

Guide: 10 steps to a great TikTok Ad



Cheat Sheet

For you to make this your most successful holiday season yet, we have put together the ultimate guide on how to get started with TikTok ads and master user acquisition.

Step 1: TikTok Ads Manager Account setup

To begin with advertising on TikTok, you need a business account on the **TikTok Ads Manager**. After your account has gone through a review process and passed it, the account setup is successfully completed and you are ready to go!

Step 2: Setup of the tracking

To continuously measure and optimize your campaign results, you should set up the **tracking** before you create your first campaign. Under the **Event Manager**, you can set up app events and track in-app conversions with TikTok's MMPs (Mobile Measurement Partners). Among the MMPs are **Adjust**, **AppsFlyer**, **Branch** and **Kochava**. Note that you will need to create separate app events for iOS and Android. Also, you should be aware that you can edit, add or adjust the attribution tracking at any time but if you do edit your attribution tracking elements, you will need to create new ad groups for the changes to go into effect.

Step 3: Creation of a ad creative

Plan enough time to design your creative - A time buffer of one week is advisable. A successful video ad appears in a portrait format, is based on the DIY style of the videos on the platform, between 9-15 seconds long, addresses the user directly and brings the key message across in the first seconds.

TikTok helps you with the creation of videos: You have the possibility to use already created videos or already used videos from your library.

If you want to create your own personalized TikTok videos, you can get creative with the editor tool directly in the Ads Manager given many templates and sound from TikTok's own music library for creatives.

If you're not familiar with creating videos yourself, you can also upload up to 10 images and the Editor will create a video based on the images or alternatively use tools for editing TikTok videos. A list of some apps can be found [here](#).

Please note that "Creative Fatigue" hits on TikTok very quickly. Update your set of creatives monthly to ensure a lasting advertising impact.

Step 4: Ad group setup

When you create a new campaign, you should define in advance what you want to achieve with the ad. You can choose between these **goals**:

- "Reach" (to achieve impressions in order to increase brand awareness),
- "Traffic" (bring users to your app),
- "App Installs" (generate app installs),
- "Video views" (generate impressions + video views to the end) or
- "Conversions" (valuable actions on your website).

Note that the selected advertising object is related to the billing - based on the advertising object, the billing event is either CPC, CPM or oCPC.

Step 5: Selection of the placement

Choose the channels on which you want to run your campaign. The selection varies depending on the **region**. In Germany, you can only select TikTok and none of the other TikTok partner apps from **ByteDance** so far.

Step 6: Categorization promotions

TikTok's algorithm requires the selection of a category and keywords for better targeting. As keywords, you should choose the most relevant and frequently used **tags**. You can easily find them using the search function in the TikTok app.

Our tip for those of you who are just getting started and have fewer resources for community management: Under "TikTok Settings" you can deactivate the comment function for your ads - and save yourself work.

Step 7: Creation of the target group

TikTok's **targeting options** are not yet fully developed - therefore, it is best to leave the categories relatively broad. In addition to the usual demographic characteristics, "interest and behavioral goals" can be defined based on categories. Select the category that is most relevant to your company or product. This will help to ensure that the ad is displayed to users based on their app usage.

Step 8: Bidding & Optimization

You can choose between three types of optimization goals: Conversion, click and reach. For some campaigns, it is already pre-set as default. As a rule of thumb for your bid strategy, we suggest you bid 3 times higher than for the usual CPC (cost per click) on other platforms. Avoid adjusting bids while the algorithm is still in the testing phase - that is for 3-4 days.

