



## Campaigns

# Build Better, Smarter Campaigns with Smart+

Our AI-powered automation solution that enables businesses to efficiently maximize their returns



## Key Benefits

### Better Performance

Build high performing campaigns with machine learning and predictive AI that achieve your business' goals

### Operational Efficiency

Create your Smart+ campaign and let TikTok handle the rest. Smart+ creates and manages your ads to save you effort

### Creative Made Easy

Reduce creative fatigue and costs by automating how your creatives are shown to your audience

## How it Works

- 1 Select your campaign objective\* and Toggle on **Smart+** on TTAM  \*Auto opt-in for Web Conversion
- 2 Input your audience, budget, creative, and KPI, and **Smart+** will do the heavy lifting
- 3 Automating across **targeting, optimization, creative,** and more
- 4 Delivering the **right ad** to the right person and **ensuring the best performance**

## One Solution: Endless Possibilities

Smart+ Campaigns maximize ROI for your most important business objectives

Web Campaigns

Catalog Ads

App Campaigns

Lead Generation Campaigns

### Smart+ Web Campaigns

For businesses looking to drive traffic or lower-funnel actions on your website

**73%**

Of testers saw **better performance**<sup>1</sup>

**16%**

**Cost per Purchase** for all campaigns<sup>1</sup>

### Smart+ Catalog Ads

Connect your catalog and drive sales on your e-commerce website

**78%**

Of testers saw **better performance**<sup>1</sup>

[Try it for yourself: click here for specs](#)

[Click for your step-by-step creation guide](#)

## Case study spotlight



[Read the case study in full here](#)

Ray-Ban was an early adopter and saw fantastic results.

Through **Smart+ Catalog Ads**, Ray-ban **boosted sales** during peak summer months in US. This is despite the team **spending less time on ad operations**, as the AI-tool simplified campaign management, optimised creative assets and automated budget allocation.

### The Results

**50%**

Lower Cost per Acquisition

**47%**

Higher Conversion Rate

**42%**

Higher ROAS



1. TikTok Internal Data from Smart+ Closed Beta testing, Global 2024

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