

TikTok Ad Creation Checklist

TikTok Ad Overview

One of the great things about TikTok ads is that the platform is very user friendly, and the ads are quick and easy to set up. With this checklist you'll be able to get ads up and running in no time! The last page includes a printable checklist you can use to check off each part of the ad setup process as you complete it.

TikTok offers five different kinds of ad products:

- In-feed ads
- Branded hashtags
- Top View ads
- Branded effects
- Brand Takeover

For this checklist, we'll be focusing only on the in-feed ads, as the other ad products are typically only open to companies with large ad budgets.

TikTok Ad Campaign Structure:

TikTok ad campaigns have three levels: campaigns, ad groups, and ads.

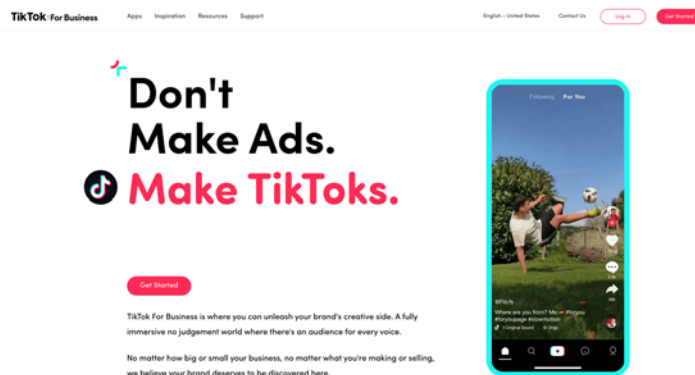
Campaigns: This level includes the objective choices and campaign name

Ad groups: This level includes ad placements, target audiences, budget, and schedule

Ads: This is where you will create the actual ad content and publish your ad

Each campaign can have multiple ad groups, and each ad group can have multiple ads.

To start advertising, you need to create a TikTok Ad account. This is separate from any profiles you may already have on the TikTok app.



Setting up your account:

1. Sign up for a TikTok Ad account at <https://ads.tiktok.com/>
 2. Add payment information to activate your ad account.
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Setting up a campaign:

On the Campaign page, click “Create” and then follow the steps below.

Ad creation mode:

There are two options to choose from: Simplified and Custom. We recommend Simplified since you are just getting started with TikTok advertising.

Advertising objective:

Choose one of the following options:

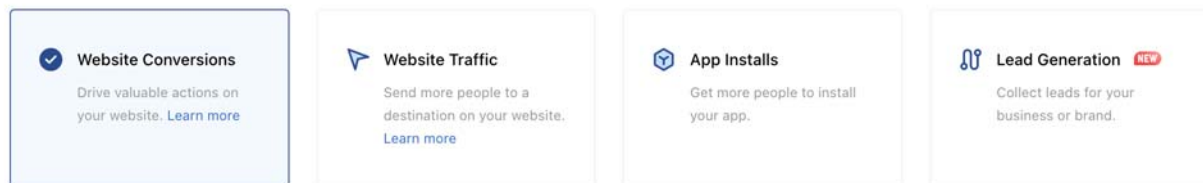
Website Conversions - Drive valuable actions on your website

Website Traffic - Send more people to a destination on your website

App Installs - Get more people to install your app

Lead Generation - Collect leads for your business or brand

Advertising Objective



Campaign name:

Once you’ve selected an objective, set a campaign name. TikTok will generate one if you don’t. Many marketers use campaign names that are related to the objective and overall goal. For example, WebsiteClicksBookLaunch01012021.

Setting up an ad group:

Begin by naming your ad group. As with the campaign name, it's best to come up with a name that is easily identifiable and related to the ad group settings.

Note: Not all options below will be available for every ad. The ad features available to you will differ depending on the objective you select.

For example, if you select the "App Installs" objective, there will be a field for a direct link to your app store page in the ad. But for "Lead Generation" you'll need to create a form that users can fill out with the information you are requesting.

