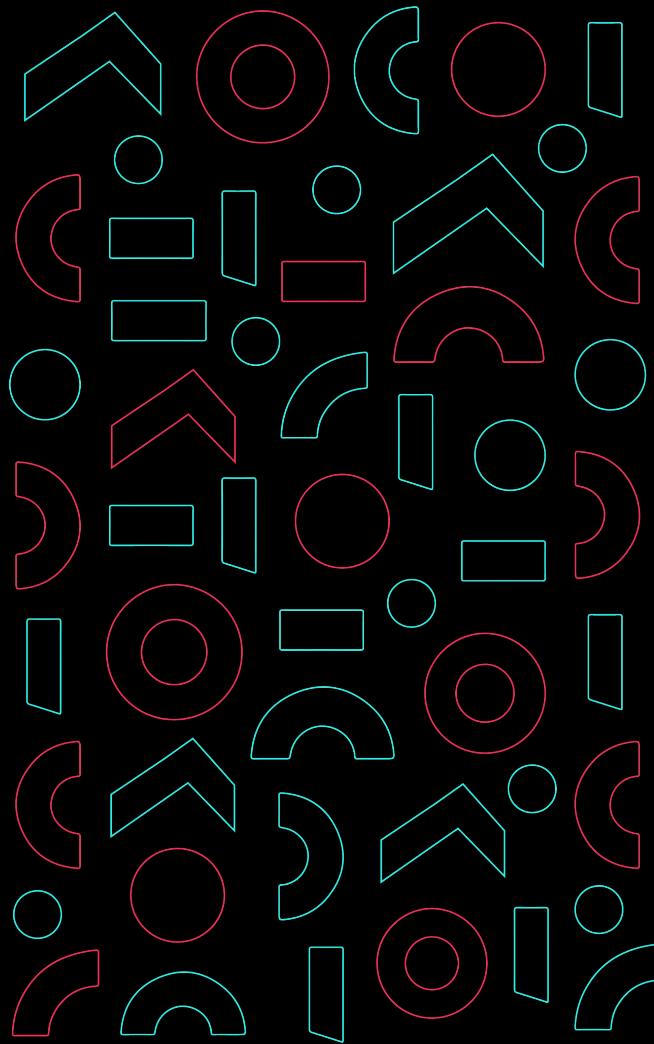


 **TikTok** for Business

# Unlock New Leads on TikTok

with your website form

SMALL & MEDIUM BUSINESS USER GUIDE | SEPT '22



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- 01 **Intro:** How TikTok can help achieve your Lead Generation goals
- 02 **Get Started:** Lead Generation using your website form
- 03 **Find Success:** How your business can benefit
- 04 **Success Stories:** See how businesses are attracting new customers with Lead Generation

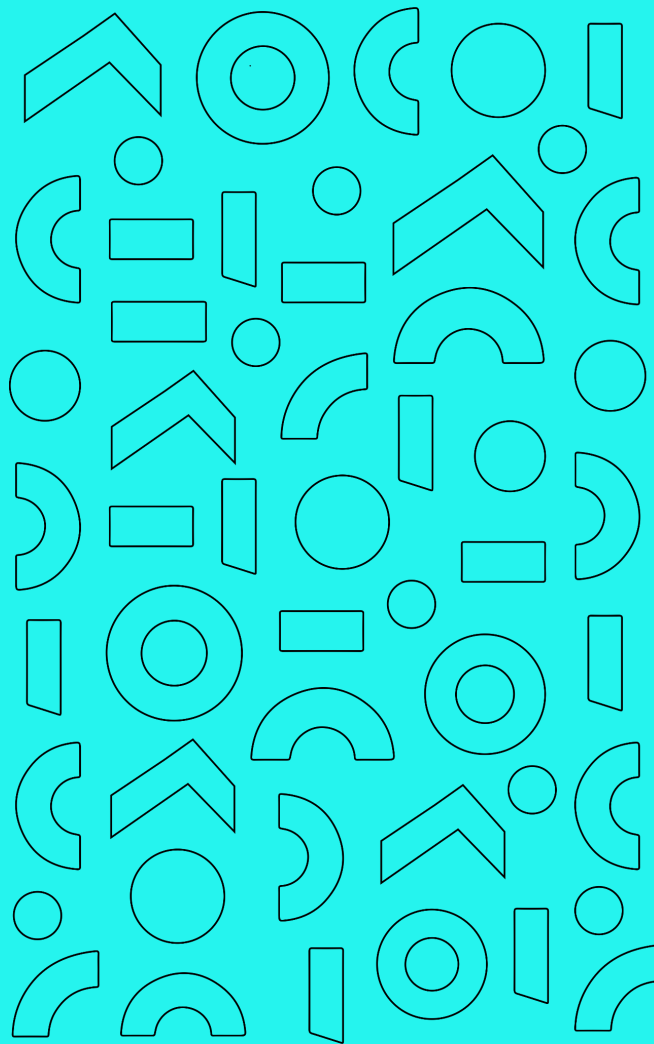


This guide is for [Lead Generation with a Website Form](#). If you're looking to use TikTok's [in-app Instant Form](#) for Lead Generation, see [here](#).

# 01

## Intro to Lead Generation:

How TikTok can help achieve your Lead Generation goals.

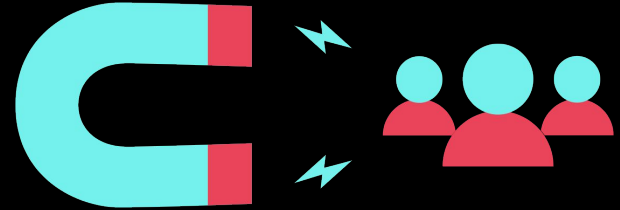


Customer acquisition is **more costly** and **time consuming** than ever.

**60%**

Increase in customer acquisition costs compared to a few years ago

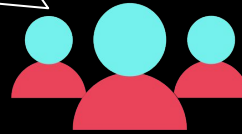
TikTok can help.



