

# TikTok Ad Targeting Worksheet

Ads that are too general don't get results. Instead, it's important to use criteria that clearly identifies who you are targeting with each advertisement. Before you start creating an ad, use the worksheet below to help you define who you want to reach.

## Audiences

Include:	Custom Audience	Lookalike Audience
Exclude:	Custom Audience	Lookalike Audience

## Demographics

Gender:	Male	Female
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Age Bracket:

- |                                |                                |                                |
|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> 13-17 | <input type="checkbox"/> 25-34 | <input type="checkbox"/> 45-54 |
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 35-44 | <input type="checkbox"/> 55+   |

Country: \_\_\_\_\_

Region/State: \_\_\_\_\_

Language: \_\_\_\_\_

## Interests

- |   |  |
|---|--|
| <input type="checkbox"/> Education              | <input type="checkbox"/> Apparel & Accessories   |
| <input type="checkbox"/> Financial Services     | <input type="checkbox"/> News & Entertainment    |
| <input type="checkbox"/> Beauty & Personal Care | <input type="checkbox"/> Games                   |
| <input type="checkbox"/> Tech & Electronics     | <input type="checkbox"/> Food & Beverage         |
| <input type="checkbox"/> Appliances             | <input type="checkbox"/> Sports & Outdoors       |
| <input type="checkbox"/> Travel                 | <input type="checkbox"/> Automobiles             |
| <input type="checkbox"/> Pets                   | <input type="checkbox"/> Baby, Kids, & Maternity |
| <input type="checkbox"/> Apps                   |  |

## Behaviors

Behavior Video-Related Actions:

☐ Watched to End

☐ Commented

☐ Liked

☐ Shared

Behavior Action Content Categories:

☐ Performance

☐ Beauty and style

☐ Talents

☐ Entertainment

☐ Family and relationships

☐ Culture, education, and technology

☐ Nature

☐ Sports and outdoors

☐ Lifestyle

☐ Auto and vehicles

☐ Society

☐ Supernatural and horror

Behavior Action Time Period:

☐ 7 days

☐ 15 days

## Devices

Operating System:

☐ iOS

☐ Android

Connection Type:

☐ WIFI

☐ 3G

☐ 2G

☐ 4G

Operating System Version(s): \_\_\_\_\_

Device Price:

No Limit   OR   Specific Range \$ \_\_\_\_\_ to \$ \_\_\_\_\_