The main content area is titled 'GMV Max' and features a sidebar with 'Campaigns' and 'Creatives'. The main content area shows the shop name 'ChaYeah Tea' and a '+ Create GMV Max ads' button highlighted in a red box. Below this, the 'Overview' section displays metrics for the period Oct 14, 2025 - Oct 21, 2025. The metrics are: Cost (0.00 USD), Orders (0), Cost per order (0.00 USD), Gross revenue (0.00 USD), and ROI (0.00). A legend indicates that blue represents 'Cost' and orange represents 'Orders (Current shop)'. A line chart at the bottom shows the performance over time from Oct 14 to Oct 21.

Product GMV Max

Product GMV Max is an automation solution for TikTok Shop Ads that optimizes for your TikTok Shop's total channel ROI. You can create Product GMV Max campaigns in TikTok Ads Manager.

Before creating GMV Max product ads, ensure that:

You have a Business Center associated with the store.

Note: If the store you want to promote belongs to multiple Business Centers, choose the one that contains the advertiser account and TikTok account you plan to use for the GMV Max campaign.

If you are an agency running GMV Max on behalf of a seller, you have the required advertising permissions for the store you plan to promote.

If you are a seller running GMV Max for your own store, you have Admin or Ad Manager permissions for your store.

Your store operates in countries/regions where GMV Max is available: GMV Max is currently launched only in Indonesia, Malaysia, the Philippines, Thailand, Vietnam, Singapore, and the United States.

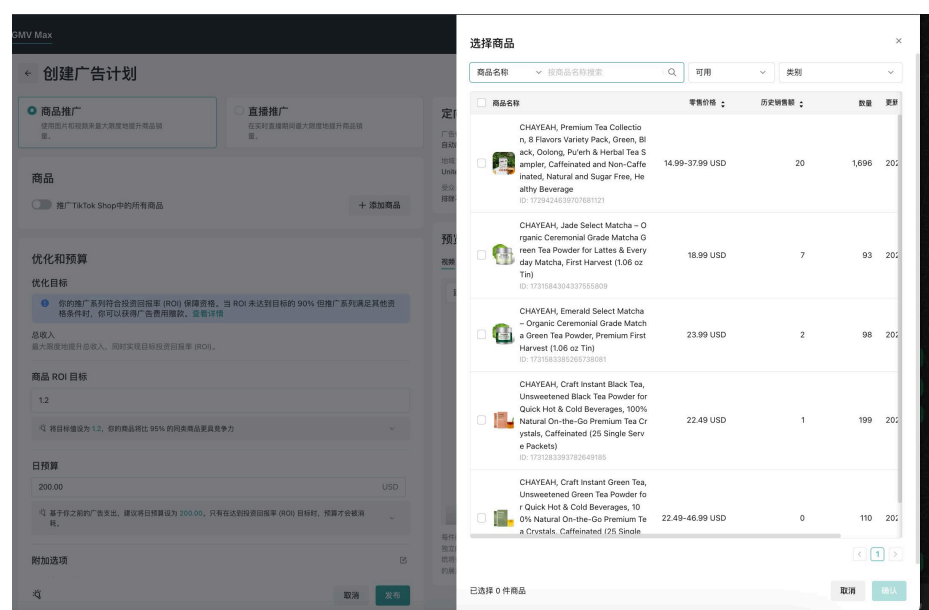
01

Click **Create GMV Max Ad**. If the button is disabled (grayed out), check whether you have Operator or Admin permissions for the advertiser account, or whether the account has been authorized to run GMV Max ads.



02

In the **Products** section, choose the items you want to promote. Click **Promote All Products in TikTok Shop** to advertise your entire catalog, or click **+ Add Products** to select specific items.



NEXT →

03 In the **Optimization Goal** section, select an ROI target. You can use the recommended target or set your own.

创建广告计划

优化和预算

优化目标

① 你的推广系列符合投资回报率 (ROI) 保障资格。当 ROI 未达到目标的 90% 但推广系列满足其他资格条件时, 你可以获得广告费用赠款。查看详情

总收入
最大限度地提升总收入, 同时实现目标投资回报率 (ROI)。

商品 ROI 目标

1.2

将目标值设为 1.2, 你的商品将比 95% 的同类商品更具竞争力

04 In the **Budget section**, set the daily budget for the campaign. You can either use the recommended budget or enter a custom amount.

日预算

200.00 USD

基于你之前的广告支出, 建议将日预算设为 200.00。只有在达到投资回报率 (ROI) 目标时, 预算才会被消耗。

附加选项

自动增加预算: 开
当达到 ROI 目标和预算要求时, 系统会自动增加日预算来优化推广系列以获得更高的总收入。

促销日: 开
在离意向购物日自动增加预算并优化推广系列以获得更高的总收入。

根据你的选择, 自动增加预算功能会在促销日、自定义促销日和常规日期开启。日预算每天都将被重置为原始金额。在促销日和自定义日期, 你的 ROI 目标会降低; 在常规日期, 你的 ROI 目标保持不变。

当前预算: 200.00 USD 下次增加额: 100.00 USD 预算上限: 1,200.00 USD
促销日 ROI: 1.1 预估总收入提升: 10%

05 In the Schedule section, select the date and time when you want your campaign to start. After the scheduled start time, the campaign will run continuously. Once all settings are complete, click "Publish".

排期

2025-09-22 07:56:10

(UTC-08:00) 阿拉斯加夏令时 (美国)

在指定的开始时间之后持续投放广告计划

设置结束时间

广告计划名称

商品 GMV Max_总收入_ChaYeah Tea_20250922093423

点击“发布”即表示你同意 TikTok 在线数据条款

取消 发布

NEXT →

Live GMV Max

LIVE GMV Max is an automated Shop Ads campaign that optimizes traffic to get the highest gross revenue for your LIVE event. You can [create a new LIVE GMV Max campaign in Seller Center](#).

There are two creative types under **LIVE GMV Max**:



Video-to-LIVE, which uses videos from connected TikTok accounts as ad creatives to drive traffic to your LIVE event.

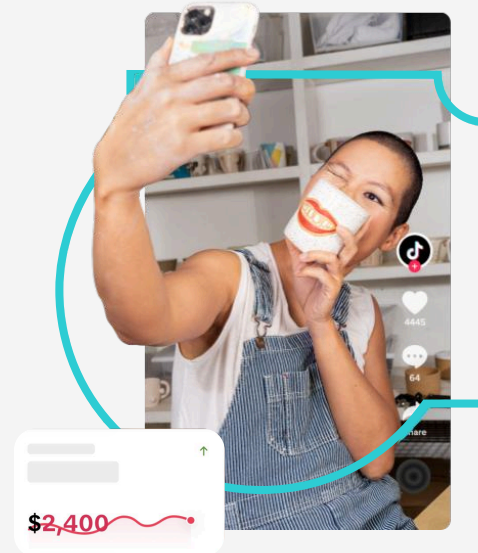


LIVE-to-LIVE, which promotes an ongoing LIVE session directly within the LIVE environment to drive real-time traffic and sales.



Before Getting Started:

- LIVE GMV Max is available to advertisers in Indonesia, Vietnam, Thailand, the Philippines, Malaysia, and Singapore.
- You must have **Admin or Ads Tab** permissions in Seller Center.
- If you are currently running a LIVE shopping ad or another GMV Max campaign, you must turn it off before creating a new LIVE GMV Max campaign.



01

After confirming that you have Operator or Admin permissions for the advertiser account and that the account has been authorized to deliver GMV Max ads, click "Promote to LIVE".



NEXT →

02

In the Optimization Goal section, select a LIVE ROI target to maximize your campaign's delivery and performance. You can use the recommended target or set your own.

优化和预算

优化目标

你的推广系列符合投资回报率 (ROI) 保障资格。当 ROI 未达到目标的 90% 但推广系列满足其他资格条件时，你可以获得广告费用赠款。查看详情

总收入

最大限度地提升总收入，同时实现目标投资回报率 (ROI)。

直播 ROI 目标

2.0

建议将目标值设为 2，以保持你的直播竞争力

03

In the Budget section, enter the daily budget you want to spend on the campaign. You can use the suggested daily budget, which is calculated based on your recent LIVE performance. After the campaign starts delivering ads, you can adjust the budget settings at any time.

日预算

200.00

USD

基于你之前的广告支出，建议将日预算设为 200.00。只有在达到投资回报率 (ROI) 目标时，预算才会被消耗。

附加选项

自动增加预算: 开

当达到 ROI 目标和预算要求时，系统将自动增加日预算来优化推广系列以获得更高的总收入

促销日: 开

在高意向购物日自动增加预算并优化推广系列以获得更高的总收入

根据你的选择，自动增加预算功能会在促销日、自定义促销日和常规日期开启。日预算每天都将重置为原始金额。在促销日和自定义日期，你的 ROI 目标会降低；在常规日期，你的 ROI 目标保持不变。

当前预算: 200.00 USD 下次增加额: 100.00 USD 预算上限: 1,200.00 USD

促销日 ROI: 1.8 预估总收入提升: 9%

04

Adjust the Schedule settings for your campaign. Once all settings are complete, click "Publish".

排期

2025-09-22 08:40:30

(UTC-08:00) 阿拉斯加夏令时 (美国)

在排定的开始时间之后持续投放广告计划

设置结束时间

广告计划名称

直播 GMV Max_总收入_ChaYeah Tea_20250922094113

点击“发布”即表示你同意 TikTok 在线数据条款

取消

发布

Identity

The **Identity** feature in TikTok Ads Manager allows you to choose how your business is represented in your ads.

When Identity is enabled, you can use a TikTok account to represent your business. You will only be able to create **Spark Ads** using existing posts from your linked TikTok account, publish new videos to that account, or use posts authorized by another TikTok creator.



There are three types of Identity you can select when creating an ad. For more details, see [About Identity](#).

Account owned by you	Other authorized account or post	Custom Identity
<p>Use this Identity to create Spark Ads using posts from the TikTok account linked to your TikTok For Business account.</p>	<p>This Identity allows you to create Spark Ads using TikTok posts that creators have authorized you to use in your ads.</p>	<p>Publish ads without using a TikTok account. This is the only Identity type that supports the Non-Spark Ads format.</p>
		<p>To enhance brand trust in TikTok ads, the platform plans to sunset virtual Custom Identities in H2 2025. Going forward, all ads must be linked to a real TikTok account for delivery. This change applies to the <u>"Custom Identity"</u> feature.</p>

Spark Ads

Spark Ads is a native ad format that allows you to leverage organic TikTok posts and their features in your advertising. This format enables you to create ads using posts from your own TikTok account or organic posts created by other creators — with their authorization. For more details, see [Spark Ads](#).

There are three types of Identity available for creating **Spark Ads**:

Method

Method 1:

[Associate via Business Center](#)

Method 2:

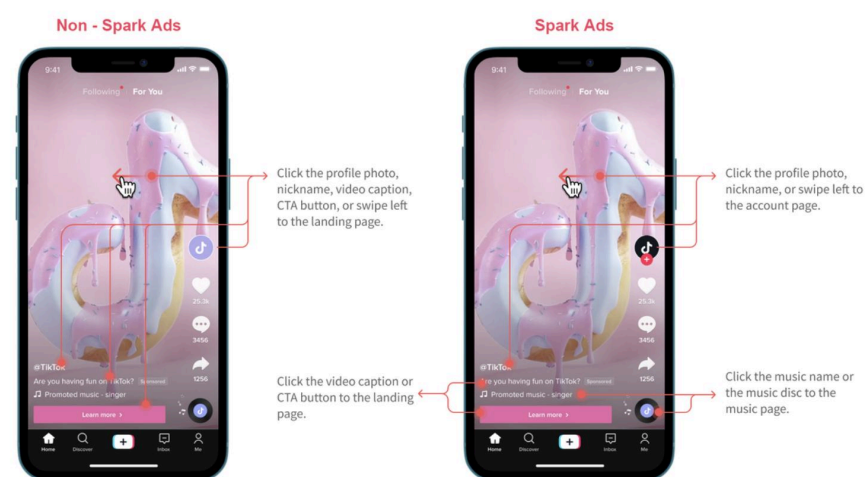
[Bind a personal TikTok account via TikTok for Business](#)

Method 3:

Use another creator's authorized account or posts.

Identity Type

- TikTok Business Account/ Personal TikTok Account
- Personal TikTok Account
- Authorized account (authorized via Business Center) or authorized post (authorized via video code)



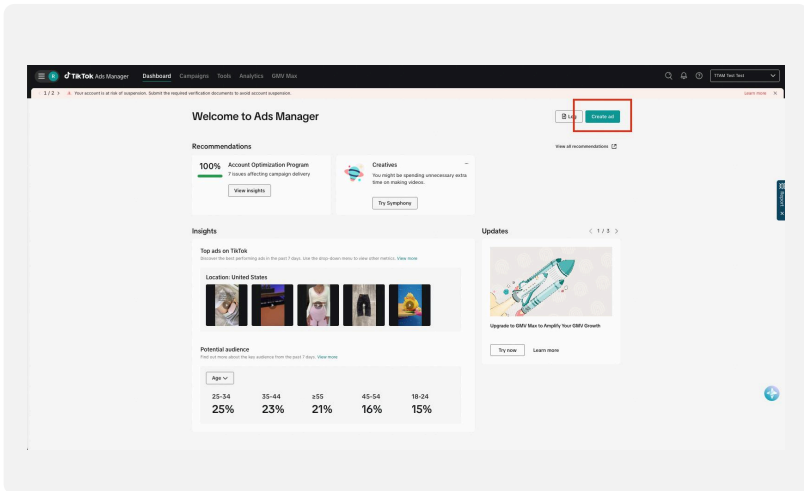
For more details you may refer to ["How to create Spark Ads for Manual and Search Campaigns in TikTok Ads Manager"](#)

3.4 Campaign Creation

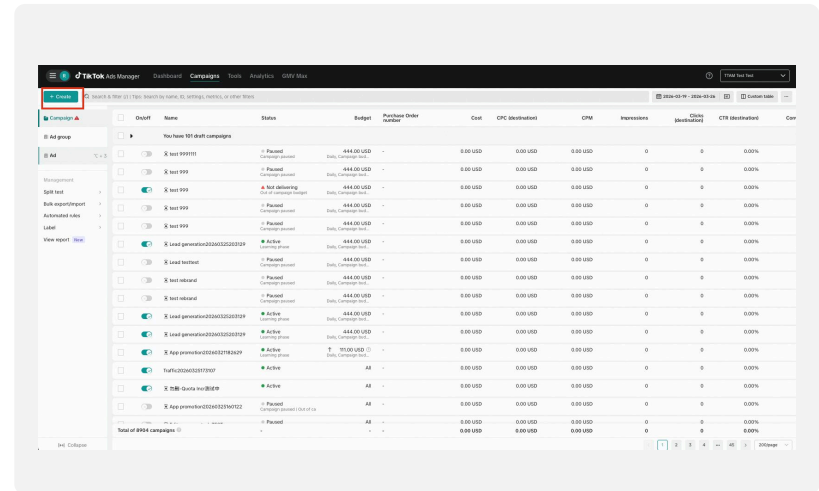
Entry for Campaign Creation

When you're ready to create your campaign, you may enter the campaign creation page from any of the options below:

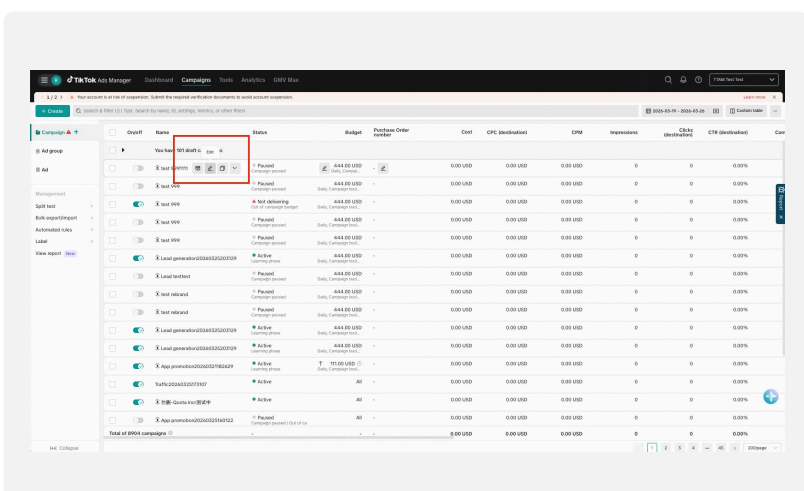
01 Click **Create ad** in the dashboard



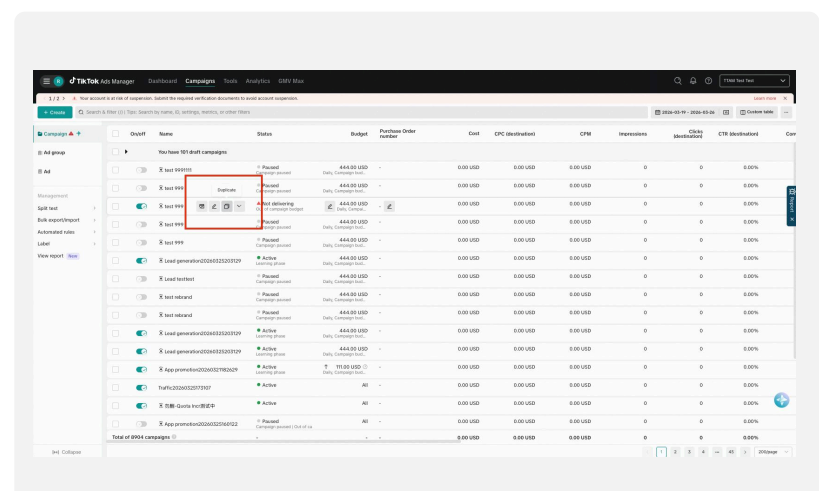
02 Click **Create** in the campaign list



03 Click **Edit** in the draft list



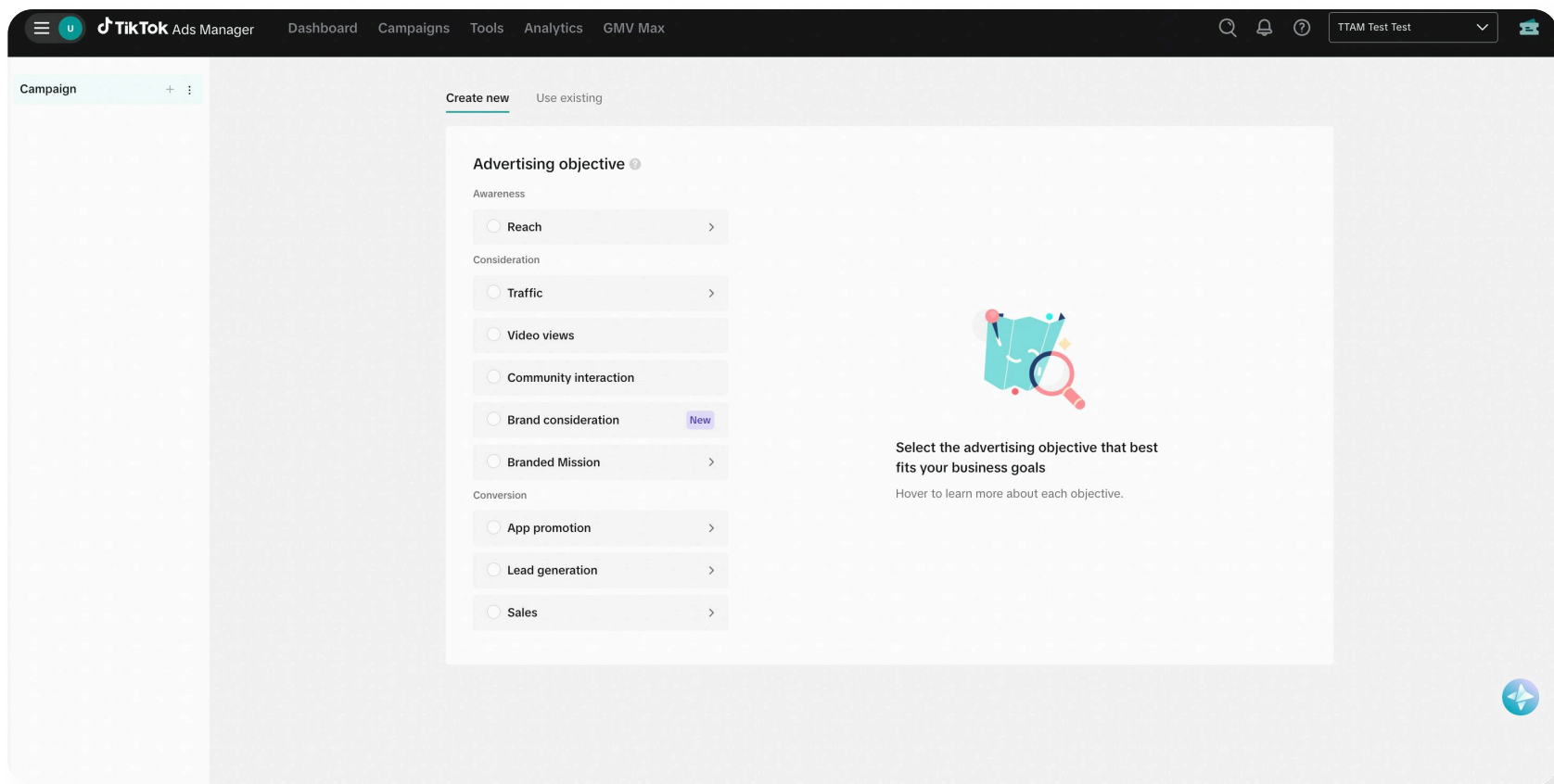
04 Click **Duplicate** in the campaign list



Advertising Objectives

On the **Campaign Creation** page, you can choose an **advertising objective** for the campaign. Starting with your objective helps optimize your ads and achieve results aligned with your strategy across the **Brand Awareness, Consideration, and Conversion funnels**. After selecting your objectives, you will proceed to choose the appropriate **campaign type**.

**Brand consideration will only be available for advertisers with TikTok Market Scope.*



Brand Awareness

Objectives

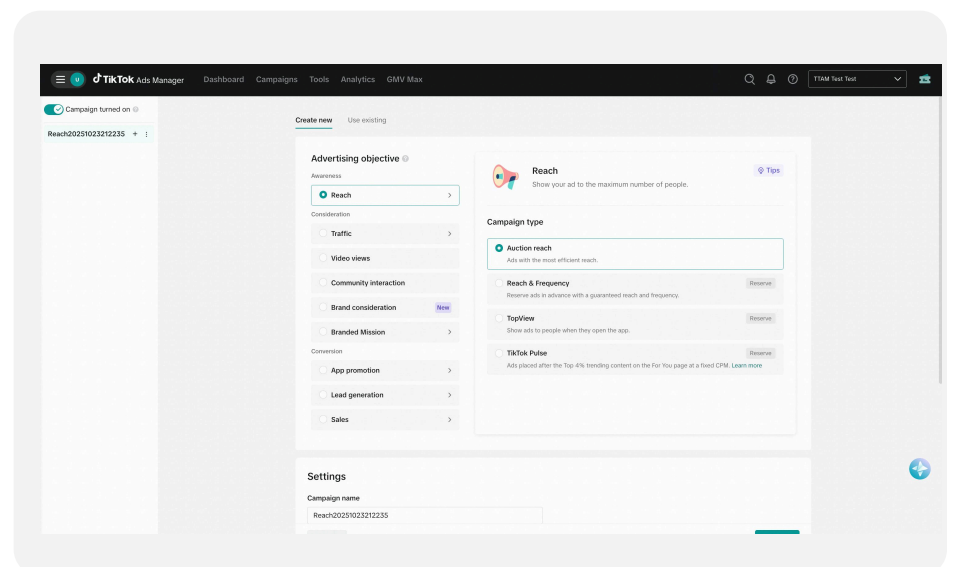
Reach Objective: Allows you to show your ads to the maximum number of impressions within your target audience at the most efficient cost. Reach campaigns help raise awareness of your product/service to large audiences.

Campaign type

Reach supports the following campaign types:

- **Auction Reach:** Efficient reach-focused ads.
- **Reach & Frequency:** Reserve ads in advance to guarantee reach and impression frequency.
- **TopView:** Ads shown when users open the app.
- **TikTok Pulse:** Ads served on the For You feed after the top 4% of trending content at a fixed CPM.

Note: Reach & Frequency, TopView, and TikTok Pulse campaigns may require additional permissions. For more information, please contact your sales representative.



NEXT →

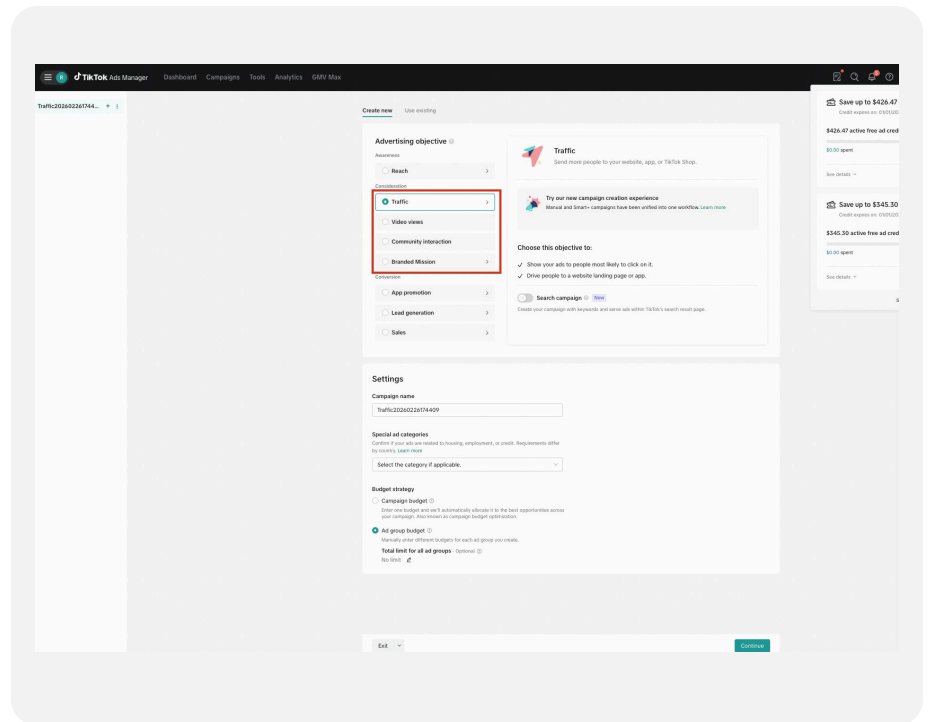
Consideration

Objectives

- **Traffic:** Send more people to a destination on your website or app.
- **Video Views:** Get more views and engagement for your video ads.
- **Community Interaction:** Get more followers, TikTok page visits, or promote your LIVE.
- **Brand Consideration:** Acquire a consideration audience who have demonstrated interest in your brand.
- **Branded Mission:** Connect brands with TikTok creators by offering them incentives to develop authentic video content.

