



TikTok Instant Pages

Setup guide
January 2022

about instant pages

TikTok Instant Pages

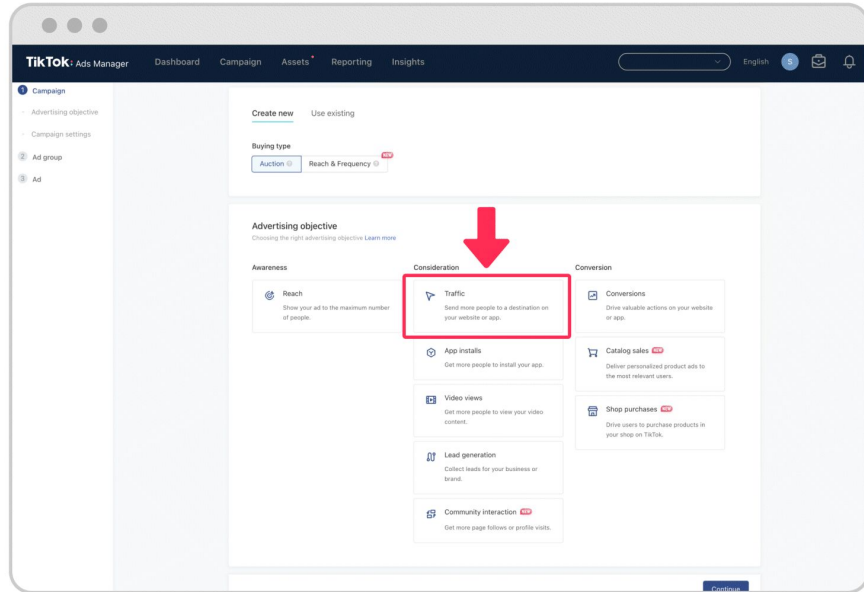
An Instant Page is a fast-loading lightweight web page that loads up to 11 times faster on TikTok than a standard web page. Instant Pages offer a variety of templates to make it easy to create your own Instant Page, you can also customize your own Instant Page by editing its components like text, picture, video, carousels, and call to action buttons.

Moreover, you can even optimize ad delivery against conversions and actions that take place on your Instant Page.

Availability

- Buying Type: Auction, Reach & Frequency
- Advertising Objective: Traffic, Conversions, Reach, Video Views
- Split Test: Not Supported
- Promotion Type: Website (Traffic and Conversions Objective only)
- Placement: TikTok
- Ad Format: Non-Spark Ads, Spark Ads
- Cards: Display Card, Gift Code Card

step 1: create a campaign & ad group

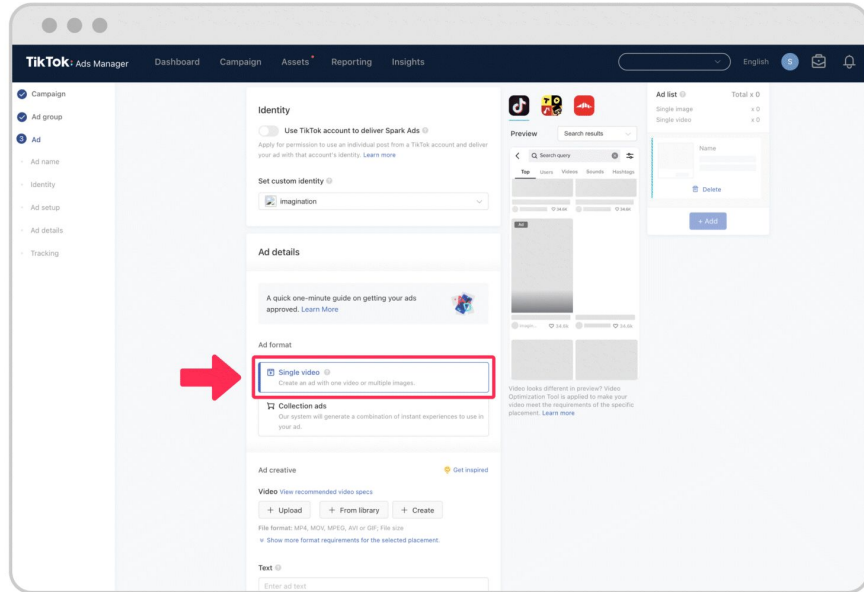


To add an Instant Page to your ads, you will first need to create a Campaign and Ad Group with the following settings. To get started log in to TikTok Ads Manager and create a new campaign.

1. Select a supported Advertising Objective, choose from Traffic, Conversions, Reach, or Video Views.
2. Complete the rest of your Campaign selections and click Continue. The Advertising Objective you selected will determine the next steps.
3. If you selected Conversions or Traffic, under your Ad Group's Promotion Type module click Website.
4. For Traffic campaigns, select the TikTok Pixel you want to use to track your events on your website, then choose an Optimization Event. This step is optional and not a requirement for Traffic campaigns.
5. For Conversions campaigns, you will need to select the type of website you want to promote. Choose External Website or TikTok Instant Page.
 - a. If you selected External Website, select the TikTok Pixel you want to use to track your website, then choose an Optimization Event.
 - b. If you selected TikTok Instant Page, choose an Optimization Event. The system will use this selection to optimize for conversions that occur on your Instant Page.