Awareness > Intent > Purchase



Investing in **lead generation** grows your future customer base



# TikTok helps businesses find people who want to hear from them.

Tap into a unique, engaged audience

**81%**

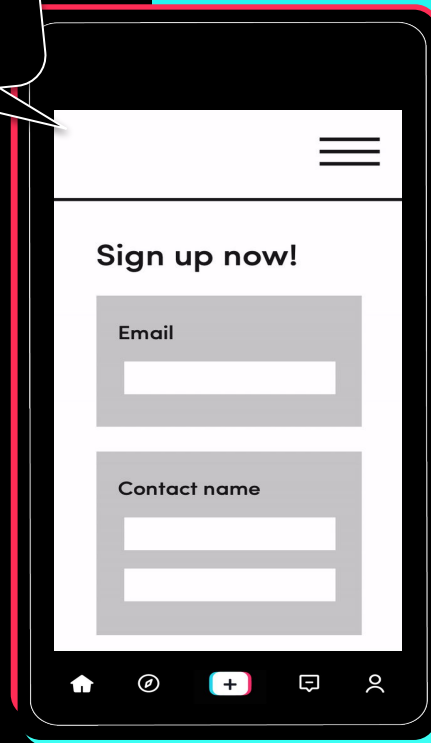
of TikTok users globally said they **plan to spend the same amount of time or more on TikTok in the next 6 months.**

At a value that works for you

**69%**

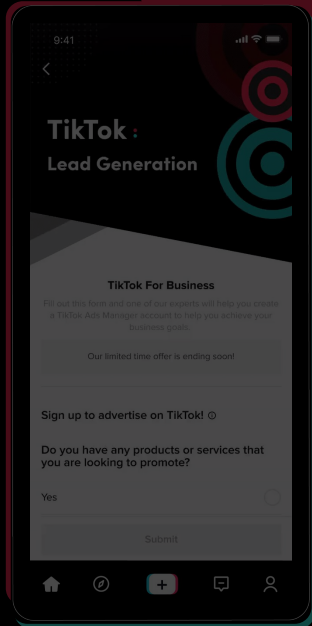
of lead gen advertisers on TikTok are **satisfied with their cost per lead (CPL).**

With just a few taps, new leads can safely **share their info with you** on your website form.



# Capture and manage leads with flexibility using our two form options.

## In-App Instant Form (Native)

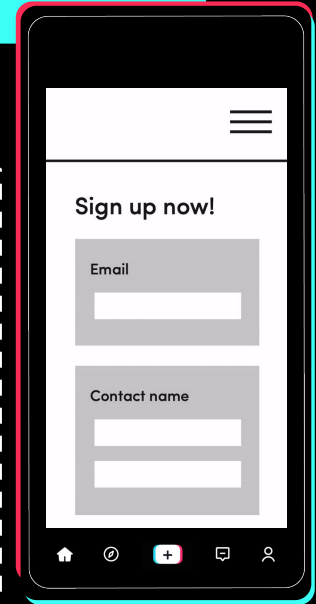


You want to decrease friction for potential leads and qualify them later.

### Good for:

- Decreasing user form friction
- Building customer/email lists
- Instant lead capture
- Real-time CRM sync
- Surveys with <10 questions

## Your Website Form (External)



You already have a lead form on your website with qualifying logic built in.

### Good for:

- Boosting traffic to your site
- Qualifying leads via your site
- More detailed qualifying info/questions (i.e., age, credit score)

## KEY BENEFITS

# Grow your business by capturing Leads on your website.

**Drive traffic & action on your website.** Send interested users to your website to take action.

**Optimize and grow.** Our Pixel can measure events on your website to help improve targeting for users who are more likely to become leads. Learn more about Pixel [here](#).

**Use your existing web capabilities.** If you have existing integrations, such as CRM, SMS, etc., you can sync your lead data in real-time to drive efficiencies.

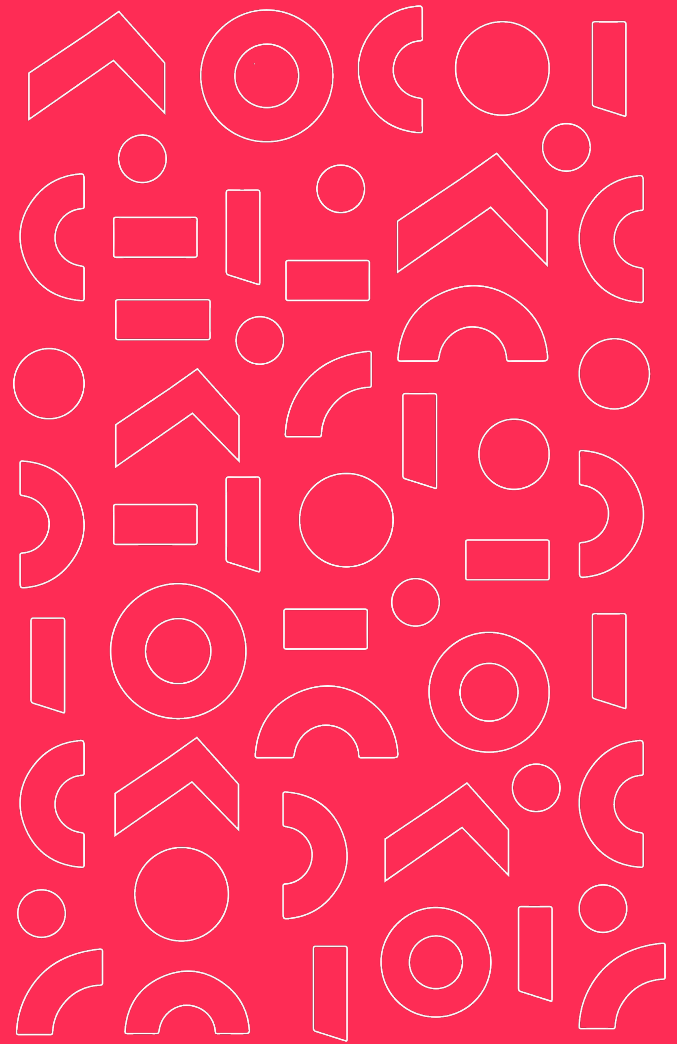




# 02

## Get Started:

Lead Generation Using  
Your Website Form



# Get started today with Your Website Form.

## 1 Set Up Pixel & Events

Install Pixel and set up events to track lead gen conversions on your website.

