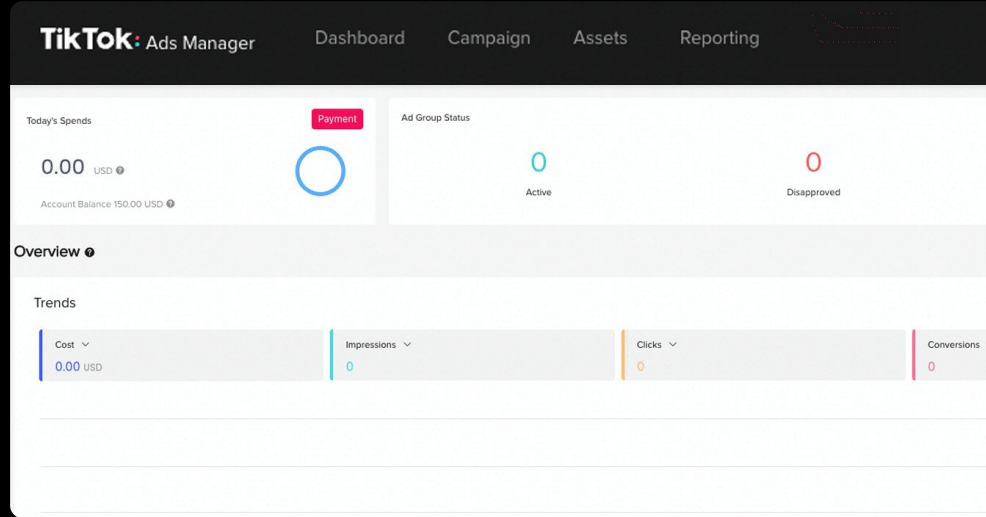# Maximize results and scale
Audience Insights

Navigation Guide

October 2022

Get Started

On TikTok Ads Manager, access Audience Insights under Reporting. If not available under Reporting, view under Insights. Click through and land on Audience Insights to explore more features.
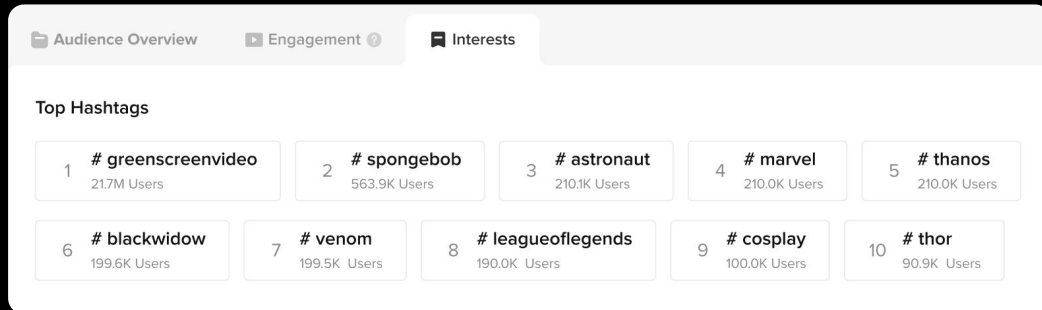
Top 10 Hashtags

Where to find?
Under 'Interest' tab, view the top 10 hashtags your selected audience most interested in.

What's next?
By understanding the hashtags your audience is most interested in, you can have an idea what kind of content they are consuming. So that you can target specific hashtags, or take them into consideration when creating your organic content.

📁 Audience Overview   ▶️ Engagement ?   🔖 Interests

Top Hashtags

1	# greenscreenvideo 21.7M Users	2	# spongebob 563.9K Users	3	# astronaut 210.1K Users	4	# marvel 210.0K Users	5	# thanos 210.0K Users
6	# blackwidow 199.6K Users	7	# venom 199.5K Users	8	# leagueoflegends 190.0K Users	9	# cosplay 100.0K Users	10	# thor 90.9K Users