Campaign type

Note: Branded Mission is not available across all regions, for more information and availability enquiries, please reach out to your sales representative or contact support.



Conversion

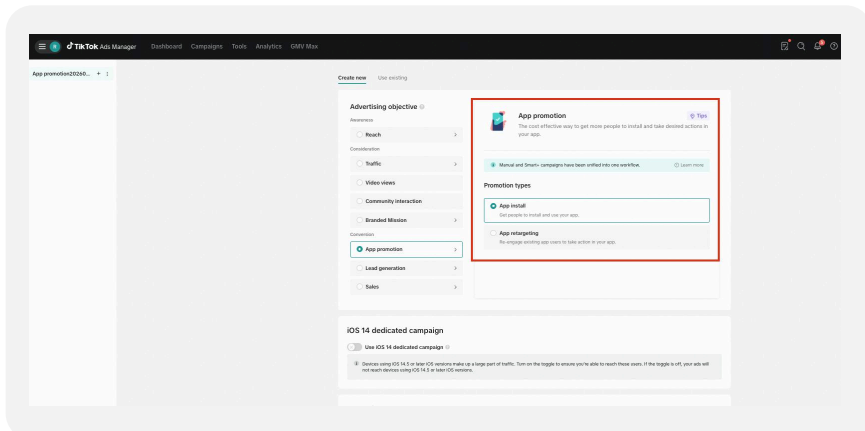
Objectives

- **App Promotion:** Get more people to install and take desired actions in your app.
- **Lead Generation:** Collect leads for your business.
- **Sales:** Sell products from your [TikTok Shop](#) or [Catalog](#).

Campaign type

App Promotion objective incorporates App install, App retargeting, App pre-registration and Paid Content:

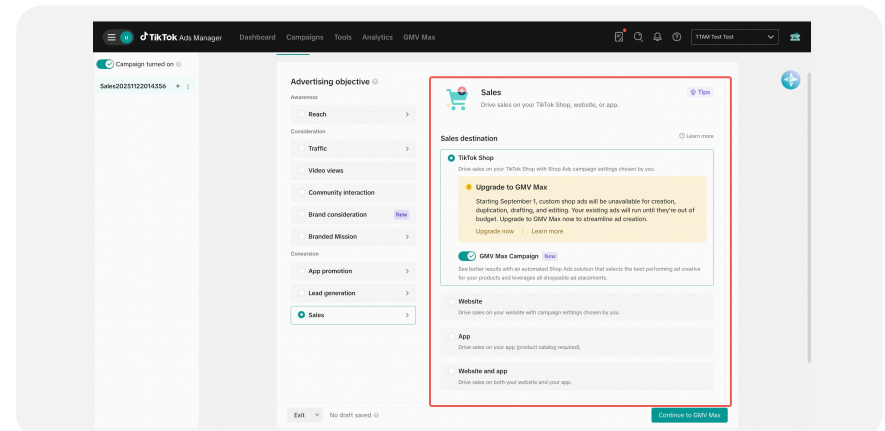
- **App install:** Get people to install and use your app.
- **App retargeting:** Re-engage existing people to take action in your app.
- **App pre-registration:** Get new people to pre-register before your app launches.
- **Paid content:** Get people to purchase your paid content featured in your TikTok series.



Campaign type

Sales Objectives supports the following product sources:

- **Catalog:** Use video shopping ads to promote products in your catalog
- **TikTok Shop:** Use video shopping ads or GMV Max to promote products in your TikTok shop
- **Website:** Promote Website Sales
- **App:** Drive app store sales (requires a product catalog).
- **Website and app:** Drive adoption of your website and apps



Define Campaign Settings

Campaign Name

Assign a unique name to your campaign.

Campaign Budget Optimization

Enable this feature to apply a single budget across all ad groups within the campaign, rather than setting budgets individually. For more information, see [Campaign Budget Optimization](#).

Budget Strategy

This is the total amount your Ad Groups can use before reaching the spending limit. You can choose from:

- Campaign Budget: Enable this feature to apply a single budget across all ad groups within the campaign, rather than setting budgets individually. Also known as [Campaign Budget Optimization](#).
- Lifetime budget: The maximum amount you are willing to spend during the entire period you run an ad.
- Daily budget : The maximum amount you are willing to spend on a campaign per day.
- Ad Group Budget: You can manually enter different budgets for each ad group you create.

Split Test

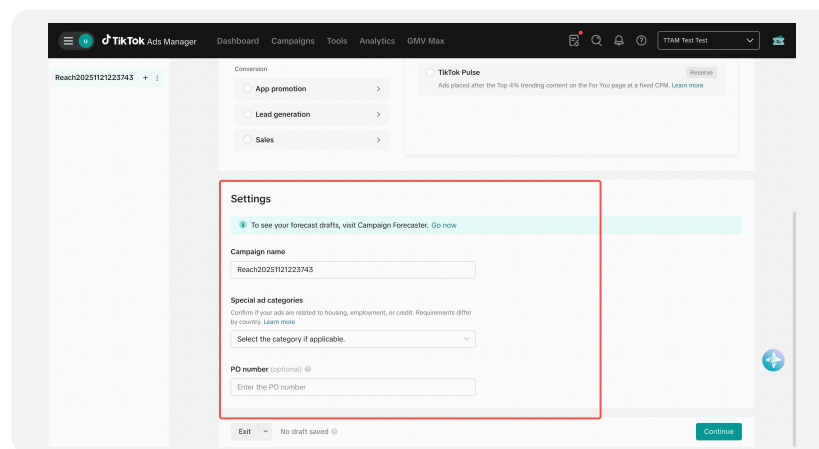
Enable this feature to test different ad group variables and determine which strategies deliver the best results. For more information, see [About Split Testing](#).



Note: Both Daily and Lifetime budgets must **exceed \$50**. For more details on budget, please refer to [Manage Campaigns > Modify Ads > Modify Budget](#).

Objective

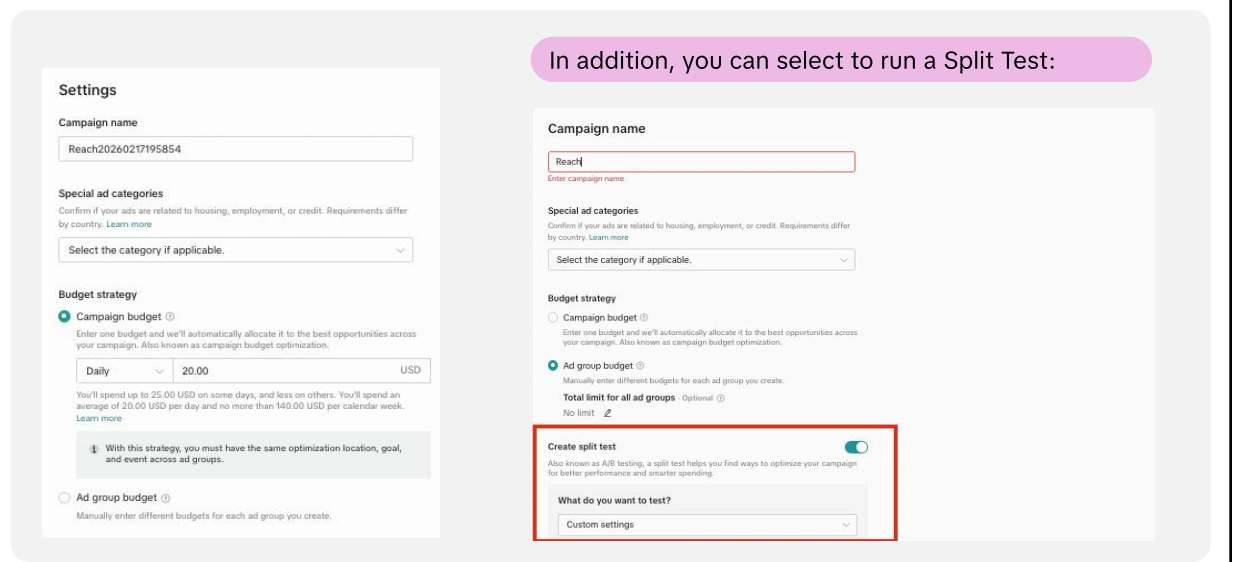
Reach: Reach & Frequency;
TopView; TikTok Pulse



Reach: Auction Reach

Traffic: Video Views; Community Interaction

App Promotion: App Retargeting / App Pre-registration, Lead Generation, Web Conversions



In addition, you can select to run a Split Test:

3.5 Creating an Ad Group

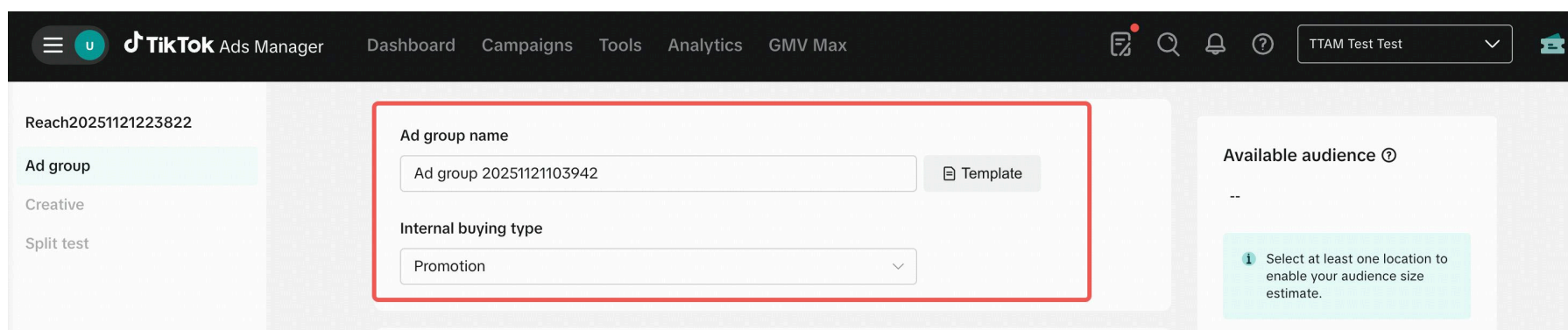
After starting a Campaign, you will need to set up an Ad Group by filling out the following fields.

Configurations

Ad Group Name

Assign a name to your ad group. It is recommended to include details such as the creation date, target market, device type, and optimization goal so you can quickly identify the ad group's attributes from its name.

For example, **20240301-USA-AND-VBO** indicates an ad group created on **March 1, 2024, targeting the U.S. market, Android devices**, with the optimization goal set to value-based optimization.



Note: All ad group names in a campaign must be unique.

Optimization Location

Optimization Location refers to where the optimization goal you selected will take place. It helps define what your ad delivery is optimized for.

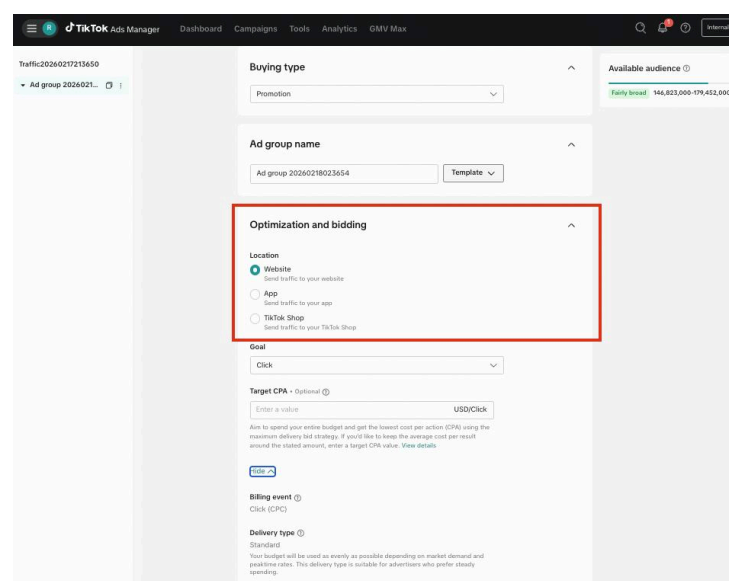
Objectives

Traffic

Campaign type

Landing page, app, and
TikTok Shop

UI



NEXT →

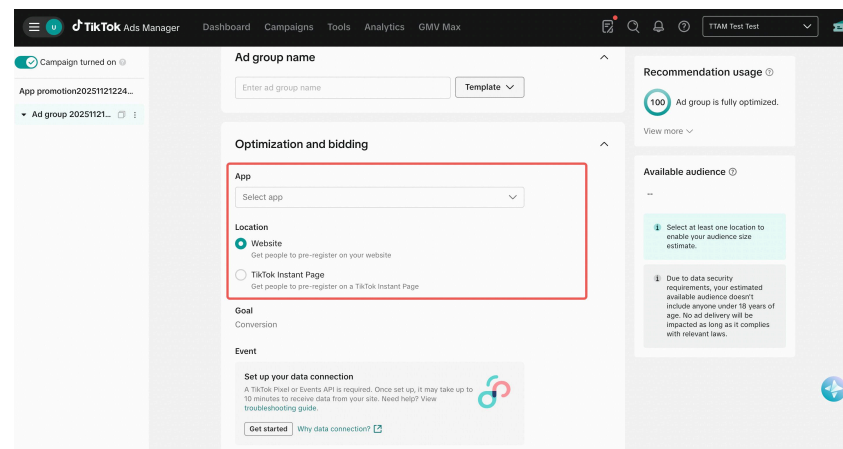
Objectives

1. App Promotion – App Pre-registration
2. Website Conversions
3. Sales – Catalog

Campaign type

Landing page and TikTok
Instant Page

UI



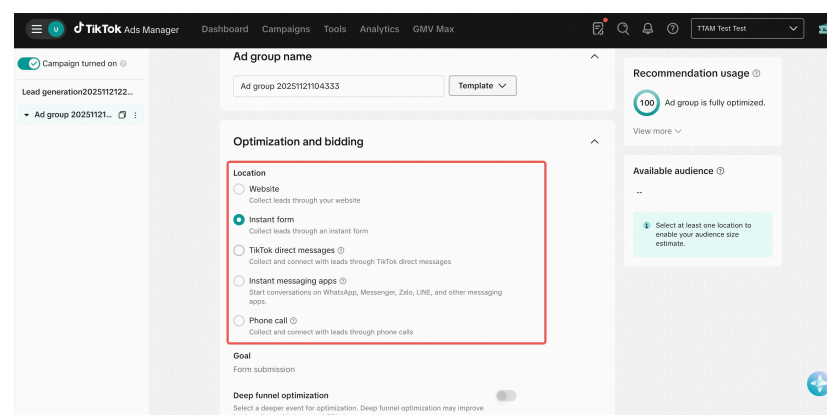
Objectives

Lead Generation

Campaign type

Landing page, Instant Form,
and TikTok Direct Message

UI



Notes

- For **Sales objectives**, you can also select **Catalog**.
- For **Community Interaction** objectives, you can choose the interaction type, including TikTok Video or LIVE.
- For **App Promotion** objectives, you must select the app you want to promote.

Placement

When creating an Ad Group, you can choose where your ads will appear.

Placement Types

- **Automatic placement:** Ad delivery will be optimized across all placements supported by TikTok Ads Manager. We recommend selecting Automatic Placement so your ads can benefit from automated optimization to reach more users and drive more traffic to your app or website. For more details, see [Automatic Placement and Select Placement](#).
- **Select Placement:** Manually choose specific placements, including [TikTok](#), the [Global App Bundle](#) (such as CapCut and Fizzo), and [Pangle](#). For more information, see [Placements and Available Locations](#).

Additional Settings

- **User Comment:** When enabled, this feature allows users to comment on and engage with your ads, which may help improve performance. We recommend keeping User Comment turned on.
- **Video Download:** When enabled, users can download your video ads.
- **Allow Video Sharing:** When enabled, users can share your video ads on TikTok. If this option is turned off, users will not be able to share your video via Instagram, direct message, SMS, Facebook, Twitter, email, or by copying the link. Other in-app sharing options may still be available. We recommend keeping Video Sharing turned on.
- **Pangle Block List:** The Block List feature prevents your ads from appearing on specific media platforms within Pangle to help ensure brand safety. However, enabling this feature may reduce your ads' reach. For more information, see [Block List](#).

Note: Placement settings cannot be changed after an ad group is created.

The screenshot displays the TikTok Ads Manager interface for an ad group named 'Ad group 2026021...'. The 'Placements' section is highlighted with a red box and contains the following settings:

- Buying type:** Automatic placement (selected)
- Ad group name:** Ad group 2026021...
- Optimization and bidding:** (Dropdown menu)
- Budget and schedule:** (Dropdown menu)
- Audience targeting:** Targeting is automatic by default. We'll automatically find audiences most likely to engage with your ads to achieve optimal performance.
- Recommendation usage:** 100% Ad group is fully optimized.
 - Optimization and bidding
 - Budget and schedule
 - Audience targeting
 - Placements
 - Creative assets
- Available audience:** Fairly broad 146,823,000-179,452,000
- Placements:**
 - Automatic placement:** Automatic placement is recommended because it can improve ad performance across TikTok, Pangle and Global App Bundle. [Learn more](#)
 - Select placement:** Manually choose your targeting placement. [Learn more](#)
 - User comment:** We recommend keeping user comments on to help your ads achieve more impressions and conversions. You can hide, pin, and reply to comments using our comment management tools. [How to manage comments](#) (Toggle: ON)
 - Allow video download:** (Toggle: ON)
 - Allow video sharing:** (Toggle: ON)
 - Pangle block list:** To ensure brand safety, undesired media placements on Pangle can be added to block list to help prevent your ads from appearing. However, this will decrease the reach of your ads. [Learn more](#) (Toggle: OFF)

Audience Targeting

TikTok Ads Manager provides various [Targeting Options](#) to reach the audience that you want to show your ads to. These options include:

Interests & Behaviors

- Define your audience by selecting interests and interactions related to creators, videos, and hashtags.
- Interest Targeting:** Deliver ads to users based on their long-term [interests](#) and interactions with content on TikTok.
- Behavior Targeting:** Deliver ads to users based on their recent in-app [behavior](#), like previous interactions with videos, creators, or hashtags.

Audience

- Include:** Create a Lookalike or Custom Audience ([Customer File](#), [Engagement](#), [App Activity](#), [Website Traffic](#), [Offline Activity](#), [Lead Generation](#), [Shop Activity](#) (Available to all accounts with [Shop Ads](#)), and [Business Account](#)).
- Exclude:** Exclude Lookalike or Custom Audiences.

Recommended categories

- Identify relevant audiences for your ads. When setting up your ad group targeting, it will provide you with a collection of recommended Interest & Behavior categories from the audience most likely to contribute to your campaign's advertising objective. For more details, please see [Targeting Recommendation](#).

Demographics

Location, Gender, Age, Languages, Spending Power, and Household Income (US Only).

Saved audience

Optional

Allows advertisers to save their targeting settings and reuse them when creating future ad groups and campaigns.

Device

Deliver ads based on a user's device settings, including operating system, OS version, device model, connection type, carrier, internet service provider, and device price.

Note: The benefits of automatic targeting are applied automatically to all broad ads. You no longer need to manually enable automatic targeting, but you can switch back to manual if needed.

Audience targeting

Targeting is automatic by default. We'll automatically find audiences most likely to engage with your ads to achieve optimal performance.

Audience controls
Limit who sees your ads. Previous account-level settings have been applied. To modify, visit [Audience controls](#).

Location ⓘ
United States
United States x
Bulk upload

Minimum age ⓘ
18

Languages ⓘ
All

Exclude audience
Search or select audiences

Audience suggestions - Optional
Guide automatic targeting by choosing additional audience settings. These serve as suggestions only, and delivery to those audiences is not guaranteed.

Age ⓘ
18-24 ✓ 25-34 ✓ 35-44 ✓ 45-54 ✓ 55+ ✓

Gender
All Male Female

Custom audience
Search or select audiences

Interests & behaviors
Target an audience based on their long-term interests and interactions with content on TikTok. [Learn more](#)
Search or select interests & behaviors

Switch to manual targeting ⓘ

Targeting Use saved audience ⓘ
For manual targeting, use the settings below to control who sees your ads. No automatic targeting will be used unless smart audience or smart interests and behaviors are selected below.

Demographics

Location ⓘ
United States
United States x
Bulk upload

Age
18-24 ✓ 25-34 ✓ 35-44 ✓ 45-54 ✓ 55+ ✓

Gender
All Male Female

Languages ⓘ
All

Custom audience ⓘ

Include audience
Search or select audiences

Exclude audience
Search or select audiences

Detailed targeting

Interests & behaviors
Target an audience based on their long-term interests and interactions with content on TikTok. [Learn more](#)
Search or select interests & behaviors

Recommended categories: Based on your industry
Tech & Electronics Call Phones Call Phone Accessories
Show all

Spending power ⓘ
All High spending power

Household income ⓘ
All

Device

Operating system
All Android iOS

OS versions
All

Device model
All

Connection type
All ✓ WiFi 2G 3G 4G 5G

Carriers
All

Internet service provider ⓘ
All

Device price
 Any price
 Specific range

Exit Continue

Budget, Schedule and Reservation

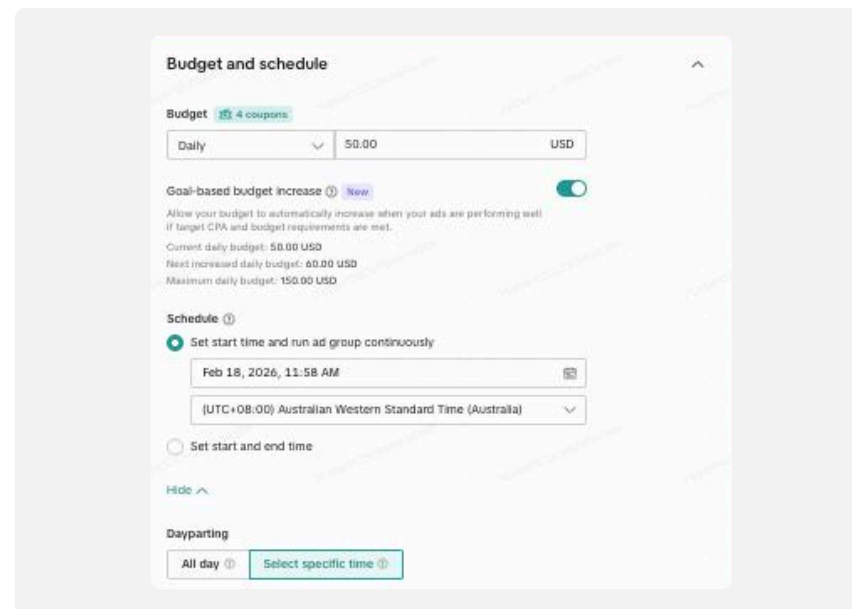
Performance Ads

Budget and Schedule

Set the ad group budget and schedule to control when your ads are delivered

- **Budget:** Minimum spend for both Daily and Lifetime ad group budgets is \$20.
- **Schedule:** Set the time period during which your ads will run. You can choose a date range or run your ads continuously starting from a selected date or once they are approved.
- **Dayparting:** Deliver your ads during a specific time of the day.

Note: Dayparting matches your account's time zone.

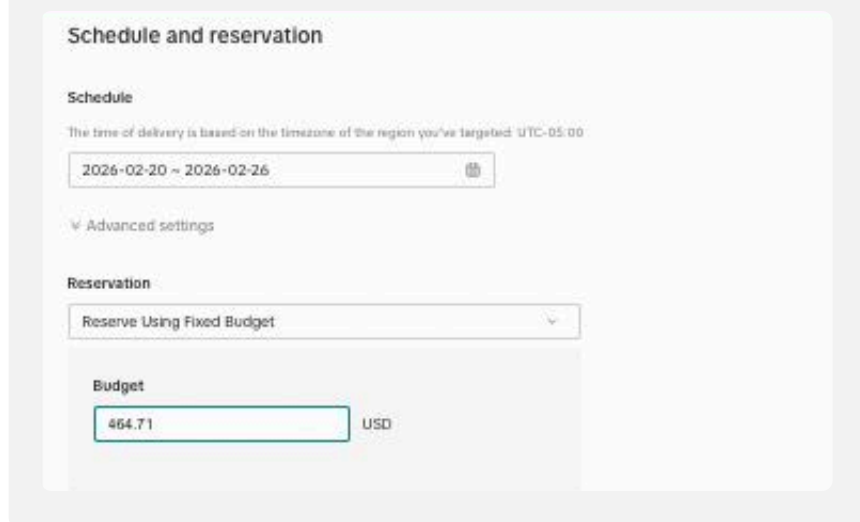


Branding Ads

Schedule and Reservation

Select targeting strategies, including audience controls or manual targeting.

