

TIKTOK PAID ADS GUIDE

August
2022

WHY USE TIKTOK FOR ADVERTISING?

With over **one billion** monthly active users, three billion downloads and hailed as the sixth most used social media platform in the world, the fast growth and high use of TikTok can't be ignored.

Gen Z are the biggest users of TikTok worldwide, with 25% of its userbase aged 10-19 years old and 22.4% of users aged 20-29. As of 2020, **24% of 15-24-year-olds in the UK** who use the internet are using the platform.

Females make up 61% of TikTok users whilst men account for 39%. The average user opens the app **19 times per day**. One session on the app lasts 10.85 minutes on average.

As with organic posts, TikTok ads are video based advertisements that show up in a user's TikTok feed as they scroll through the app.

N.B. If this is the first time you are using a TikTok ad account, you may need the support of those who manage your website as you'll need to install the TikTok ad pixel on your site.



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DEFINING YOUR OBJECTIVES

There are various ways to leverage TikTok for marketing, depending on your marketing objectives. That's why it's so important to start with your objectives. With clarity around what you want to achieve, you can come up with the right visual content that will help you achieve your goals.

TikTok campaign objectives fall into three broad categories, which can be refined further along in the process:

- **Awareness:** Objective that gets people familiar with your brand or company.
- **Consideration:** Objective that gets people to think about your business and seek more information.
- **Conversions:** Objectives that encourage people interested in your business to buy or use your product or service.

If you want to get users more familiar with your IoT brand, then you may want to opt for *Awareness > Reach* to get your ads in front of as many people as possible.

If you want to drive users to your website so they can take a small step towards conversion, then you may want to opt for *Consideration > Traffic*.

If, however, you're interested in users taking a specific action like downloading a piece of content or signing up for an event then you may want to opt for *Conversions > Conversions*.

The success criteria would be different for each objective so it's important you're clear on how you plan to measure success.

BUDGET GUIDANCE

TikTok closely guards its pricing algorithm, which is based on a bid model. But as a guide, there is a minimum budget required:

- £50/daily at campaign-level (for your whole campaign across all ad sets)
- £20/daily at ad group level (your budget per ad set).

Cost Per Click (CPC)/Cost Per Mille (CPM) rates varies wildly, so we have not included them here. For guidance, TikTok advertising will be more expensive than Instagram, however TikTok has a higher proportion of 16–24-year-olds active on the platform – a key target audience for IoT advertising.



CREATE YOUR TIKTOK AD ACCOUNT

Start by creating an account on the [TikTok Ads Manager](#).

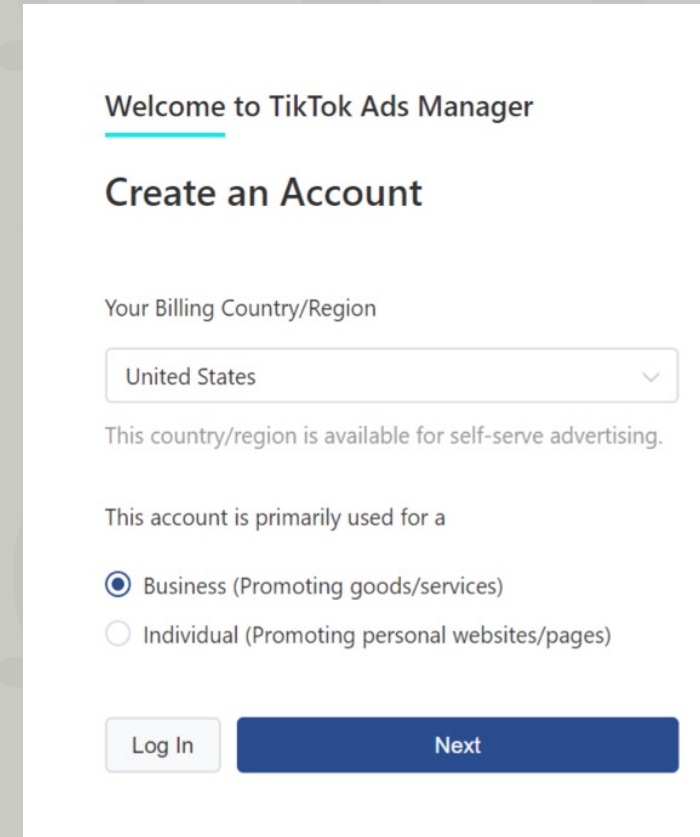
You do not need an existing TikTok profile to advertise on the channel.

