



Getting Started With **TikTok For Business** Ad Platforms






Welcome to **TikTok For Business** !

We are so excited to begin this journey with you. This booklet will guide you through the simple steps you need to take to set yourself up for success on TikTok for Business's two main platforms, Business Center and Ads Manager. The guide is right for you if you have one of our best sales representatives' support from the beginning. Otherwise, follow our self-serve onboarding process instead.

Your sales representative will be with you at every stage of this process. You can refer to this guide if you are unclear about what comes next in the onboarding process, and what you need to do from your end. Content covered includes:



- Introduction to TikTok For Business Ad Platforms
 - Onboarding Journey Overview
 - Setting Up Business Center
 - Setting Up Ad Account
 - Account Review
 - Setting Up Billing Method and Topping Up
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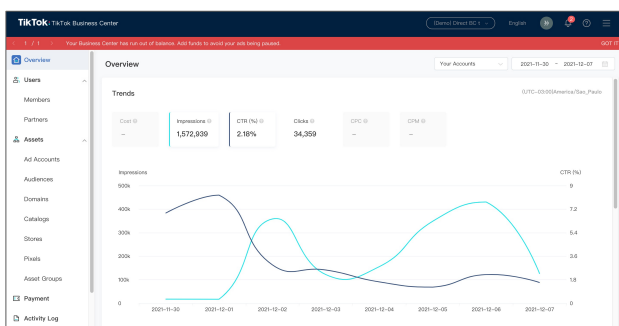
Introduction of TikTok For Business Ad Platforms

TikTok for Business is an all-in-one marketing & advertising solution platform that lets advertisers reach diverse audiences globally. The two main platforms we offer for managing your ad accounts and campaigns are Business Center and Ads Manager.

Business Center

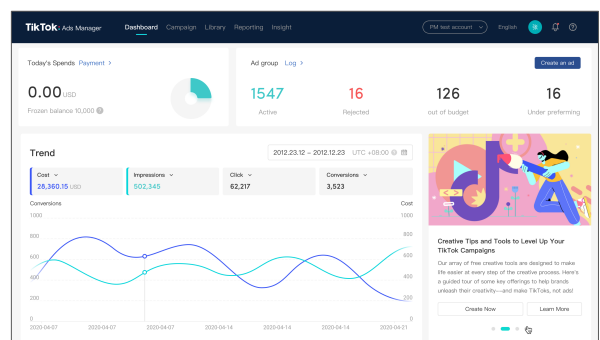
TikTok Business Center is a one-stop business hub that helps organizations manage a diverse range of digital marketing and commerce activities to reach their desired audience on TikTok.

It enables organizations to centralize assets management, permission allocation, also allows advertisers to manage multiple TikTok ad accounts among multiple users in a safe, efficient way.



Ads Manager

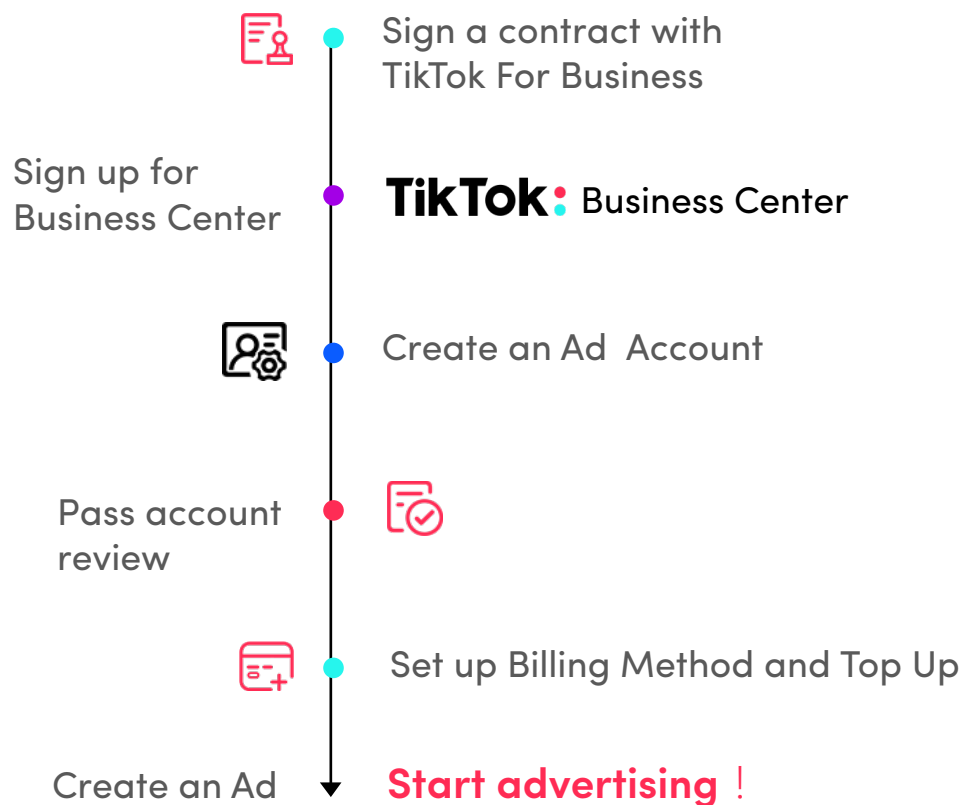
TikTok Ads Manager is a platform where advertisers can create and manage TikTok ad campaigns, manage ad creatives, view and analyze ad performance reports.