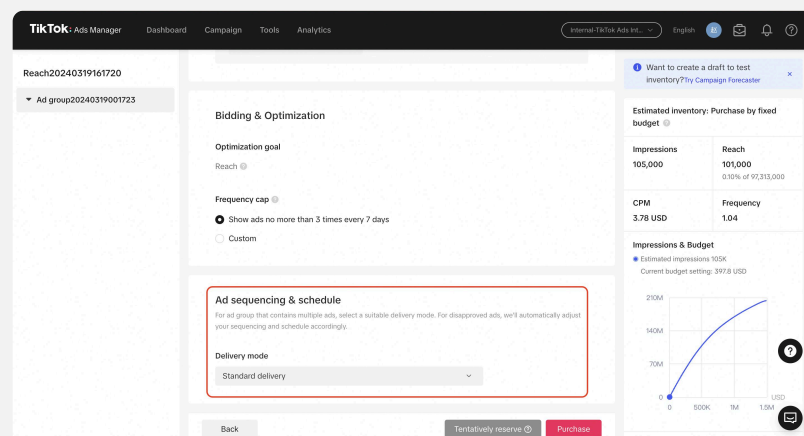
- **Schedule:** Set the time for your ads to run. You can choose a date range or deliver your ads during a specific time of the day.
- **Reservation:** Choose reservation method, including **budget, impressions, reach and reach percentage.**



Ad Sequencing & Schedule

Select targeting strategies, including audience controls or manual targeting.

- **Standard delivery:** Ads will be distributed evenly and are expected to achieve similar traffic volume.
- **Scheduled delivery:** Deliver each ad during specific time periods
- **Sequenced delivery:** Set a specific sequence to deliver your ads in.



Bidding & Optimization

Based on your advertising objectives and market strategy, you can select appropriate optimization goals and bidding strategies.

Performance Ads

Select appropriate **optimization goals** and **bid strategies**.

- **Optimization goal:** Optimize delivery to users who are likely to perform a specific action, such as clicking your ad or visiting your profile. Available optimization goals in TikTok Ads Manager include Gross Revenue, Purchases, Initiate Checkout, Conversions, Clicks, Reach, Video Views, Live Viewer Retention, Leads, Profile Visit, Follow, Install, and In-App Event Optimization (IAEO).
- **Bid strategies:** Different optimization goals support different bid strategies. For more information, refer to [Bidding Strategies](#).

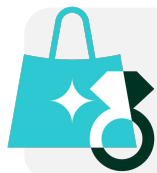
Note: Available optimization goal options will depend on your selected advertising objective.

Branding Ads

Select appropriate **optimization goals** and **frequency cap**.

Frequency cap: Select a frequency cap option to control how often users see your ads based on your objectives.

- **Show ads no more than 3 times every 7 days:** By default, you can limit ad exposure to no more than three times every seven days.
- **Custom:** Select an option to control how often people see your ad based on your objectives. If you choose to set a custom frequency cap, you can manually balance the tradeoffs between frequency (how often your ad is seen) and reach (how many people see it).



Note: Some advertising objectives support content targeting and content exclusion features to help control ad placement, improve performance, and safeguard brand safety. For more details on optimizing brand advertising placements, contact your sales representative.

Content targeting (Branding ads)

- **Feed type (Reach & Frequency):** Determines where your ads appear in the For You feed.
- **Content lineups (TikTok Pulse)**
 - Max Pulse:** Your ads appear next to top-performing content across TikTok.
 - Category lineups:** Your ads appear next to top-performing content within selected categories or seasonal events.

Content exclusions

- **TikTok filter:** Provide advertisers additional control over where your ads run by excluding inappropriate content that may negatively affect your brand objectives or business needs.
 - Inventory filter:** Control the type of content shown next to your ads.
 - Category exclusions (Optional):** Select specific content categories of content to avoid showing your ads next to.
 - Vertical exclusions (Optional):** Exclude content sensitive to selected vertical.
- **Third-party filters:** Choose a third-party partner to apply additional filtering controls.

3.6 Ad Review

Before ads are published, they go through a review process to ensure compliance with TikTok's advertising policies. Most ads are reviewed within 24 hours, but in some cases it may take longer.



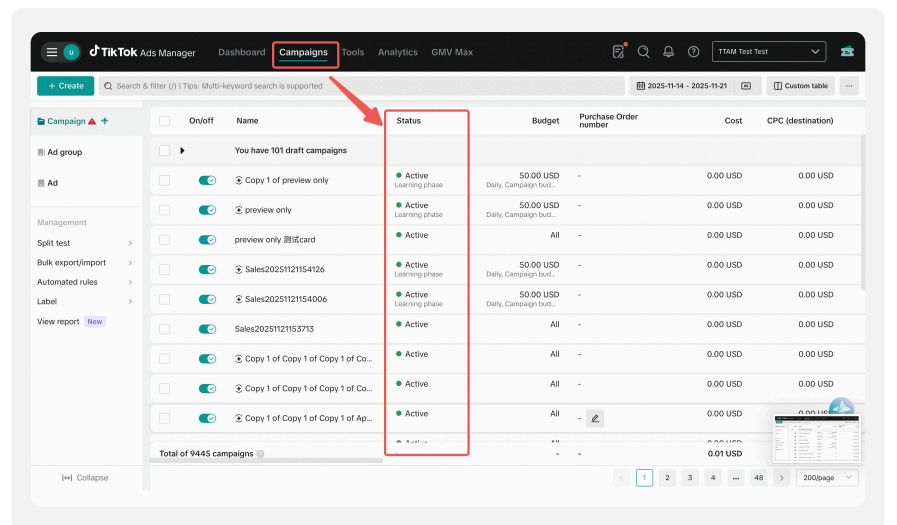
Note: Changing the targeting or creative asset settings (images, videos, ad copy, links, etc.) for an approved ad or ad group will trigger a new review process. For more information, see [Changes That Trigger the Review Process](#).

Status

After an ad passes the review process, advertisers can view its status column within the ad group or ads list.

To check the status of an ad under review:

- Go to **Campaigns > Ad Groups > Status**

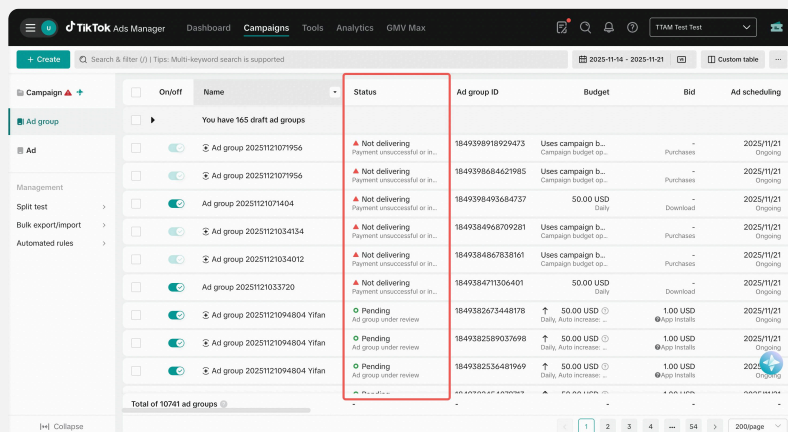


Recommendations

Once your ad is reviewed, recommendations will be provided for adjustments if it is rejected or partially rejected.

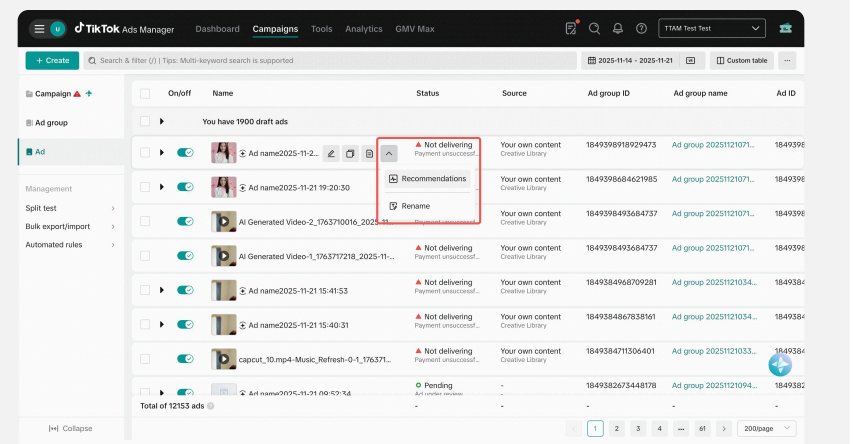
To view delivery optimization recommendations:

- Go to **Campaigns > Ad Groups/Ads list > Delivery Optimization**
- Hover over the **!** icon in the **Delivery Optimization** column to view optimization recommendations.
- Click **View More > Edit Ad** to go directly to the Edit Ad Settings page.



To view detailed recommendations in the Recommendation Center:

- Go to **Campaigns > Ad Groups/Ads list > Ad Name column**, and click **... > Recommendations > Recommendation Center**



For more information on review statuses, please see [Reviewing the Status of Your Campaign, Ad Group, or Ad](#).

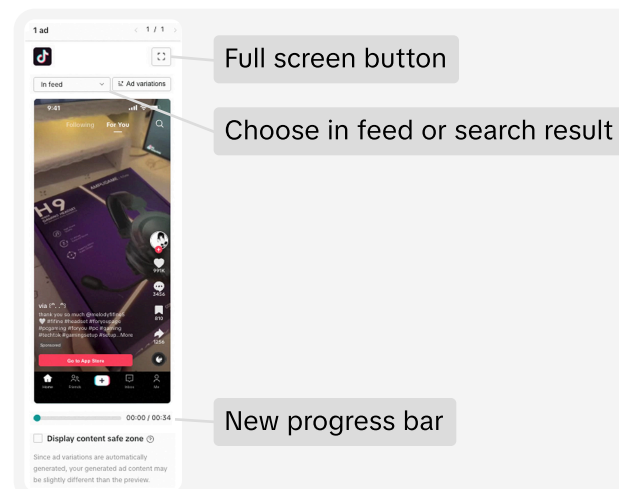
3.7 Ad Preview

Before creating an ad

Use the **Preview Ad** feature

During ad creation

1. During ad creation: After uploading your creative, you can preview your ad at the **ad creation level**. Use the progress bar and full-screen mode to better understand how your ad will appear.



After ad approval

- To preview an approved ad:
 - Go to **Campaigns > Ads**.
 - Hover over the ad you want to preview, click **...**, and select **Create preview**.
- From the pop-up window, you can select:
 - QR code (recommended):** Use the TikTok app to scan the QR code and preview your In-Feed ad. The QR code can also be shared with others.

Note: Ads delivered through Global App Bundle and Pangle do not support QR code previews.

- User ID:** Enter a user ID for the app where you want the ad to appear, and it will be displayed in that user's feed.
- Note:** Ads delivered through Pangle do not support preview by User ID.
- Preview link:** Advertisers can generate shareable ad preview URLs that can be viewed on desktops for up to 30 days.

On/off	Name	Status	Source	Ad group ID	Ad group name	Ad ID
<input type="checkbox"/>	You have 2177 draft ads					
<input type="checkbox"/>	Ad name2026-03-25 08:32:43	Paused Campaign paused	TikTok creator con... Authorized by video ...	1860644375474210	Ad group 2026032508...	18606443754
<input checked="" type="checkbox"/>	Read the entire story by searchi...	Paused	TikTok creator con... Authorized by video ...	-	-	-
<input type="checkbox"/>	Ad name2026-03-25 08:32:43	Paused Campaign paused	TikTok creator con... Authorized by video ...	1860642710781297	Ad group 2026032508...	186064271078
<input type="checkbox"/>	Ad name2026-03-25 08:32:43	Not delivering Out of campaign budget Payment	TikTok creator con... Multiple sources	1860642710773793	Ad group 2026032508...	186064271077
<input type="checkbox"/>	Ad name2026-03-25 08:32:43	Paused Campaign paused	TikTok creator con... Authorized by video ...	1860185381511282	Ad group 2026032508...	186018538151
<input type="checkbox"/>	Ad name2026-03-25 08:32:43	Paused Campaign paused	TikTok creator con... Authorized by video ...	1860185381504034	Ad group 2026032508...	186018538150
<input type="checkbox"/>	Ad name2026-03-25 08:32:43	Pending Ad under review	TikTok creator con... Authorized by video ...	1860185381496977	Ad group 2026032508...	186018538149

For more details, see [How can I preview my ads?](#)

04

Manage campaign

4.1 · Campaign List

4.2 · Viewing Data

4.3 · Pausing, Enabling or Deleting Ads

4.4 · Editing Ads

4.5 · Viewing Logos

4.6 · Bulk Management

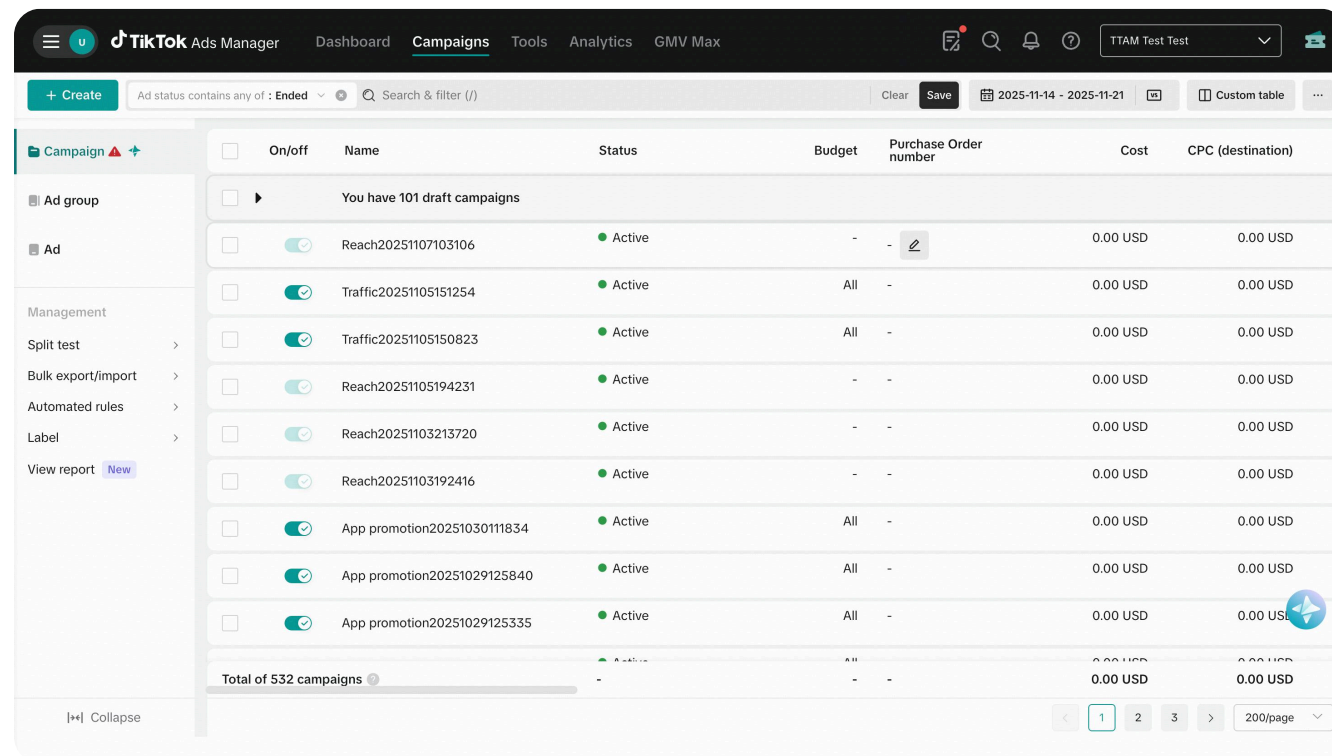
4.7 · Duplicating Ads

4.8 · Automated Rules



4.1 Campaign Lists

After creating ads, you can browse and manage your campaigns, ad groups, and ads on the **Campaign** page.



4.2 Viewing Data

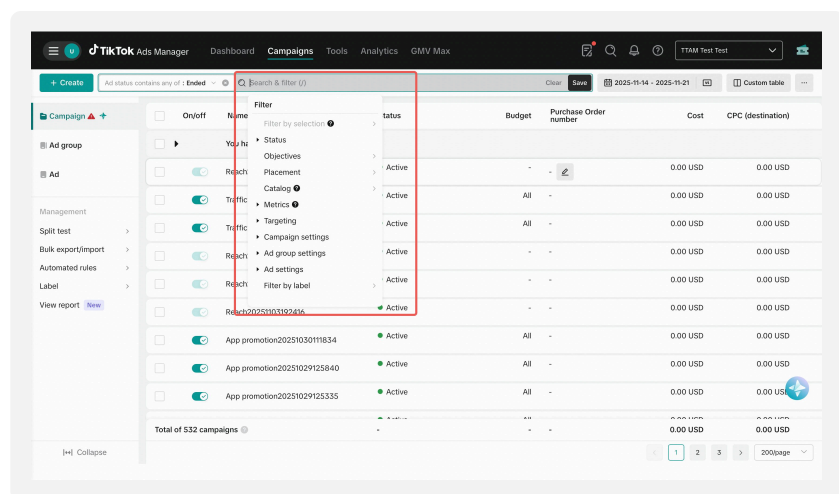
By reviewing and analyzing ad data, you can better understand its meaning and develop targeted optimization strategies.

The **Search** and **Filter** features help you locate specific campaigns, ad groups, or ads and sort them to help organize and manage your ads.

You can also use the **Fuzzy Search** feature to find ads based on keywords, numbers, and symbols.

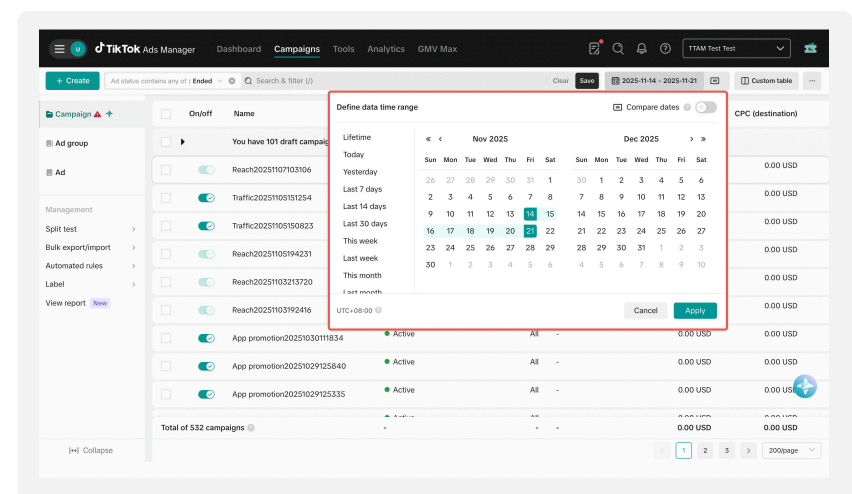
Multi-Dimensional filtering

Use the filter located in the upper-left corner of the page to filter the campaigns, ad groups, or ads you want to view based on multiple conditions.



Time Selection

Use the filter located in the upper-right corner of the page to select the time range for the data displayed.



Detailed Data View

You can view detailed metrics for each campaign, ad group, or ad in the lower section of the page.

Drag and drop metrics to rearrange them.

On/off	Name	Status	Budget	Purchase Order number	Cost	CPC (destination)
<input type="checkbox"/>	Reach20251107103106	Active	-	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Traffic20251105151254	Active	-	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Traffic20251105150823	Active	All	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Reach20251105194231	Active	-	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Reach20251103213720	Active	-	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Reach20251103192416	Active	-	-	0.00 USD	0.00 USD
<input type="checkbox"/>	App promotion2025103011834	Active	All	-	0.00 USD	0.00 USD
<input type="checkbox"/>	App promotion20251029125840	Active	All	-	0.00 USD	0.00 USD
<input type="checkbox"/>	App promotion20251029125335	Active	All	-	0.00 USD	0.00 USD
Total of 532 campaigns					0.00 USD	0.00 USD

Selecting Data Metrics

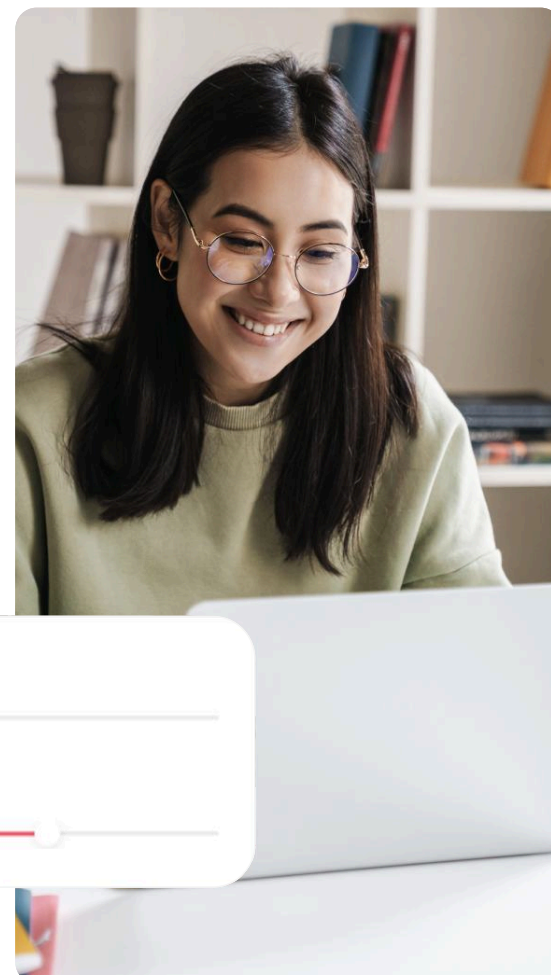
Click **Default > Custom Column** in the upper-right corner to select, sort, and save the data metrics you want to view.

On/off	Name	Status	Budget	Purchase Order number	Cost	CPC (destination)
<input type="checkbox"/>	Reach20251107103106	Active	-	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Traffic20251105151254	Active	All	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Traffic20251105150823	Active	All	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Reach20251105194231	Active	-	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Reach20251103213720	Active	-	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Reach20251103192416	Active	-	-	0.00 USD	0.00 USD
<input type="checkbox"/>	App promotion2025103011834	Active	All	-	0.00 USD	0.00 USD
<input type="checkbox"/>	App promotion20251029125840	Active	All	-	0.00 USD	0.00 USD
<input type="checkbox"/>	App promotion20251029125335	Active	All	-	0.00 USD	0.00 USD
Total of 532 campaigns					0.00 USD	0.00 USD

Data Export

Use the two buttons in the upper-right corner to refresh data in real time or export it in Excel format.

On/off	Name	Status	Budget	Purchase Order number	Cost	CPC (destination)
<input type="checkbox"/>	Reach20251107103106	Active	-	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Traffic20251105151254	Active	All	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Traffic20251105150823	Active	All	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Reach20251105194231	Active	-	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Reach20251103213720	Active	-	-	0.00 USD	0.00 USD
<input type="checkbox"/>	Reach20251103192416	Active	-	-	0.00 USD	0.00 USD
<input type="checkbox"/>	App promotion2025103011834	Active	All	-	0.00 USD	0.00 USD
<input type="checkbox"/>	App promotion20251029125840	Active	All	-	0.00 USD	0.00 USD
<input type="checkbox"/>	App promotion20251029125335	Active	All	-	0.00 USD	0.00 USD
Total of 532 campaigns					0.00 USD	0.00 USD



Impressions



CTR



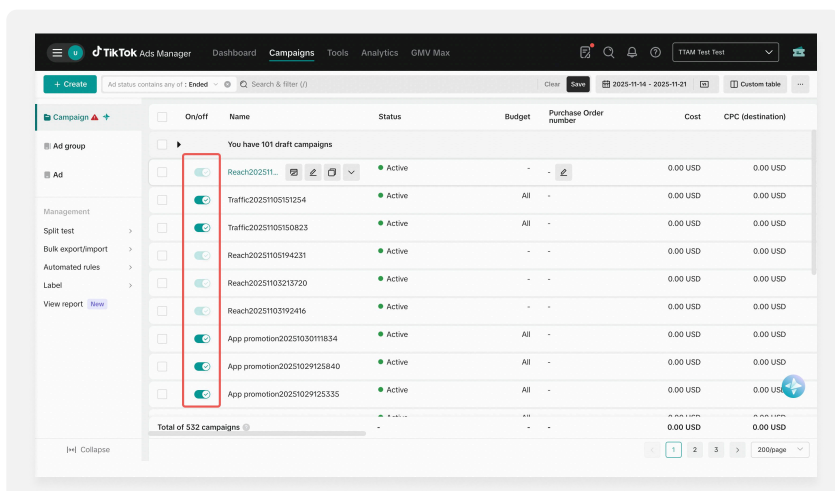
NEXT →

4.3 Pausing, Enabling, or Deleting Ads

There are four different methods available to pause, enable, or delete ads.

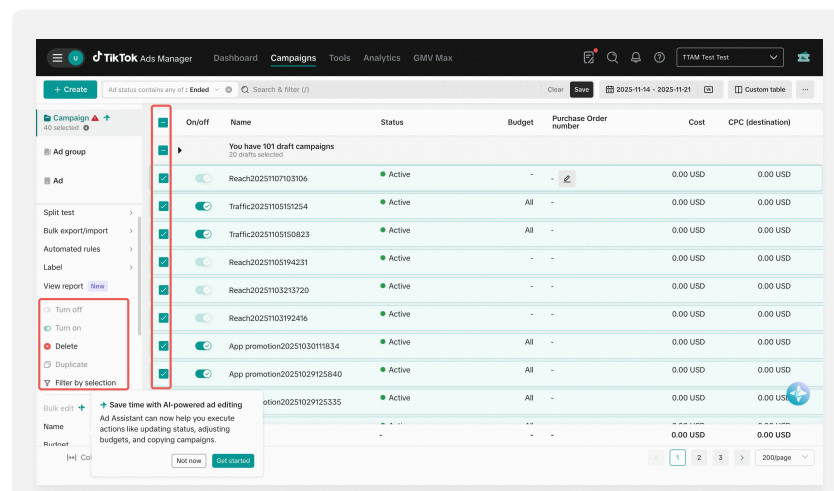
Manual pause/enable/delete

Click the corresponding buttons to set the status of a campaign, ad group, or ad.



