



# 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.

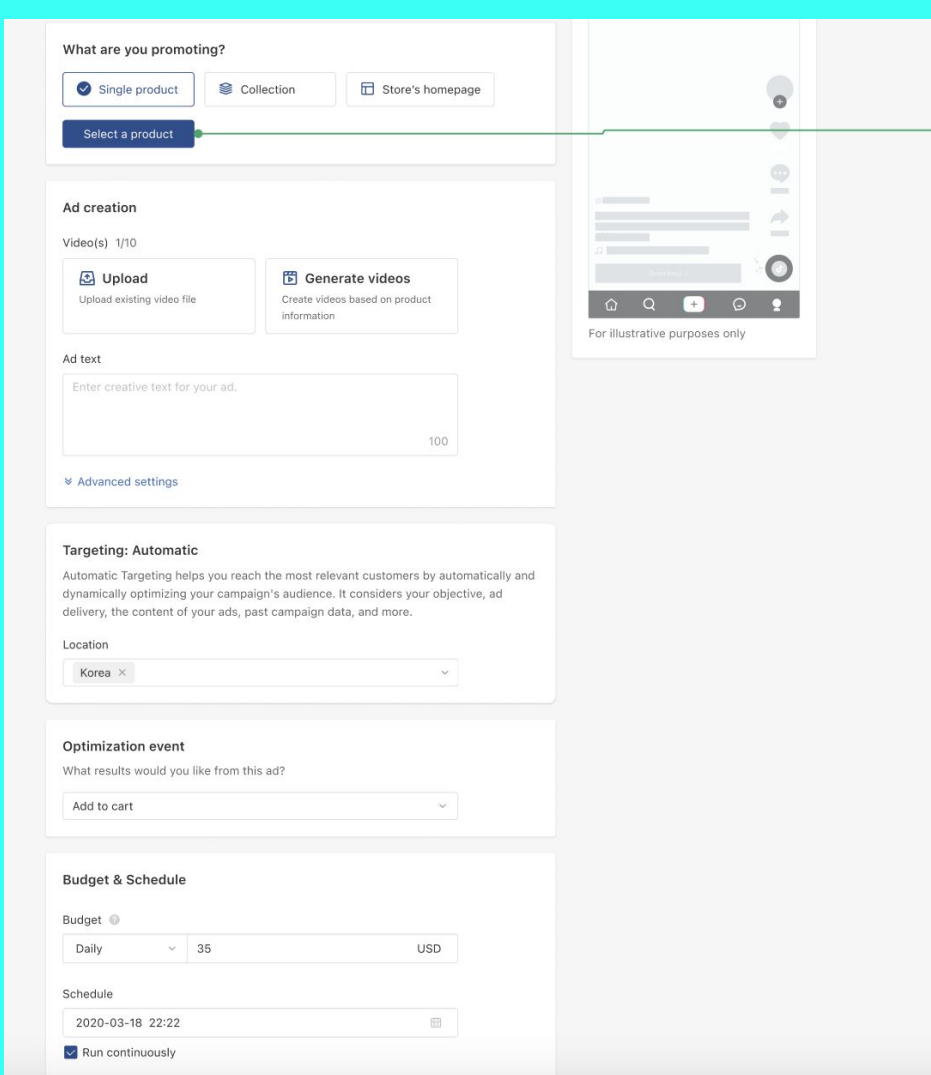
## What type of advertisers should use SPC?

- 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 started?



**⚡ Open the TikTok App on Shopify and click "Create Campaign".** You'll see the option to create a campaign on Shopify or TikTok Ads Manager. Choose Shopify to create a Smart Performance Campaign.

**👉 Fill out your campaign information.** All you need is a budget, country, optimization event, and creative assets to get started. Upload your own video or use the Dynamic Video Generator tool.

**🏆 Launch your campaign and view the results.** Monitor your campaign performance directly from your Shopify dashboard and head over to TikTok Ads Manager for deeper audience insights.