TikTok Pixel:

If Using Website Conversions

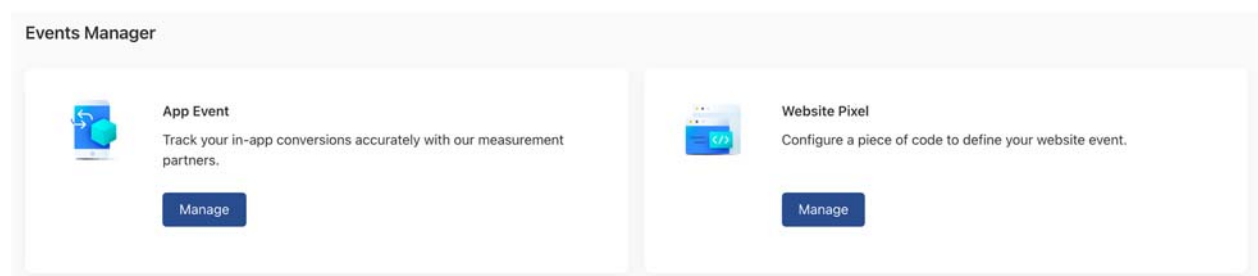
Choose your TikTok pixel and appropriate optimization event from the dropdown boxes. If you don't have a pixel already installed on your site, you'll need to set that up first. You'll also need to set up rules for conversions based on user actions, such as click or purchase events. To access that information, click Assets > Events in the top menu.

If Using App Installs

Select the app you want to promote (you'll have to add your app under the Assets section if you haven't already).

If Using Website Traffic and Lead Generation

No pixel is needed for either of these objectives, but it's still recommended that you set one up for the purposes of creating custom audiences (more on that below).



Placement and Targeting:

Placement Type

There are two placement options to choose from: Automatic and Manual.

Automatic placement will show your ads across all supported placements.

Manual placement lets you choose between one or more placements from the following:

- TikTok
- News Feed App Series
 - BuzzVideo (Japan)
 - TopBuzz (US and BR)
 - Babe (Indonesia)
 - News Republic
- Helo (only available in India)
- Pangle (a premium global publisher network in select areas)

For the best results among international audiences, choose Automatic Placement.

Audience Actions

At the bottom of the placement section, click the heading that says, “Audience Actions”. This will open up the ad comment and ad download settings. By default, ads are set to allow comments and downloads, but you can turn this off if you choose to. We recommend leaving those settings as is, because you *want* people to comment and download your ad!

Location

Choose one or more locations for your ads to display. You can go as broad as an entire country or narrow down to a specific state or region. For the United States, you can also choose to target ads by media market (DMA) location.

Demographics

Gender – choose between no limit, male, or female

Age – choose from 13-17, 18-24, 25-34, 35-44, 45-54, 55+

Language – choose from more than 40 different options

Note: You may need to click “Show More Options” to see the settings below.

Interest and Behavior

TikTok ads are similar to Facebook ads when it comes to targeting. You can choose from two broad categories: Interest or Behavior targeting. *(See the Ad Targeting Worksheet for more in-depth information about these options.)*

Interest

Choose one or more interests from the dropdown list. There are 15 categories and numerous subcategories to choose from.

Behavior

These are actively engaged users who have completed one of selected actions on another video related to the selected category.

Video-related Actions:

- Watched to End
- Liked
- Commented
- Shared

Category:

There are 12 main categories and multiple subcategories to choose from.

Action Time Period:

Choose from 7 days or 15 days.

TikTok also offers you the ability to create Custom and Lookalike Audiences from an email list or based on users who have already interacted with your TikTok account or website. You can set these up by clicking Assets > Audiences in the top menu bar.

Device

This section allows you to target users based on the type of device, internet connection, and operating system their device uses. These are the options you can choose from:

- Operating system
 - Android
 - IOS
 - OS Versions (there are too many options to include here)
 - Connection Type
 - WIFI
 - 2G
 - 3G
 - 4G
 - Device Price
 - No Limit
 - Specified Range
-

Budget and Bid Optimization

Budget

Here you'll select the type of budget you want to use and set your spending limit.

There are two options for budgets:

- Daily (\$20 minimum USD)
- Lifetime

Schedule

Here you'll set what dates you want your ads to run, and when you want them to stop.

There are two scheduling options:

- Run continuously beginning on a certain date/time
- Choose a specific date/time range

Optimization Goal

Depending on the objective selected, you may be able to choose one of the following optimization goals:

- Website conversions
- Conversion
- Click
- Leads

Bid

Here you'll set your bid amounts per objective as well as the bidding strategy (not available for all objectives).