CREATE AND INSTALL TIKTOK PIXEL

Now that you have signed up, you'll need to install the *TikTok Pixel* on your website. This is a snippet of code that allows you to understand users behaviour on your site (such as how users arrived on your site, what device they're using and where they're located). N.B If you're not familiar with how to install Pixel, you may want to talk to your web/IT team for support.

After selecting 'Standard Mode' (recommended) or 'Developer Mode' (this version allows in-depth purchase information to be passed from ecommerce sites to TikTok), you'll create your Pixel by first setting up a 'Web Event' in your TikTok Ads Manager.

Remember to review your [cookie consent settings](#) before deploying your Pixel so it's clear to website visitors that they can be retargeted by you. Then download or copy the Pixel code and paste it into your website header via your website's CMS.



The screenshot shows the 'Welcome to TikTok Ads Manager' page with the 'Create an Account' section. It includes a dropdown menu for 'Your Billing Country/Region' set to 'United States', a note that this region is available for self-serve advertising, and radio button options for account type: 'Business (Promoting goods/services)' (selected) and 'Individual (Promoting personal websites/pages)'. At the bottom, there are 'Log In' and 'Next' buttons.

Welcome to TikTok Ads Manager

Create an Account

Your Billing Country/Region

United States

This country/region is available for self-serve advertising.

This account is primarily used for a

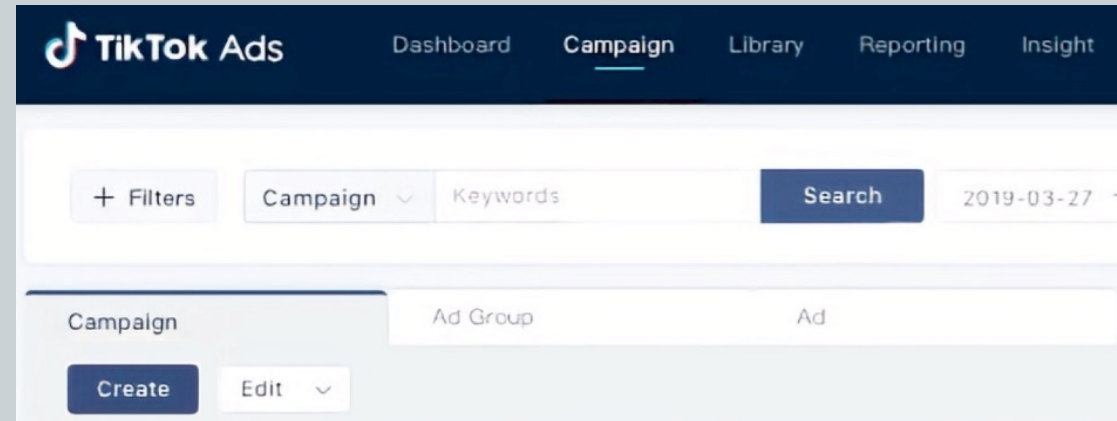
Business (Promoting goods/services)

Individual (Promoting personal websites/pages)

Log In Next

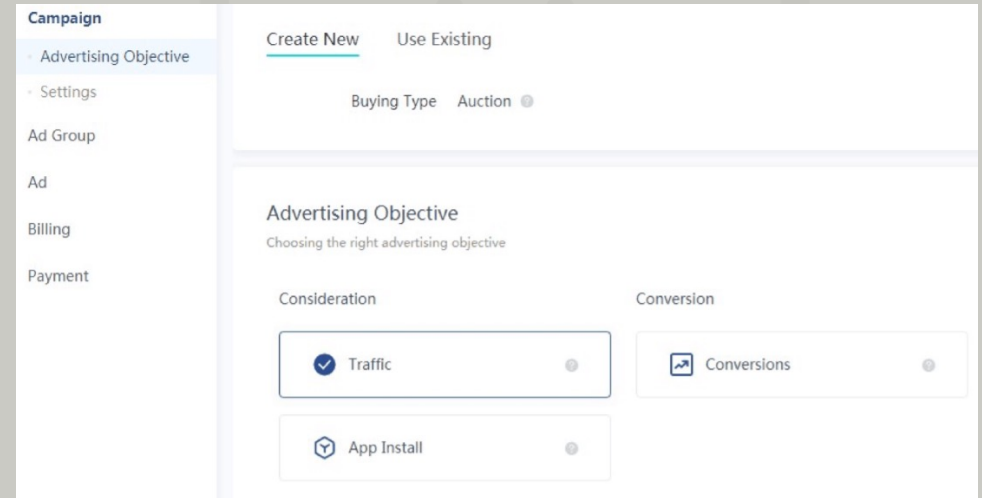
1. CREATE A NEW CAMPAIGN

Create an ad campaign under the 'Campaigns' tab by clicking on the 'Create' button.