## 2 Select Objective

Create a new campaign and select the Lead Generation objective.

## 3 Set Up Ad

Select your target audience, bid strategy, and upload creative for your ad.

- Optimization Location: **Website**

## 4 Choose Destination Page

Input the landing page with your lead generation form.

If you're looking to use TikTok's **in-app Instant Form** for Lead Generation, see [here](#).

# Set Up Pixel & Events

The [TikTok Pixel](#) is a powerful tool that tracks and measures your ads' impact on your website. You can install the Pixel as a piece of code on your site or use a [partner integration](#) like Google Tag Manager or Shopify.

## Improve lead gen campaigns

Target specific audiences that are more likely to become leads or take action on your website

## Build your lead gen audience

Find high-potential lead audiences with Lookalike Audiences and postback data.

Unable to place a pixel for your website? Our IP solution might be the right option for you. Click [here](#) to learn more.

## Example:



**Stacy clicks on an ad for Loan Services**



**She checks her eligibility on your website**



**Pixel sends signal to algorithm**

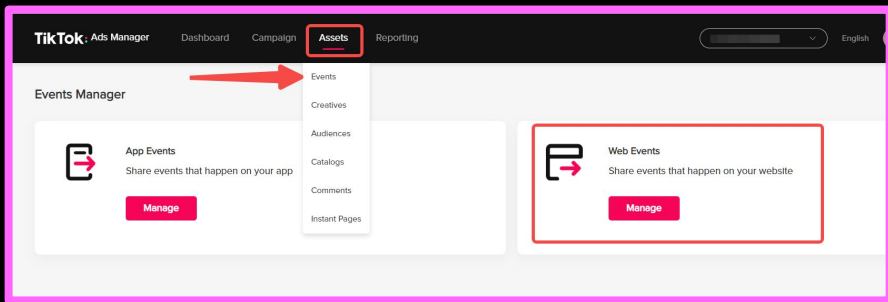


**Pixel finds more TikTokers like Stacy**  
*(most likely to apply for a Loan)*

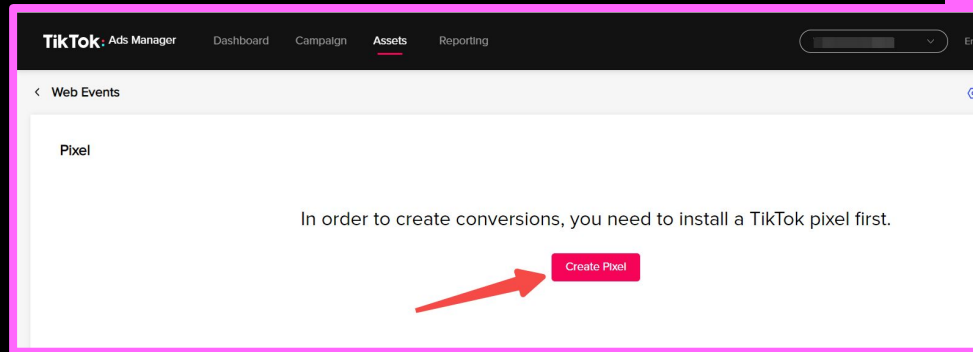
# Set Up Pixel & Events

If you don't have a TikTok Pixel installed on your website, you'll need to create one to set up the web events you want to track for lead generation. If you already have a Pixel, skip ahead to page 15.

Select "Event" under **Assets** in Ads Manager and pick "Manage" under **Web Events**



Hit "Create Pixel"



# Set Up Pixel & Events

Give your Pixel a name—we recommend a name that corresponds to your website or domain.

Pick **TikTok Pixel** as your connection method and then hit Next. *If you want to learn about Events API, see [here](#).*

**Set Up Web Events**

Pixel Name  
My Website - Lead Gen Form

Connection Method  
Choose how your website data will be sent to TikTok. You can always return and select another connection method to set up more events under this pixel ID.

TikTok Pixel  
Send events and parameters through web browsers. [Learn more](#)

Events API  
Send events and parameters directly from your server. [Learn more](#)

By clicking Next, you agree to [TikTok Business Products \(Data\) Terms](#).

Select **Manually Install Pixel Code**. *If you're eligible for a partner integration, see [here](#).*

**Set Up Web Events with TikTok Pixel**

Installation Type

Note: You can always return and select another setup method to set up more events under this pixel ID.

Manually Install Pixel Code  
Copy and paste the pixel code in your website. [Learn more](#)

Automatically Set Up Web Events via Partner Platforms  
Connect your website using one of our partners, like Shopify or Google Tag Manager. [Learn more](#)

Back Cancel **Next**

**NOTE:** We recommend using only 1 pixel per website. Too many pixels can reduce page load speed.

# Set Up Pixel & Events

If you are looking to simplify event setup or don't have a developer, we recommend using the Event Builder feature. [Learn more about Event Builder](#) and [Custom Code](#).

**Set Up Web Events with TikTok Pixel**

Events are actions a website visitor takes to achieve a business goal, like viewing content, adding an item to a cart, or making a purchase.

Event Setup Method

Note: You can always return and select another setup method to set up more events under this pixel ID.