Bulk pause/enable/delete

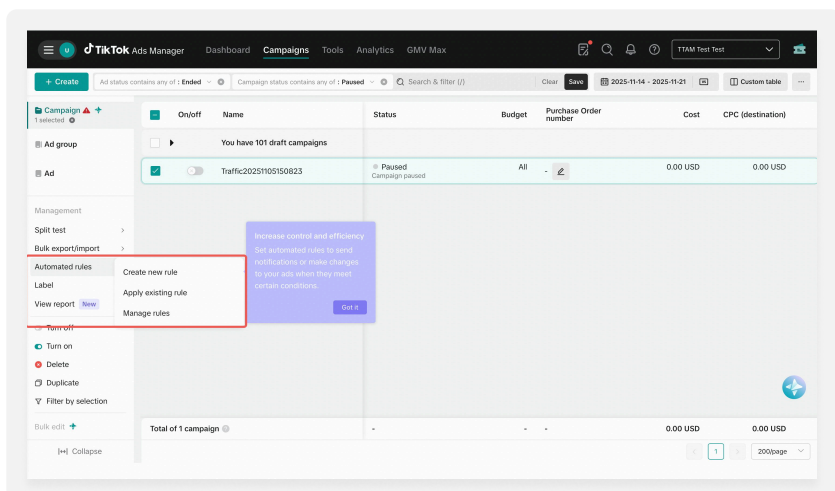
After filtering the items you want to manage, go to the top-left corner and click **Edit > Pause/Enable/Delete** to perform bulk actions.



Automated rules

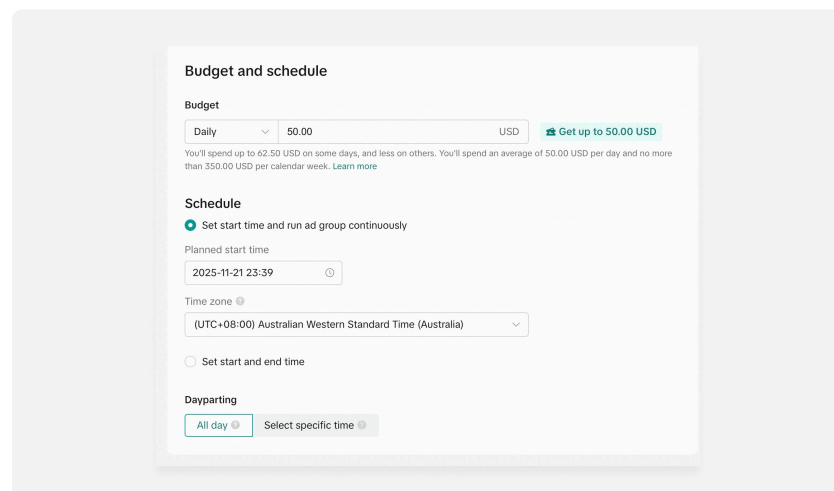
Use preset automated rules to pause or enable campaigns, ad groups, or ads that meet specific conditions.

For more details, see the **Automated Rules** section.



Preset ad enable/pause times

During campaign, ad group, or ad creation, you can preset enable and pause times in the **Budget & Schedule** section.



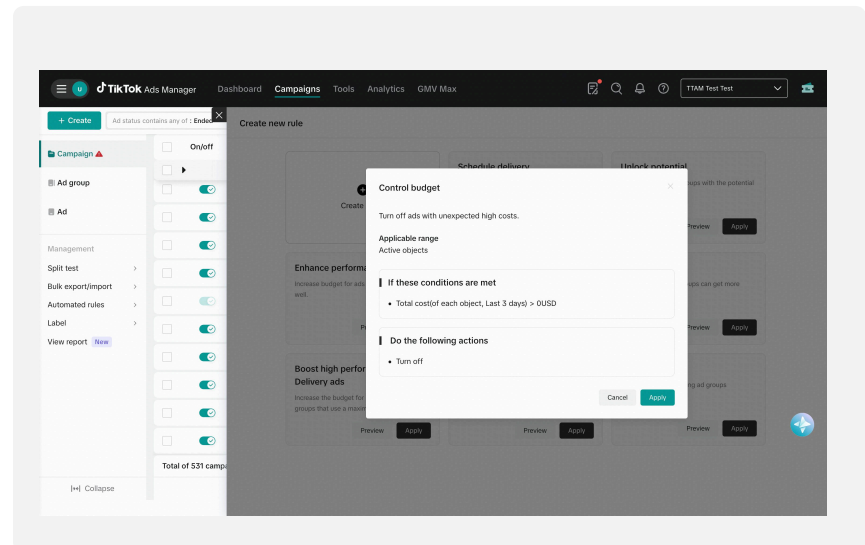
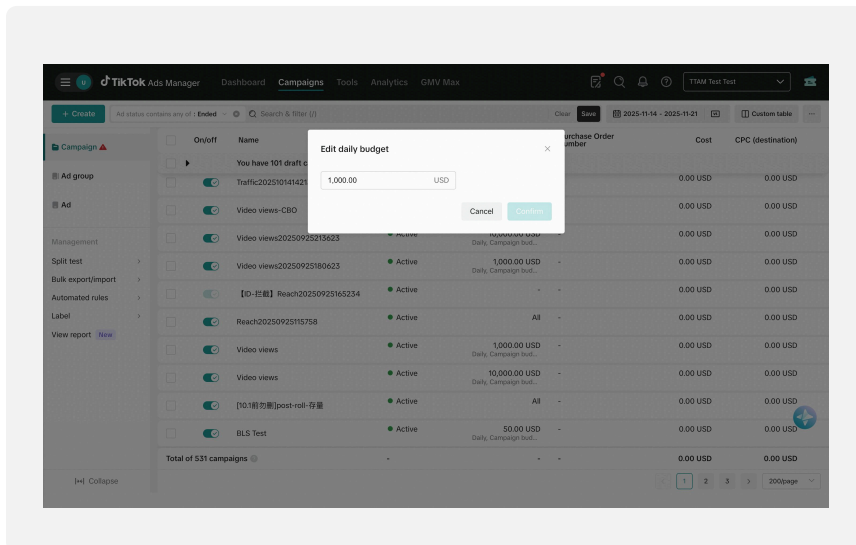
NEXT →

4.4 Editing Ads

During ad delivery, you can modify your ad's bid, budget, name, and other settings as needed.

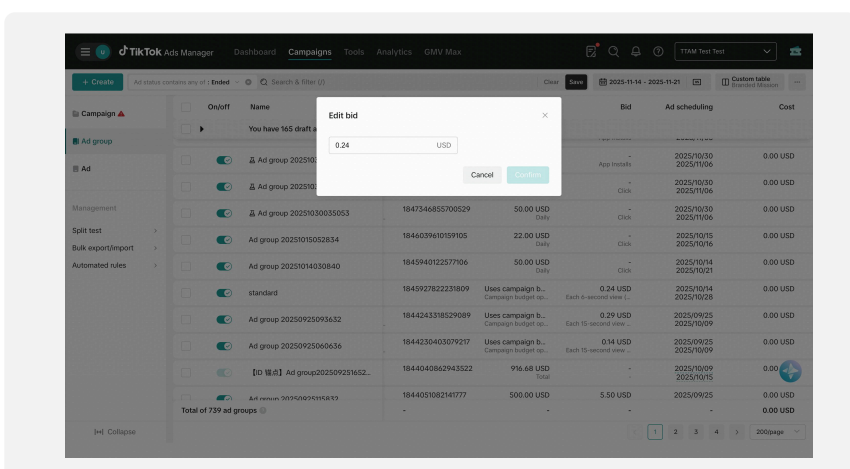
Edit budget

- Edit the budget directly in the **Budget** column on the main page.
- Edit the budget in the **Budget & Schedule** section on the ad editing page.
- Use automated rules to set conditions that automatically adjust the budget for eligible ads.



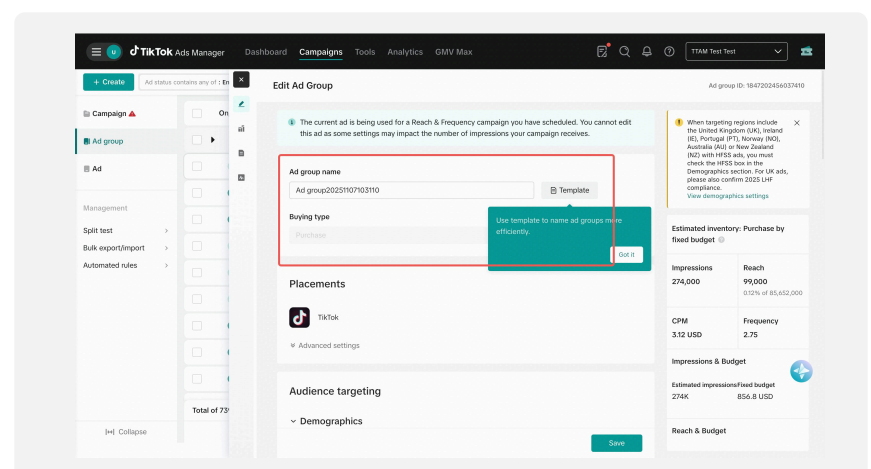
Edit bid

- Edit the bid directly in the **Bid** column on the main page.
- Edit the bid in the **Bidding & Optimization** section on the ad editing page.
- Use automated rules to set conditions that automatically adjust the bid for eligible ads.



Edit name

- Edit the ad name directly in the ad name field.



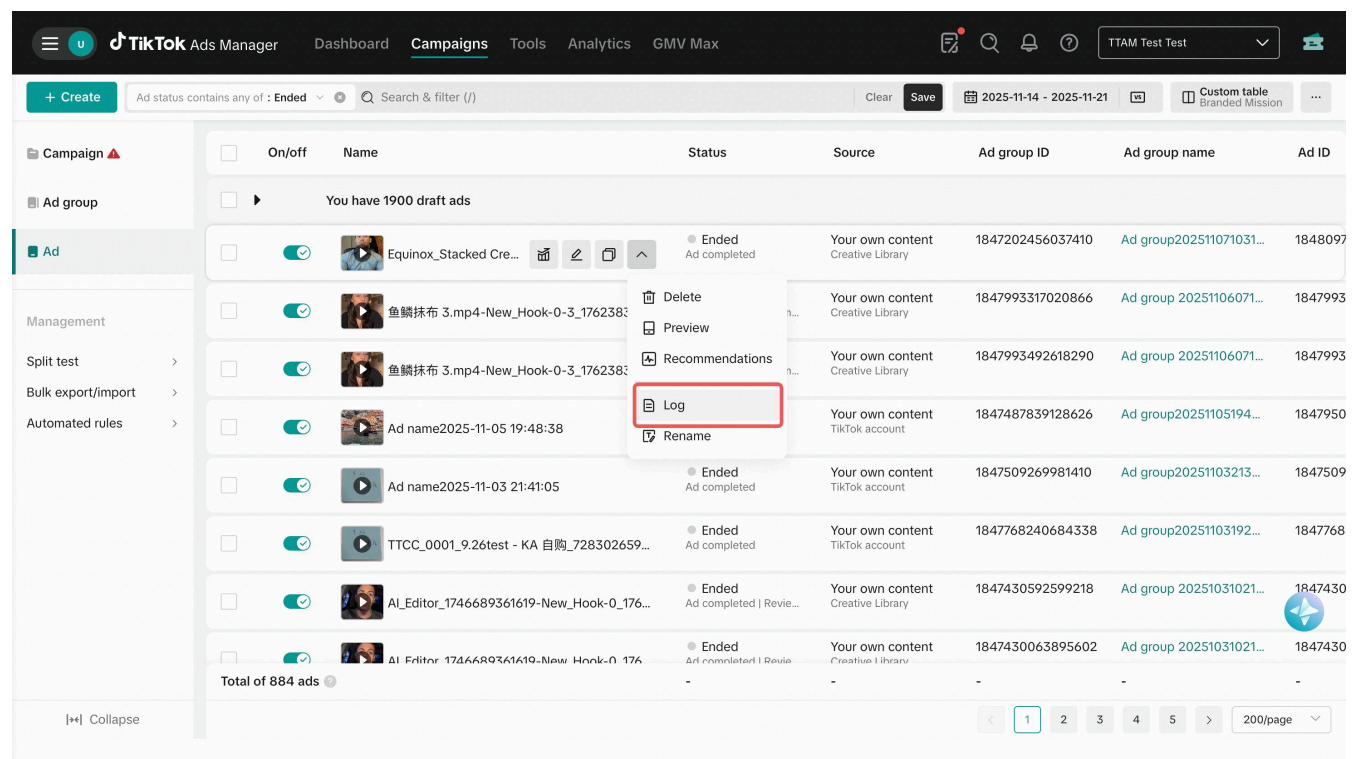
NEXT →

4.5 Viewing Logs

By viewing logs, you can gain a comprehensive understanding of historical operations, which helps you assess factors contributing to improvements or declines in ad performance. For more best practices, see the **Optimize Campaigns section**.

Open Logs

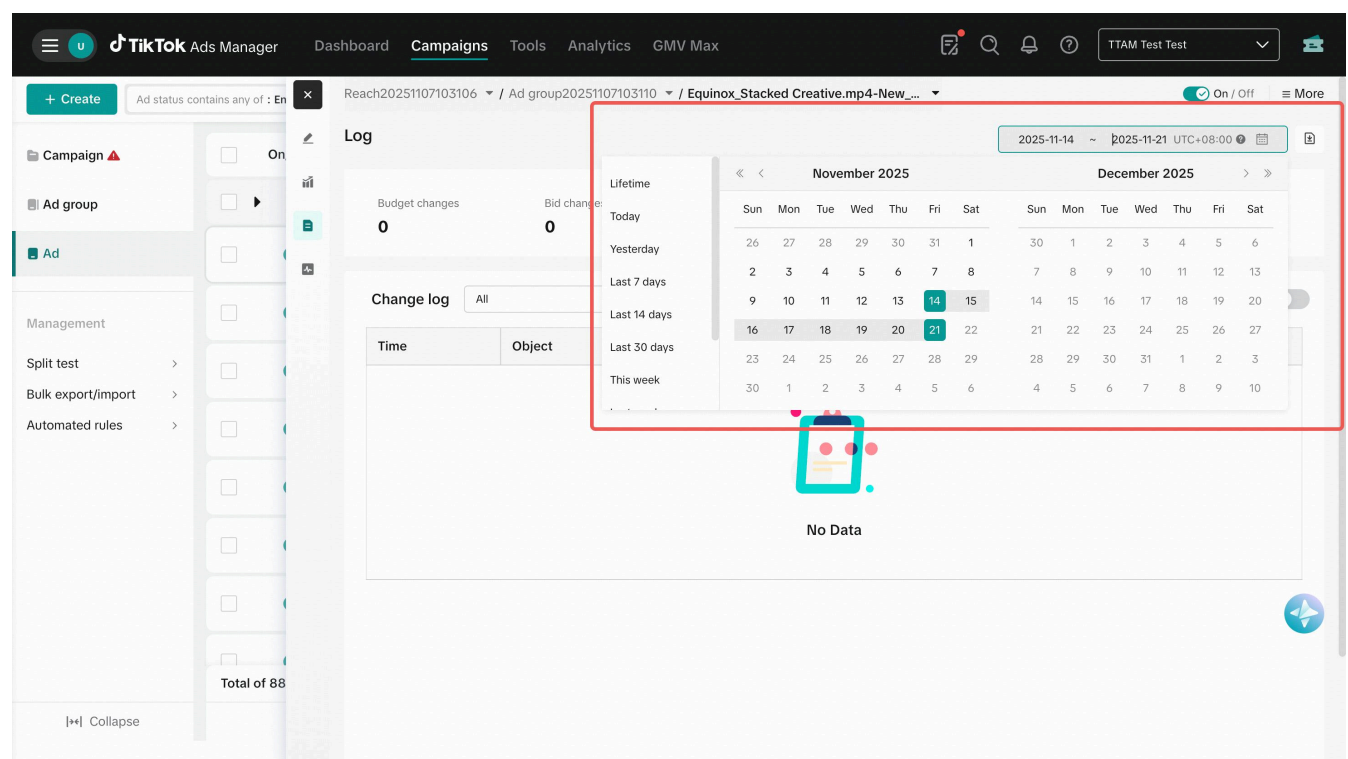
Click the dropdown arrow beside the ad name to access the log page and review the operation history of a specific campaign, ad group, or ad.



The screenshot shows the TikTok Ads Manager interface. The top navigation bar includes 'Dashboard', 'Campaigns', 'Tools', 'Analytics', and 'GMV Max'. The main content area displays a table of ads with columns for 'On/off', 'Name', 'Status', 'Source', 'Ad group ID', 'Ad group name', and 'Ad ID'. A dropdown menu is open for the ad 'Equinox_Stacked Cre...', showing options: 'Delete', 'Preview', 'Recommendations', 'Log' (highlighted in red), and 'Rename'. The table shows several ads with status 'Ended' and 'Ad completed'.

View Log Details

Use the time filter in the upper-right corner to select the time range you want to review.



The screenshot shows the 'Log' details for a specific ad. The top navigation bar is the same as in the previous screenshot. The main content area displays the 'Log' section for the ad 'Equinox_Stacked Creative.mp4-New...'. A calendar widget is visible, allowing users to select a time range for the log. The calendar shows the dates from 2025-11-14 to 2025-11-21. The 'Log' section shows 'Budget changes' and 'Bid changes' both at 0. Below the calendar, there is a 'Change log' section with a table for 'Time' and 'Object'. The table is currently empty, and the text 'No Data' is displayed below it.

NEXT →

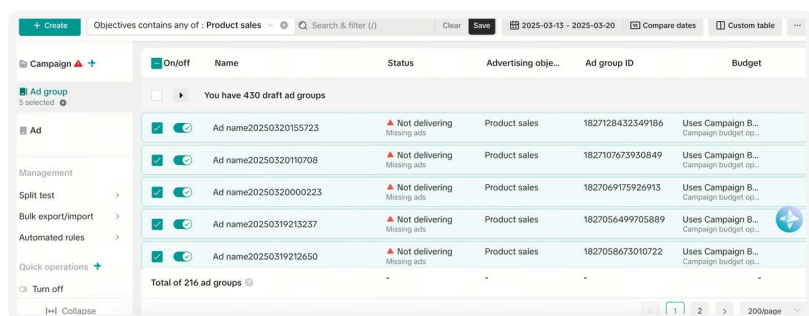
4.6 Bulk Management

For advertisers managing a large number of campaigns or ad groups, bulk creation and management can significantly reduce manual workload while improving efficiency and timeliness.

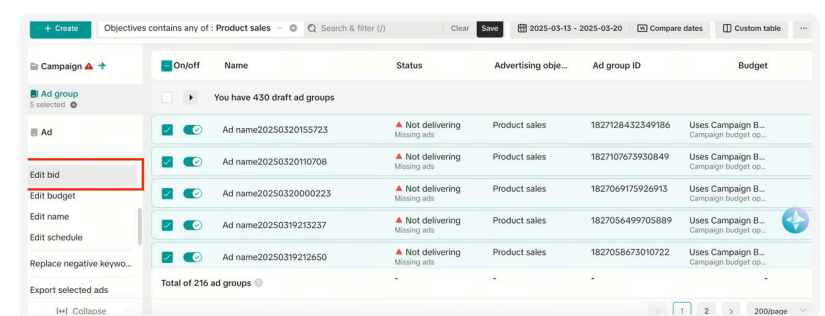
Bulk Edit

You can bulk edit creative assets, names, ad copy, and destination page links at the ad level. At the ad group level, you can bulk edit bids, budgets, names, and schedules. **One possible approach is described below:**

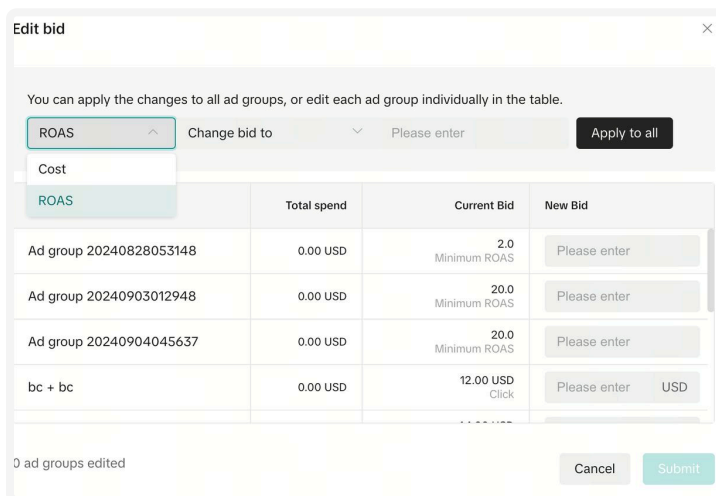
01 Select ad groups



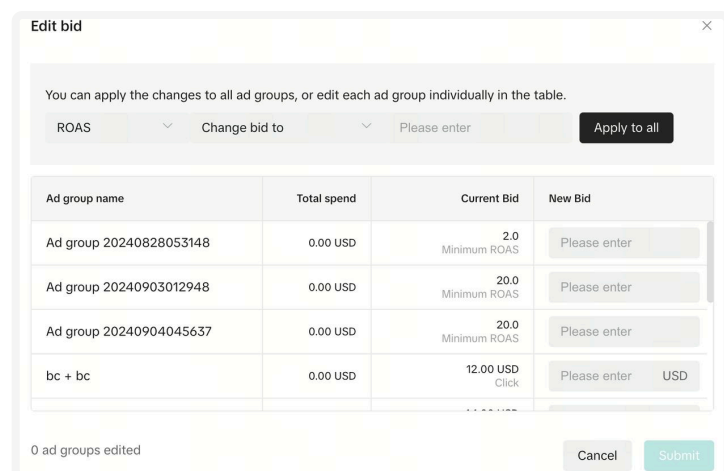
02 Click Edit Bid



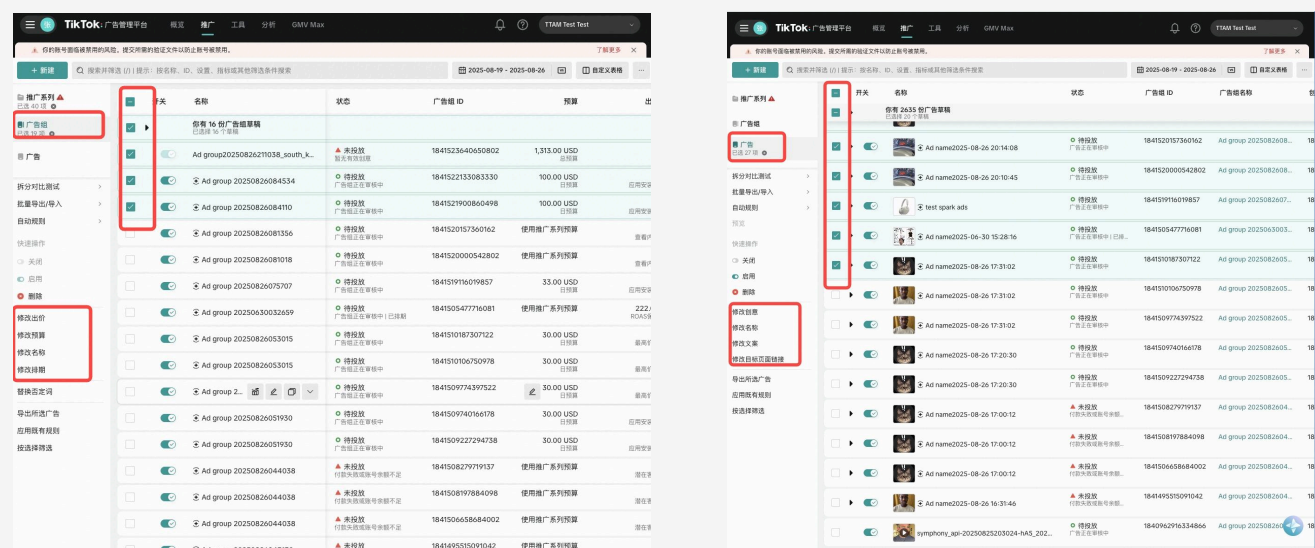
03 Edit bids by applying the same bid to all ads or setting bids individually.