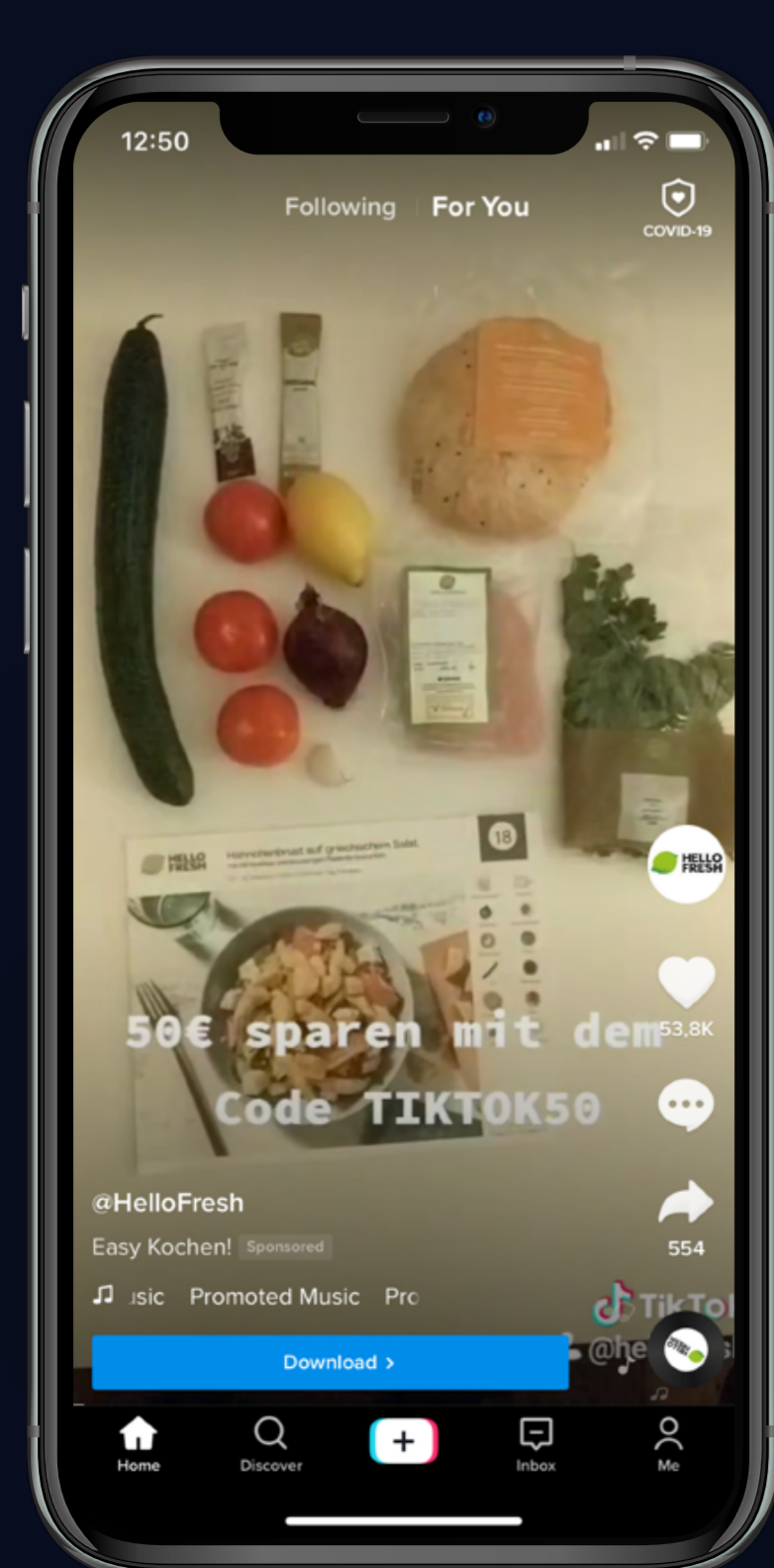
Step 9: Campaign setup

After having set up your campaign properly, you can upload your creative. To do this, you will need to give the ad a name in the TikTok Ads Manager and choose how you want to structure your ad. You need to put in details such as the name of the campaign that will be displayed to the users (including tags #), a text, a CTA (Call-to-Action) and a profile picture. Last but not least, you can set up the tracking (again) - if you have already set up tracking in step 2, the tracking URL will be filled out automatically and can be edited again at this point.