Website Conversions

Conversions bidding strategy – enter a maximum bid amount per conversion

Clicks bidding strategy – choose from lowest cost clicks or enter a bid cap amount

Website Traffic and App Installs

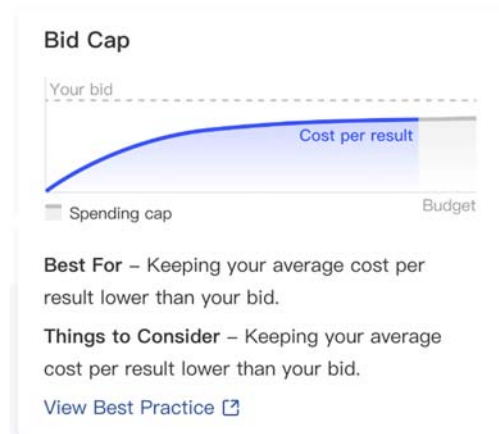
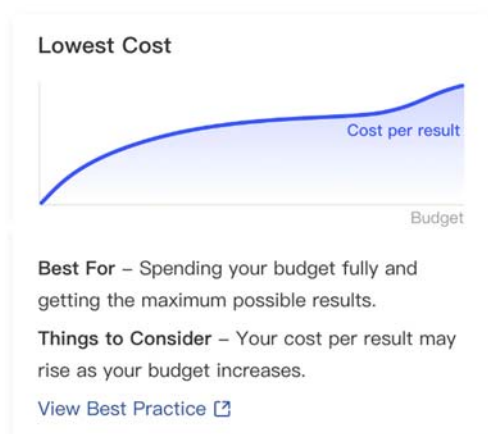
Choose from two bidding strategies:

Lowest cost – maximize your number of results

Bid cap – keep your average cost around or lower than your bid amount

Lead Generation

These ads are automatically optimized for leads, so you'll just set a max bid amount



Setting up an ad:

Finally, we're to the actual ad creation section of the process! After you name your ad and select a format, you'll choose your creative and text in the following sections.

Below are several setting options you may find when creating your ads. The specific settings available will depend on the advertising objective selected, your market, the user's market, and the ad placements you chose.

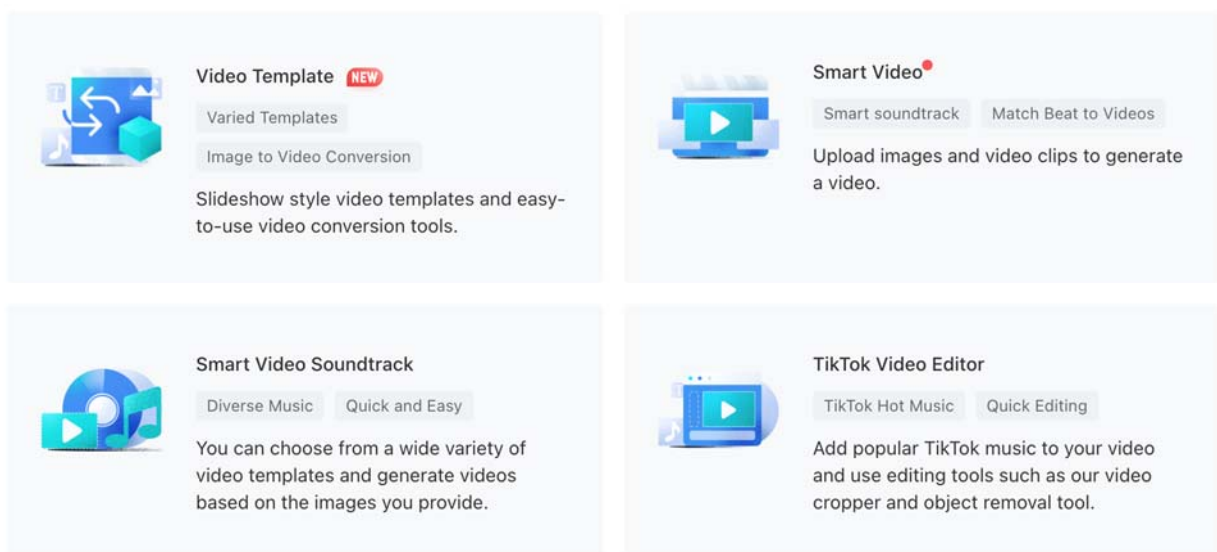
Creative Options:

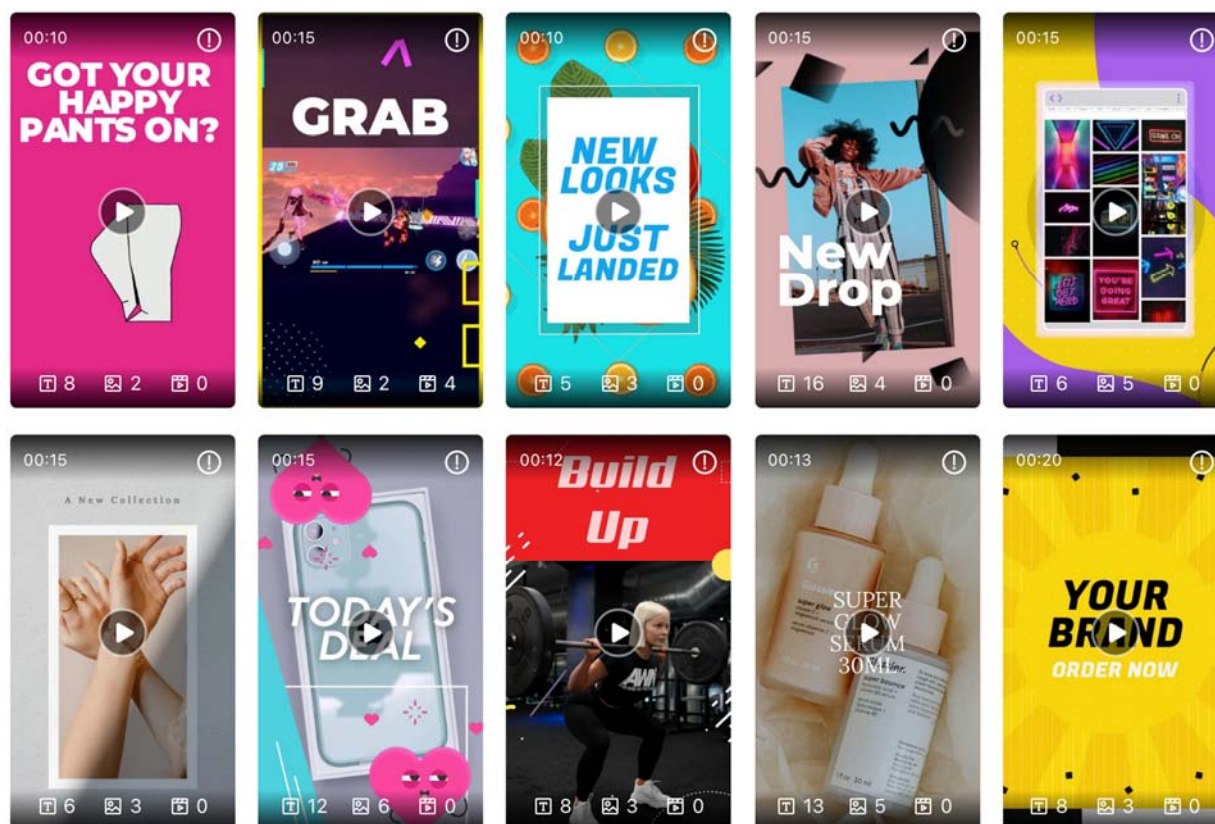
- Upload – upload files from your computer
- From Library – choose from files you uploaded previously
- Create – use TikTok's tools to create video and images to use

Example Ad Types:

- Image
- Video
- Playable
- Carousel
- Collection
- Form

If you don't have someone on staff to create video ads for you, TikTok has templates you can use to do it yourself! They also have creative tools you can use to add sound/music and turn images into videos.





Another really cool feature for ad creation is the Automated Creative Optimization (ACO) tool. The ACO utilizes AI to automatically find high-performing combinations of creative assets you have uploaded. With this tool, all you have to do to create your ad is upload images and videos, write some ad text, and select the CTA. The ACO system will then create multiple ads which will be explored, evaluated, and optimized in order to find the best combination. That best combo is then the ad that your audience will see.

Text Options:

Display Name – this will appear in your ad as your brand identity and must be consistent with the name of the brand/product/company being promoted. If you are promoting an App, your App name will go here. For Brand names there is a 20-character limit and for App names there is a 40-character limit.