04 Click Submit to review changes, then click Confirm to finalize bulk edits

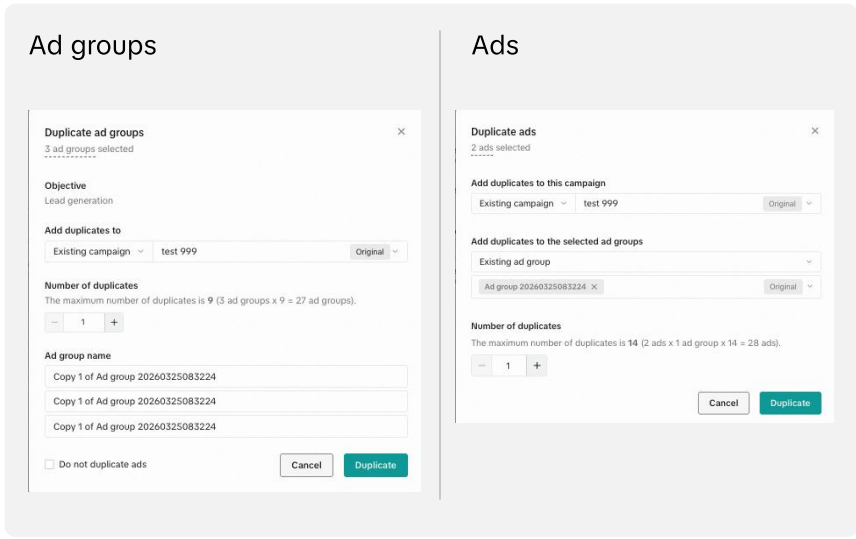


Example:

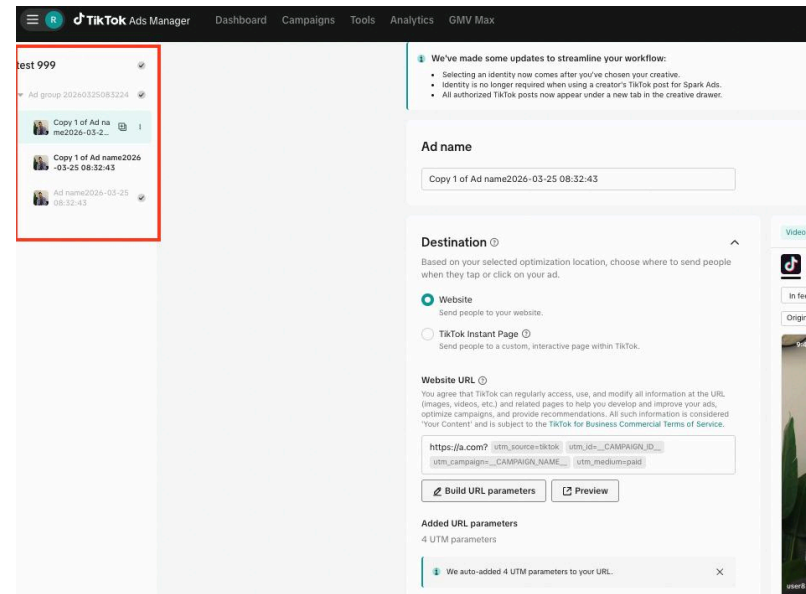


Bulk Duplication

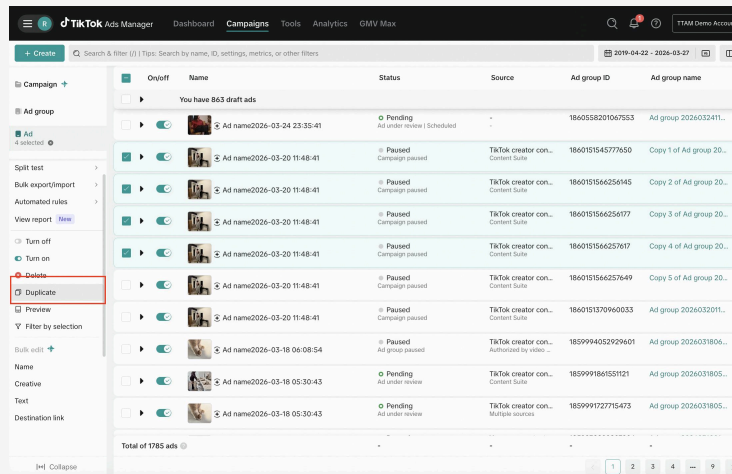
1. Select the **ads or ad groups** (up to 20 ad groups or 50 ads).
2. Configure **bulk copy settings**.



1. The new ad groups or ads will appear as drafts in the navigation bar. Edit and publish them as needed.

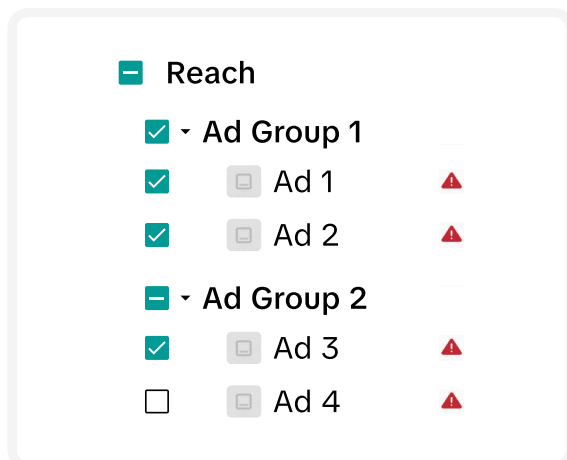


Example:

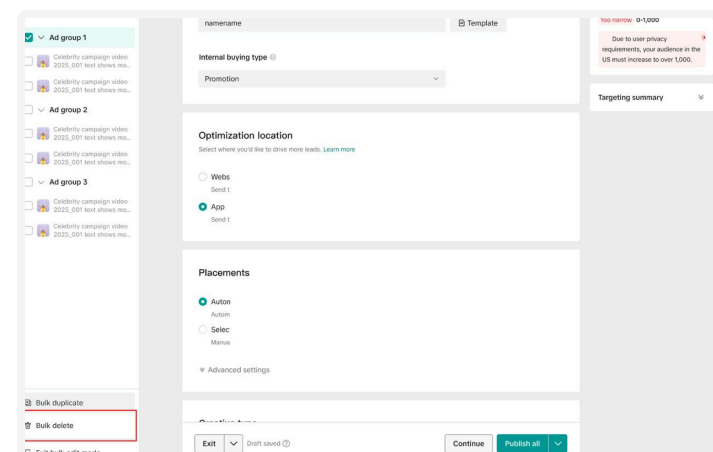


Bulk Delete

01 Select the ad groups or ads you want to delete.

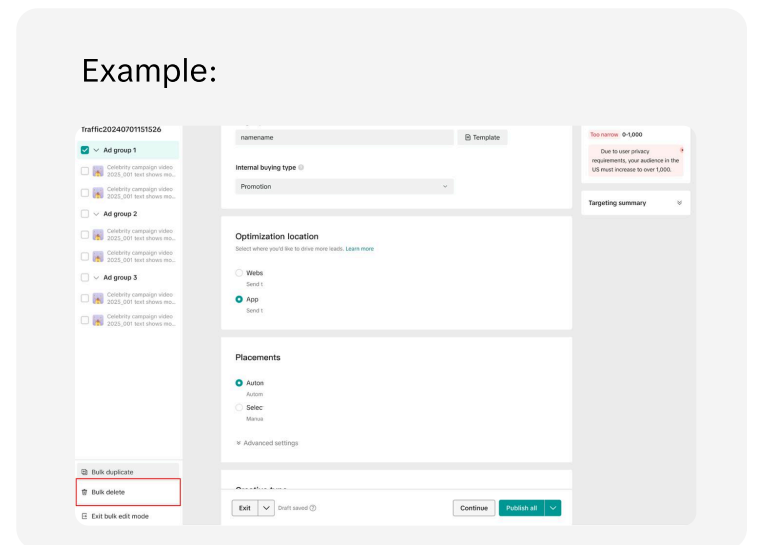


02 Click **Bulk Delete**.



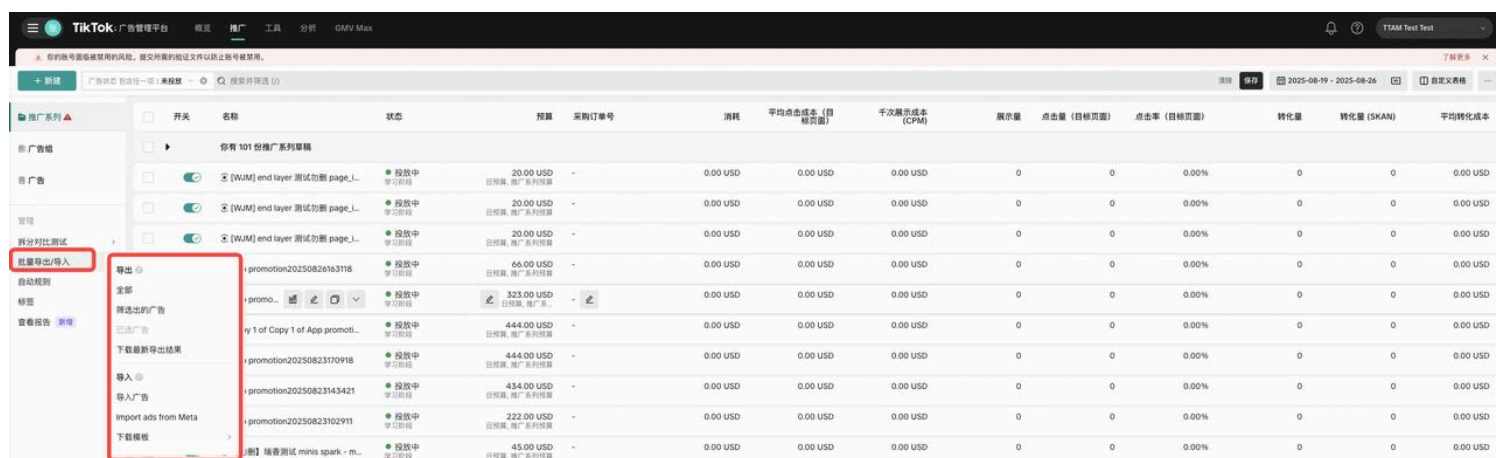
Bulk Delete

- 03** A confirmation window will appear.
- Review the number of selected items and confirm your action. Click **Delete & Exit** to permanently delete the selected items.



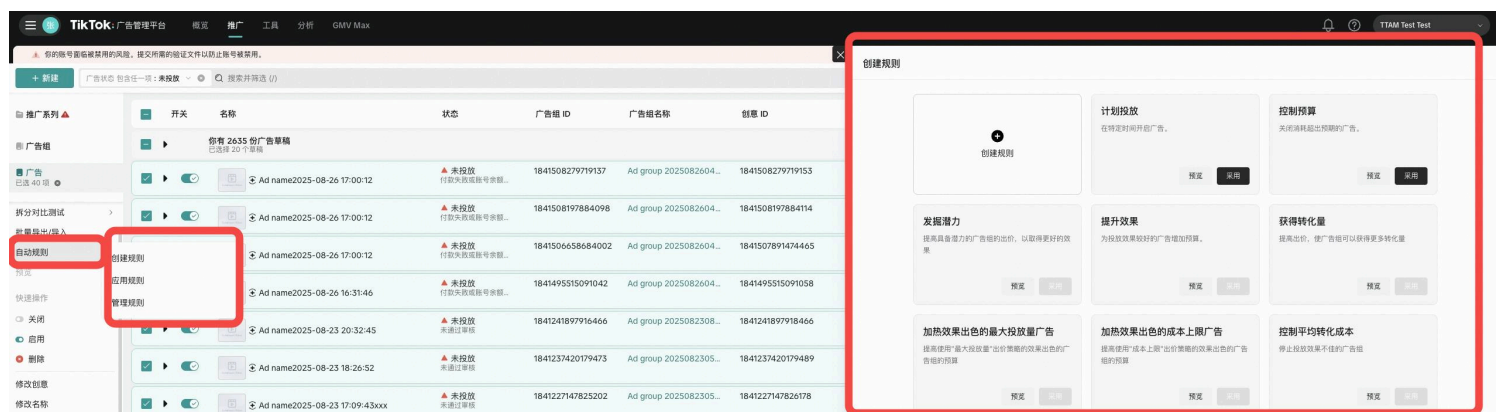
Bulk Import/Export

Use the **Bulk Import/Export** buttons on the page to export ads as Excel files or create ads in bulk from Excel templates.



Bulk Management Using Automated Rules

Automated rules can be applied in bulk to multiple selected campaigns or ad groups, or set to take effect across all campaigns and ad groups within an ad account.



For more details, see [Bulk Management](#).

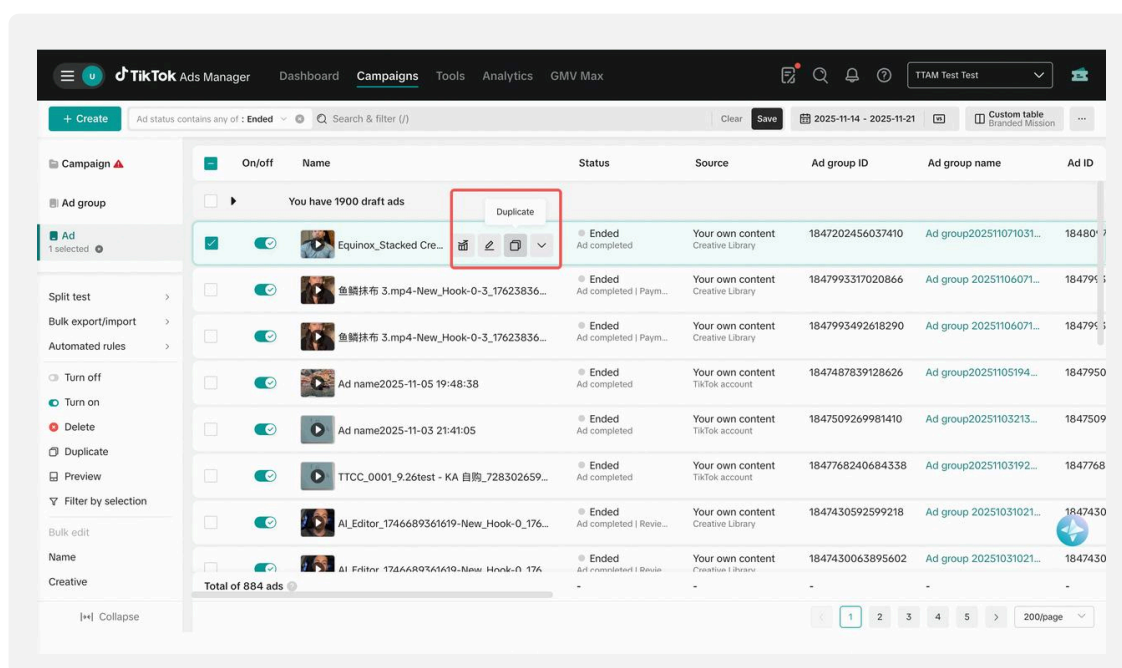
4.7 Duplicating Ads

For high-performing campaigns, ad groups, or ads, you can quickly scale delivery by duplicating them. However, avoid excessive duplication, as it may cause internal competition among your ads.

We recommend you make slight adjustments to targeting, bidding, or creatives in duplicated campaigns or ad groups to effectively reduce internal competition.

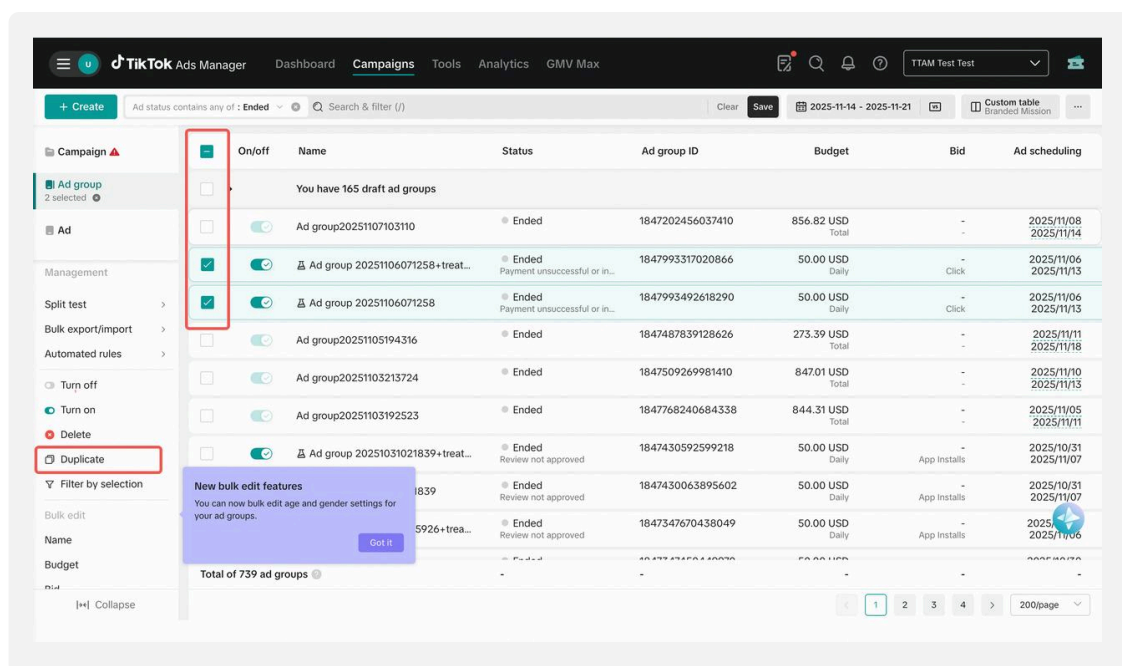
Manual Duplication

Click the **Duplicate** button next to the ads or ad group name to duplicate it.



Bulk Duplication

Select the number of ads or ad groups you want to duplicate.



NEXT →

4.8 Automated Rules

Using the **Automated Rules** feature, you can continually monitor your ads and quickly make adjustments based on the rules you create. You can set conditions for when to turn your ads on or off, change your budget or bid, or send yourself notifications via email.

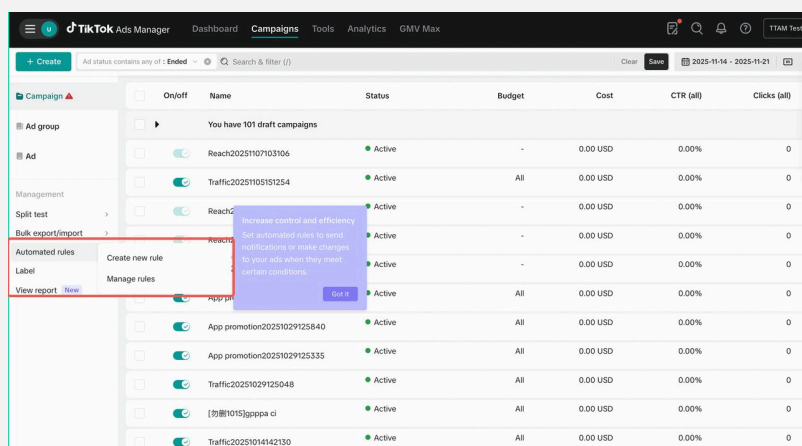
Automated Rules configuration procedure:

Go To the Automated Rules

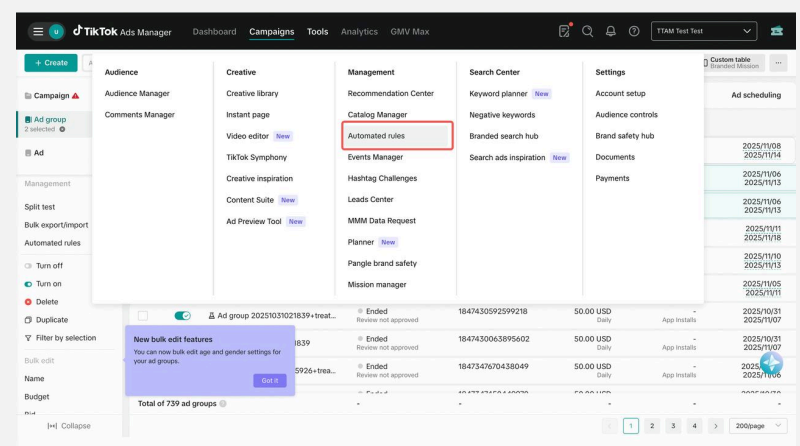
You can access **Automated Rules** from the **Campaign** page by clicking the **Automated Rules** button. On the page that opens, you can create, apply, or manage rules.

Alternatively, go to **Tools > Management > Automated Rules** to open the **Automated Rules Management page**.

Campaign Page

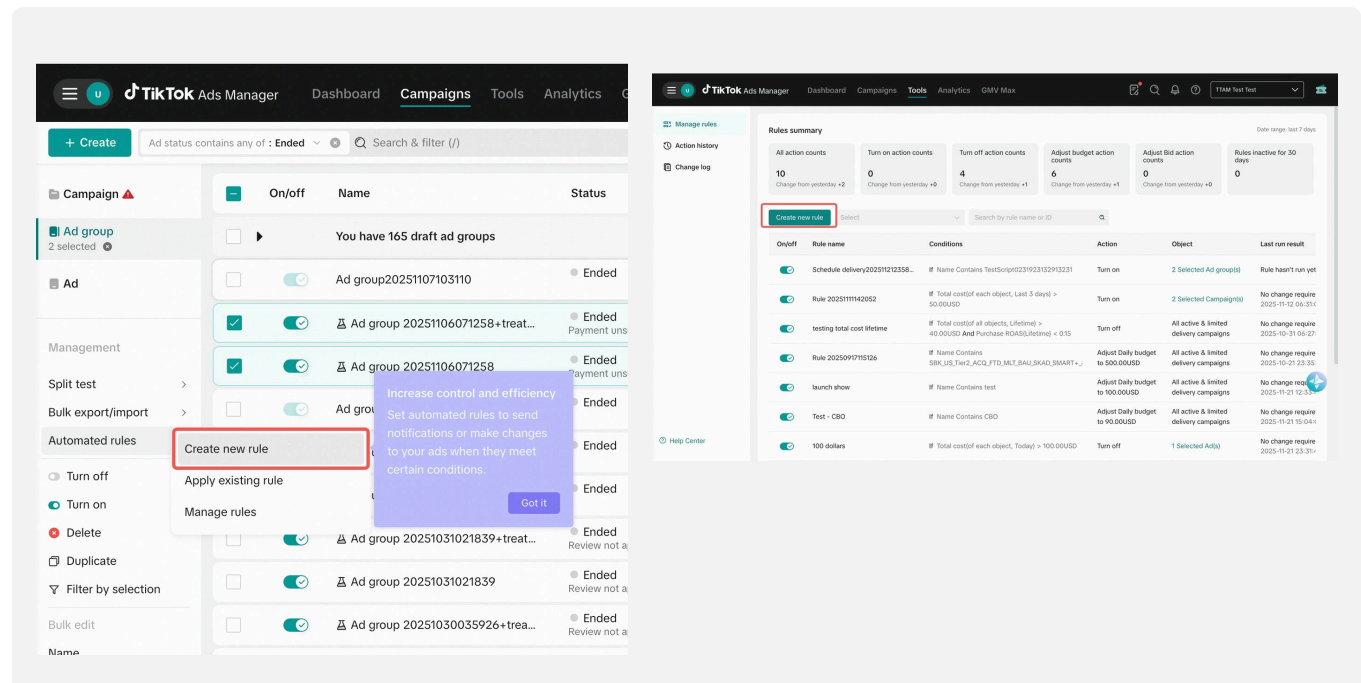


Tools Page



Create

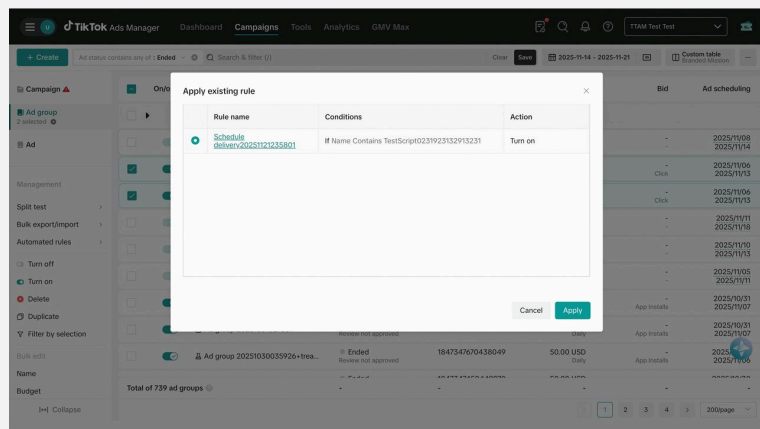
1. Click **Automated Rules** and Select **Create**
2. Open the "Create" page from the Automated Rules Management page.



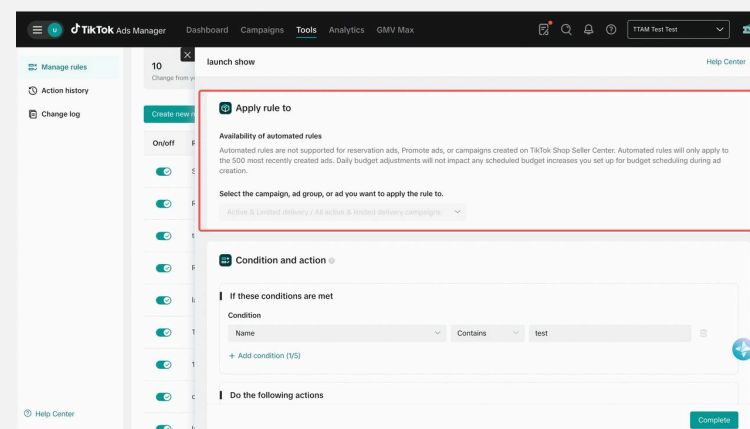
Apply

Select the campaigns or ad groups to which you want to apply the automated rules, then configure the corresponding rule settings.

Apply automated rules on the **Campaign page**.



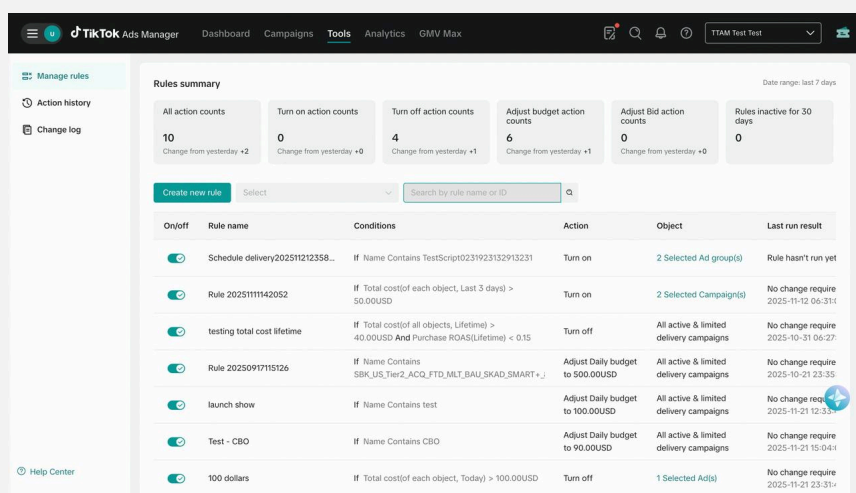
Apply automated rules on the **Automated Rules Management page**.



