

Gerardo Perez:

Next up in the assets tab, we have catalogues. If you're familiar with Facebook ads, you know that you have the ability to actually integrate your catalogue, to be able to create specific campaigns. This is essentially the TikTok version of that. There's two ways to integrate catalogues. It could either be through CSV or Excel files, or you can actually integrate it through partner platforms like Equi, Big Commerce, Shopify, and Square.

When it comes to catalogues, it's a little bit tricky because the creative that you use on TikTok typically relies on video. And in this case, they do encourage you to use their dynamic video editing tools, which is essentially making picture slides shows. I personally don't think it's the most effective form of advertising, but again, if you want to use this in mid or bottom funnel, a.k.a for retargeting, feel free to give it a try and see if you find success with it as well. Once you import your catalogue, you'll notice that at the campaign level, you'll have an additional advertising objective called catalogue sales. If you do decide to integrate and test out this feature, you will have to make a catalogue so campaign in order to enable this feature. All right, guys, I'll see you in the next lesson.