TikTok For Business

Ad Platforms Onboarding Journey

The onboarding process typically takes around 1-2 weeks, which includes agreeing to the TikTok For Business terms and conditions, registering a Business Center and/or Ads Manager account, getting those accounts approved, and setting up payment details.



- Make sure you register using the dedicated registration link provided to you by your sales representative
- Ensuring you complete all of the required details can accelerate the account verification process



Create Ad Account in Business Center vs Ads Manager

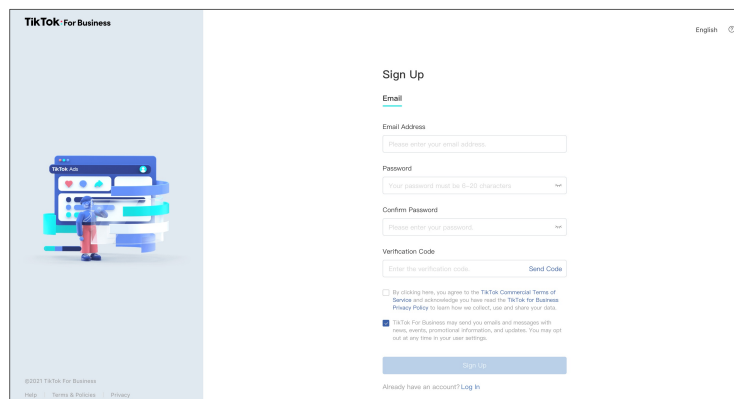
- There are two ways you can set up a new ad account: through creating an account in Business Center or creating an account in Ads Manager.
- Where you set up the ad account will impact how you can manage the account, related assets and pay for your ad campaigns.
- If multiple users will co-work on an ad account or you'll have multiple ad accounts, in the majority of cases we suggest you start from Business Center.
- In circumstances where the payment currency for ad account is different from the currency used for the Business Center, you should create an ad account in Ads Manager.



Setting Up Business Center

01

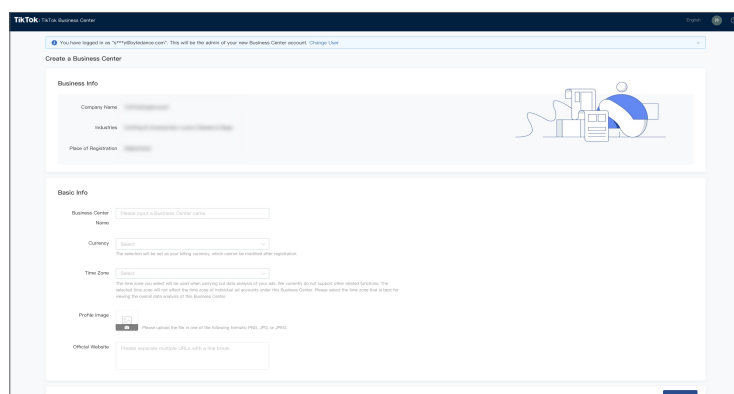
Sign up as a TikTok For Business user, then log in with your user details using the dedicated Business Center registration link your Sales rep shared with you.