Manage

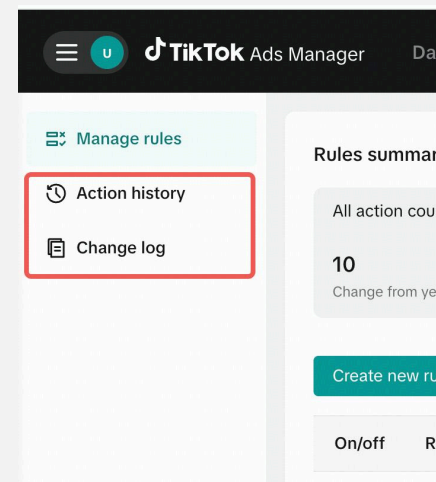
On the **Automated Rules Management page**, you can view all existing rules as well as operation records and logs for the rules.

View all automated rules.



Action History show the actions taken on ads after an automated rule is triggered.

Change Log show adjustments or modifications made to the automated rules themselves.



NEXT →

Example:

Use Automated Rules to increase budget for ad groups that meet cost expectations.

Rule examples:

01

If the average CPA (during delivery period) > ["X"] and conversions (during delivery period) > ["0"], then pause.

02

If spend (during delivery period) > ["X"] and ROAS (during delivery period) = ["0"], then pause.

03

If spend (during delivery period) > ["X"] and conversions (during delivery period) < ["1"], then pause.

04

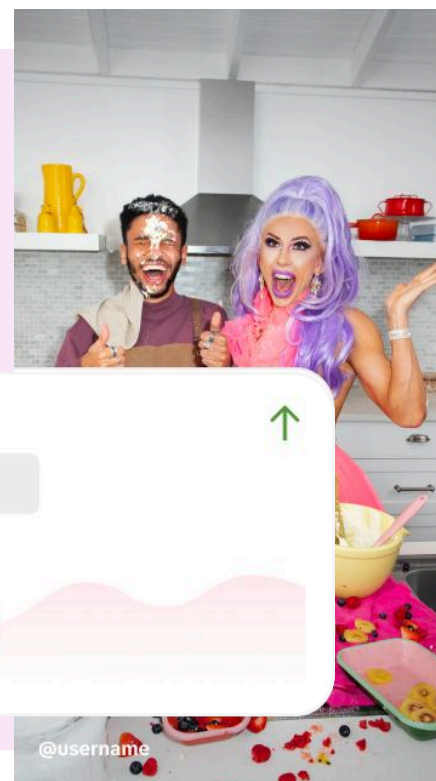
If CPC (today) > ["Y"] and clicks (today) > ["X"], then pause.

Note: The values in the red boxes can be adjusted according to your specific needs.



For more information, see [About Automated Rules](#) or [\[Automated Rules\] Product Operation SOP and Delivery Strategy](#).

Note: The Automated Rules feature is not available for the following types: iOS 14 Campaigns and Reach & Frequency.



05

View

Reporting and Insights

5.1 · Custom Reports

5.2 · Audience Insights

5.3 · Comment Insights & Management

5.4 · Creative Inspiration

5.5 · Video Insights

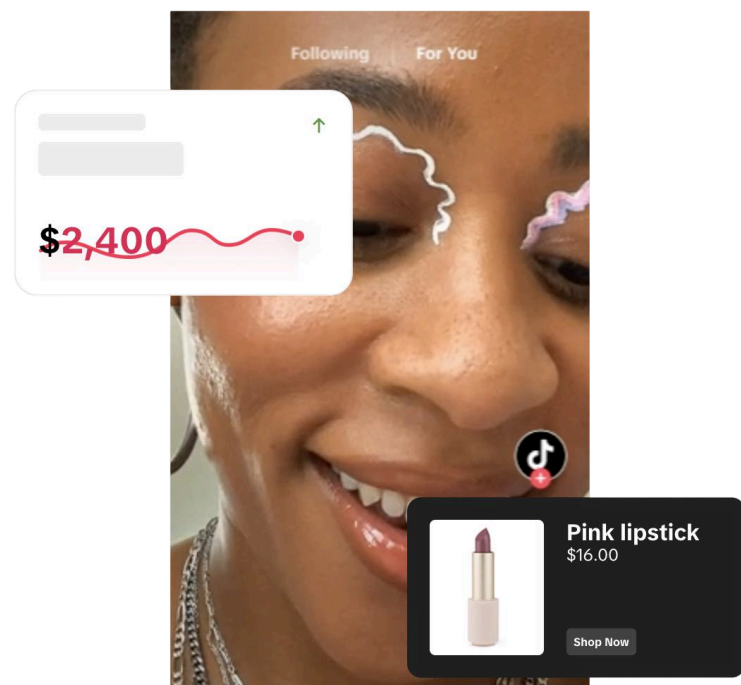
5.6 · Brand Lift Study (BLS)



5.1 Custom Reports

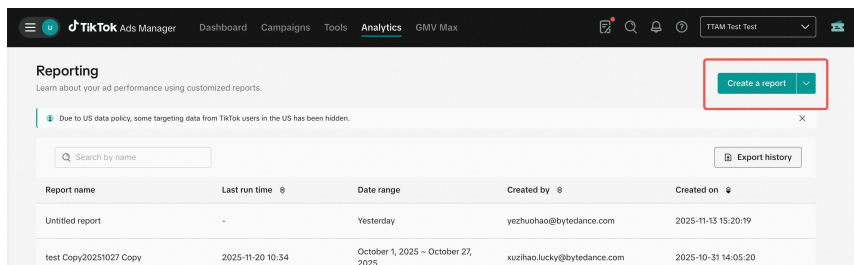


The **Custom Reports** feature allows you to predefine the data metrics and display formats you need, as well as set the time and frequency for report generation. This significantly reduces the time required to retrieve data for regular ad performance reviews.



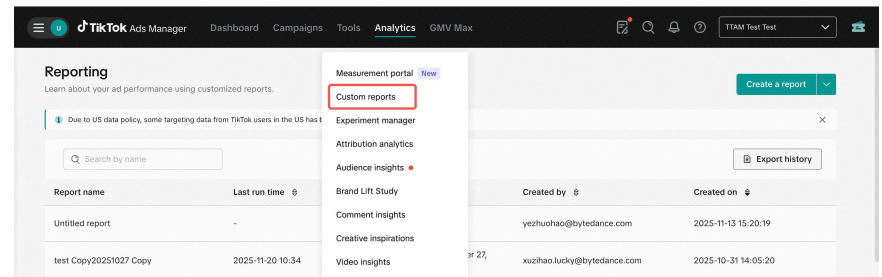
Go to the Custom Reports page

Go to **Dashboard > Analytics > Custom Reports** to open the **Custom Report Management** page.



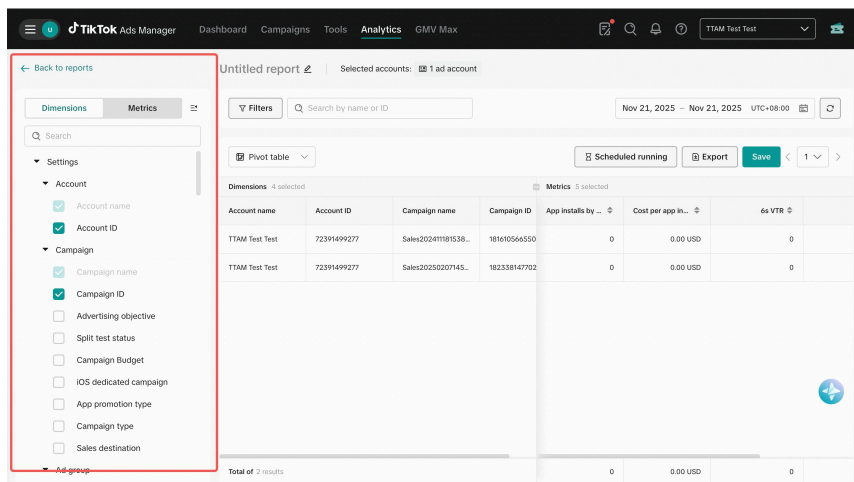
Create Custom Reports

Click the **Create** button in the upper-right corner of the page to create a completely new report or quickly build one using a template.



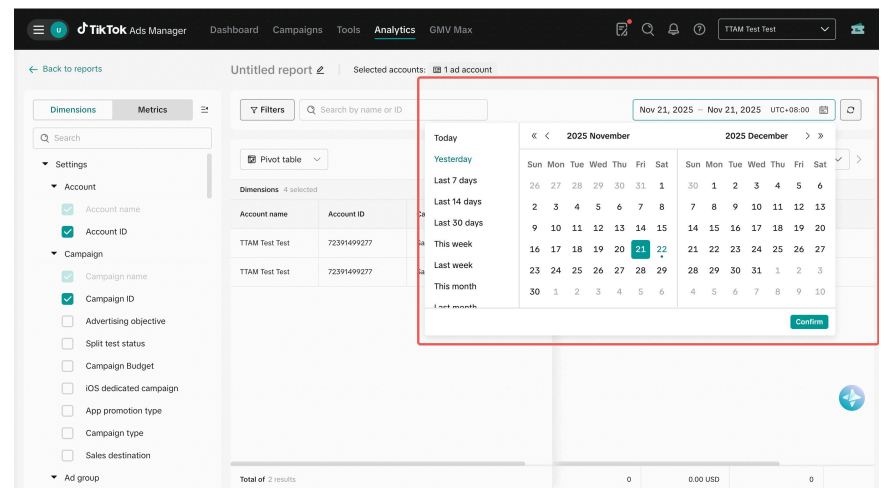
Edit Reports

On the **Report Settings** page, use the left panel to select data metrics and dimensions. Use the filter tool in the center to choose the target campaigns, ad groups, or ads included in the report.



Report Time Range

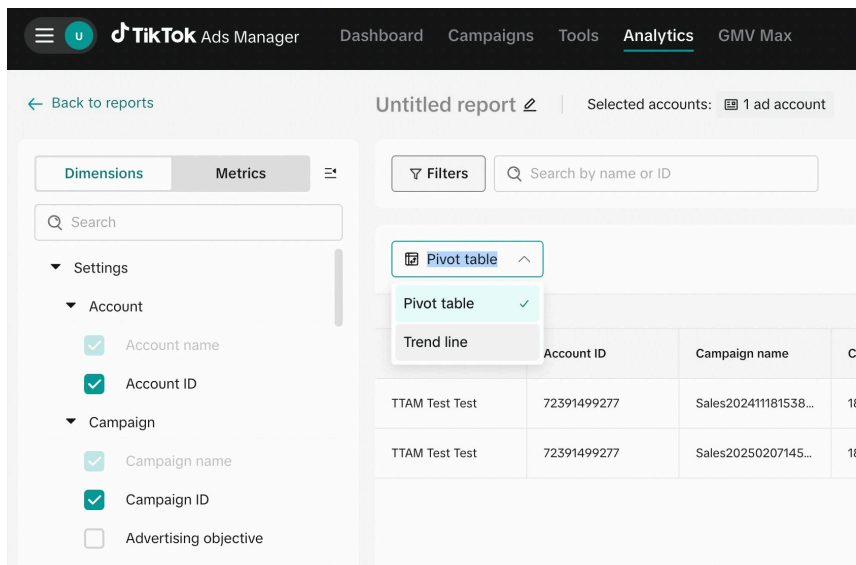
In the upper-right corner of the page, select the time range you want the report to cover.



NEXT →

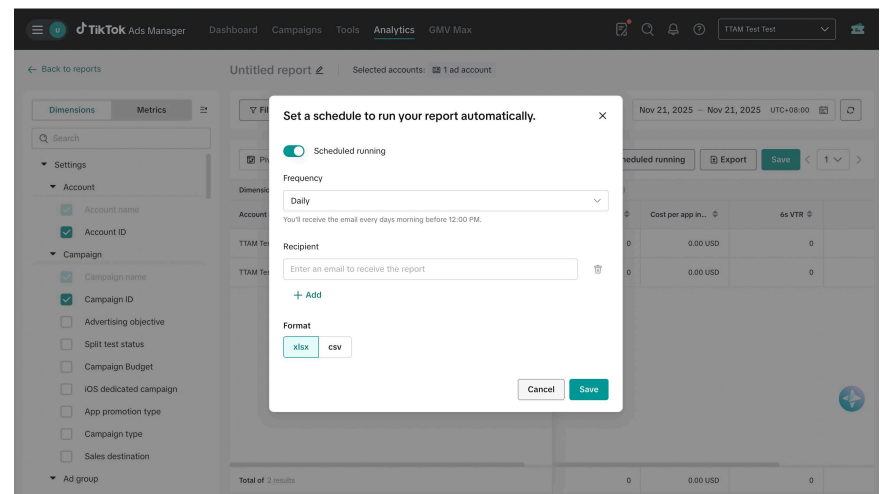
Report Display format

Choose to display data as a pivot table or a trend line.



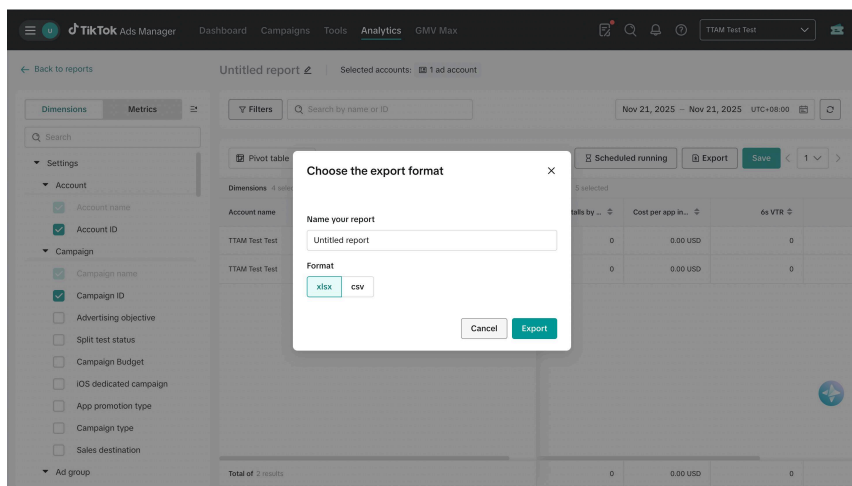
Schedule Reports

Click **Scheduled Running** to automate report generation, set the frequency and format, and specify recipient email addresses.



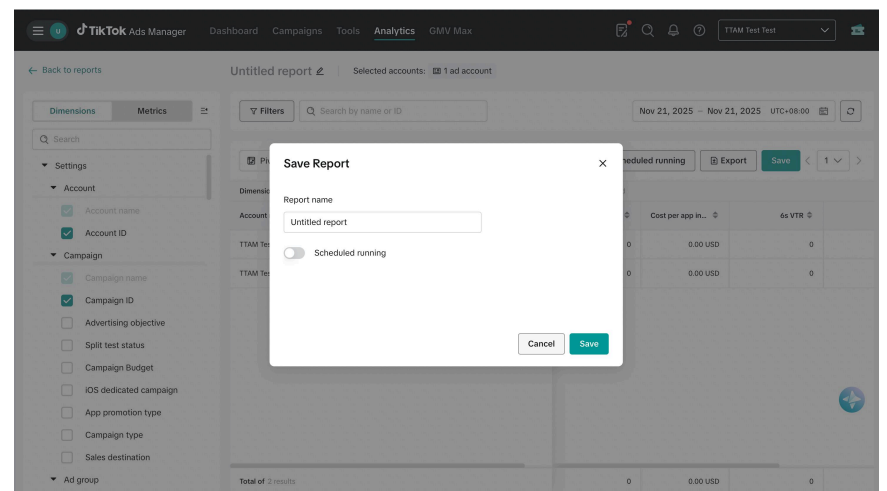
Export Reports

Click **Export** to name your report and define the recipient address for export.



Save Reports

Click **Save** to save your report configurations.



For more details, see [Custom Reports](#).

5.2 Audience Insights

The **Audience Insights** feature allows you to view audience profiles for both potential and reached audiences, including age, gender, country/region, interests, device OS, device price, engagement data, and trending hashtags.

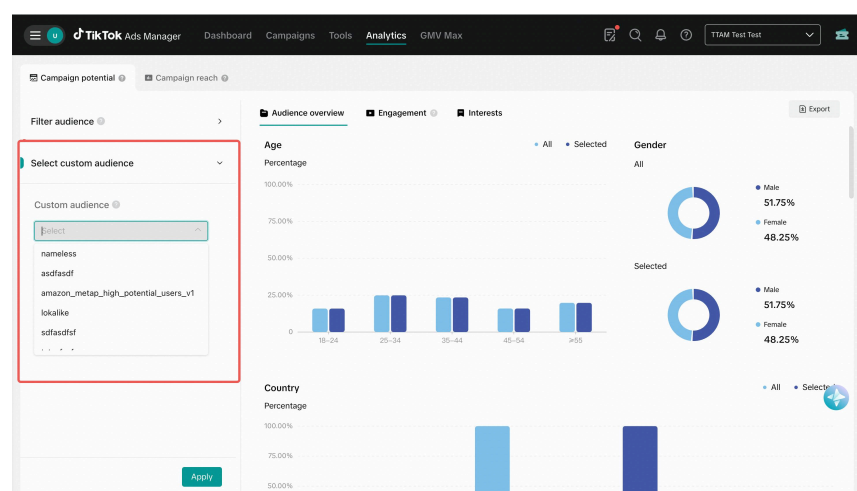
Audience Insights help advertisers build a clear understanding of their target audience, enabling more focused targeting and creative strategies.

Potential Audience

Use the audience filter on the left panel to manually select the audience you want to analyze. You can filter by country/region, language, age, gender, interests & behaviors, and device attributes.

You can also choose to analyze insights for a specific **Custom Audience**.

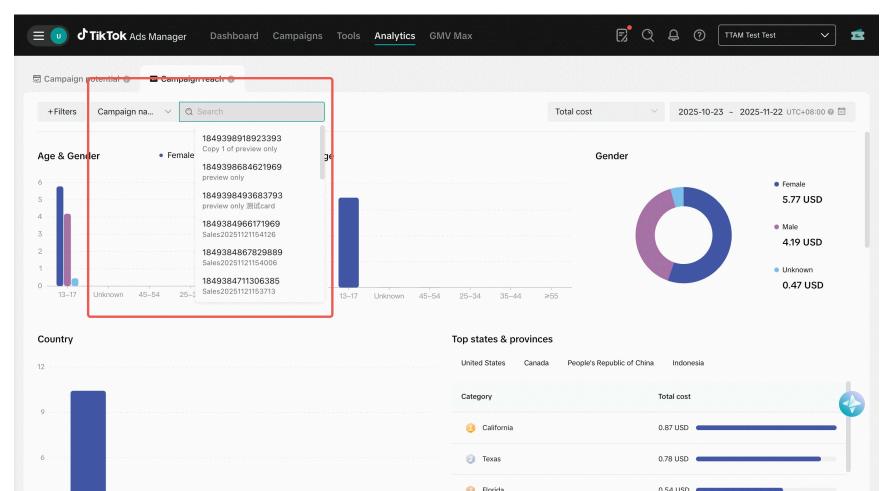
Manually select audience



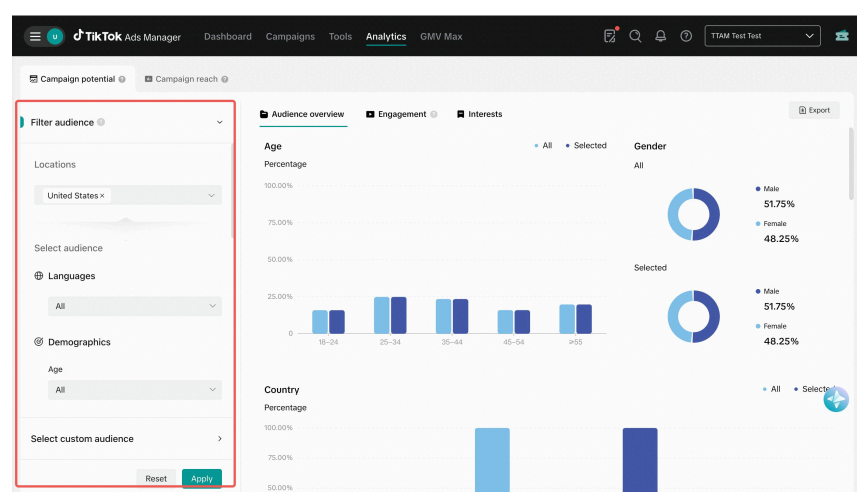
Reached Audience

Click the **Reached Audience** button to view the audience profile of users reached by your campaign, ad group, or ad.

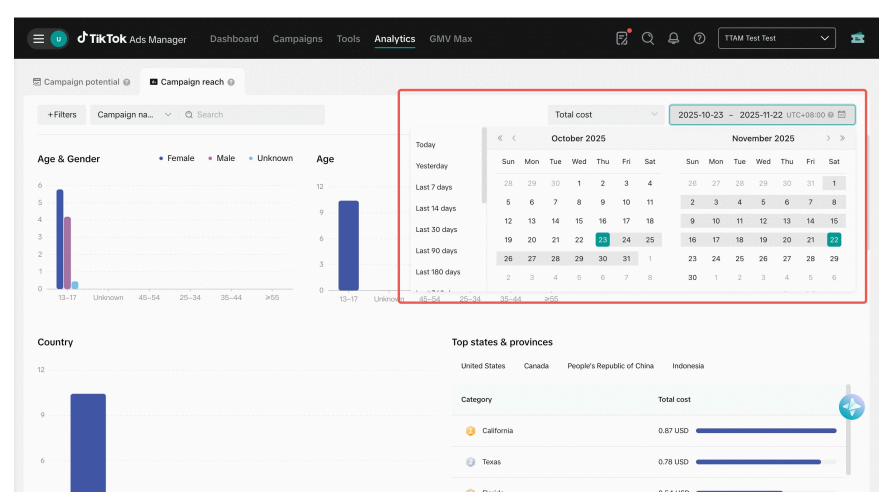
Select the ads you want to analyse



Custom audience from an existing audience



Specify date and time dimensions



For more details, see [Audience Insights](#) and [Audience Insights Best Practices](#).

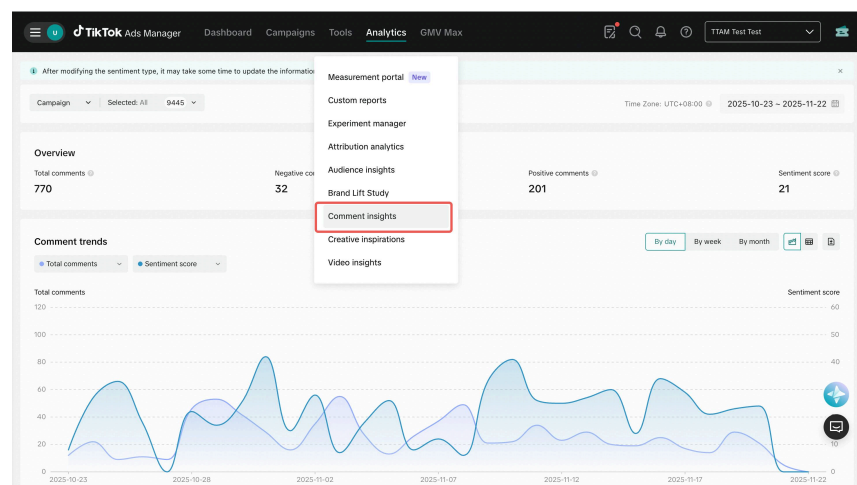
5.3 Comment Insights & Management

The **Comments Manager** in TikTok Ads Manager allows you to view, reply to, like, hide, block, filter, and export ad comments — either individually or in bulk. You can also create a keyword blocklist, so comments containing specific words are automatically hidden.

Comment Insights

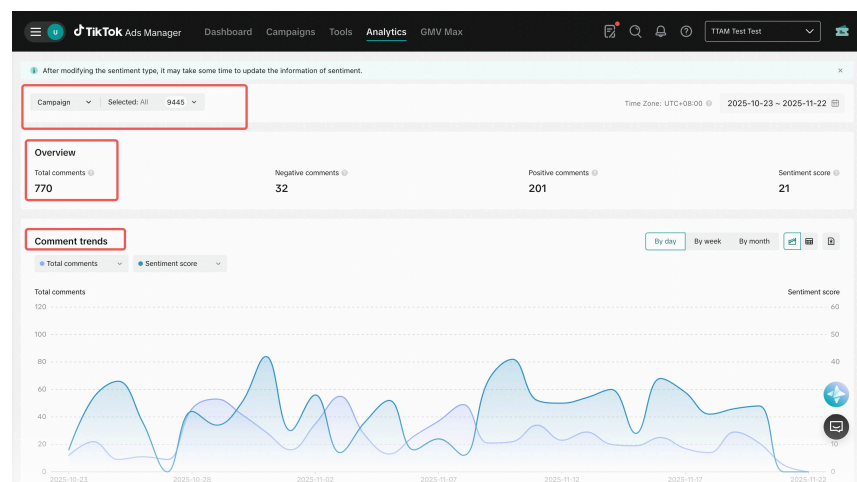
Access

Go to **Analytics > Comment Insights** to open the Comment Insights page.



Interface Overview

- **Campaign & Date Selection (Top):** Select the campaign and time range to analyze comment performance.
- **Overview & Trend Analysis (Middle Section):** View overall comment volume and performance trends over time.



Comments Manager

Access

You can access Comment Management either from **Comment Insights** or by navigating to **Tools > Audience > Comments Manager**.

