Gerardo Perez:

Welcome to the Ad Group Level. This is where you select all your targeting, demographics, locations, and all that fun stuff. So I'm going to go ahead and walk you through it step by step.

First up, we have promotion type. Here, you're going to select between either app or website, and in this case, we're going to select website. Very importantly, since we already have our TikTok pixel installed, we'll be able to easily select it here.

Here, we have different options to choose from such as view content, add to cart, complete payment, complete registration, add payment info, initiate checkout, and search. If you're running traffic to econ stores, I do suggest that you go a little bit more down the funnel and probably optimise for something along the lines of either add to cart, add payment info, initiate checkout, or most importantly, complete payment. You also have the option to toggle a TikTok instant page, which we'll actually talk about in a later section.

Next, we have placements. You can either select automatic placement or select placement. My personal suggestion is to click on select placement and get rid of everything except for TikTok.

Next, we have creative type. And under this section, you can see that we have automated creative optimization as an option, or also known as ACO. ACO is essentially a feature that you can enable at the ad level, which creates different variations of your ads. So let's say for example, you have three videos and three different captions that you want to mix up. What ACO essentially does is that it mix and matches all those different combinations possible and creates those ads for you.

I personally don't suggest using this, simply for the fact that if you actually toggle it, it's going to create a array of different creative variations. The only issue with this is, if you're operating at lower spends, it's really just going to dilute that traffic and you're not going to get enough trigger or actual traffic to those specific ads to see what's working.

Next up, you have targeting. Here, you can either select from custom or automatic. With automatic targeting, you essentially have very little control over your campaigns and you're just telling TikTok to take the wheel. I'm not saying to not try it. I'm always open to testing, but for the time being, I'm going to go ahead and walk you through custom targeting.

So with custom targeting, you'll be able to select different regions to actually target that range all across the world. Next up, you have languages. If your product is being advertised to a specific region or a specific group of people that only speak a certain language, then yes, definitely select that. If not, you can just leave that blank. Under gender, you have no limit, male or female. This is totally contextual on the nature of your products. For the time being, I'm going to go ahead and leave it at no limit, simply because I'm walking you through the process, but do keep in mind that if you have gender specific products, it would be good to actually target those specific audiences.

Next up you have age, and this can range anywhere between 13 up to 55 plus. Keep in mind that age here are actually selected into different little groups, that you have 13 through 17, 18 through 24, 25 through 34, 35 through 44, 45 through 54, and 55 plus. So if your audience is comprised of any of those specific age groups, go ahead and select those. Then we have audiences. This is where you select different custom audiences or lookalike audiences which we'll talk about in a later section of the course. This can be incredibly effective when it comes to retargeting campaigns or just creating audiences based off of previous users that have potentially converted.

You also have the option to either include or exclude. Exclude is a great addition. Whenever you want to actually exclude people that have maybe purchased from you in a certain amount of time range to make sure that your spend is being allocated appropriately.

Next, we have interest and behaviours here. You'll see different sections like interest, video interactions, creator interactions, and hashtag interactions. Under interests and behaviours, you'll actually see this little bar right here, and if you click on it, you'll have multiple different industries to actually target.

In this case, let's go ahead and select beauty and personal care and hit on this dropdown arrow right here. As you can see, you have multiple different options to choose from, which actually have even more toggle options. So let's say for example, we select skincare. We toggle down, you have a lot of different options to choose from. In this case, let's go ahead and select facial care. Even under facial care, you'll have even more options. So just make sure to do extensive research and actually see what it is that you want to target, and what's most appropriate for your brand.

Next up, we have video interactions. This is a really cool targeting capability where you can actually select how people have interacted with different types of videos on the app in a recent amount of time. Let's say, for example, you want to target people that have watched same deal, beauty and style, beauty, and care. And in this case, we can just select other beauty, since we're going on that skincare route.

In addition to that, you can select how they actually engage with those specific videos. You have options like watched until the end, liked, commented or shared. Typically you can just go ahead and select all of them, so it gives you a little broader range. You also have the option to either select a seven or 15 day time period. That is totally up to you.

