

HOW TO RUN TIKTOK ADS

Part I: All about ads

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MODULE PROGRESS

module 5 | TIPS FOR RUNNING A CAMPAIGN

PART 1: ALL ABOUT ADS

How to Run
TikTok Ads
by foundr

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- If an ad isn't converting, it will most likely be the creative, not the targeting, that's the issue
- The longer you run ads, the better data you'll get to target going forward...so be patient!
- Track the metrics that matter, specifically:
 - Click-through rate
 - Conversion rate

Mark Complete

Take Notes