Content of Comment	Likes	Sentiment	Comment status	Interaction	Identity	Created On
@CupBies The energy magnetic bracelet absorbs negative energy	0	Neutral	Hidden	None	TikTok account (Spark Ads)	2025-10-23 00:05:43
@CallMag&Charm CO The energy magnetic bracelet absorbs negativ...	0	Neutral	Hidden	None	TikTok account (Spark Ads)	2025-10-23 00:17:54
Just a military man here 🇺🇸 if you've ever wanted to chat, feel free to ...	0	Neutral	Public	None	TikTok account (Spark Ads)	2025-10-23 00:39:11

TikTok Comments

- Filter comments by status or type
- View and manage comments individually or in bulk
- Export filtered comments for further analysis

Content of Comment	Your Response	Sentiment	Contains question	Ad type
the counters... whaaaaatttt! that was well done!	Didn't reply or pin	Positive	Yes	Authorized native ads
estas enseñanzas enriquecen los conocimientos y te dan ideas ...	Didn't reply or pin	Positive	No	Division ads
Omg I love orange! What a beautiful bedroom 🍊🍊🍊	Didn't reply or pin	Positive	No	Authorized native ads
Wait I love the look of the ottomans under it. But when clicking ...	Didn't reply or pin	Other	Yes	Authorized native ads
Where is the mirror from??	Didn't reply or pin	Other	Yes	Authorized native ads
Love the traditional look.	Didn't reply or pin	Positive	No	Authorized native ads
This video made my day! So uplifting and full of good vibes. Th...	Didn't reply or pin	Positive	No	Division ads
Where is the light from?	Didn't reply or pin	Other	Yes	Authorized native ads

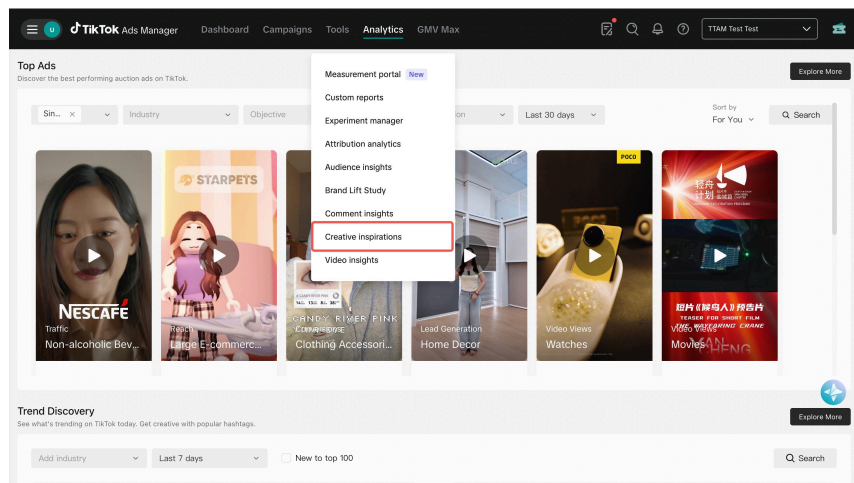
NEXT →

5.4 Creative Inspiration

The **Creative Inspiration feature** helps advertisers discover the most popular ad creatives and current trends on the platform, enabling better planning of creative strategies.

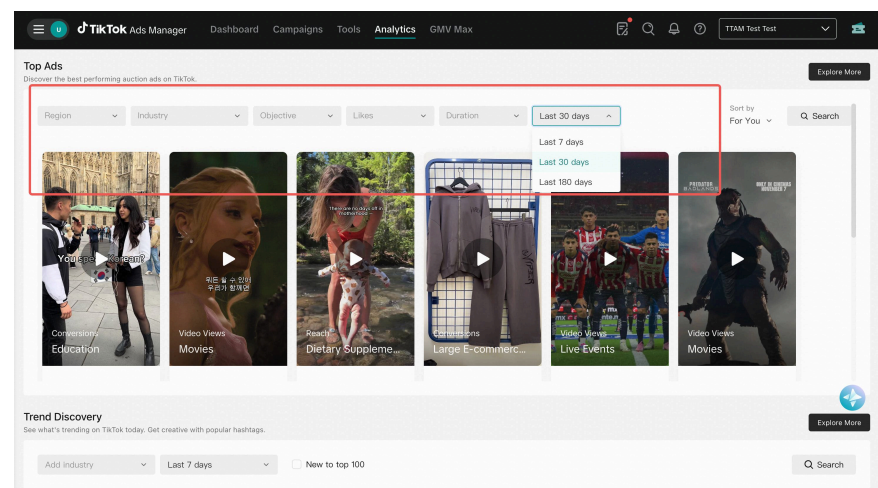
Go to the Creative Inspiration page

Go to **Analytics > Creative Inspiration** to open the Creative Inspiration page.



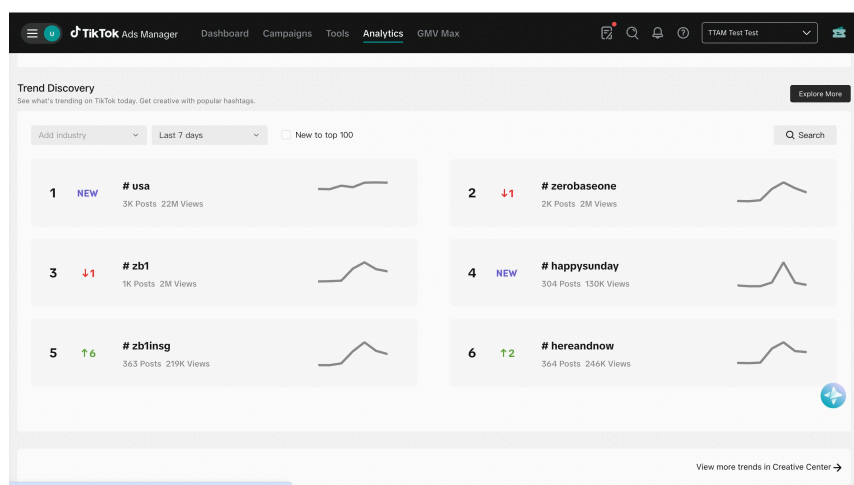
Top Ads

Filter top-performing ads by various dimensions such as region, industry, objective, likes, duration, and time. You can also sort ads by different metrics, including recommendations, impressions, clicks, and video completions.



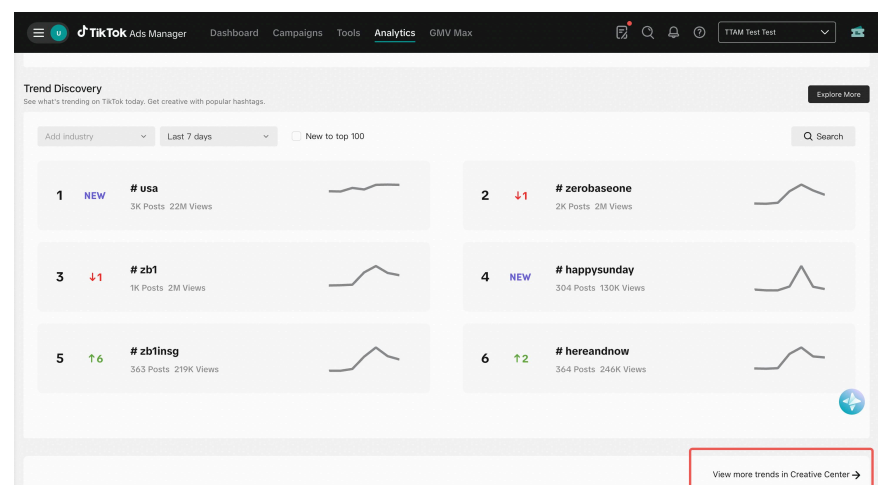
Trend Discovery

View TikTok's trending hashtags and popular trends by industry and time. You can also search for specific trending hashtags.



Creative Center

Access the Creative Center from the bottom of the page for deeper insights and comprehensive creative analysis support.



For more details, see [Creative Center](#).

5.5 Video Insights

The **Video Insights Tool** in TikTok Ads Manager helps you analyze the performance of your video creatives and understand your audiences through video interactions, providing inspiration for creating the next high-performing video.

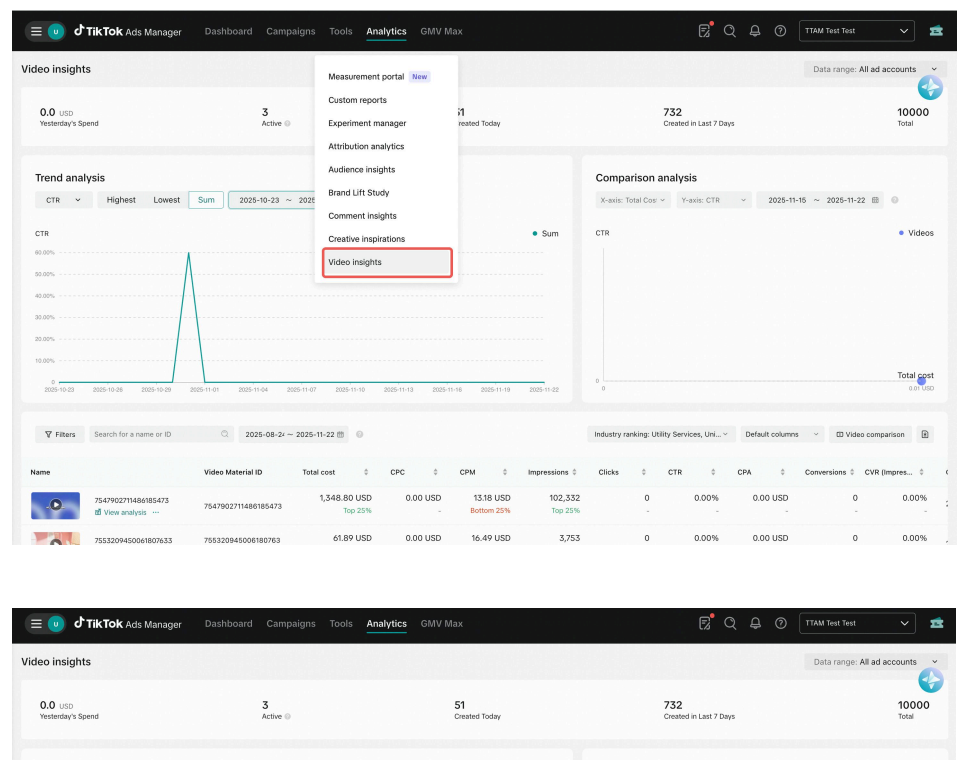
With Video Insights, you can examine your best-performing and worst-performing videos in detail, compare their differences, and benchmark their performance against industry standards.

Go to the Video Insights page

- Go to **Analytics > Video Insights** to open the Video Insights page.
- In the upper-right corner, select the ad accounts whose data you want to include in the analysis.

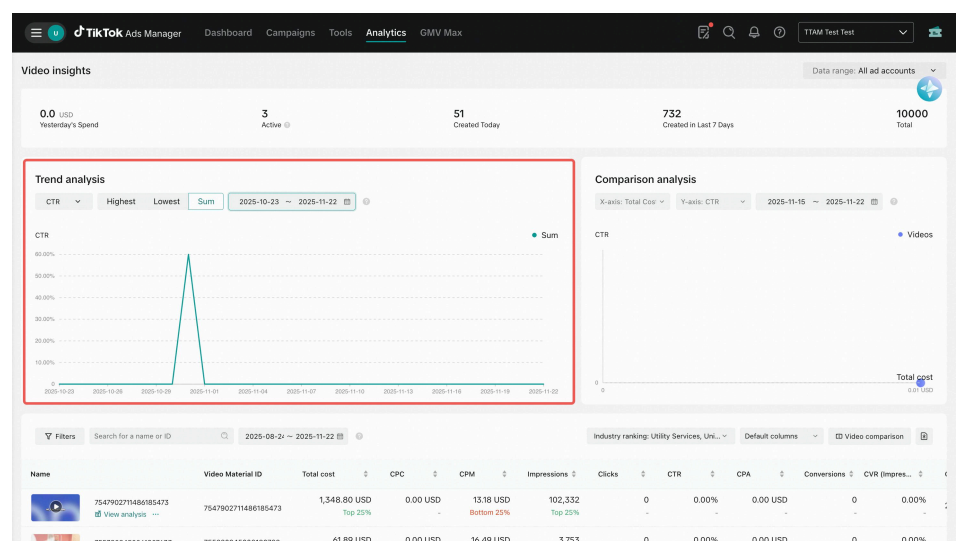
The data overview panel provides a quick summary of your video data, including:

1. Ad spend from the previous day.
2. Total number of active video creatives.
3. Number of videos created today, in the past 7 days, and in total.



Trend Analysis

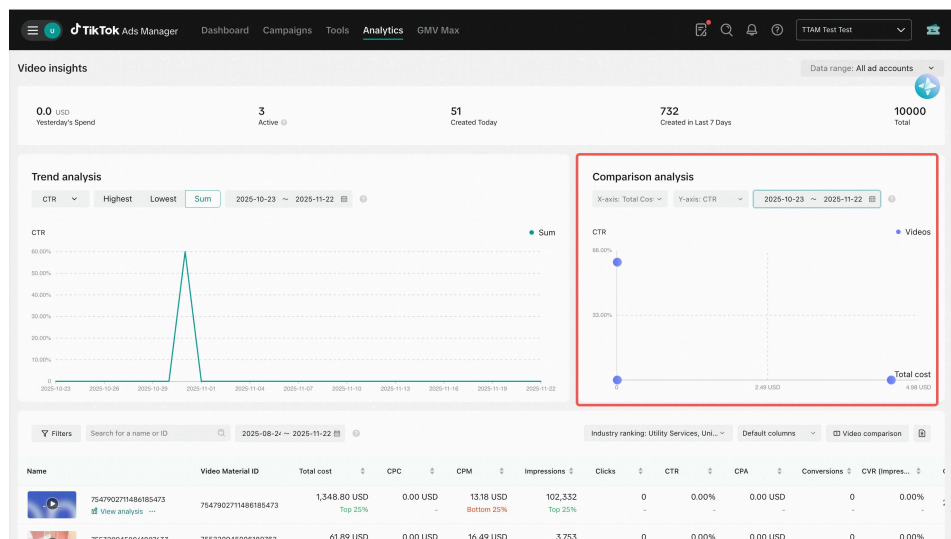
The trend analysis charts help you visualize daily video performance. You can view trend lines for the top 5 or bottom 5 videos, or display a combined trend line for all videos within a specific time range. Hover over any line in the chart to view detailed information about each video and compare their performance.



NEXT →

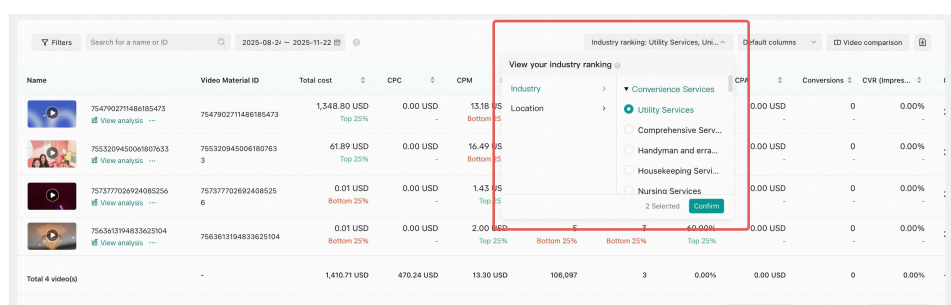
Comparative Analysis

In the comparative analysis scatter plot, you can identify high-potential videos based on CTR and total spend. Hover over each point to view detailed information for that video and compare performance.



Industry Ranking

The industry ranking filter shows how your video creatives (from all available ad accounts) perform compared to industry benchmarks.



Video Comparison

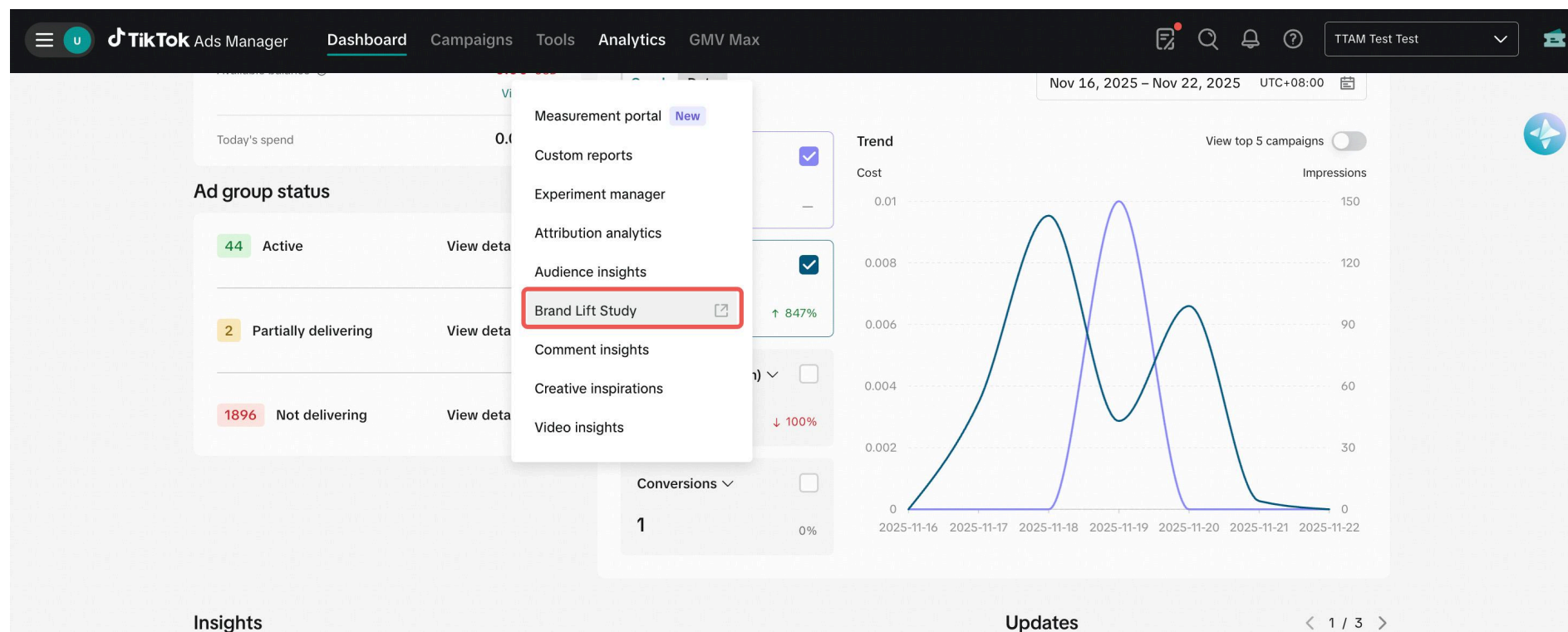
- To use the video comparison feature, go to the list of videos and mouse over the ... to access the video comparison feature.
- Next, choose which videos to include in each video group. You can select at least one video per group, with no upper limit. Once video groups are created, you can view consolidated metrics and compare performance between groups.
- The video group comparison feature allows you to compare either two individual videos or multiple video groups, with each chart displaying consolidated data metrics.

Name	Video Material ID	Total cost	CPC
	7547902711486185473	1,348.80 USD	0.00
	755320945006180763	61.89 USD	0.00
	757377026924085256	0.01 USD	0.00
	7563613194833625104	0.01 USD	0.00
Total 4 video(s)		1,410.71 USD	470.24

For more details, see [Video Insights](#).

5.6 Brand Lift Study (BLS)

The TikTok **Brand Lift Study** is an experiment conducted alongside sponsored content. It provides a simple and effective way to measure the impact of your campaigns on brand metrics among TikTok users. You can access Brand Lift Study (BLS) from **Analytics > Brand Lift Study** or via the **Measurement Portal**.



The screenshot shows the 'Brand Lift Study (BLS)' page in the TikTok Ads Manager. The page title is 'BLS Multi-cell'. The 'Stage: Measurement' is indicated. The main heading is 'Brand Lift Study (BLS)'. The text explains: 'Brand Lift Study is an experiment that measures the brand impact of your campaigns on TikTok. We will create two randomized groups from a portion of your campaign's target audience: Exposed/Control. We will then use a combination of polling and statistical techniques to measure the difference in key performance indicators, like awareness and ad recall, between the two groups, which can be attributed to your advertising.' To the right, there is an illustration of a smartphone with various icons. Below the text, there is a 'Best practice for Brand Lift Study (BLS)' section with a sub-heading and a 'Learn more' button.



To conduct a TikTok Brand Lift Study, contact your account manager.

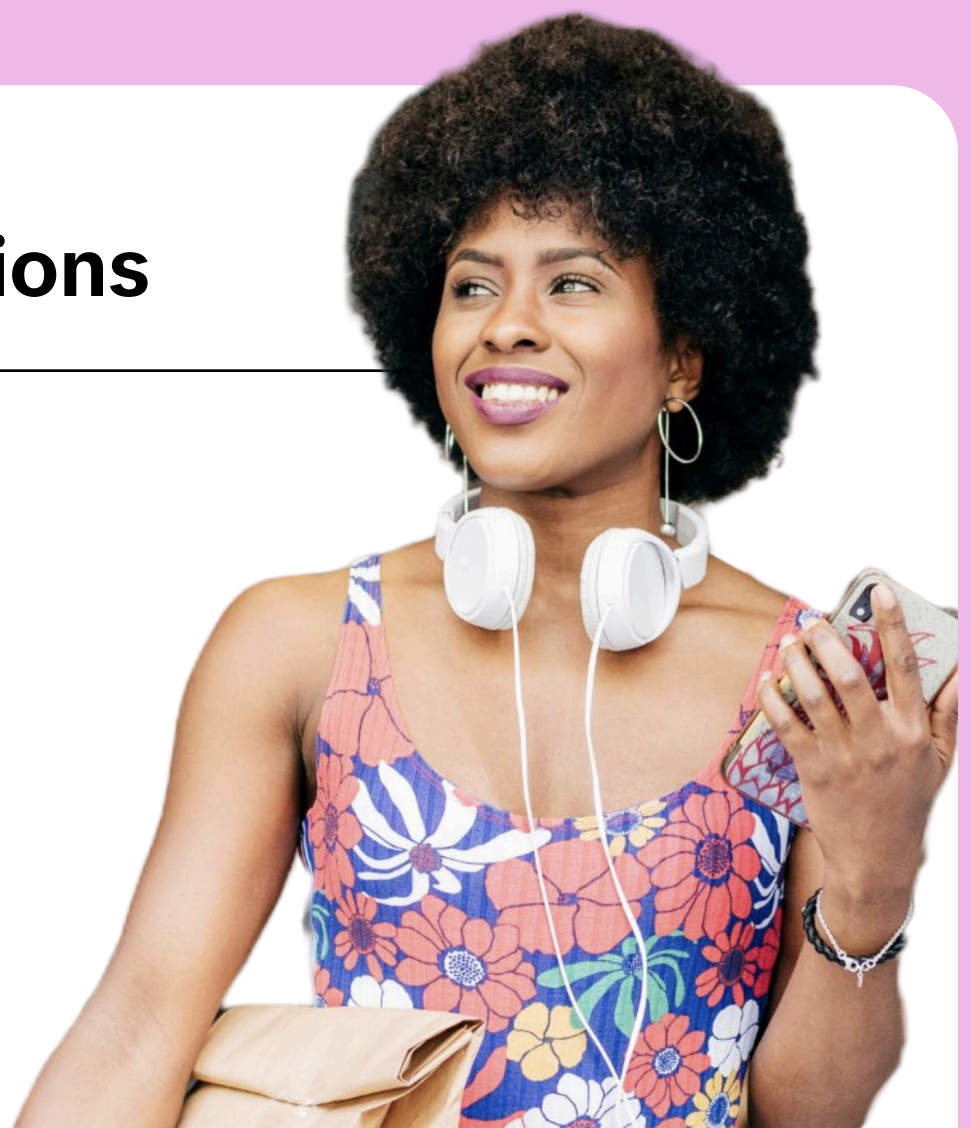
For more details, see [Brand Lift Study](#).

06

Optimize Campaigns

6.1 · Recommendations

6.2 · Best Practices



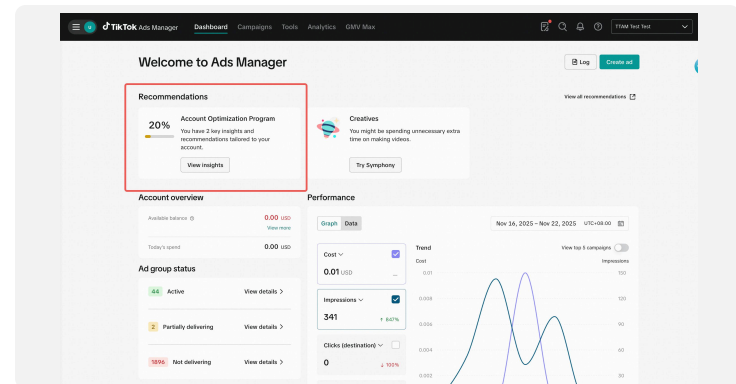
6.1 Recommendations

The **Recommendations** feature is a diagnostic tool in TikTok Ads Manager. It provides performance-based optimization suggestions and step-by-step guidance at the account, campaign, ad group, and ad levels to help advertisers make timely adjustments and efficiently improve ad performance.

