



# TikTok Ads

Drive qualified sales and leads by utilizing TikTok Ads services for your business.



## TikTok Ads Limits

### Pro

### Plus

### Premium

### Platinum

#### Campaigns

1 Campaign

1 Campaign

1 Campaign

2 Campaigns

#### Ad Groups

1 Ad Group

2 Ad Groups

3 Ad Groups

4 Ad Groups

#### Ads

4 Ads

8 Ads

12 Ads

16 Ads

#### Ad Copy Variations

4 Ad Copies

8 Ad Copies

12 Ad Copies

16 Ad Copies

#### Budget Recommendations

\$600 - \$2,000

\$2,000 - \$4,000

\$4,000 - \$8,000

\$8,000+

#### Minimum Daily Budget Per Ad Group

\$20/day

\$20/day

\$20/day

\$20/day

#### TikTok Video Ads

Provided by  
Customer

Provided by  
Customer

Provided by  
Customer

Provided by  
Customer

**Available Campaign Objectives**

**Pro**

**Plus**

**Premium**

**Platinum**

**Awareness**



**Consideration**



**Conversions**



## TikTok Ads Setup

Pro

Plus

Premium

Platinum

Gain Business Center Access



Conversion Tracking Setup



Pixel Setup & Install



Pixel Event Testing



Campaign Strategy



Demographics Research



Competitor Research



Campaign Setup



Pro

Plus

Premium

Platinum

Ad Group Setup



Ads Setup



Ad Scheduling



Custom Audience Upload



Campaign Quality Assurance



Campaign Approval QR Code



Campaign Launch



Post Launch Checkpoints



## TikTok Ads Monthly

Pro

Plus

Premium

Platinum

Campaign Optimization



Strategy Enhancement



Ad Optimization



Ad Split Testing



Ad Frequency Management



Audience A/B Testing  
& Optimization



Lookalike Audience Creation



Remarketing



Pro

Plus

Premium

Platinum

Weekly Optimization Report



Monthly Progress Report

