



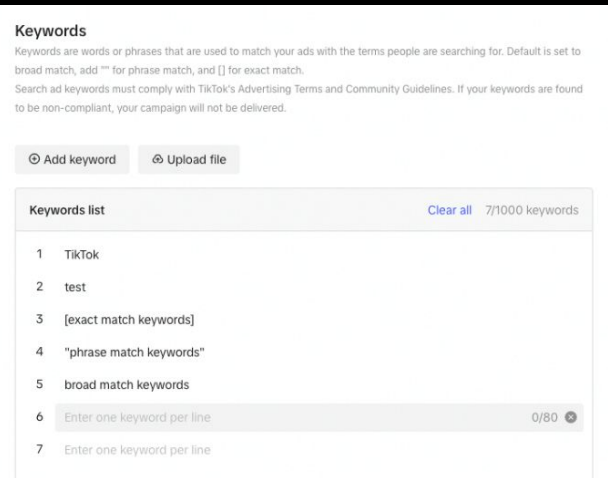
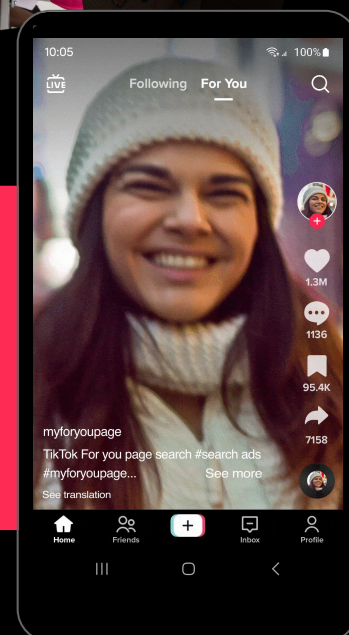
TikTok Search Ads Campaign

Best Practices



Selecting Keywords

Keyword targeting is the backbone of the TikTok Search Ad Campaign. Make sure to select keywords which are both relevant to your ad copy as well as expected to have strong search intent from TikTok users. Advertisers are encouraged to have many keywords, as long as they're relevant to their brand and ads.



Match Types

When first launching a search ad campaign, use as many relevant keywords as possible for the ad groups ad creative. Wherever possible, use broad match, and avoid exact match. The more limiting the targeting, the less opportunity for ads to show and the search campaign algorithms to learn. After using broad match through the learning phase, advertisers can re-evaluate if they would like to move from broad to phrase or exact match keywords to become more targeted.

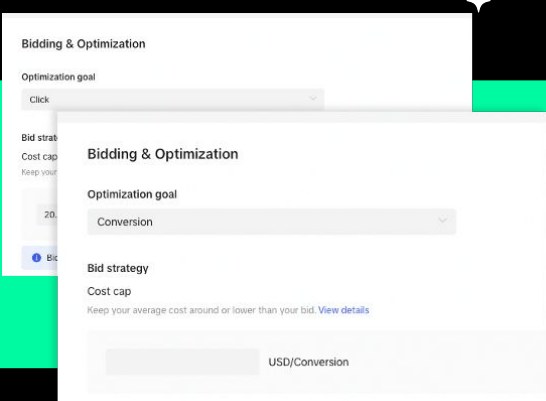
Learning Phase

When initially launching a search ads campaign, it will be important to ensure a campaign receives adequate conversions within the first few days to pass the learning phase to continue to scale visibility. In this initial phase the campaign will need time to calibrate and learn before performing optimally. This calibration period is called the Learning Phase. The average expected learning phase is roughly 3 days' worth of live campaign activity or an estimated 50 conversions for Web Conversion objective.



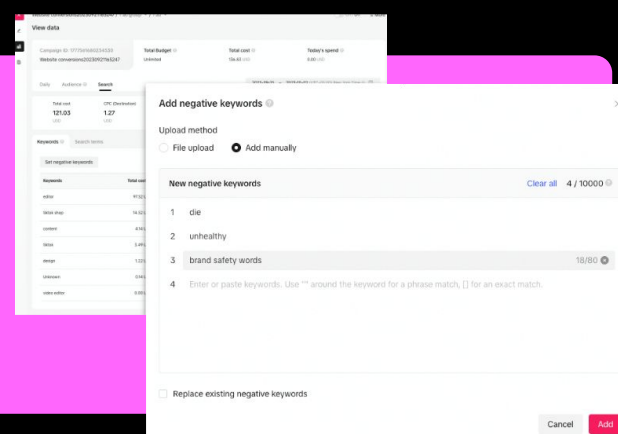
Bidding

An ad group's daily budget needs to be at least 5X larger than the bid price to allow the ad group to explore. Essentially, it is recommended to start with a 20:1 budget to bid ratio.



Negative Keywords

It is strongly encouraged for all advertisers to add negative keywords to their TikTok Search Ads Campaign both to help improve campaign performance and mitigate unwanted search traffic. To learn more about negative keywords and negative keyword match types please visit the TikTok Help Center article on the subject ([link](#)).



Frequently Asked Questions



Q: How do teams know which keywords to select or target?

A: Advertisers are encouraged to look to their ads manager account for inspiration when deciding which keywords to target. If an advertiser is actively using the TikTok Search Ads Toggle, they will be able to review the Search Terms reports for inspiration of past organic searches which aligned with their ad content. Additionally, advertisers should review their ad content to ensure the keywords they select to target are directly related to both their ad content and their target audience.

Q: Does the Search Ads Campaign have brand safety components?

A: Yes, in addition to the ability to add 10,000 negative keywords per ad group the TikTok search results page goes through an additional round of organic moderation to ensure search results are in line with TikTok moderation policy. Learn more about negative keywords at the [TikTok Help Center](#).



Q: Does the Search Ads Campaign support keyword match types?

A: Yes, the search campaign supports 3 match types; broad, phrase, and exact. It is suggested that advertisers use broad match when launching new campaigns, then refining over time after passing through the learning phase



Q: Do I need to toggle off the Search Ads Toggle on my active campaigns in order to launch the Search Ads Campaign?

A: No, the TikTok Search Ads Toggle complements Search Ads Campaigns, and will not impact keyword targeting. If a search query matches a search keyword associated with your account, then the Search Ads Campaign will take priority over the Search Ads Toggle. If a search query doesn't match a search keyword, then the ad with the highest relevance and performance will be served.



Q: Is there a need to create any specific creative for the Search Ads Campaign or can we use a pre-existing ad content from other campaigns?

A: Advertisers can use their existing TikTok video ad content to fuel the TikTok Search Ads Campaign. That said, advertisers have the opportunity to create custom creative to match to certain keywords and search categories. By curating which creative is paired with certain ad groups and keywords, advertisers can ensure the most relevant ad content is matching to specific user searches.

Q: Can keywords be multiple words (e.g. - "Cool New Sneakers")



A: Yes, keywords are words or phrases that are used to match your ads with the terms people are searching for.