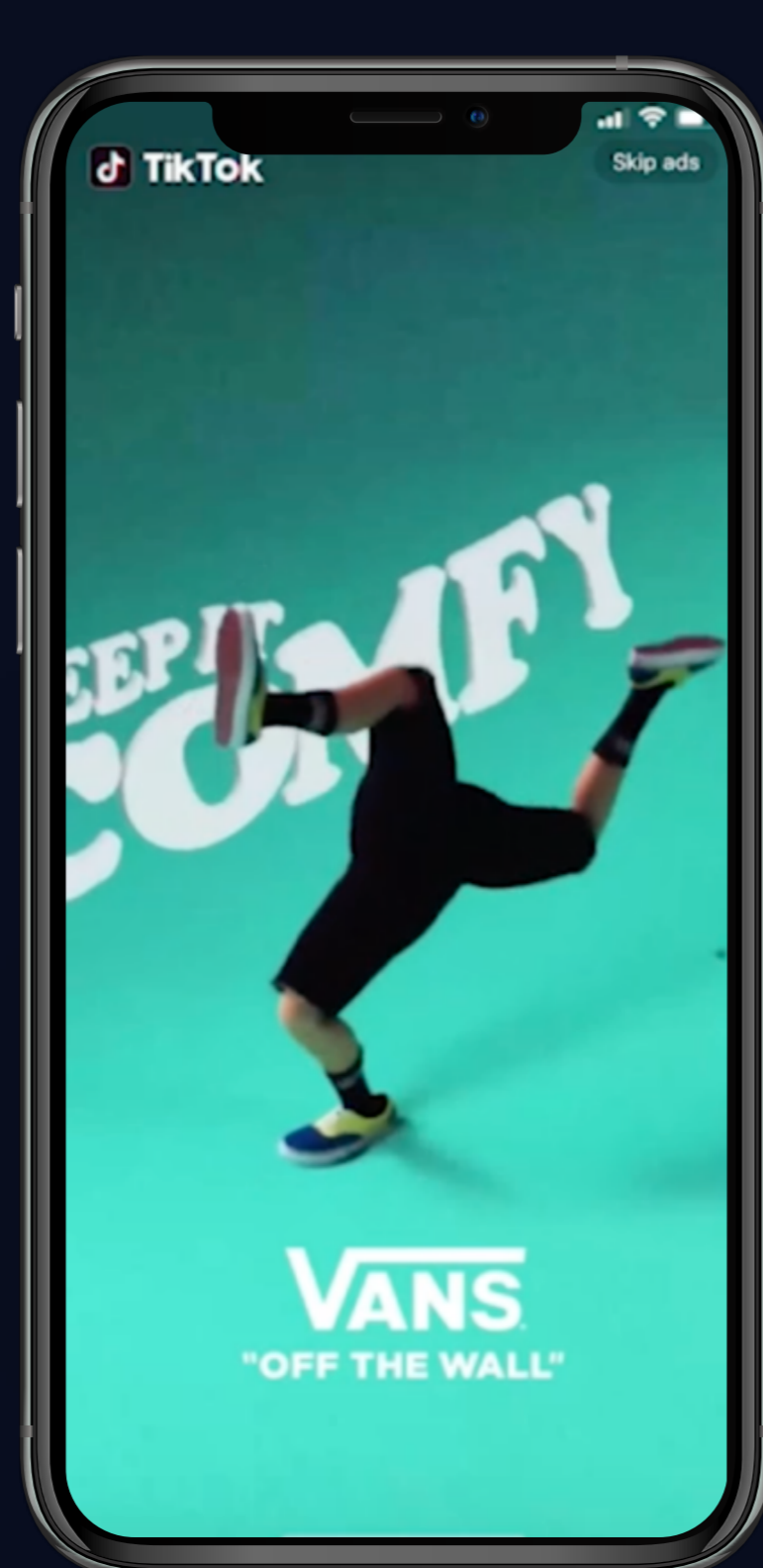
Step 10: Activation of the campaign

Don't forget to activate your campaign after you are done with it and have saved it. After a mandatory check of TikTok, it will be displayed to your users.