See UI screenshots at our [Help Center](#).

step 2: access the instant page builder

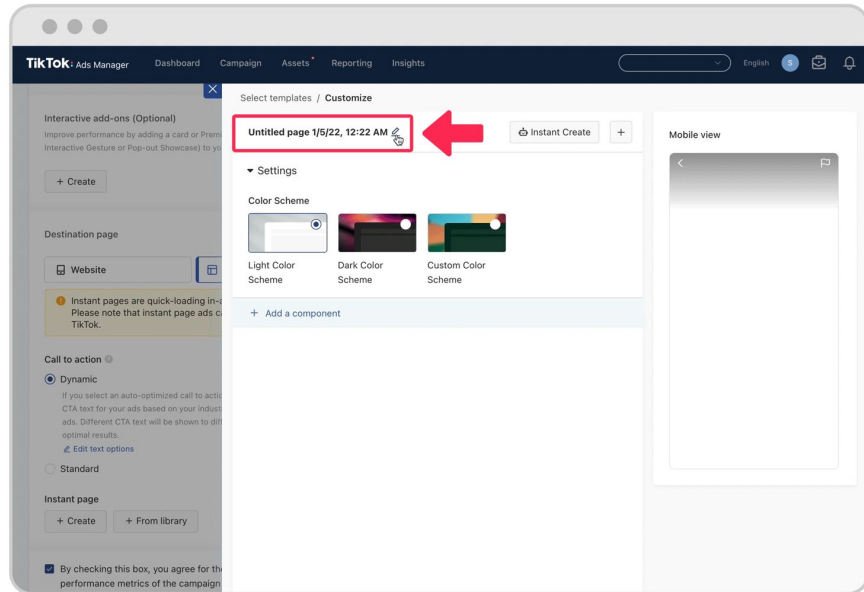


Next, you will need to open the Instant Page Builder from the ad creation page to create your Instant Page.

1. From the Ad creation page, select Single Video as the Ad Format.
2. Locate the Destination Page module and select +Create.
3. Next, choose an Instant Page template, select from:
 - Customize: Freely create an Instant Page to provide a better experience for your target audience.
 - Products for sale: Provide details about your products and promotions.
 - Brand story: Build brand influence by sharing your brand's story, products, and services with customers.
 - Introduction & Brand pitch: Introduce your brand and encourage new customers to discover and try your products or services.
 - Movie trailer: Improve your brand image on TikTok by providing your viewers with a full movie trailer experience with the option of landscape view.
4. Click Confirm.

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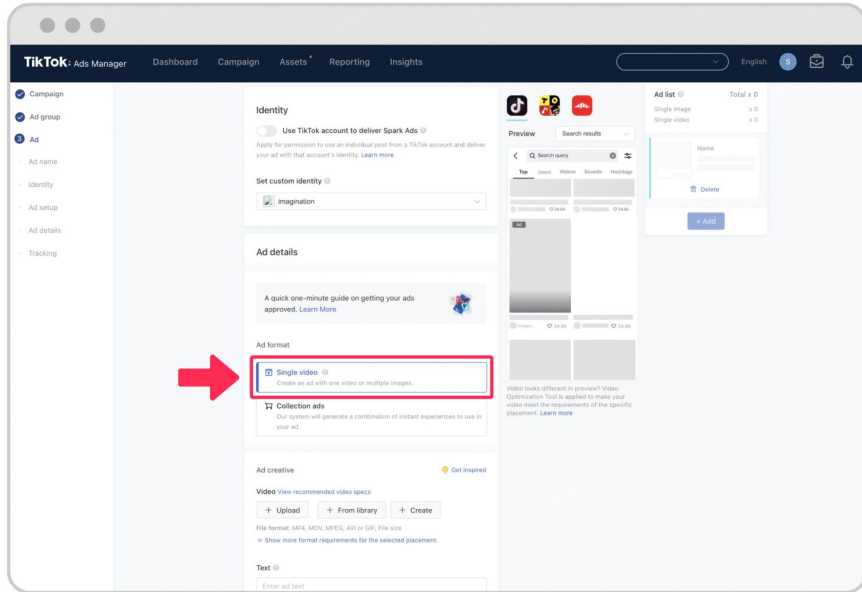
step 3: customize your instant page



Once you have accessed the Instant Page Builder, you can edit your Instant Page's components. To get started:

1. Click the pencil icon to name your Instant Page.
2. Select a Color Scheme for your Instant Page, choose from Light Color Scheme or Dark Color Scheme.
3. To add Components to your Instant Page, click the + icon or click +Add a component. Instant Pages support the following components:
 - Header: Affix an image or text on top of your Instant Page.
 - Image: Showcase an image that you can turn into a hyperlink.
 - Video: Feature a video on your Instant Page.
 - Button: Add a call to action button that points to a landing page or app download page.
 - Carousel: Create an image slideshow within your Instant Page.
 - Text: Insert text blocks that can be formatted.
 - Coupon Code: Promote a sale using a coupon code (if applicable) and highlight the sale price in terms of percentage.
4. If you want to convert an existing website into an Instant Page, click Instant Create and enter the URL of the page you want to recreate, then click Generate.
5. Once you select your Instant Page's Components, you can drag them into the order you want and begin to customize them as you see fit.
6. Then click Save to save a draft of your Instant Page, or click Complete to add the finished Instant Page to your ad. Next, finish building your ad and click Submit when you are ready to publish.

step 4: access the instant page



Once you have created an Instant Page or have saved a draft of one, you can access them via the Ad Creation page from an eligible Ad Group.

1. Go to the Destination Page Module, and click + From Library.
2. To use a completed Instant Page, select an Instant Page where the status is Ready, and click Confirm.
3. To continue working on a saved draft, hover your mouse over an Instant Page where the status is Draft and click Edit.
4. To copy a completed Instant Page, hover your mouse over an Instant Page where the status is set Ready and click Copy. The Instant Page Builder will open, and you can rename the Instant Page and edit or adjust any of the components.

Next, after you have added your Instant Page to your ad, you will need to finish creating your ads, and then click Submit to publish your campaign.

See UI screenshots at our [Help Center](#).