2. SELECT YOUR OBJECTIVE

- **Reach** - Show your ads to the maximum number of people possible.
- **Traffic** - Drive people to any URL, such as your website's landing page, a blog post, app etc.
- **App installs** - Send people to the app store where they can view app description and download your app.
- **Video views** - Maximise plays of your video ads from audiences most likely to watch them.
- **Lead generation** - Collect leads for your IoT with a customisable form in the TikTok app.
- **Community interaction** - Get more people to engage with your TikTok account by driving followers or increasing traffic to your profile page.
- **Conversion** - Encourage people to take a specific action on your site, such as download a prospectus or sign up for an event.



3. NAME YOUR CAMPAIGN AND SET A BUDGET

Give your campaign a name e.g. *IoT Brand_Young people_Web traffic_October 22* and set a campaign level budget.

You can either set a lifetime budget to quickly reach as many people as possible, or you can set a daily budget, which will gradually reach out to your target audience.

Settings

Campaign Name

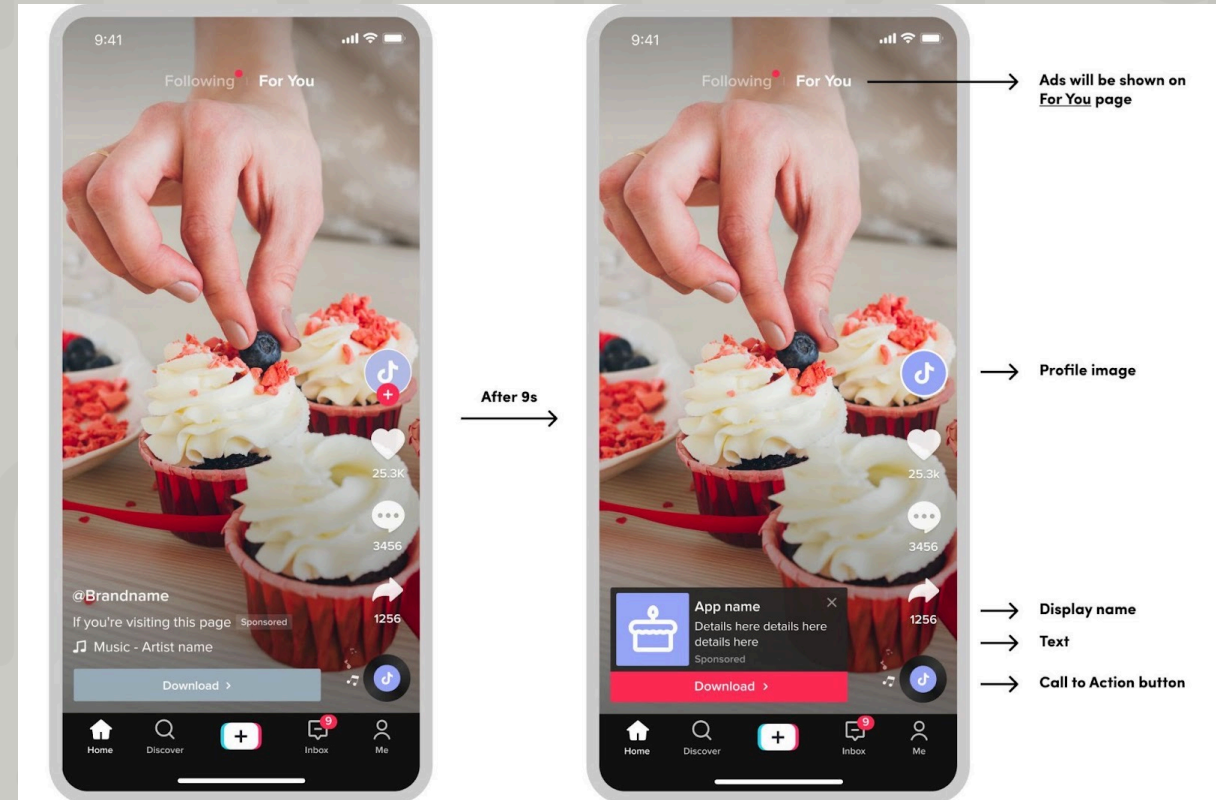
Create a split test A/B test your strategy (Only for targeting)

