



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 - \$1,200

\$1,200 - \$2,000

\$2,000 - \$3,000

\$3,000+

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