Next up, you have create your interactions. This one's a really, really cool feature because you can select whether or not they followed a specific type of creator or viewed their profile. Similar to the interest targeting, you're going to have all these different options to choose from. So if we're being consistent, let's go ahead and select someone under fashion and beauty and just select beauty.To make it a little broader, we can go ahead and select viewed profile, or if you want, you can actually select both.

Finally, you have hashtag interactions here. You can choose for multiple different hashtags and you can actually do some pretty neat things. Let's say, for example, you're in the beauty or skincare space. Obviously, you can find different hashtags related to those specific industries. But in addition to that, if you know of large brands on the platform, you can actually try and see if those hashtags are actually available, so that you can start to scoop up a portion of their audience.

You also have the option to select from different devices that you actually want to target. This can be helpful if you have different consumer insights or learnings from the past on which audiences tend to convert best, but in all honesty, if you don't have any of that, I would probably just leave it alone.

You can also select from different OS versions, device models, or even connection price, such as wifi, 2G, 3G, 4G, and even 5G. Carriers are also an option and device price, you can actually select that as well. Next, you have targeting expansion. If you toggle this, you essentially tell TikTok that they can go ahead and broaden your audiences based off of similar interests or different selections that you've made based off of audience, gender, and age.

This is a good option to actually select if you notice that your available audience has actually gotten smaller based off of your different interest selections. Next up, we have budget and schedule. The very minimum that you can have within each ad group on TikTok is $20 per day. You also have the option to establish a lifetime budget. So if you just want to set aside a specific amount of money, you can go ahead and do that as well. Later in the course, we'll visit how to actually select and establish your budget depending on your product costs and different price ranges.

You also have the option to select run ad group within a specific date range. This is going to allow you to essentially establish when you want to start and stop your campaigns. This may be a good option for you if you're not continuously checking your ad account and you want to make sure that you're not overspending on the platform.

Finally, you have day parting. You can either select from all day or select a specific time. Day parting essentially tells the platform that you only want your ads to be shown to people within a certain day or time of the day. I wouldn't necessarily toggle this unless your product is very specific or you have different data insights on when your users typically convert the best. But if that's not you, I do suggest just to stick with all day, at least initially.

Finally, we have bidding in optimization. As you can see here, you're going to be able to select from different optimization goals that range from value, conversion or click. Currently, we don't have value as an option, simply because we're using a dummy pixel, but further down the line, once you get a little bit more data insights, you can go ahead and select that as well.

One thing to mention, if you already have data on your pixel, you will have value as an option. And if you were to select that your bid strategies will be limited to either cost cap or ROAS cap. In this case, we're just going to leave it at conversion because we want to optimise for actual conversions based off of what we selected within our pixel event, instead of just clicks to get people off platform.

Finally, you have your bid strategy. Here, you currently have two options. One is going to be cost cap, and the second one is going to be lowest cost. Cost cap is essentially telling the platform, look, I'm not willing to spend more than X amount for a specific optimization event, whether that's an add to cart, initiate checkout, purchase, you name it.

Lowest cost is a little bit simpler. If you select this, you're basically telling the platform to go out and optimise and find those specific audiences while spending the entirety of your budget. The biggest downside to selecting cost cap, especially when you're starting your campaigns is you might not actually get the platform to fully spend your budget, simply because you may be a little bit tight with your cost cap and they can't find those audiences at those specific rates. That being said, if this is your first time advertising, and if you're new to the TikTok ad platform, I do suggest that you start off with lowest cost, and in a later module, we'll talk about how to continue to optimise and make the transition over to cost cap.

Finally, under advanced settings, you have two different options under delivery type. Number one is going to be standard, and number two is going to be accelerated. Standard essentially means that TikTok will be dispersing your budget throughout the day, and accelerated just means that they're going to spend it as fast as they possibly can. In this case, just leave it at standard and that's it for the ad group level. I'll go ahead and catch you at the ad level.