Smart Performance Campaigns on Shopify

TikTok's first end-to-end automated solution to optimize campaign performance!





Automatic Targeting

SPC uses machine learning-based automation to find your ideal audience on TikTok for you.

Reduced Campaign Management

Using enhanced ad delivery strategies for targeting, bidding, and creative, SPC campaigns see a 37% increase in ad shelf time compared to manual campaigns.

Optimized Conversion Performance

Let TikTok do the heavy lifting to reduce campaign creation time and maximize conversion performance.

What type of advertisers should use SPC?

- Shopify advertisers **new to TikTok** who want to test general performance.
- SMBs without hands-on campaign management resources.
- Performance-oriented advertisers looking to optimize conversion results of their campaigns.

AVAILABILITY:

- **All Shopify Advertisers**
- **Objective: Web Conversions**
- **Targeting Country: Global**
- Placement: TikTok Only

How do I get st	Irted?
What are you promoting?	🥠 🔶 Open t
Single product 😂 Collection 🖬 Store's homepage	Create C
Select a product	create a c
Ad creation	Manager.
Video(s) 1/10	- Performai
Upload (5) Generate videos Upload existing video file Information	
Ad text	For illustrative purposes only
Enter creative text for your ad.	🤝 💛 Fill out
	need is a
100	
¥ Advanced settings	creative c
Targeting: Automatic	video or u
Automatic Targeting helps you reach the most relevant customers by automatically and dynamically optimizing your campaign's audience. It considers your objective, ad delivery, the content of your ads, past campaign data, and more.	
Location	
Korea × ~	
Optimization event	🝸 Launcl
What results would you like from this ad?	
Add to cart ~	Monitor yo
	your Shop
Budget & Schedule	Ads Manc
Budget 💿	
Daily v 35 USD	
Schedule	

Open the TikTok App on Shopify and click Create Campaign". You'll seen the option to reate a campaign on Shopify or TikTok Ads lanager. Choose Shopify to create a Smart erformance Campaign.

Create Campaign 🔻

Fill out your campaign information. All you eed is a budget, country, optimization event, and reative assets to get started. Upload your own ideo or use the Dynamic Video Generator tool.

² Launch your campaign and view the results. lonitor your campaign performance directly from our Shopify dashboard and head over to TikTok ds Manager for deeper audience insights.

Reach millions of potential customers with paid advertising campaigns