The screenshot shows the 'TikTok For Business' sign-up page. On the left is a graphic of a person at a computer. On the right is the 'Sign Up' form with fields for Email, Password, and Confirm Password. There is a 'Verification Code' field with a 'Send Code' button. Below the form are checkboxes for terms and conditions, and a 'Sign Up' button. At the bottom, there is a link for 'Already have an account? Log In'.

02

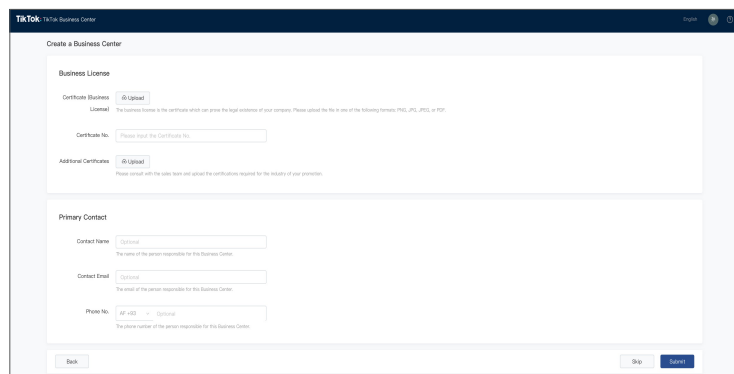
Complete the Basic Info section and click Next button.



The screenshot shows the 'Create a Business Center' page in the TikTok Business Center. The 'Basic Info' section is active, with fields for Business Center Name, Currency, Time Zone, Profile Image, and Official Website. A 'Next' button is at the bottom right.

03

Complete the Business License, Primary Contact sections and submit the application.



The screenshot shows the 'Create a Business Center' page in the TikTok Business Center. The 'Business License' section is active, with fields for Certificate Business License, Certificate No., and Additional Certificates. Below it is the 'Primary Contact' section with fields for Contact Name, Contact Email, and Phone No. 'Back', 'Skip', and 'Submit' buttons are at the bottom.

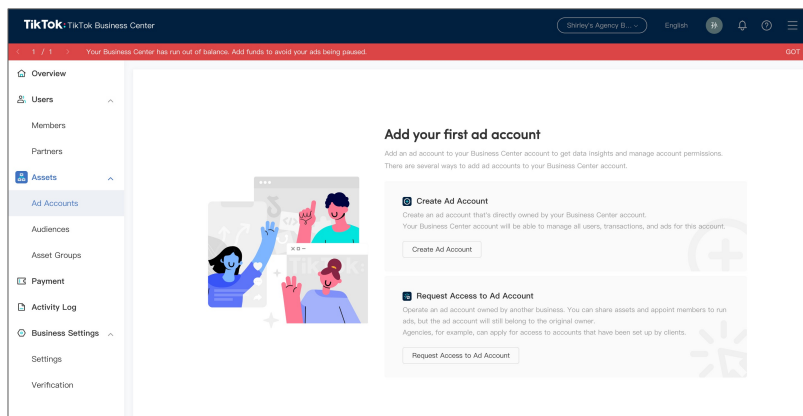
Tips

- Be aware that information set as your "Currency" and "Time Zone" in the registration process cannot be changed once the account has been set up.
- The currency you select in the form must be the same as one of the currencies stated in your contract.
- Be sure to add a phone number and email address you have access to in order to receive important notices from TikTok For Business.