**Event Builder**

Create events with our self-service platform to simplify setup. Technical support isn't required, but you must be able to install base code. [Learn more](#)

**Custom Code**

Build and customize events with code to fit your needs. Developer support is required. [Learn more](#)

Back Cancel

**1 Install pixel code** ----- **2 Create events**

**1. Copy the pixel code**

```
<script>
function (w, d, t) {
  w.TikTokAnalyticsObject=t;var ttq=w[t]=w[t]||[];ttq.methods=
  ["page","track","identify","instances","debug","on","off","once","ready","alias","group","enableCookie","disableCookie"];
  .ttq.setAndDefer=function(t,e){t[e]=function(){t.push([e].concat(Array.prototype.slice.call(arguments,0)))};for(var
```

Copy Pixel Code Email Pixel Code Download Pixel Code

**2. Paste the pixel code in the header section of your website**

Add the code between the tags. TikTok pixel code can be added above or below other tracking tags (such as Google Analytics) in your website header.

```
<head>
Pixel code
</head>
```

Copy your pixel code and paste it into the top header section of your website. *Website headers start with the <head> tag and close with the </head> tag. Only paste your pixel code **once**.*

# Set Up Pixel & Events

Collect your cookie consents and Automatic Advanced Matching preferences. TikTok will always set first-party cookies using Pixel unless you opt-out. [Learn more](#).

See [TikTok Business Product \(Data\) Terms](#) for more info on 1st and 3rd party cookies.

Additional signals from Advanced Matching and Cookies help improve TikTok's ad delivery systems to show your ads to people more likely to take action.



## Pixel Tip

For maximum performance, consider also using [Manual Advanced Matching](#) by coding it with your Pixel.

**3. Manage cookies**

TikTok pixels use first-party and third-party cookies to measure events, maximize campaign performance, personalize ads, and as otherwise provided in [our terms](#). You can manage your pixel's use of first-party cookies now, or in settings later. To manage your pixel's use of third-party cookies, use a tag manager or similar tools. [Learn more](#)

Allow first-party cookies

---

**4. Enable Automatic Advanced Matching**

Automatic Advanced Matching is used with your pixel to automatically scan customer info on your website to match web events to TikTok users. This info is hashed and then shared with TikTok to help attribute more conversions to your ads and improve ad retargeting. You can also use Manual Advanced Matching with Automatic Advanced Matching for optimal performance. [Learn more](#)

Automatic Advanced Matching

---

<p><input checked="" type="checkbox"/> Email</p> <p>Info will be hashed to better protect user privacy before sharing with TikTok.</p>	<p><input checked="" type="checkbox"/> Phone Number</p> <p>Info will be hashed to better protect user privacy before sharing with TikTok.</p>
--	---

**NOTE:** If you encounter issues, we recommend referring to [Pixel Diagnostics](#) or the [Pixel Helper](#) for troubleshooting support.

# Set Up Pixel & Events

Now that your Pixel is set up, the next step is to create events to track valuable user actions.


Watch a tutorial on event setup [here](#).

We recommend setting up at least 3 events. For Lead Generation, common events include Submit Form, Complete Registration, Contact, Click Button, View Content, Search, Subscribe, or Add to Wishlist.

✓ Install pixel code ..... **2** Create events

**Create events to track actions**


Events are actions a website visitor takes to achieve a business goal, like viewing content, adding an item to a cart, or making a purchase.



**URL events**

Track every time someone visits a specific webpage, like a product details page or an order confirmation page.

+ Enter URL Keywords



**Click events**

Track every time someone clicks on a webpage element, like an add to cart button or a form submission button. [Install Pixel Helper](#)

+ Add Web Elements

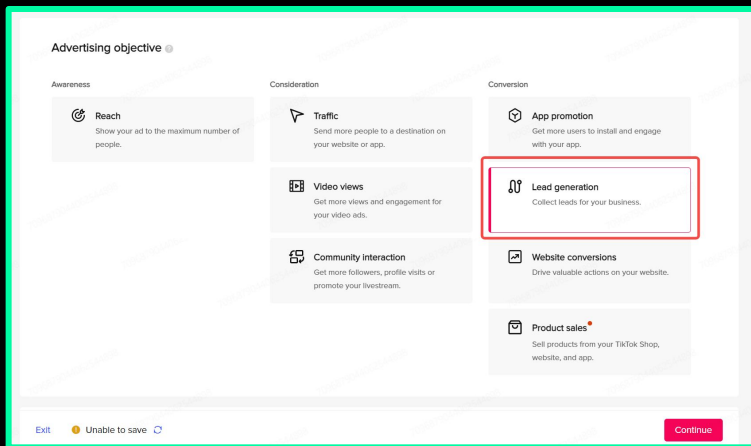
**NOTE:** If you encounter issues, we recommend referring to [Pixel Diagnostics](#) or the [Pixel Helper](#) for troubleshooting support.



# Select Objective

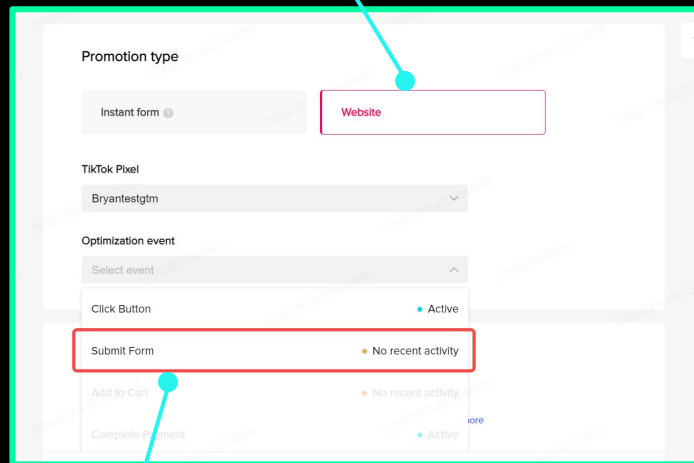
Choose **“Lead generation”** as your campaign objective in TikTok Ads Manager.

## Custom Mode



## Optimization Location

Select **“website”**



## Pixel Settings

Select your pixel with optimization events such as: Submit Form, Complete Registration, Contact, Click Button, View Content, Search, Subscribe, Add to Wishlist

# Set Up Your Ad



## Targeting Tip:

Start broad and adjust to more specific, higher-performing segments—we'll help you identify this with data over time.