Budget No Limit

4. AD TYPES

- **Topview ads:** Topview Ads are a little like the top listing ads on Google or any other PPC. It's the very first thing that pops up when someone opens the app.
- **Brand takeover ads:** These are similar to Topview Ads. They are essentially like the pre-roll video ads that you see on YouTube before your actual video plays. There's no way to comment or like these videos and it's best to pair these ads up with other formats to get the best reach for your TikTok campaign.
- **In-Feed Ads:** These appear in people's organic "For You Page" (FYP). The best practice for these types of ads is to go with a brand story or make the ad look as organic as possible. These types of ads can be shared, commented, liked, followed, or interacted with by the viewers.
- **Hashtag Challenge:** An ad that can be harnessed for better reach is the Branded Hashtag Challenge. These go beyond simply clicking on a link or watching a video – they call on the community to create their own UGC to win rewards and/or create interesting content based on the TikTok campaign you're running.
- **Spark Ads:** Unlike the other TikTok ad formats, Spark ads simply let you use the same features as an organic video after the user has viewed it for 9 seconds (e.g. comments, profile button, likes, etc). You can use this format to boost your own organic posts, or a creator's post that fits your campaign.

It's important to consider which ad type will help you reach your overall advertising objective.



5. AD PLACEMENT

This will determine where your ads appear on TikTok. You'll be able to choose from the following placements:

- **In-feed:** In-feed ads will appear in the "For You" feed.
- **News Feed:** Your ads will appear in the newsfeeds of TikTok's partner apps: BuzzVideo, Babe, TopBuzz and News Republic. You can find out more about partner apps [here](#).
- **Pangle:** Another partner site, Pangle enables advertisers to effectively reach broad audiences by running ads in placements on 3rd party apps, while benefiting from app monetisation solutions for publishers (i.e. app developers). In a nutshell, Pangle provides immersive ad formats that make for a better ad experience for users, with the purpose of driving impactful results for businesses.

We recommend selecting 'Automatic placement' to have TikTok place your ads for maximum reach and value.

Placements

Placement Types 

Automatic Placement

Automatically show your ads across supported placements. [Learn more](#)

Select Placement

Manually choose your targeting placement. [Learn more](#)

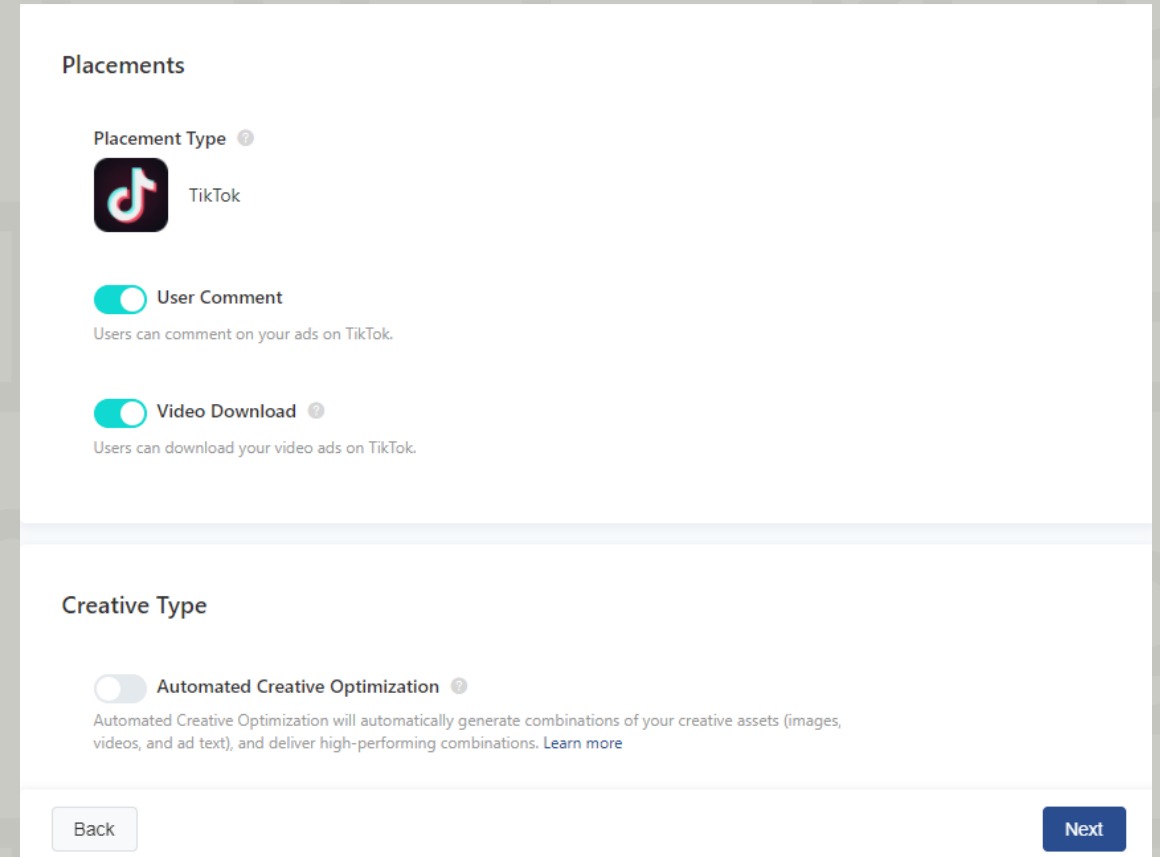
Please note that the actual ads delivery may vary depending on the supported locations of different placements. [Learn more](#)

