

8 Tips For Scaling Performance

Whether you're looking to make sales, drive traffic to your website, or launch a new product, if leveraged in the correct manner TikTok can help drive great (and huge!) results.

1. Set sufficient budget

Our platform is working to get the best value for you.

- Increases in budget do not directly correlate with increases in ROI.
- However as you increase budget, you gain more opportunities to test and learn how the platform works.
- This can give you more opportunities to scale your business.

3. Set right objective

Set a campaign objective close to your business objective.

- The closer your campaign objective is to your business objective (e.g. Sales, clicks, traffic), the more likely your campaign is to succeed.
- If you bid for clicks, our system will try to find the impressions that will give you the most clicks for your budget. If you bid for conversions, our system will try to find the most conversions.

2. Don't over-narrow audience

Our system is good at learning who will and who won't convert.

- Hyper-segmentation may lead to decreased opportunities to find the right audience.
- If you're looking to target specific segments, try grouping them into broader categories (e.g., try targeting "all sports", versus basketball-only) for improved performance.

4. Predict conversion well

It takes about 50 conversions for our system to predict conversions well.

- This number should be built into your budget planning (budget = 50 conversions * CPA).
- Optimizing for this budget will help stabilize your delivery and give your campaign the best chance to run.
- The lowest to aim for is 25 conversions in one week.

8 Tips For Scaling Performance

Whether you're looking to make sales, drive traffic to your website, or launch a new product, if leveraged in the correct manner TikTok can help drive great (and huge!) results.

5. Exit learning phase

Consider moving optimization goal up-funnel to drive better delivery.

- For instance, if you are having trouble getting your campaign to spend optimizing to a purchase conversion, you can move your optimization event to Add To Cart, or where you have the highest quality signal feeding into TikTok.

6. Test audience segments

A/B test to optimize conversion value.

- If you think different audience segments will have a significantly different value per conversion, split your campaign into segments that would share a similar bid.

7. Don't make daily changes

Adjust campaign meaningfully.

- Ask yourself if you really have statistically significant data to make a change before making frequent changes to your campaign.

8. Focus on key metrics

Know your ultimate campaign goal.

- Focus on the metrics you care about. If your CPA is getting better but your CPM is going up, there is no reason for concern.