## Custom targeting:

select this option if you want manually choose the audience you want to show your ad to.



## Optimize custom targeting!

- Create **custom audiences** based on website events like past page views.
- Consider re-engaging previous website visitors or building **lookalike models** based on past high-value leads. See page 27 for more details.

## Automatic targeting:

select this option if you want us to handle choosing the most relevant audience to see your ad.

**NOTE:** A minimum audience size of 1,000 is required to target Custom Audiences in an ad group.

**Audience Targeting**

Select targeting mode

- Custom targeting** (Selected)
  - Manually set criteria for what kind of user you want to show your ads to.
- Automatic targeting
  - Automatically show your ads to relevant users.

Demographics

Location: United States x

Languages: No limit

Gender: No limit, Male, Female

Age: 18-24, 25-34, 35-44, 45-54, 55+

Available audience: Fairly Broad (127,087,000-155,331,000)

Targeting Summary



# Set Up Your Ad

## Bidding:

It's recommended to use Lowest Cost bidding.

## Budgeting:

Set a daily or lifetime campaign budget. Make sure your daily budget is 20–30 times your bid. For more information on [budgeting best practices, click here](#).

## Schedule:

Choose "continuous" or a specific timeframe you want your ad to run.

### Bidding & Optimization

#### Optimization goal

Leads

#### Bid strategy

Cost cap

Keep your average cost around or lower than your bid.


Lowest cost

Maximize your number of results.

[Advanced settings](#)


### Budget & Schedule

#### Budget

Daily budget  At least 20 USD



#### Schedule Time Zone: UTC-06:00

Run ad group continuously after the scheduled start time

2022-07-18 16:05 

Run ad group within a date range

#### Dayparting

All Day   Select Specific Time 

# Upload Creative

Your ad should be in portrait mode and always sound on with **music and subtitles**.

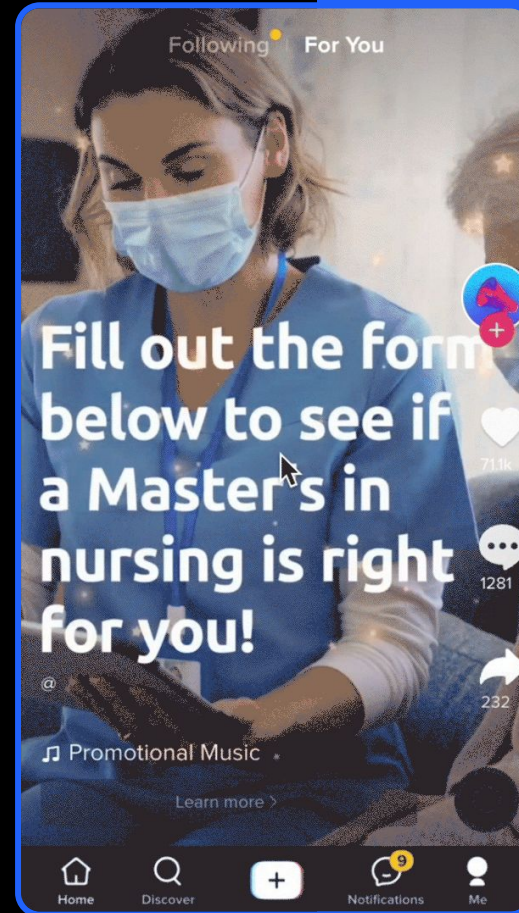
Include a clear **call-to-action** and be sure to keep your video length around **21-34 seconds**. (either in audio or on-screen text).

**Promote special offers** to drive even more engagement and conversions!

Click [here](#) to for more info on creative best practices.

Tip:

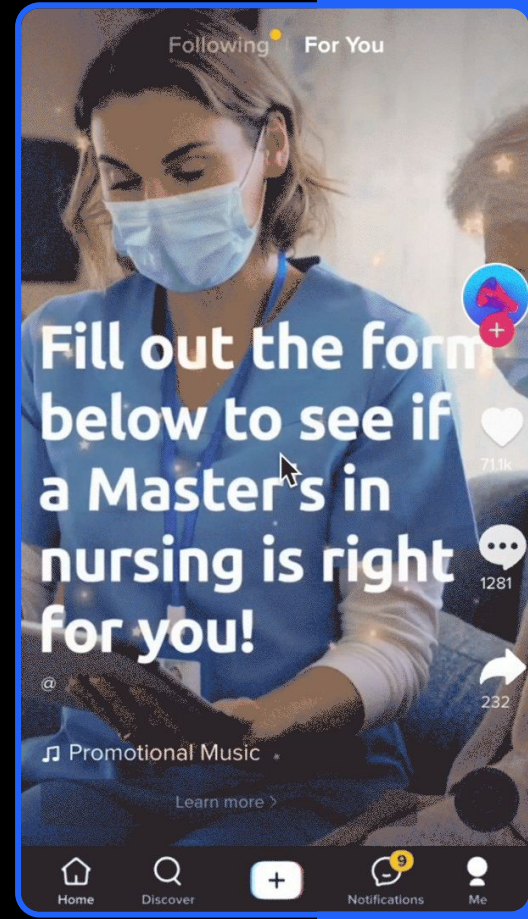
You can use one of your existing TikToks to create an ad with [Spark Ads](#) or upload new content with [TikTok Ads Manager](#).



# Tips for Creating Great Ads

- **Keep it short and sweet:** 21-34 seconds is the recommended length for In-Feed ads.
- **Use trends to spark creativity:** Learn from trending TikTok videos and get inspiration for your ads.
- **Go big with full screen:** Stick to a 9:16 aspect ratio

Click [here](#) for more resources from TikTok Creative Center.



# Destination Page

Input the landing page with your lead gen form.

## Destination page:

Select "Website" under destination page.

## URL:

Copy and paste the URL that directs users to your website and lead form.