Description Text – this will be displayed on your ad below your display name and is limited to 100 characters.

Note: No emojis allowed in either section. Punctuation and spaces count as characters.

Video File Recommendations from TikTok

Recommended Format: .mp4, .mov, .mpeg, .avi or .gif

File Size: Up to 500 MB

Bitrate: ≥ 516kbps

Duration: 5-60s

Aspect Ratio Requirements for All Placements:

Horizontal (16:9) / Square (1:1) / Vertical (9:16)

Resolution for TikTok In-Feed Ads:

Horizontal (960*540) / Square (640*640) / Vertical (540*960)

Content Safe Zone:

From left: 44px

From top: 130px

From right: 140px

From bottom: 483-484px

Call to Action

Choose from 22 different CTA buttons:

- | | | |
|---------------|-------------------|---------------------|
| 1. Learn more | 9. Watch now | 17. Interested |
| 2. Download | 10. Read more | 18. Subscribe |
| 3. Shop now | 11. View now | 19. Get tickets now |
| 4. Sign up | 12. Get quote | 20. Experience now |
| 5. Contact us | 13. Order now | 21. Pre-order now |
| 6. Apply now | 14. Install now | 22. Visit store |
| 7. Book now | 15. Get showtimes | |
| 8. Play game | 16. Listen now | |
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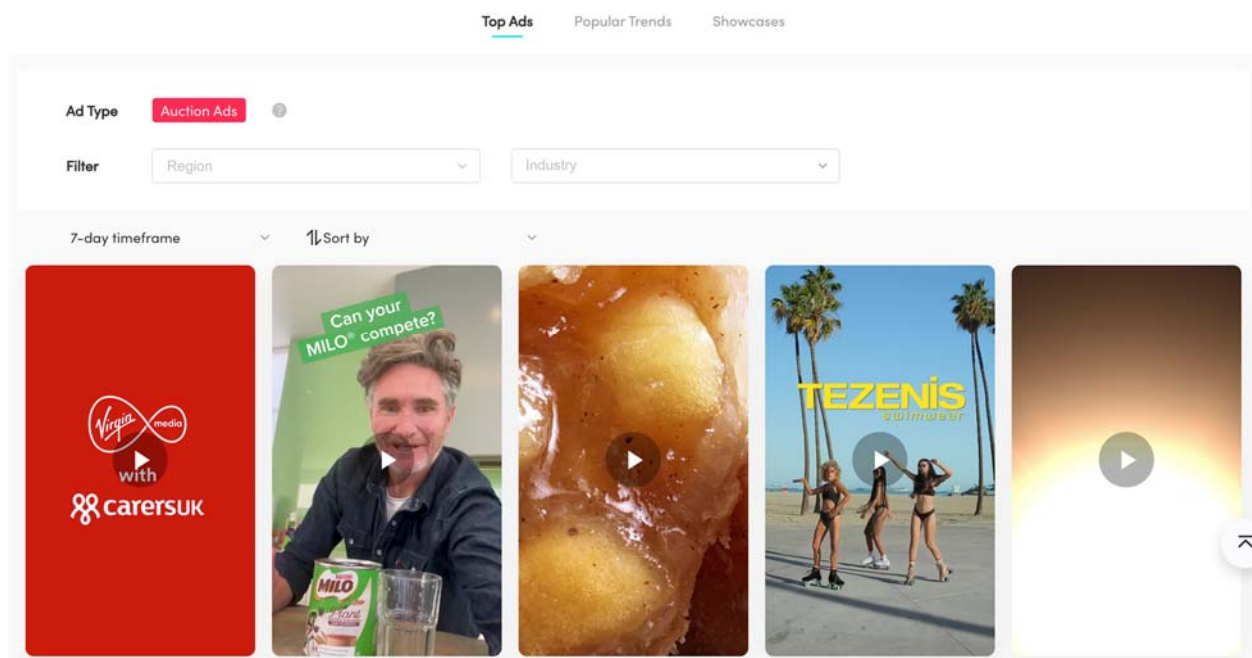
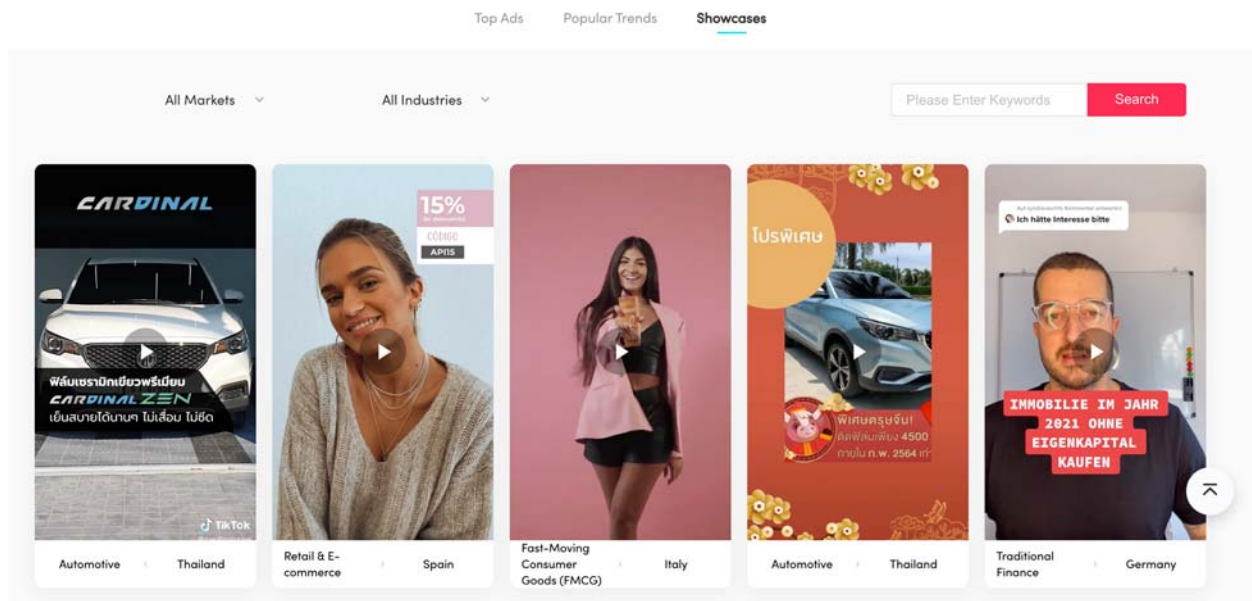
Profile Image