Setting Up an Ad Account in Business Center

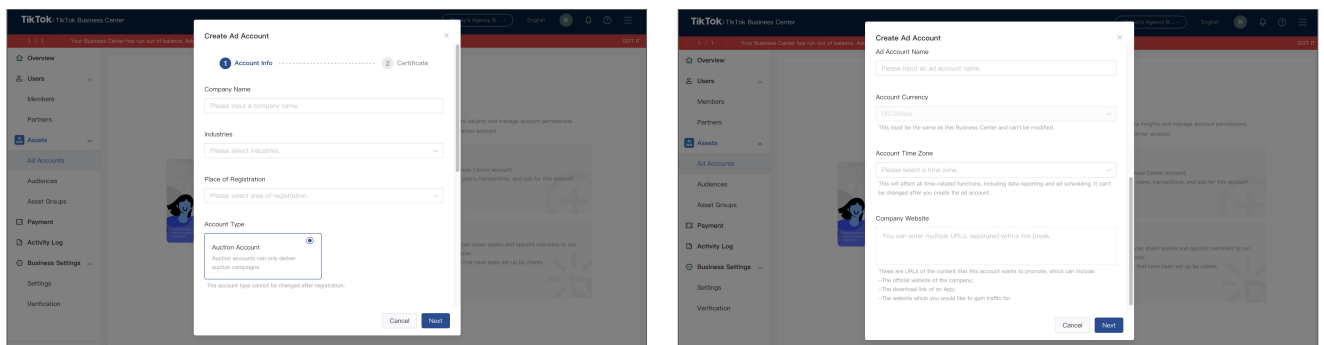
01

Select Ad Accounts in Business Center, then select Create Ad Account



02

Complete Account Info page, then click Next button



03

Complete Certificate page, then Submit

The screenshot shows the 'Create Ad Account' form in the TikTok Business Center, specifically the 'Certificate' tab. The form is titled 'Create Ad Account' and has two tabs: 'Account Info' and 'Certificate'. The 'Certificate' tab is active. It contains the following fields: 'Certificate (Business License)' with an 'Upload' button and a note: 'The business license is the certificate which can prove the legal existence of your company. Please upload the file in one of the following formats: PNG, JPG, JPEG, or PDF.'; 'Certificate No.' with a text input field and a note: 'Please input the certificate no.'; 'Additional Certificates' with an 'Upload' button and a note: 'Please consult with the sales team and provide an advertiser invoice as a supporting document.'; and 'Advertiser Billing Address' with a text input field and a note: 'The address of the advertiser for receiving invoices.' At the bottom, there are 'Back', 'Skip', and 'Submit' buttons.

The screenshot shows the 'Create Ad Account' form in the TikTok Business Center, specifically the 'Account Info' tab. The form is titled 'Create Ad Account' and has two tabs: 'Account Info' and 'Certificate'. The 'Account Info' tab is active. It contains the following fields: 'Advertiser Billing Address' with a text input field and a note: 'The address of the advertiser for receiving invoices.'; 'Australian Business Number' with a text input field and a note: 'Optional. Please enter an advertiser tax identification number (e.g., VAT No., Tax Identification No., Federal Registration No.)'; 'Contact Name' with a text input field and a note: 'Optional. The name of the person responsible for this account.'; 'Advertiser Email' with a text input field and a note: 'Optional. The email of the advertiser for receiving invoices.'; and 'Phone Number' with a dropdown menu for country code (set to 'AU +61') and a text input field, with a note: 'Optional. The phone number of the person responsible for this account.' At the bottom, there are 'Back', 'Skip', and 'Submit' buttons.

Tips

- Be aware that information set as your "Place of Registration", "Currency", and "Time Zone" in the registration process cannot be changed once the account has been set up.
- The currency you select in the form must be the same as the currency stated in your contract.
- If the Tax ID of your business is not provided, it will impact the tax rate calculation and final ad cost.
- Be sure to add a phone number and email address you have access to in order to receive important notices from TikTok For Business.

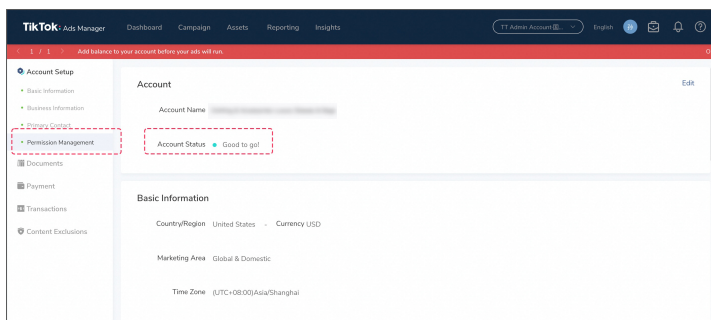
Account Review

The account review process for both Business Center and Ads Manager typically takes 24-48 hours for each platform. If your account review status has not changed after a period longer than this, contact your sales representative.