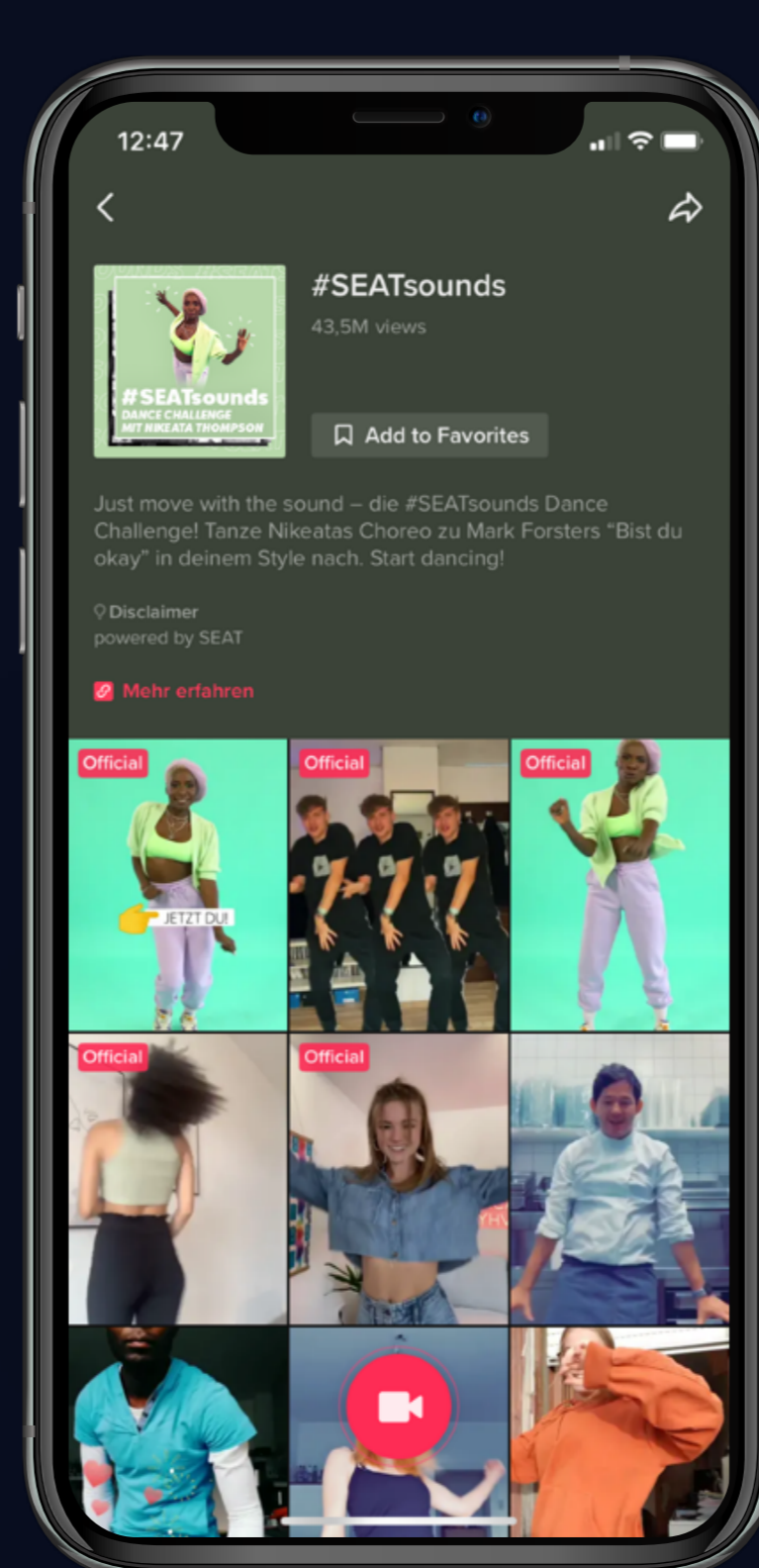
The end result



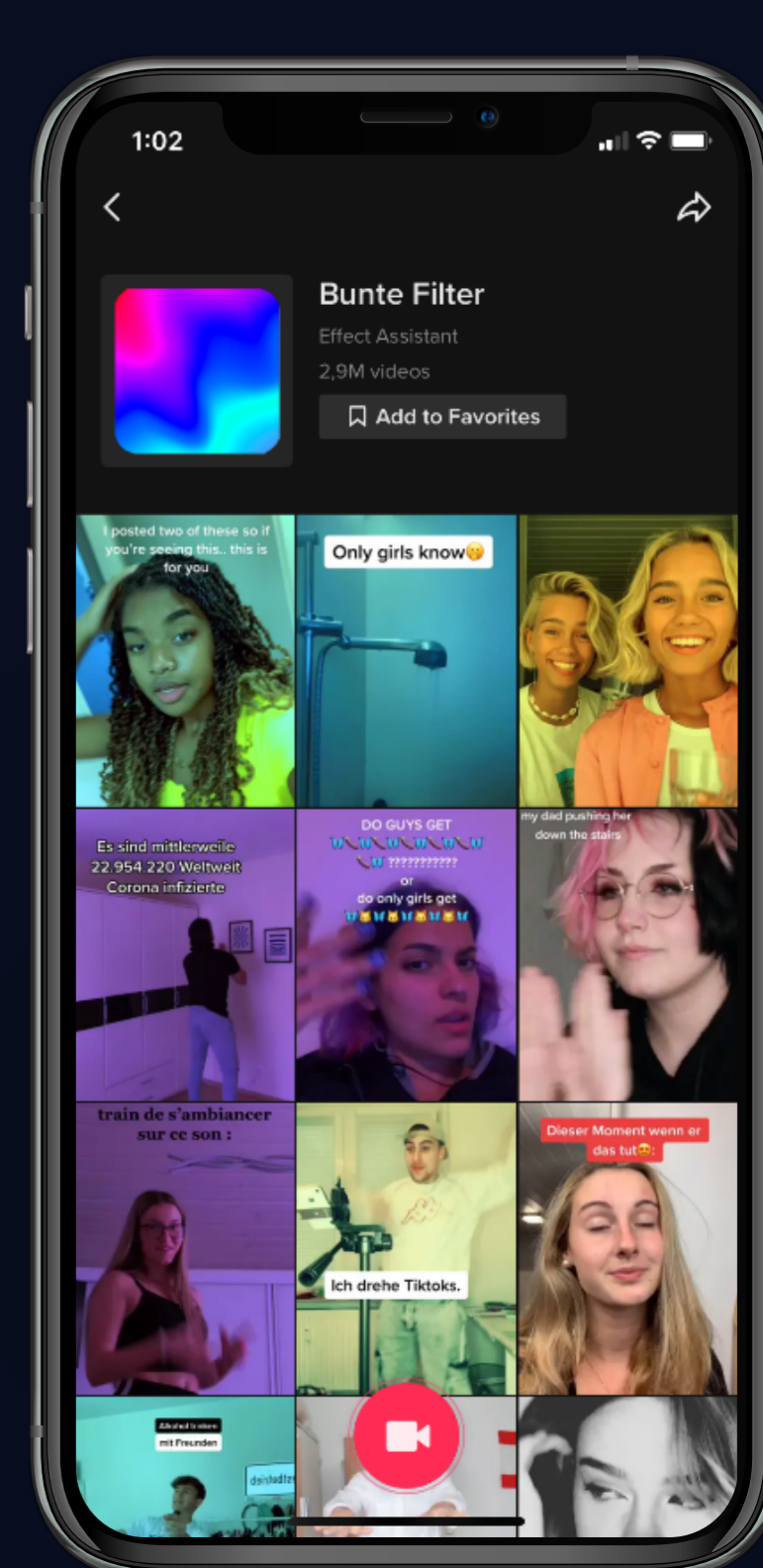
In-feed Native Video



Brand Takeover



Hashtag Challenge



Branded Lenses