## Call to action:

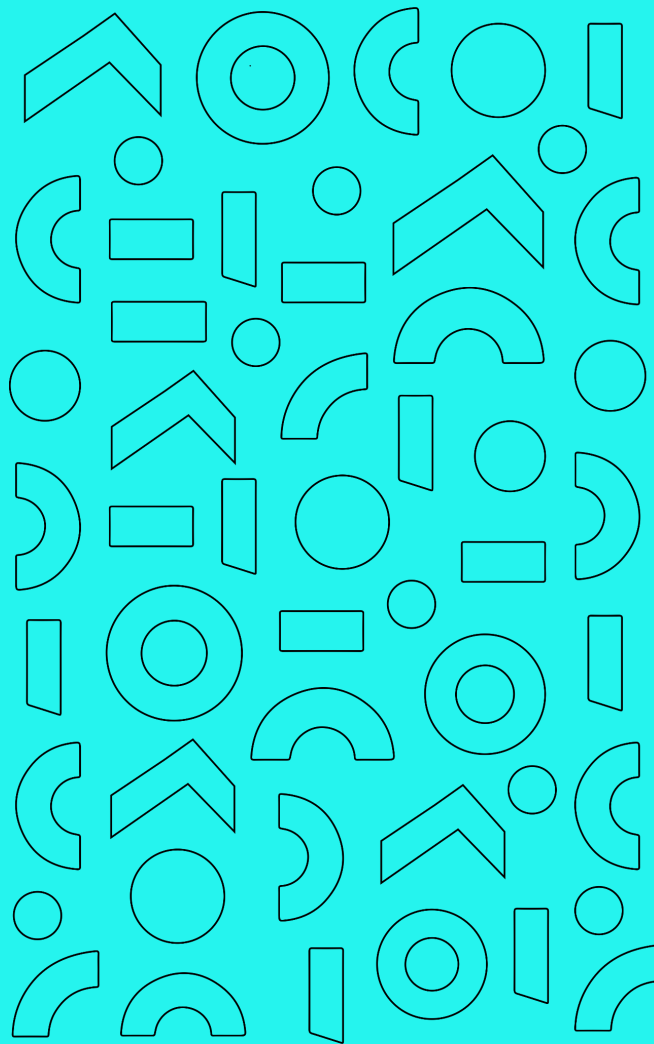
Select an appropriate CTA such as "subscribe" or "sign up"

The screenshot displays the TikTok ad configuration interface. On the left, the 'Destination page' section has 'Website' selected. The 'URL' field contains 'https://www.google.com/'. The 'Call to action' section has 'Standard' selected with 'Subscribe' as the chosen option. A checkbox is checked, indicating agreement to display performance metrics. On the right, a preview of the ad shows a video player for '@Cuidado con el Perro' with a 'Sponsored' label and a 'Promoted music' section with a 'Subscribe' button. The bottom navigation bar of the app is visible in the preview.

# 03

## Find Success:

Tips for optimizing and scaling your campaign with a Website Form



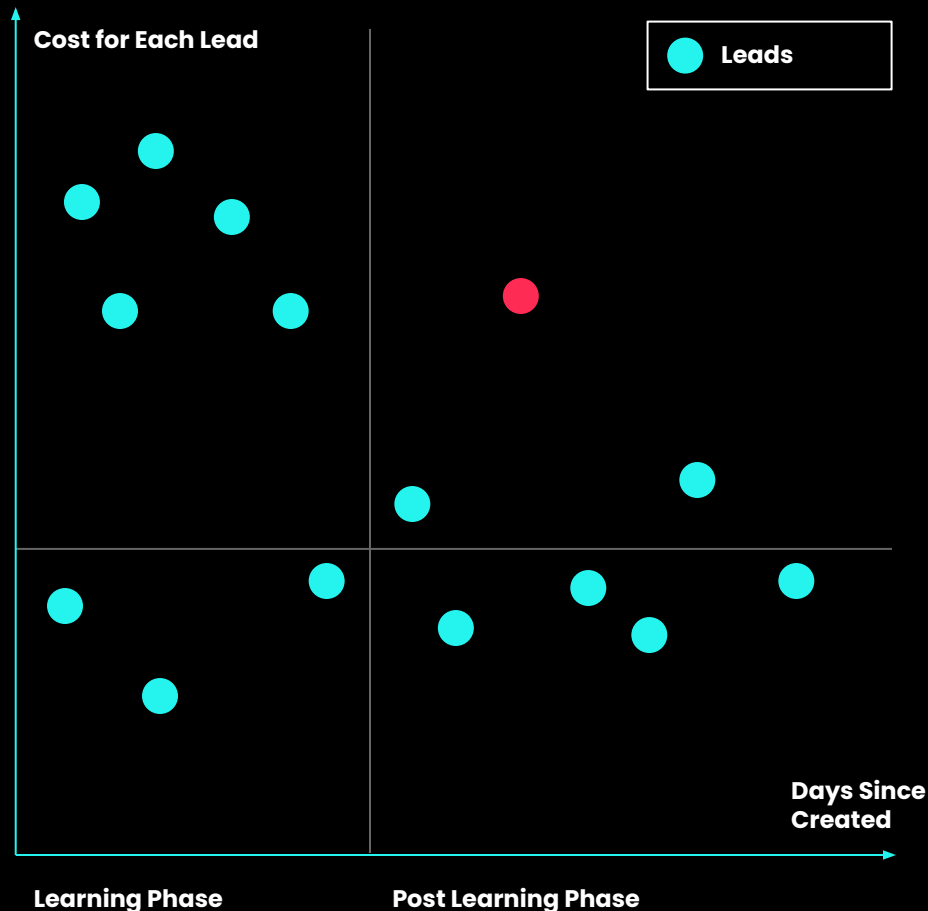
# The Learning Phase

Once your Lead Generation Campaign is running, it'll enter the **Learning Phase**.

This phase is training the system to find the best audience for your ad. It lasts until you reach **20+ conversions within 5 days** after the campaign starts.