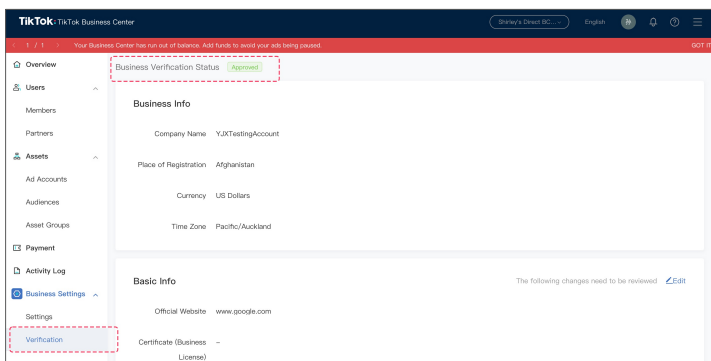
If you are an agency client and create an ad account under Business Center, the ad account review will be a separate review process.

If the new account passes review, you can check the status of your account status in Business Center and Ads Manager here:

Ads Manager



Business Center



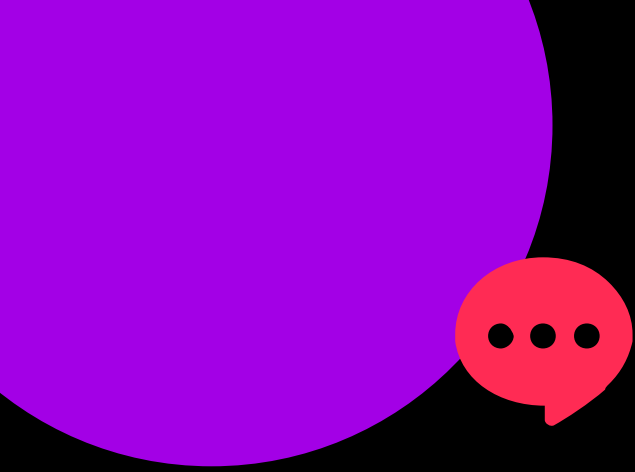
If for some reason the account you wish to register is not approved, you will receive an e-mail explaining the reason for rejection, and you can follow up with your sales representative.



Set Up Billing Method and Top Up

Ensure the ad account has balance in time can accelerate your overall onboarding journey.

You need to decide the billing method and the billing channel that you want to take when signing a contract with TikTok For Business. You can either pay in advance via the **manual payment** billing option or pay in arrears via the **monthly invoicing** billing option. You can set up the billing method via the online channel in your account by yourself, or assign your sales representative to set up the billing method for you via the offline channel.



If you choose the online billing channel and manage the billing process by yourself, please refer to the instructions below:

Billing Option 1 :

Manual Payment (Pre-pay)

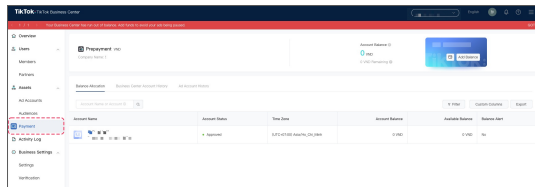
* The availability of this billing option on Ads Manager and Business Center varies in different countries.

Once your Business Center or Ads Manager account is approved, you can start to set up the billing method and top up your account. In Business Center, you'll need to top up your Business Center account first then allocate funds to ad accounts created by this Business Center. On Ads Manager, you can directly top up into the ad account.

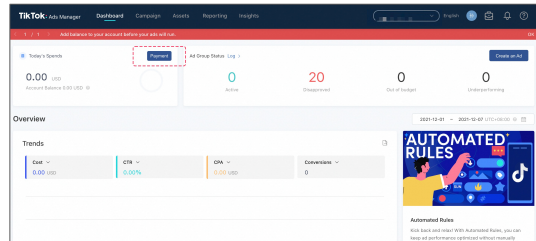


Step 1

Go to the Payment section on Ads Manager Dashboard page, or the Payment tab in Business Center