Note: Top 10 hashtags coming November 2022

marvel
blackwidow
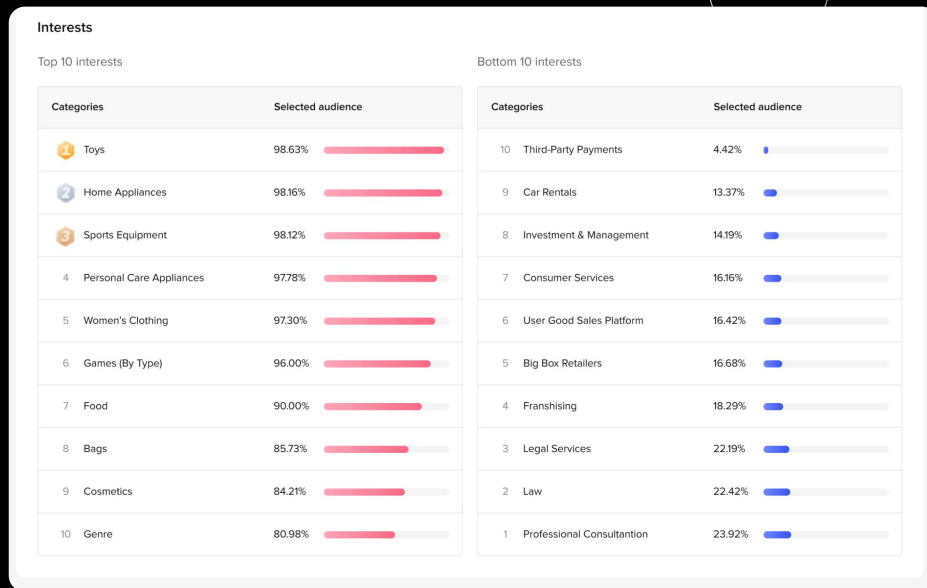# astronaut
Discovery
Imagination
marvel
Hashtags

Top 10 and Bottom 10 Interests

Where to find?
Under 'Interest' tab, view the ad interest categories section.

What's next?
You can ideate and experiment with different targeting strategy and creative messaging - to target and create content that are aligned with specific interest, or steer away from the least favoured interest.
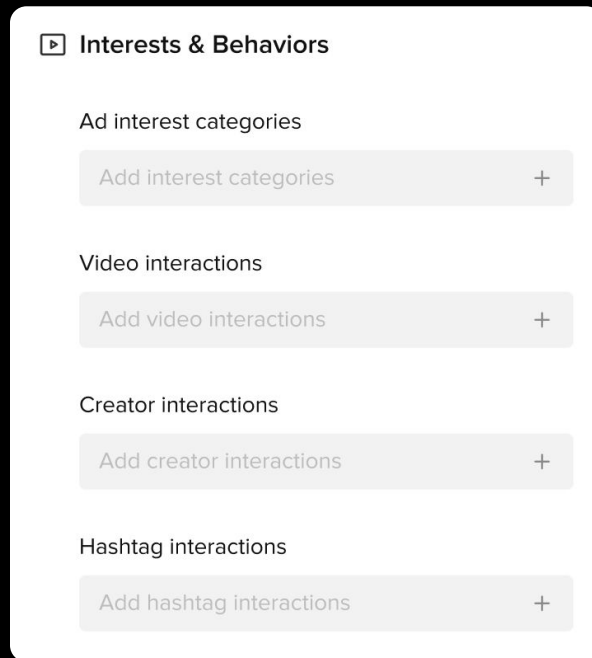
Interests

Top 10 interests

	Categories	Selected audience	
1	Toys	98.63%	
2	Home Appliances	98.16%	
3	Sports Equipment	98.12%	
4	Personal Care Appliances	97.78%	
5	Women's Clothing	97.30%	
6	Games (By Type)	96.00%	
7	Food	90.00%	
8	Bags	85.73%	
9	Cosmetics	84.21%	
10	Genre	80.98%	

Bottom 10 interests

	Categories	Selected audience	
10	Third-Party Payments	4.42%	
9	Car Rentals	13.37%	
8	Investment & Management	14.19%	
7	Consumer Services	16.16%	
6	User Good Sales Platform	16.42%	
5	Big Box Retailers	16.68%	
4	Franshising	18.29%	
3	Legal Services	22.19%	
2	Law	22.42%	
1	Professional Consultantion	23.92%	

Interactions

Where to find?
Under 'Interest and Behaviors' tab, enter specific hashtag, category of creators, and type of videos.

What's next?
These granular information on audience interactions allows you to better target and craft creative message. You can also filter and compare audiences of different levels of engagement such as Viewing vs. Following Profile, Watched Video vs. Commented.

▶ **Interests & Behaviors**

Ad interest categories

Add interest categories   +

Video interactions

Add video interactions   +

Creator interactions

Add creator interactions   +

Hashtag interactions

Add hashtag interactions   +

Language, Device Price, Multiple Countries

Where to find?
On the left 'Create Audience' bar, select multiple countries, language and the range of device price.

What's next?
The filtered audience help you reach and understand who used devices of certain price (for consumer electronic brands) and language (for localized and culturally relevant product and service such as travel), and located across multi-countries (for global campaign with cumulative insights).

Locations

United States ✕

Select Audience

🌐 **Languages**

No Limit

◎ **Demographics**

Age

All ✕

Gender

All | Male | Female

▶ **Interests & Behaviors**

Ad Interest Categories

Add interest categories +

Video Interactions

Add video interactions +

Creator Interactions

Add creator interactions +

Hashtag Interactions

Add hashtag interactions +

🖥 **Devices**

Operation System

No Limit | iOS | Android

OS Versions

No Limit

Device Price

⦿ No Limit

○ Specific Range

Reset Filters | Search