

# 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

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:

- |   |                                    |
|---|------------------------------------|
| <input type="checkbox"/> Watched to End | <input type="checkbox"/> Commented |
| <input type="checkbox"/> Liked          | <input type="checkbox"/> Shared    |

Behavior Action Content Categories:

- |   |   |
|---|---|
| <input type="checkbox"/> Performance              | <input type="checkbox"/> Beauty and style                   |
| <input type="checkbox"/> Talents                  | <input type="checkbox"/> Entertainment                      |
| <input type="checkbox"/> Family and relationships | <input type="checkbox"/> Culture, education, and technology |
| <input type="checkbox"/> Nature                   | <input type="checkbox"/> Sports and outdoors                |
| <input type="checkbox"/> Lifestyle                | <input type="checkbox"/> Auto and vehicles                  |
| <input type="checkbox"/> Society                  | <input type="checkbox"/> Supernatural and horror            |

Behavior Action Time Period:

- |                                 |                                  |
|---------------------------------|----------------------------------|
| <input type="checkbox"/> 7 days | <input type="checkbox"/> 15 days |
|---------------------------------|----------------------------------|

## Devices

Operating System:

- |                              |                                  |
|------------------------------|----------------------------------|
| <input type="checkbox"/> iOS | <input type="checkbox"/> Android |
|------------------------------|----------------------------------|

Connection Type:

- |                               |                             |
|-------------------------------|-----------------------------|
| <input type="checkbox"/> WIFI | <input type="checkbox"/> 3G |
| <input type="checkbox"/> 2G   | <input type="checkbox"/> 4G |

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

Device Price:

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