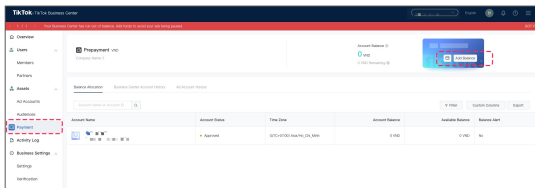
Business Center



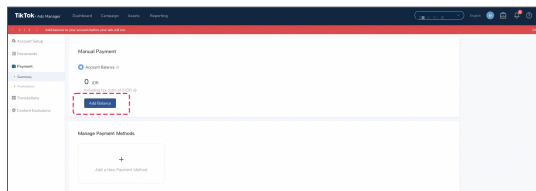
Ads Manager

Step 2

Click Add Balance button to top-up



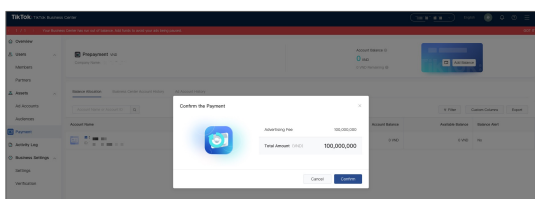
Business Center



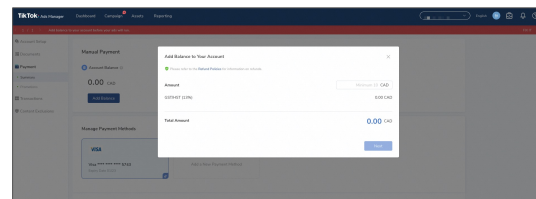
Ads Manager

Step 3

Fill in the top-up amount and confirm
The tax amount will appear and be added (if any)



Business Center

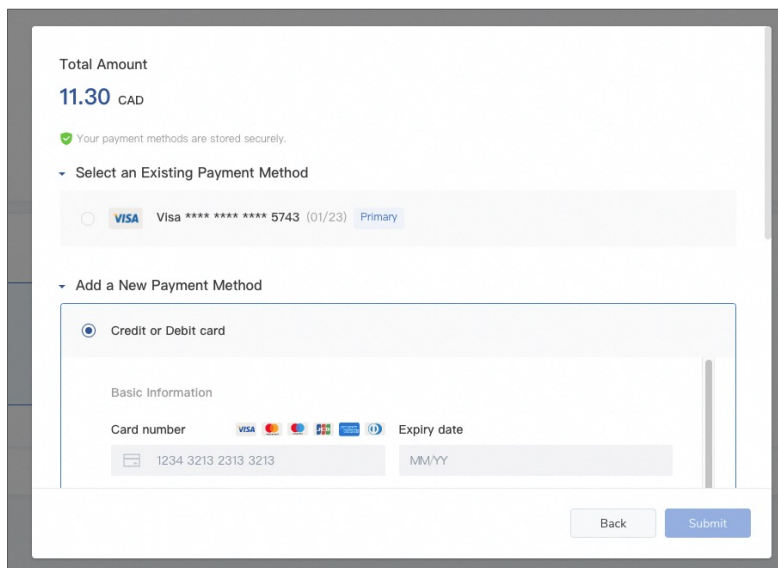


Ads Manager

Step 4

Add a payment method from available options

* The available options of credit card, debit card or Paypal may vary in different countries



The screenshot shows a payment interface with the following elements:

- Total Amount:** 11.30 CAD
- Security Notice:** Your payment methods are stored securely.
- Select an Existing Payment Method:** A section with a radio button and a card summary: **VISA** Visa **** * 5743 (01/23) Primary.
- Add a New Payment Method:** A section with a radio button selected for **Credit or Debit card**. Below it is a **Basic Information** form:
 - Card number:** A field containing 1234 3213 2313 3213, with icons for VISA, Mastercard, American Express, Discover, and Diners Club.
 - Expiry date:** A field with the placeholder MM/YY.
- Buttons:** Back and Submit buttons at the bottom right.

Step 5

After topping-up, the amount will appear in Business Center or ad account balance immediately.



