

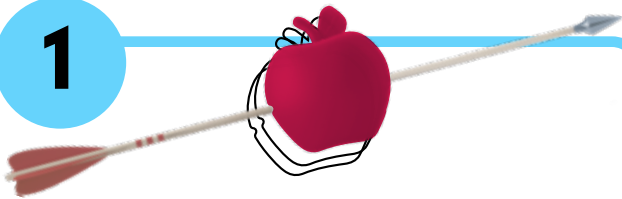
PROJECT UNICORN

How to start advertising with TikTok Ads Manager

TikTok Ads Manager provides the tools you need to create and manage ads on TikTok. It also offers access to a global audience across both TikTok and our family of other apps. You don't need any expertise to get started - it only takes a few minutes.



1

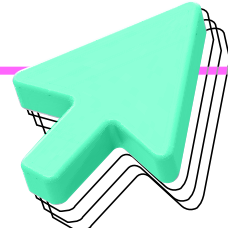


Choose your goal

Select your objective and we'll optimize your campaign accordingly - whether it's raising awareness for your business or driving conversions:

- > Drive traffic to your website
- > Increase app installs
- > Grow online sales
- > Attract new sales leads

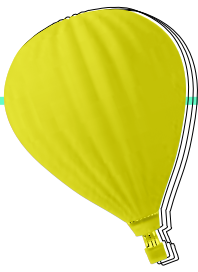
2



Select your audience

Reach the right people with a variety of targeting options. Create "Custom Audiences" and "Lookalike Audiences" to re-engage and reach people similar to your existing customers.

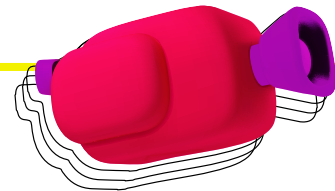
3



Set your budget

Enter your daily or lifetime budget, and never pay more than you're comfortable with. You can adjust or pause your ad spend at any time.

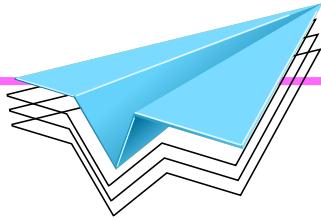
4



Design your ad

Upload your own videos or images, or create a new video using our suite of intuitive video creation tools. Making TikToks is a breeze with our AI-powered tools and native editing features.

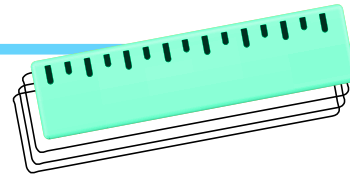
5



Go live

When your ad is published, TikTok Ads Manager's smart auction system will ensure your ad is shown to the right audience at the right time.

6



Measure your results

Track and optimize your TikTok campaigns with our intelligent reporting tools. Customize and visualize campaign analysis based on the metrics that matter most for your business.

Ready to create your first ad?

Create now