Recommendation Center

The Recommendation Center is a dashboard within TikTok Ads Manager that displays all available recommendations and their details for the current account, including:

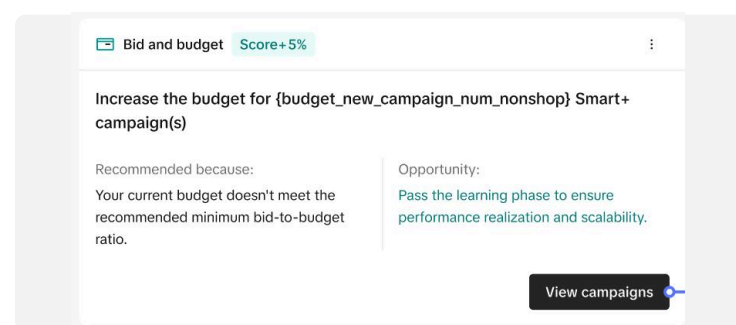
- Overall account data.
- All available recommendations and their detailed information.
- The CTAs associated with each recommendation.



Campaign Recommendation Cards

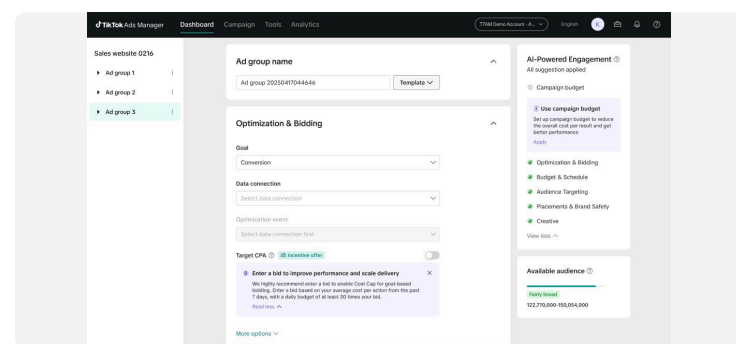
These cards appear in the campaign list and show the most effective recommendations and their details for specific campaigns, ad groups, or ads, including:

- Detailed recommendation information.
- The corresponding CTA.



During Campaign Creation

At the top, bottom, or sidebar of relevant modules, you can view all available Automated Optimization Score (AOS) recommendations and best practices.



For more details, see [Recommendations](#).

6.2 Best Practices

Why do you recommend against frequently adjusting **campaign** or **ad group** settings?

The learning phase is a period when our ad system learns to find the right user for different campaign settings. During the learning phase, the campaign performance may fluctuate as the system needs to explore and adjust to fit campaign settings.



Therefore, it's important to minimize changes and give the algorithm sufficient time (after the first 25 conversions or 7 days) to adapt and stabilize. When it comes to optimization, fewer adjustments lead to better results.

Ad Account Structure

Does having multiple ad accounts improve delivery performance?

- 01** All ad groups under a mature account with accumulated data can benefit from that account's historical performance data.
- 02** Focus on building and nurturing your existing ad account, accumulating more ad data within the same account instead of continuously creating new ones.
- 03** Creating new ad accounts **will not** solve issues such as high bids, low spend, or creative fatigue. It **should not** be considered an optimization measure.
- 04** New ad accounts should only be created when needed for better management or analysis, such as running campaigns for different markets.

Does duplicating ad groups improve delivery?

- 01** Creating multiple **diverse** ad groups can help with exploration and campaign expansion.
- 02** The number of ad groups should align with your overall budget and campaign objectives. Having too many low-budget ad groups may cause internal competition and reduce overall performance. We recommend that you concentrate your budget on a reasonable number of ad groups.
- 03** Simply duplicating ad groups without making any adjustments will not improve ad performance.

Budget Setting and Adjustment

How should I set my budget?

- 01** Set your budget based on your desired ad spend level. Budgets shouldn't be too low or too high.
- 02** Within a reasonable range, a higher daily budget generally delivers better results.
 - A daily budget of 20× your target CPA performs better than 10× your target CPA.
 - A daily budget of 50× your target CPA performs better than 20× your target CPA.
- 03** Avoid setting an **excessively large** daily budget for a single ad group. If your overall budget is high, consider distributing it across multiple ad groups, each with different creative assets and targeting settings.
- 04** Avoid setting a budget that's too low, as it can restrict delivery and performance.
 - We strongly discourage setting a daily budget equal to your target CPA. This won't generate enough conversion data and will cause high performance volatility.
- 05** Setting an unrealistically high budget does not improve performance.
 - For Lowest Cost or Highest Value bid types, an extremely high budget can result in a higher CPA and lower ROAS.
 - For Cost Cap or Minimum ROAS, if your CPA bid is too low or your Min ROAS bid is too high, setting an extremely high budget will not help ad groups scale up delivery, **since delivery in these cases is primarily bid-driven.**
- 06** Budgets with patterned or repeating digits (e.g., 888 or 999) will not improve delivery performance.

How should I adjust my budget?

- 01 When increasing your budget, we recommend that you raise it by **no more than 50%** at a time. After each adjustment, **wait at least two days** before making further changes. Repeat this process until you reach your target budget.
- 02 If you need to **scale up more quickly** and incremental increases are too slow, consider creating new ad groups and uploading new creative assets to them.
- 03 If your budget utilization rate ($\text{Actual spend} \div \text{Budget}$) exceeds 95% and your CPA/ROAS meets expectations, it's a good time to increase your budget.
- 04 If both budget utilization and performance meet expectations on weekdays, you can also consider increasing your budget before weekends, when engagement often rises.
- 05 If you're using the **Max Delivery** (formerly Lowest Cost) bid strategy and your actual CPA is significantly higher than your target CPA, try reducing your budget.
- 06 If you're using the Highest Value bid strategy and your actual ROAS is much lower than your target ROAS, try reducing your budget.
- 07 When decreasing your budget, limit each reduction to no more than 30% to minimize performance fluctuations.

Bid Setting and Adjustment

How should I set my bid?

- 01 Set your maximum **acceptable** CPA bid (Cost Cap) or minimum ROAS bid (Min ROAS). This helps your ad groups pass the learning phase and scale up delivery more effectively.
- 02 Increasing your CPA bid (Cost Cap) or lowering your ROAS bid (Min ROAS) is the **most direct and effective** way to boost ad spend and resolve low delivery issues.
- 03 It's important to raise your CPA bid (or lower your ROAS bid) before your actual CPA (or ROAS) reaches the bid threshold.
- 04 The optimal time to adjust bids is 12:00 AM (midnight) local account time. Avoid making bid changes later in the day. If you must, keep adjustments as small as possible.
- 05 Avoid lowering your CPA bid (or increasing your ROAS bid) unless absolutely necessary. If you do need to make such changes, keep both the frequency and scale of adjustments to a minimum.
- 06 When your CPA or ROAS doesn't meet expectations, don't immediately lower your bid. **Be patient with the algorithm and allow your ad group more time to optimize performance on its own.**

Targeting Setting and Evaluation

How should I configure targeting?

01 The broader your target audience, the better. Give the system enough space to explore target audiences and identify the most effective targeting options.

02 If you prefer to configure more specific targeting settings, use a collective coverage approach. This means that, while a single ad group's targeting may be narrow, the combined targeting range across all ad groups within the same ad account should be as broad as possible.

03 You can start with relatively narrow targeting during initial testing. If performance is unsatisfactory, gradually expand the target audience scope.

What is the optimal audience size for an ad group?

TikTok generally favors broad targeting, which differs from many other media platforms. A wider target audience gives the algorithm more opportunity to explore and learn. As a result, ad groups with broad targeting typically achieve better spend rates and CPA compared to those with narrow targeting.

- Avoid setting targeting that is **too narrow**. Data shows that ad groups with broad or moderately narrow targeting achieve higher spend and delivery compared to those with very narrow targeting.
- When the audience size is too narrow, 80% of ad groups fail to complete the learning phase.
- An audience that is too narrow also leads to earlier and more frequent creative fatigue

If specific targeting is necessary, the audience size should not be less than 1 million users. Data indicates that ad groups with target audiences of 1 million or more have a significantly higher chance of completing the learning phase.

When should I adjust or expand targeting?

01 When audience saturation is high—in other words, if your reach-to-estimated-audience ratio is high—it's time to adjust or expand your targeting range.

02 You can also consider adjusting targeting (along with bid/budget adjustments or creative updates) when:

- It's difficult to pass the learning phase.
- CPA is too high.
- Ad spend begins to decline.

Creative Design and Refresh

Why is it important to update creatives regularly?

Data analysis shows that the frequency of creative updates is the most important factor affecting an ad group's lifespan.

If an ad group is performing well, there's **no need** to update or add new creative assets. However, if you notice a performance decline or signs of creative fatigue, it's important to update your creative assets as soon as possible.

The reasons for this include:

- 01** When creative performance declines, CTR and CVR decrease, leading to lower eCPM and reduced competitiveness. Without updating creatives, you may experience reduced spend and increased CPA.
- 02** When creative fatigue occurs, it usually means the ad has reached the same audience repeatedly and at a high frequency. If you don't update your creative assets, audiences are more likely to mark your ad **as Not Interested**, negatively impacting performance.

When should I upload new creatives?

After the learning phase, consider updating your creative assets if you notice any of the following:

- 01** The ad's CTR decreases by 10% or more per day for three consecutive days.
- 02** The ad is no longer reaching new audiences, but the frequency among already reached users keeps increasing, which means the algorithm is repeatedly targeting the same audience. In this case, upload new creatives and consider adjusting the targeting to help the algorithm continue exploring new audiences.

Should new creatives be uploaded to an existing ad group or a new one?

If your existing ad group is performing well but showing signs of creative fatigue, you should upload new creative assets to the existing ad group to extend its lifecycle. This is because:

- 01** Nurturing a strong ad group is crucial. The more data an ad group accumulates, the better it performs. If an ad group is performing exceptionally well, you should aim to extend its lifespan to maintain overall account performance.
- 02** If an existing ad group performs well, adding new creatives to it allows the system to leverage the ad group's historical data for the new creatives, optimizing exploration and delivery performance. In contrast, uploading new creatives to a brand-new ad group introduces more uncertainty. Without historical data, the new ad group may fail to exit the learning phase, and the new creatives may not be sufficiently explored.
- 03** If an existing ad group is underperforming and previous optimization efforts have not improved results, you should create a new ad group and upload new creative assets to it. Keep the old ad group active rather than pausing or disabling it, unless the CPA/ROAS is completely unacceptable or the ad group has no ad spend at all.

07

About Upgraded Smart+ Solutions

Smart+ is continuously evolving to deliver the features you expect, the control you want, and the performance you need across every lower-funnel objective.

The upgraded Smart+ workflow unifies manual setup with the Smart+ experience, letting you leverage the efficiency of automation while maintaining flexibility and control over your campaigns.

**7.1 · What's coming with
the Smart+ Upgrade**

**7.2 · What changes with
the Smart+ Experience**



Availability

The upgraded Smart+ solutions support the following objectives: Sales, Lead Generation, and App Promotion. Additional objectives will also be included throughout the year.

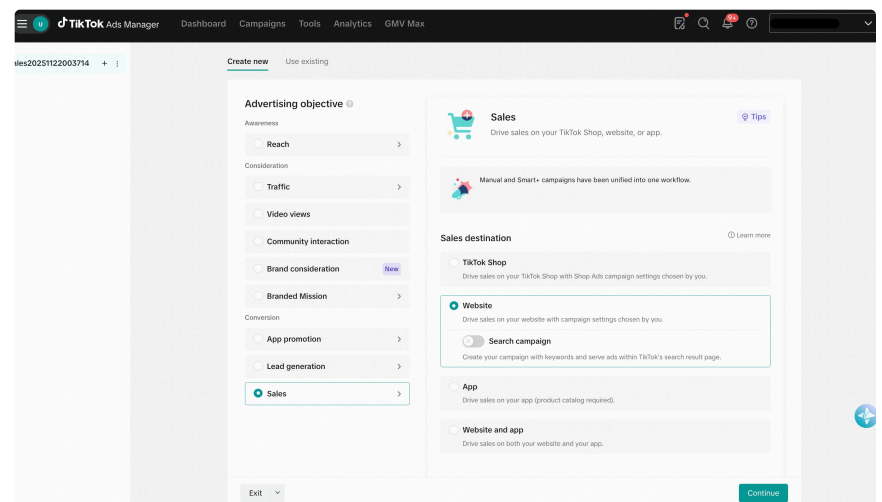
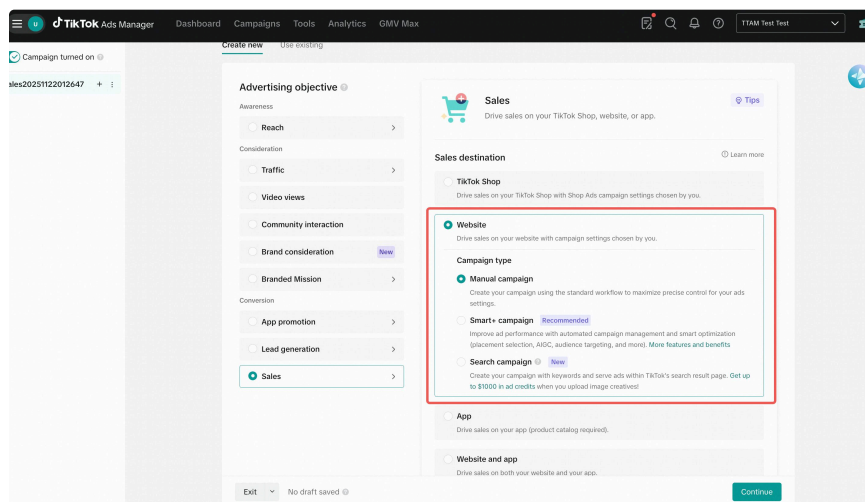
7.1 What's coming with the Smart+ Upgrade

Prior Smart+ Solutions

Upgraded Smart+ Solutions

What's New

Features a unified campaign creation flow with no separation between manual and Smart+ setup, enabling a smoother and more efficient experience.

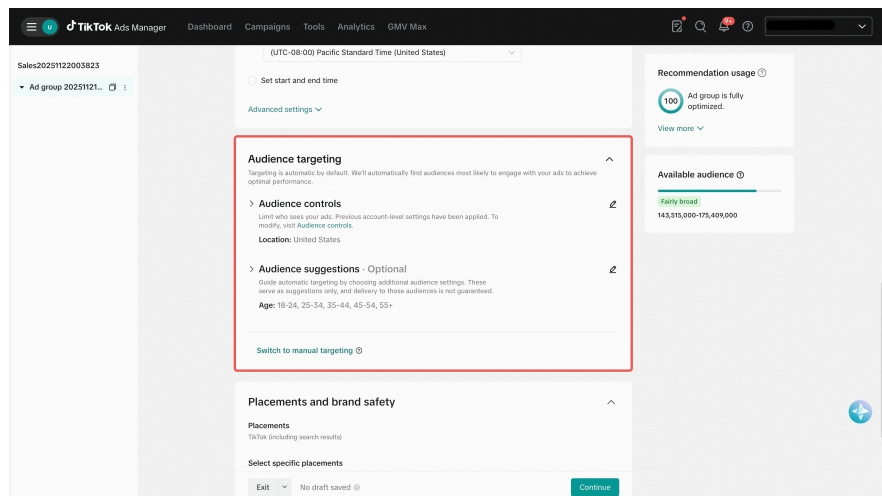


What's New

Smart+ Targeting and Placements

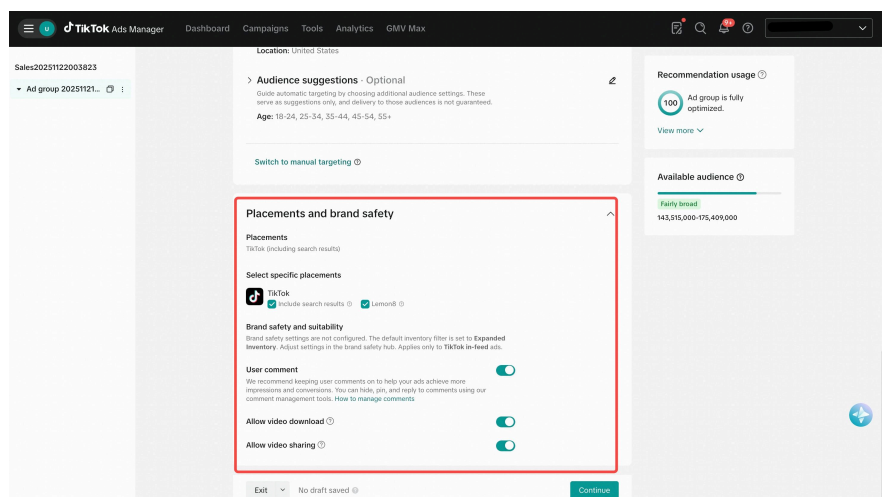
Select targeting strategies, including audience controls or manual targeting.

Recommended: Use Audience Targeting or Audience Suggestions to better explore audiences and optimize ad performance.



Default setting: Automatic Placement. You can additionally select brand safety options. Note: If you prefer not to use automatic placements, please contact your sales representative or [customer support](#).

Recommended: Keep Automatic Placement enabled to maximize reach and improve performance.



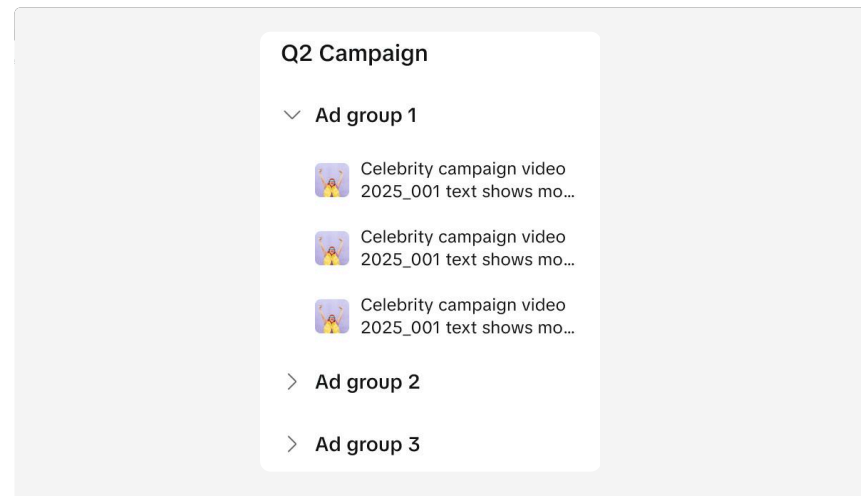
Prior Smart+ Solutions

Upgraded Smart+ Solutions

What's New

Campaign Structure

Flexible campaign structure that can include multiple ad groups.



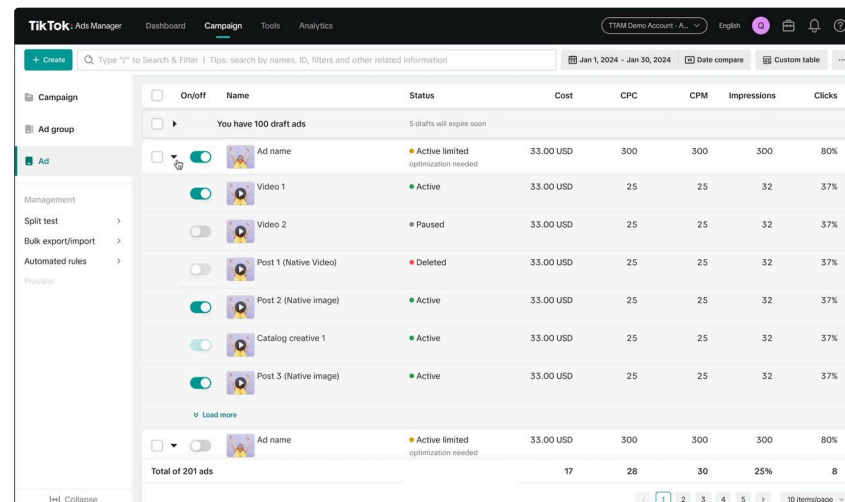
What's New

Creatives

Enhanced creative combination control (such as creative and text matching), multi-URL and multi-product combinations, and support for up to 50 asset groups.

The video capacity of each Smart+ campaign has been increased from 30 to 45,000 videos (30 ad groups x 30 ads x 50 creatives).

Reports now provide creative-level insights for deeper analysis.

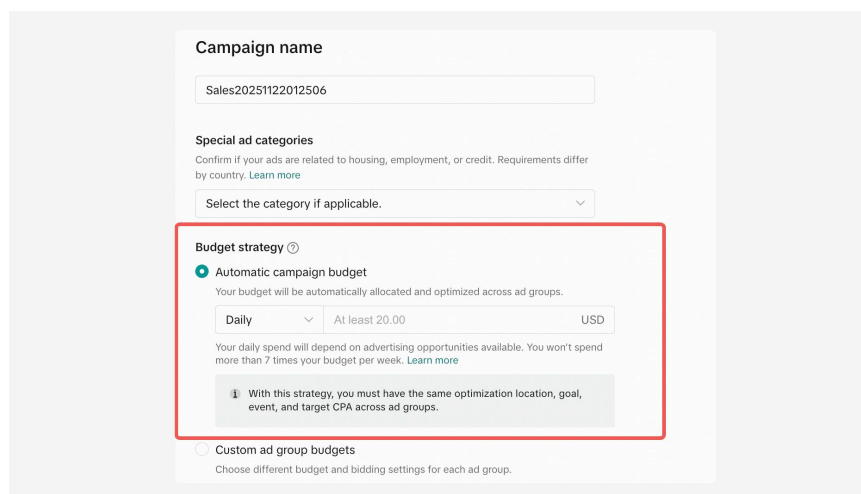


What's New

Smart+ Automatic Campaign Budget

More flexible budget allocation; you can choose whether to use Automatic Campaign Budget, formally known as Campaign Budget Optimization (CBO).

Recommended: Recommended: Set your budget at the campaign level to fully leverage CBO.



7.2 What Changes with the Smart+ Experience?

Campaign level

When creating a new Sales, Lead Generation, App Promotion, or Traffic campaign, you'll first need to decide whether to set your budget at the ad group level (manual) or whether to enable **Automatic Campaign Budget Optimization** (CBO). If you choose to use the automatic solution, you can adjust the campaign budget settings as needed. If you choose not to use CBO, click the pencil icon and choose the **Ad group budget**, allowing you to set different budgets and bidding strategies for each ad group.

Note: If you enable **Automatic Campaign Budget**, all ad groups within the campaign must use the same budget and bidding strategy.

Ad group level

At the ad group level, you can adjust the following settings:

- **Optimization and bidding:** Define your optimization location, optimization goal, and target CPA.
- **Budget and schedule:** Available budget options depend on whether your campaign uses **Automatic Campaign Budget**.
- **Audience targeting:** Choose the right targeting strategy, including whether to use Audience Control or switch to Manual Targeting.
- **Placements and brand safety:** Default placement option is Automatic Placement. You can additionally select brand safety options.

Note: If you prefer not to use automatic placements, please contact your sales representative or [customer support](#).

Ad level

At the ad level, you can select from the following options:

- **Manual setup:** Use recommended ad creatives, and enter your own copy, product details, and other information.
- **Catalog ads:** Scale ad creation by using creatives, product details, and URLs from your product catalog in addition to manually created ads.

Then, continue setting up your ads and publishing your campaign.

For detailed instructions, see: [\[1:1 NDA Only\] Smart+ Upgrade Creation Guide](#).

08

Support

TikTok's Ad Assistant is a new AI-powered solution based on large language models (LLMs) that supports multi-round conversations, including chat mode and contextual mode. It is designed to assist you during your entire advertising journey, from campaign setup and management — including routine actions and repetitive tasks — to optimization and reporting.

8.1 · Ad Assistant Capabilities



8.1 Ad Assistant Capabilities



Ad Assistant can help you with:

Feature	Functionalities	Supported Languages
<p>Greetings and Guidance</p>	<p>Ad Assistant includes a personalized starting page greeting and actionable guidance based on your account status and campaign performance. You can ask various general TikTok advertising related questions or use the suggested greetings. Here are a few greetings you might see:</p> <ul style="list-style-type: none"> • Account suspended? Let's figure out why. • Ready to set up your first campaign. • Looks like you're not running any campaigns. • Ad group disapproved? Let's figure out why. • Want a snapshot of your account's performance? 	<p>19 languages supported by TikTok Ads Manager, including Chinese (simplified), Japanese, English, Spanish, French, German, Russian, Italian, Korean, Turkish, Thai, Vietnamese, Indonesian, Malay, Arabic, Portuguese (Brazilian), Polish, Swedish, and Czech</p>
<p>Campaign Diagnosis</p>	<p>Ad Assistant Diagnosis is an AI-powered feature in TikTok Ads Manager that can help you identify and resolve key campaign performance issues. The diagnosis can provide you with recommendations for issues such as insufficient spend and spend drops while also flagging high-performing ad groups that are worth scaling up. Campaign diagnosis can be triggered in three areas:</p> <ul style="list-style-type: none"> • Clicking the Diagnosis button in Ad Assistant. • Asking Ad Assistant performance-related questions such as, "Why is my spend low?" • Through tips and alerts. 	<p>English Only</p>
<p>Campaign Reporting</p>	<p>Campaign Reporting enables you to retrieve campaign performance data, perform basic calculations, and compare metrics across time periods or IDs, all through conversations with Ad Assistant. This feature helps you avoid manual report-building and complex dashboard navigation. Campaign reporting can be accessed by:</p> <ul style="list-style-type: none"> • Clicking the Ad Assistant icon while viewing your campaign list or simply clicking the Ad Assistant icon asking, "Give me a snapshot of active campaigns." 	<p>English Only</p>
<p>Get Support</p>	<p>You can submit a ticket via Ad Assistant or start a chat to contact ad support and resolve issues.</p>	<p>19 languages supported by TikTok Ads Manager, including Chinese (simplified), Japanese, English, Spanish, French, German, Russian, Italian, Korean, Turkish, Thai, Vietnamese, Indonesian, Malay, Arabic, Portuguese (Brazilian), Polish, Swedish, and Czech</p>



We will continue to update this guide and keep improving the experience of using Ads Manager.

If you have more questions about TikTok Ads Manager, you can refer to our [Help Center](#) or consult [Ad Assistant](#).