6. CREATIVE TYPES

You can choose to toggle the 'Automated Creative Optimisation' feature on or off.

This feature, essentially, is an A/B testing option for your ad creative where you can upload different assets and copy to one campaign and allow TikTok to test each combination. TikTok will allocate more of your budget to the best performing ads after a short testing period.


You can turn off this feature at any time during your campaign.



The screenshot displays the 'Placements' and 'Creative Type' sections of a TikTok ad campaign configuration screen. The 'Placements' section includes a 'Placement Type' dropdown set to 'TikTok', and two toggle switches: 'User Comment' (turned on) and 'Video Download' (turned on). The 'Creative Type' section features a toggle switch for 'Automated Creative Optimization' (turned off). Navigation buttons for 'Back' and 'Next' are located at the bottom of the screen.

Placements

Placement Type ⓘ

 TikTok

User Comment

Users can comment on your ads on TikTok.

Video Download ⓘ

Users can download your video ads on TikTok.

Creative Type

Automated Creative Optimization ⓘ

Automated Creative Optimization will automatically generate combinations of your creative assets (images, videos, and ad text), and deliver high-performing combinations. [Learn more](#)

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7. TARGET AUDIENCE


Choose the audience for your ad by selecting location, gender and age group.

For the purposes of the young person's campaign moment (the assets for which are available on the [IoT Content Hub](#)), we recommend males and females aged 16-24 within your specific geographic location.

You can also specify user languages, add users with specific interests and include people who have previously interacted with your content.

If you're running a brand new campaign, it's worth keeping your search terms broad initially and let TikTok optimise your ads to those who are most responsive.

Targeting

Audience  Optional ▼ [Create New](#)

Excluded
Optional ▼

Gender ▼

Location ▼

The actual ads delivery may vary depending on the supported locations of different placements.
[Learn More](#)

Age ▼

Languages ▼

Interest Category ▼

Connection Type ▼

8. DELIVERY TYPE

Choose either standard or accelerated delivery:

- **Standard delivery** ensures your ad will appear during high-traffic times throughout your ad delivery period, with your ad budget spread consistently across the time frame that you choose.
- **Accelerated delivery** means your ad budget is dedicated to getting the most eyes on your ad as quickly as possible.



9. CREATE AND PUBLISH A NEW AD

After setting up your ad group, you can configure your first ad. TikTok gives you the option to upload either a video or an image file as your ad creative. You will find video files and suggested accompanying copy for the young person's moment on the [IoT Content Hub](#).

You'll have the option to preview your ad to get an idea of how it'll appear to TikTok users before you click 'Submit'.

The screenshot displays the 'Creative' configuration screen in the TikTok Ads Manager. At the top, there are two buttons: 'Single video' (selected with a checkmark) and 'Single Image'. Below this is a 'Preview' section with a note 'For Illustrative Purposes Only'. The main area is titled 'Choose a video' and contains three options: 'Add from Computer' (with an upload icon and file format/size instructions: Recommended format: .mp4, .mov, .mpeg, .avi or .gif; File size: Up to 500 MB), 'Add from Library' (with a library icon), and 'Create a Video'. A blue tooltip is visible at the bottom left of the 'Choose a video' area, stating: 'No video material? Click here to convert images to video in two steps.' To the right, under 'Available Placement and Recommendations', there are social media icons for TikTok, YouTube, Instagram, Facebook, and Twitter. Below the icons, technical specifications are listed: Aspect Ratio (Horizontal(16:9)/Vertical(1:1)/Square(9:16)), Resolution (Horizontal(1280*720)/Vertical(640*640)/Square(720*1280)), Bitrate (≥ 516kbps), Duration (5-60s), and Safe Zone (To left: 44px, To right: 140px, To top: 130px, To bottom: 483-484px).