

Find your next lead on TikTok

Customer acquisition is more costly and time consuming than ever—supercharge your lead generation with our unique audiences and ad solutions.

Discover people who want to hear from you on TikTok.

Businesses like yours have found success with our lead generation solutions.

Tap into a unique, engaged audience

81%

of TikTok users globally said they **plan to spend the same amount of time or more on TikTok in the next 6 months.**¹

At a value that works for you

69%

of TikTok Lead Generation advertisers are **satisfied with their Cost Per Lead (CPL).**²

With flexibility and efficiency

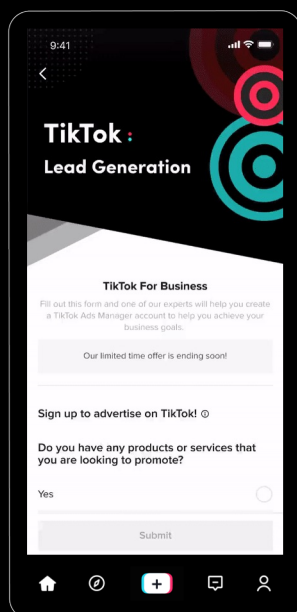
Thousands

of possible CRM integrations with our partners, making real-time lead management fast and easy.

How does it work?

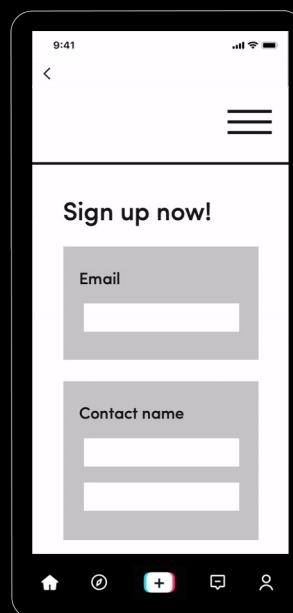
Easily create an instant form or amplify your existing website form.

With just a few taps, new potential customers can safely share their information with you.



Create a **TikTok Instant Form**

Capture leads on an in-app Instant Form. Sync leads to your own CRM in real-time or manually download them in batches.



Use your own **Website Form**

Redirect users to an external page and capture leads on your own website.

Which form should I use?

TikTok Instant Form

You want an in-app, seamless form for potential leads and will qualify them later.

Good for:

- Reducing friction & steps for users
- Building customer/email lists
- Instant lead capture
- Real-time CRM sync
- Surveys with <10 questions
- Not using Pixel

Find via Ads Manager > Lead Gen Objective
Get started using our [Instant Form User Guide](#)

Your Website Form

You already have a lead form on your website with qualifying logic built in.

Good for:

- Boosting traffic to your site
- Qualifying leads via your site
- Tracking activity on your website
- More detailed qualifying info and questions (i.e., age, credit score)

Find via Ads Manager > Conversion Objective
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Find success with Lead Generation on TikTok

MYX, an education program in North America, significantly reduced their cost per lead using our Lead Generation solutions. See the full case study and creative [here](#).

97%

Decrease in Cost Per Lead (CPL)

\$6.64

Average CPL

2.4M

Video Views

Add subtitles to clarify your message

Go big with **full screen**: Stick to a 9:16 aspect ratio

Used a **strong CTA** to encourage form completion

Keep it short and sweet. **21-34 seconds** is the recommended length for in-feed ads

Sound ON! Choose from 1M+ royalty-free sounds in our Commercial Music Library.

Customize your **CTA button** to your needs.

Use **trends** to spark creativity: Learn from trending TikTok videos and get inspiration for your ads.

Get started with your first TikTok Lead Generation campaign using [Instant Form](#) or your own [Website Form](#).

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A local Australian photography studio ran a competition for a \$5,000 modeling portfolio package using a Lead Generation campaign. See the full case study and creative [here](#).

52.8%

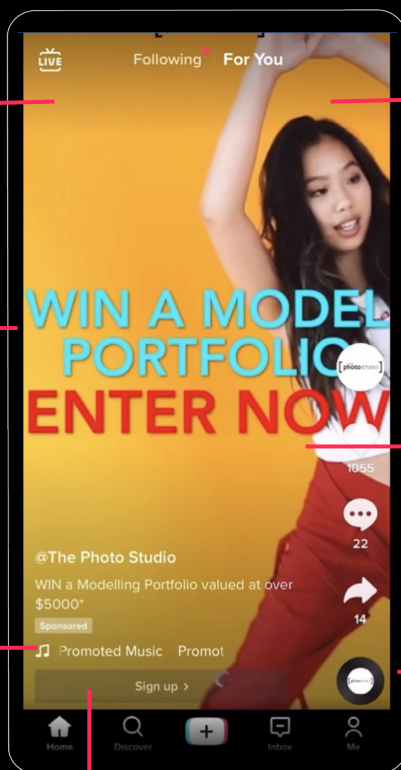
Lower CPL compared to Conversion Campaign

11.9%

Conversion rate (vs. goal of 10%)

300K+

Impressions



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Capitaine Study, a French leader in online education, launched a Lead Gen campaign to attract new students and registrations its programs. See the full case study and creative [here](#).

13X

Return on ad spend
(ROAS)

428

Leads

3.6M

Impressions

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Find success with Lead Generation on TikTok

Pés Sem Dor, the largest player in made-to-measure orthopedic insoles in Brazil, used Lead Gen to identify and convert new customers. See the full case study and creative [here](#).

19%
Lower CPL than
other digital media

3.6K
Leads

6.4M
Impressions

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