



# FUNDAMENTALS 2.0

## Preface

TikTok has changed the game. Gone are the days of top-down, one to many communications that seek to drive a linear path to purchase. Today, advertisers on TikTok compete with an explosion of varied content that users trust. They also need to enable their content to reach the right audiences at the right time to drive conversions. This new game format calls for a refreshed set of fundamentals to be established.

### 4 essentials baselines to drive reliable, repeatable results on TikTok:

#### Creative Diagnostics

##### What is it?

Solving for Creative Effectiveness by **assessing quantitative & qualitative creative elements**

##### What does it entail?

Following best practices for content creation and asset management:

- Create ads that blend in
- Draw them in & close strong
- Diverse ads and ad groups
- Refresh creatives regularly



#### Signals

##### What is it?

Improving **coverage and reliability of measurement** to drive future conversions.

##### What does it entail?

Comprehensive data coverage through direct integration or via data partners.

- 3+ events via TikTok Pixel
- 3+ events via Events API
- Enable auto advanced matching



#### Brand Basics

##### What is it?

Ensuring **frequent and sustained engagement** with users to improve campaign impact on brand

##### What does it entail?

Sufficient message exposure to accomplish branding objectives.

- 3-5 weeks campaign length
- 2+ weekly frequency
- In-feed ads + high impact ad units



#### Account Hygiene

##### What is it?

Improving ad account learning to drive actions with greater cost efficiency

##### What does it entail?

Close campaign optimisation to enable more effective account learnings.

- Refresh ad groups
- Allocate Budget:Bid ratio by events
- Creative Refresh

### What's next?

Get in touch with your TikTok representative to evaluate your account readiness in relation to each of these 4 baselines.