Billing Option 2 :

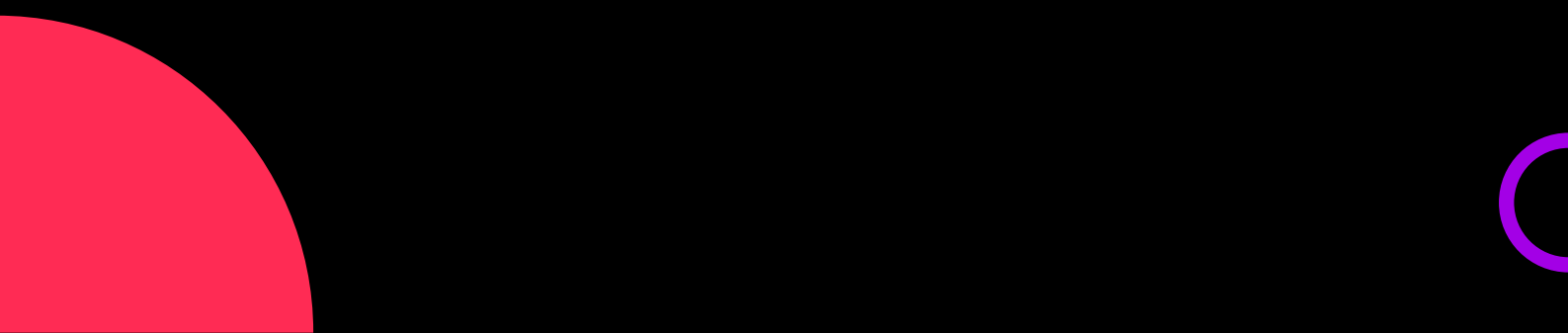
Monthly Invoicing (Post-pay)

Credit Line is a type of credit that TikTok allows you to borrow and post pay at regular intervals. The Credit Line limit is determined on a case-by-case basis. You'll need to apply for a credit line in your account first to be able to use the monthly invoicing billing option.

For **agency clients**, the online application channel is not available, please contact your sales representative to apply for you on your behalf.

When the contract is effective, the **Apply for a Credit Line** button will appear in your Ads Manager payment settings. Once a credit line is granted by TikTok, **Edit Credit Amount** button will be available for you to allocate credit into your balance.

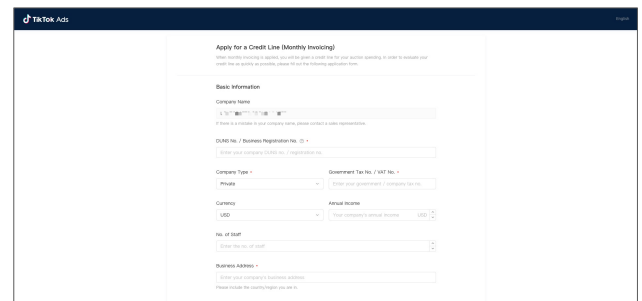
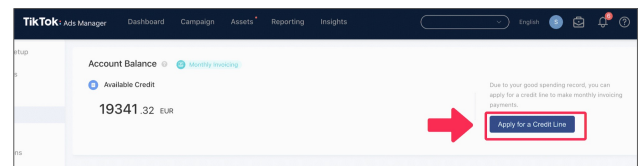
The average turn around time for a Credit Line to be approved is 2-3 working days, however this can vary.



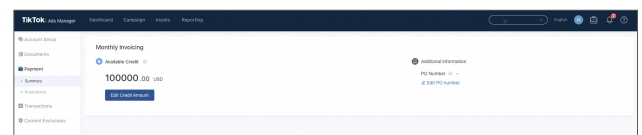
Instructions

Ads Manager

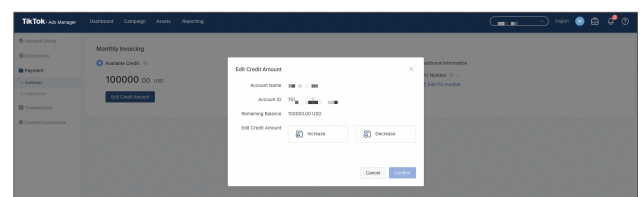
1. Click **Apply For Credit Line** button to initiate Credit Line application in payment settings and fill in the basic information.



2. Once your Credit Line application is approved, click **Edit Credit Amount** on the Payment page ads manager.



3. Increase/decrease your credit amount to allocate funds to your Ad account and confirm.



4. After topping-up, the amount will immediately appear in your ad account balance.

Now you are ready to create your first campaign on **TikTok!**

Refer to our Business Center Playbook and Ads Manager Playbook for more best practices and tips for setting up successful campaigns!