During this time, **don't be alarmed** if your performance and cost per lead (CPL) fluctuate. It's best to avoid making too many changes during the Learning Phase.

For more information, [click here](#).

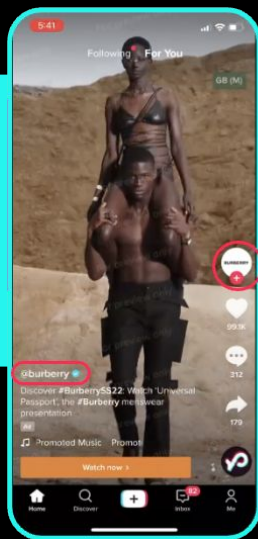




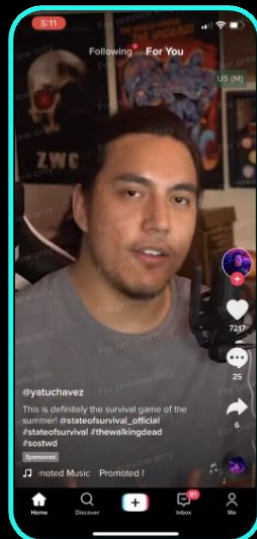
# Spark Ads

**Spark Ads** allow you to add a boost to your own content, or a creator's organic or branded content that they've posted. This is an easy way to partner with creators and make ads that feel organic. When combined with Lead Generation, you can drive higher lead submission rates by boosting TikTok creators' original content.

Organic posts  
published



Branded content  
post under the  
partnering  
creators account

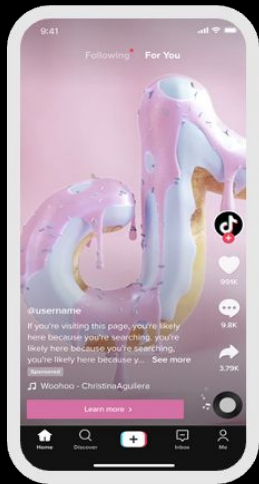


If you want to learn more about Spark Ads, click [here](#).

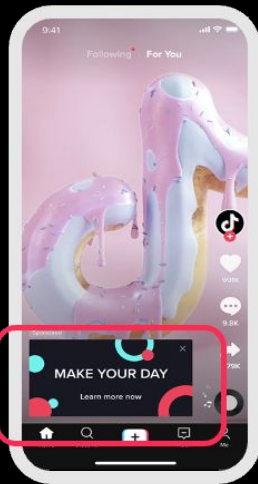
# Display Cards\*



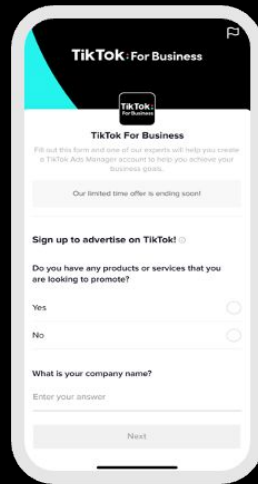
A **Display Card** is a large, clickable area you can add on to in-feed ads that can showcase your product or special offers such as discounts or incentives. When combined with Lead Generation, you can grab extra attention and direct users to your instant form.



Before Display card shows



After Display card shows



After Click on the Display card

For more information on Display Cards, click [here](#).

\*dependent on market availability

# Lookalike Audiences



## Looking for more leads?

You can use lookalike audiences to target users that share similar characteristics with your best customers.

In order to do this, you will need to build a custom audience as your source audience. This can be built from ad engagement or web traffic (from your pixel).

Learn more about lookalike audiences [here](#).



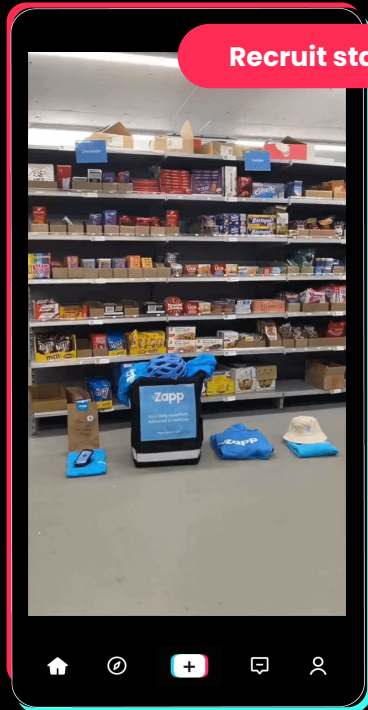
# 04

## Success Stories:

See how businesses in different industries attract new customers on TikTok with Lead Gen solutions



# How **Service** businesses are using TikTok Lead Generation



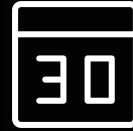
Recruit staff



Recruit suppliers or salespeople



Find B2B Leads for your services



Schedule consultation



Newsletter opt-in to stay in touch



Collect Leads for aggregation



Share business quotes



# Gojek Vietnam Generated Leads with Cost Efficient Scale

Gojek Vietnam, a food delivery service, wanted to get quality leads to drive riders or potential delivery people to sign up on TikTok platform.

## Solution and Performance

The Gojek Vietnam team focused on Hanoi for its Lead Gen campaign. The creative centered around the benefits which riders get when they sign up. Gojek Vietnam team produced 2 creatives, 1 which is 23 seconds long and another 30 seconds long. They added the benefits in the first 3 seconds on the 30 second long video and it drove a higher CVR (23% - 28%). Users who click after 2 seconds video view (click / 2 sec video views) is also higher ~ 2.5%.