Profile images must be in .jpg, .jpeg, or .png format and less than 50 KB in size.

Publish

Once you are done creating your ad, you'll click the Publish button as the final step.

Need inspiration to help you get started? Check out the [TikTok Creative Center](#)! You can browse top ads and trending videos and hashtags, and search by keyword and filter by market and industry. You can also sort by 7- or 30-day timeframes, CTR, impressions, and 6s video view rate.



TikTok Advertising Checklist

Account Setup

- ☐ Set up a TikTok for Business Ads account
- ☐ Install your TikTok Pixel (go to Assets > Events)

Campaign Setup

- ☐ Create a new campaign
- ☐ Choose an advertising objective
- ☐ Name your campaign something identifiable

Ad Group Setup

- ☐ Name your ad group
- ☐ Choose optimization event under TikTok Pixel (only if using conversion objective)
- ☐ Select the app you want to promote (only if using app installs objective)
- ☐ Choose automatic or manual placement
- ☐ Choose one or more geographic locations where your ads should be displayed
- ☐ Select the demographics you want to target (gender, age, and language)
- ☐ Choose whether to target by interest or behavior
 - ☐ Select one or more interests to target under interest targeting
 - ☐ Select behaviors, categories, and action time periods under behavior targeting
- ☐ Select any device targeting options you want to use (OS, connection type, etc.)
- ☐ Choose a daily or lifetime budget and enter a dollar amount
- ☐ Set the schedule for when you want your ads to run
- ☐ Choose an optimization goal (if applicable)
- ☐ Choose a bid amount per objective and bidding strategy (if applicable)

Ad Setup

- ☐ Name your ad
- ☐ Decide which type of ad format you will be creating
- ☐ Upload, select, or create your ad images/videos/audio
- ☐ Enter text in the appropriate fields (display, description, etc.)
- ☐ Choose a call-to-action (CTA)
- ☐ Upload or select a profile image
- ☐ Click Publish