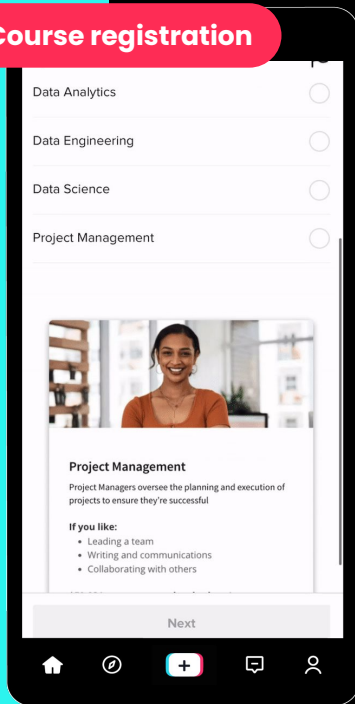
\*Compared to Lead Gen campaign benchmark in Vietnam from August 2021 - November 2021

# Education & Training businesses are finding leads with an engaged audience on TikTok

# 30.9B+

#Education Views

## Course registration



## Use cases for gathering leads across Education and Training



Promote course subscriptions



Schedule sessions or campus visits



Recruit teachers or staff



Register for course information



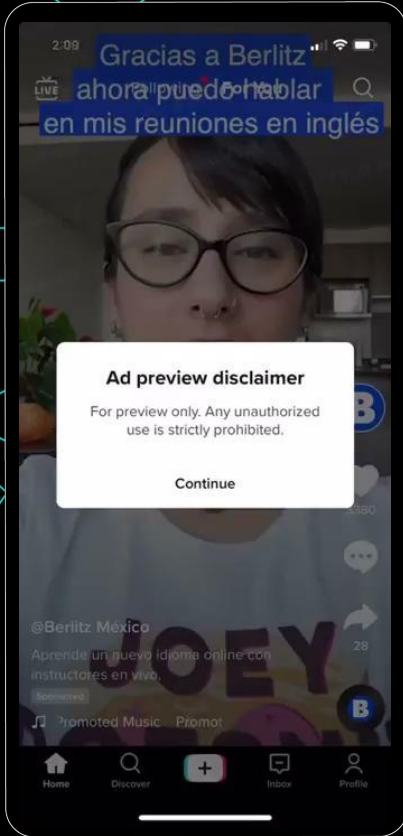
Newsletter opt-in to stay in touch



Register for webinar

# Berlitz used TikTok Lead Generation to acquire users at a lower CPL

Berlitz is a Mexico based language education school. Berlitz has been running an “always-on” campaign using TikTok Lead Generation ads to capture interested users for their languages products.



## Solution and Performance

Berlitz has been running an “always-on” campaign using TikTok Lead Generation ads to capture interested users for their languages products. The campaign targeted users in the range of 18 - 44 years-old, from 3 segmentations: Interested Targeting (e.g Tech, Games, Education), Website Retargeting and Lookalike audience.

**25%** Lower CPL compared to other platforms  
**1.5K+** Leads collected



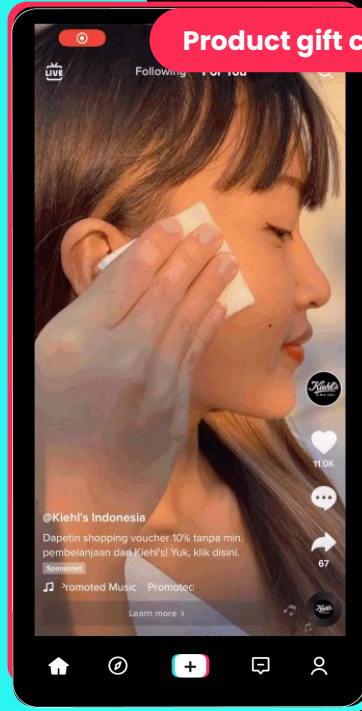
# Consumer product content on TikTok leads to discovery, consideration, and action

# 56%

Social / video platform users say that ads on TikTok lead them to discover new products / brands

# 61%

of TikTok users have engaged in social shopping behaviors on the platform.<sup>2</sup>



## Use cases for gathering leads across Retail / E-comm / CPG

Product gift cards



Share discount codes, vouchers



Announce early access for product launches



Subscription services



Newsletter opt-in to stay in touch



Share product samples



Host content, follow up on campaigns

# Announcing the arrival of Nina Rose, a new fragrance by Nina Ricci

## Lead Generation Campaign

When it came to launching its latest scent - Nina Rose - Nina Ricci leveraged Lead Generation to engage with their audience in Spain.

## Solution and Performance

Nina Ricci allowed users to request a free sample of the new fragrance from within the app. The ad itself appeared as an In-Feed Ad in users' For You feeds and featured a popular Spanish creator unboxing the fragrance and accompanying T-shirt, giving the campaign a real sense of authenticity.

# 41.8%

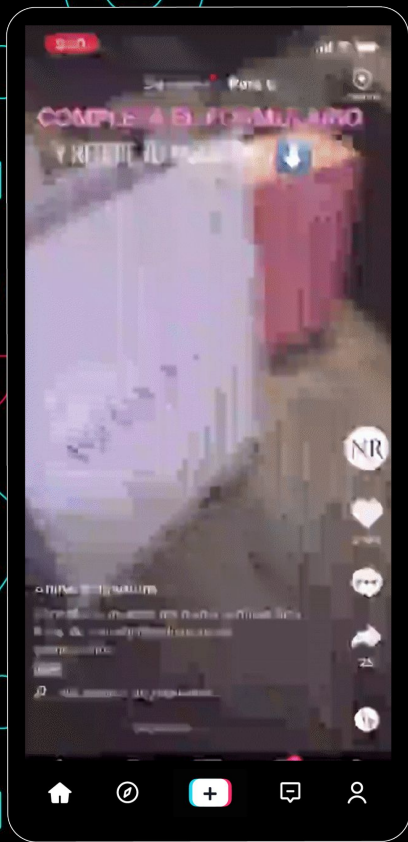
## Conversion Rate

A strong conversion rate showed strong reception from the Spanish TikTok community, and proved the effectiveness of the campaign's audience targeting

# 83%

## Lower CPL

This campaign saw 83% reduction in cost per lead in comparison to previous lead generation campaigns





NICE

# Start finding new leads today!

 **TikTok** for Business

